

Cookie Policy

COOKIE POLICY

This Policy has been prepared in order to inform users about Çalık Holding A.Ş.'s ("**Çalık Holding**") principles for the use of cookies.

Çalık Holding Cookies

- a. They are used for the personalization of how users utilizes a website, mobile application, and/or a mobile site. Such use comprises:
 - o Cookies that save your password and keep your website / mobile application / mobile site session open continuously, thus saving you from the trouble of entering your password more than once on each visit, and
 - o It contains cookies that remember and recognize the user during subsequent visits to the website, mobile application, and/or mobile site.
- b. It uses the website, mobile application and/or the mobile site to determine how the users uses the website, mobile application and/or mobile site, including where a user connects to the website, mobile application and/or mobile site; devices used for connection; content viewed in the website, mobile application, and/or the mobile site; and the duration of the visit.
- c. It uses them for presenting contents and advertisements commensurate with the user's areas of interest, that is, targeted advertisements or for promotional purposes.

How does it use third party cookies for advertisements and retargeting?

It may also use the cookies for presenting advertisements which may grab your attention when you use a search engine or visit Çalık Holding's website, mobile application and/or mobile site and/or websites in which it places an advertisement. For this purpose; to present advertisements special to you, it uses information pertaining to your previous visits to the website, mobile application, mobile site and other websites in which it places advertisements. While presenting such personalized advertisements, it may insert a unique third party cookie in your browser so that it can recognize you. In addition, it uses Google Analytics, which is a web analysis service offered by Google, Inc. ("Google"). Google Analytics uses cookies to analyse how users use the website, mobile application and/or mobile site with statistical information/reports. You can click on the following link in order to get more information about how Google Analytics is used (including rejection options):

<http://www.google.com/intl/tr/policies/privacy/#infocollect>

In addition, your email address, which is a part of your personal data, is shared with Facebook in order to present advertisements that may capture your attention and to form a special target group with Facebook. Your email address is shared via a secure channel provided by Facebook. Your email address is encrypted by Facebook with SHA 256 algorithm and only used for matching. Your email address is not shared with third parties and deleted from Facebook systems as soon as possible after the completion of the matching process. Facebook (a) protects the security and integrity of such data so long as your personal data is kept in Facebook systems and (b) ensures the confidentiality and security of your email address, which is encrypted with "hash method" that represents your special target group, as well as Facebook User Identity collection, which also includes technical and physical security precautions developed for protecting your personal data in Facebook systems against inadvertent or unauthorized access to or utilization of your personal data in Facebook systems. In addition, Facebook will not allow third parties or other advertisers to access your special

target group or provide related information without your consent or unless it is required pursuant to applicable laws or add your data concerning special target group to data pertaining to our users or create a profile based on their area of interests or use your special target group for any purpose other than offering you services. You may visit <https://www.facebook.com/ads/manage/customaudiences/tos.php?> for conditions related to special target groups and <https://www.facebook.com/privacy/explanation> address for Facebook Privacy Policy.

The SDK (Software Development Kit) of the related application rather than the cookie is used for the mobile application.

How Can You Manage Cookies?

You may follow the following steps depending on the type of your Internet browser in order to exercise your right to obtain information about cookies and to give your consent or to reject:

Google Chrome: You can click on the "lock sign" or letter "i" in the "address section" of your browser and allow or block cookies from the "Cookie" tab.

Internet Explorer: Click on "Security" tab in the "Tools" section in the upper right-hand corner of your browser and choose "allow" or "do not allow" to manage cookies.

Mozilla Firefox: Click on "open menu" in the upper right-hand corner of your browser. Click on "Options" and use "Privacy and Security" button to manage cookies.

For other browsers (e.g. opera, microsoft edge), you can review the help or support pages of the relevant browser.

Safari: You can manage all your cookies from the "Privacy and Security" section by selecting the "safari" tab from the "Settings" section of your phone.

Besides the above options; to have information about all cookies and for cookie management:

- You can visit www.allaboutcookies.org,
- "www.youronlinechoices.eu" or
- You can use the "Privacy Badger" application.
- For mobile applications you may follow guidance in the Privacy or Settings sections of your device or download Lumen Privacy Monitor into your phone for cookie or SDK management.

If you reject persistent cookies or session cookies, you may continue using the website, mobile application, or the mobile site, but you may not access all functions of the website, mobile application, or the mobile site or your access may be limited. The process may vary in mobile application.

For more information on cookies and cookie management, you may read the Clarification Text on Processing of Personal Data in our website or send an email to calikholding.insankaynaklari@calikholding.hs03.kep.tr.

Cookie Types

Cookie types by duration of use: Session cookies and persistent cookies are used in the website, mobile application, and mobile site of electronic trade platforms operated by Çalık Holding depending on the duration of use. A session cookie ceases to exist when you close your browser. A persistent cookie, however, remains in your hard disk for a long period or permanently.

Cookie types by cookie owner or the party which has inserted cookies: "Çalık Holding cookies (first party cookie) and **"third party cookies"** are used in the website, mobile application, and mobile site of electronic trade platforms operated by Çalık Holding depending on the party which has inserted them. Çalık Holding cookies are created by Çalık Holding while third party cookies are managed by third parties with which we cooperate.

Cookie types by purpose of use: Depending on the purpose of use **technical cookies, verification cookies, targeting/advertisement cookies, personalization cookies, and analytic cookies** are used in the website, mobile application, and mobile site of electronic trade platforms operated by Çalık Holding. By using these cookies Çalık Holding determines traits separating its members from each other and divides them into large groups for campaigns and advertisements suited to their preferences and taste and carries out statistical research aimed at determining spending habits, including average spending, age, sex, shopping categories, and mobile usage rate.