

## 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 online platforms such as our websites and mobile applications. By means of cookies, the servers of our websites and our applications recognize your devices, such as your language preferences, your saved username and passwords or assist on managing the traffic on the Web Site. Cookies also help us improve our software to provide you with a better experience by analyzing the number and audience of visitors using our web site or application and in case you prefer; help us to personalize the advertisements you display during your internet usage.

Your personal data may be processed by Zer Merkezi Hizmetler ve Ticaret A.Ş. ("**the Company**" or "**ZER**") regarding the use of cookies used on [www.koczer.com](http://www.koczer.com) ("**Platform**" or "**Web Site**") as the data controller in accordance with the Personal Data Protection Law No. 6698 ("**the Law**") within the scope specified below.

The purpose of this Cookie Privacy Notice is to inform you on the processing of the personal data obtained during the processing of personal data through the collection of personal data via cookies and pixels on the Platforms. In this Privacy Notice, we wish to explain which cookies are used for which purposes and how you may control such cookies.

As Zer Merkezi Hizmetler ve Ticaret A.Ş., we may decide not to use some cookies used on our Web Site, change their types or functions, or add new cookies to our Web Site. Therefore, we reserve the right to amend the provisions of this Cookie Privacy Notice at any time. All kinds of amendments made on the current Cookie Privacy Notice shall enter into force when they are published on the Web Site or at any other publicly open channel. You may find the last update date at the end of this Cookie Privacy Notice.

You may find the detailed information regarding the purposes of processing of your personal data by our Company at

[https://www.koczer.com/Content/assets/media/Zer\\_Personal\\_Data\\_Protection\\_and\\_Processing\\_Policy.pdf](https://www.koczer.com/Content/assets/media/Zer_Personal_Data_Protection_and_Processing_Policy.pdf)

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

As ZER, your personal data collected through the Cookies used on our Platform may be processed for the purposes set forth below ("**Purposes**") and for the legal grounds in scope of the conditions and purposes specified in Article 5 of the Law. Depending on the type of Cookies used, the data processing purposes and the conditions for data processing under the Law on which we rely may change.

Below you may find the different types of Cookies used on the Platform. Both first party cookies (placed by the Platform you visit) and third-party cookies (placed by servers other than the Platform you visit) are used on the Platform.

### **Essential Cookies**

The use of certain cookies is mandatory for the correct functioning of our Platform. These cookies are used for the purpose of performing basic functions necessary for