

## “ÜÇYÜZ ALTI MIŞ TURİZM ve TİC. A.Ş.”

### COOKIE PRIVACY NOTICE ON PROCESSING OF PERSONAL DATA

We use tracking technologies such as cookies, pixels, gifs ("**Cookies**") placed on your pad, mobile phone or computer during your use or visit of our website and our mobile applications. Cookies allow the servers of our websites and applications to recognize your devices, for example, your language preferences, saved usernames and passwords, and to manage traffic on the site. Cookies help us improve our software to provide you with a better experience by analyzing the number and audience of visitors using our website or application and in case you prefer; help us to personalize the advertisements you display during your internet usage.

Your personal data regarding cookies used on the <https://www.360istanbul.com/> ("**Website**") may be processed by “ÜÇYÜZ ALTI MIŞ TURİZM ve TİC. A.Ş.” ("**Company**") as the data controller in accordance with the Personal Data Protection Law No. 6698 ("**Law**") within the purposes specified below.

#### **Purposes for and Legal Grounds of Processing Personal Data**

Your collected personal data will be processed for the purposes set out below ("**Purposes**") within the personal data processing conditions and purposes specified in Article 5 of the Law. Cookies on the Website are used for different purposes. Depending on the type of cookie used, the data processing purposes and the conditions for data processing under the Law on which we rely when using the relevant cookie may change.

#### **Essential Cookies**

Essential cookies are cookies placed on your device and required for the proper functioning of the online services offered during your use of the Website. For the data processing activities conducted by use of these essential cookies, we rely on the data processing condition envisaged as "**being necessary to process personal data of the parties of the contract, provided that it is directly related to the establishment or performance of the contract**" under Article 5 of the Law.

## Performance and Analytics Cookies

Performance cookies allow us to track and analyze the number of people viewing the Website and the website traffic. By means of these cookies, we may obtain information such as which areas on the Website are most frequently or rarely visited and we may optimize the traffic of the Website

For the data processing activities conducted during the use of cookies where you explicitly request the relevant information society service and during the use of first-party analytical cookies, which are statistical measurement tools and are used for purposes that do not significantly affect the privacy of users, such as obtaining general - statistical information, we rely on the data processing condition envisaged as **“processing of data is necessary for the legitimate interests pursued by the data controller, provided that this processing shall not violate the fundamental rights and freedoms of the data subject”** within the scope of Article 5 of the Law

In cases where you do not explicitly request the relevant information society service, for the data processing activities conducted during the use of cookies and third-party analytical cookies, we rely on your **“explicit consent”** within the scope of Article 5 of the Law.

**Functionality Cookies** Functionality cookies are necessary to provide certain functions on the Website and to remember your preferences related to them. Functionality cookies are used to remember your language preference on the Website or to save your settings for cookie use.

In cases where you explicitly request the relevant information society service, for the data processing activities conducted during the use of cookies, which are used for purposes recording your preferences and customizing the Website for you, we rely on the data processing condition envisaged as **“processing of data is necessary for the legitimate interests pursued by the data controller, provided that this processing shall not violate the fundamental rights and freedoms of the data subject”** within the scope of Article 5 of the Law.

In cases where you do not explicitly request the relevant information society service, for the data processing activities conducted during the use of these cookies, we rely on your **“explicit consent”** within the scope of Article 5 of the Law.

## Targeting and Personalized Advertising Cookies

Targeting and personalized advertising cookies are used to promote personalized products and services to you on the Website or in channels other than the Website in accordance with your viewing history and visitor profile. For the data processing activities, we carry out during the use of these cookies, we based on your "explicit consent" as a data processing condition under Article 5 of the Law. Below you can find the different types of cookies that we use on the Website. Both first party cookies (placed by the Website you visit) and third-party cookies (placed by servers other than the Website you visit) are used on the Website.

Mandatory Cookies			
Cookie Name	Provider	Purpose of Use	Duration of Use
dc_gtm<PORPERTY_ID>	Google Tag Manager	Using for deploying other tracking pixels	1 minute

Performance and Analytics Cookies			
Cookie Name	Provider	Purpose of Use	Duration of Use
_gid	Google Analytics	Using for distinguishing users from each other.	24 hours
_ga	Google Analytics	Using for distinguishing users from each other.	2 years
_gat	Google Analytics	Using for limiting the number of Analytics.	1 minute

Functionality Cookies			
Cookie Name	Provider	Purpose of Use	Duration of Use
.AspNetCore.Session	N/A	Session cookie	N/A

Targeting and Personalized Advertising Cookies			
Cookie Name	Provider	Purpose of Use	Duration of Use
gid	Google Ads	Using for ads tracking and remarketing	24 hours
_gcl_au	Google Ads	Using for ads tracking and remarketing	90 days
_datr	Meta	Using for identifying the browser used to connect to Facebook	24 hours

## Recipient Parties and Purposes for Transferring Personal Data

Your personal data collected in line with the fulfillment of the above-mentioned Purposes may be transferred to the our consultants, to our technical service providers regarding information technology infrastructure and cookies, and to our business partners (Facebook, Google, Related Digital, etc.) within the scope of our legitimate interest, to legally authorized public institutions and legally authorized private institutions within the scope of that is expressly provided in the laws and fulfillment of our legal obligations, in accordance with the personal data transfer rules specified in Article 8 of the Law.

## **Method of the Collection of Personal Data**

Your personal data is collected via cookies and other tracking technologies in electronic environment within the scope of fulfilling the above-mentioned Purposes.

## **Data Subject's Rights Specified under Article 11 of the Law**

We hereby declare that as personal data subjects, you are entitled to the following rights, set forth under Article 11 of the Law:

- To learn whether your personal data are being processed,
- To request information if your personal data have been processed,
- To learn the purpose of the processing of your personal data and whether they have been used accordingly,
- To learn which third parties domestic or abroad your personal data has been transferred to,
- To request rectification in case your personal data has been processed incompletely or inaccurately and to demand the operations in this regard be reported to third parties your personal data has been transferred to,
- To demand the erasure or destruction of your personal data in the event that the reasons for the processing no longer exist even though it was processed in accordance with the Law and other relevant provisions and to demand the operations in this regard be reported to third parties your personal data has been transferred to,
- To object to negative consequences to you that are concluded, as a result of analysis of the processed personal data through solely automatic systems,
- To demand compensation for the damages that you have suffered as a result of an unlawful processing of your personal data.

In case requests relating to the aforementioned rights are conveyed to [360istanbul@360istanbul.com](mailto:360istanbul@360istanbul.com) such requests shall be evaluated within thirty days. In principle, the requests shall be concluded free of charge. However, the Company reserves the right to demand a fee from the tariff specifies by the Data Protection Board.

## **How Can I Control the Use of Cookies?**

You can have partial control through the settings of the browser you are using. You can access information on the management of cookies in frequently used browsers via the links below:

Adobe Analytics	<a href="http://www.adobe.com/uk/privacy/opt-out.html">http://www.adobe.com/uk/privacy/opt-out.html</a>
AOL	<a href="https://help.aol.com/articles/restore-security-settings-and-enable-cookie-settings-on-browser">https://help.aol.com/articles/restore-security-settings-and-enable-cookie-settings-on-browser</a>
Google Adwords	<a href="https://support.google.com/ads/answer/2662922?hl=en">https://support.google.com/ads/answer/2662922?hl=en</a>
Google Chrome	<a href="http://www.google.com/support/chrome/bin/answer.py?hl=en&amp;answer=95647">http://www.google.com/support/chrome/bin/answer.py?hl=en&amp;answer=95647</a>
Internet Explorer	<a href="https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies">https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies</a>
MozillaFirefox	<a href="http://support.mozilla.com/en-US/kb/Cookies">http://support.mozilla.com/en-US/kb/Cookies</a>
Opera	<a href="http://www.opera.com/browser/tutorials/security/privacy/">http://www.opera.com/browser/tutorials/security/privacy/</a>
Safari:	<a href="https://support.apple.com/kb/ph19214?locale=tr_TR">https://support.apple.com/kb/ph19214?locale=tr_TR</a>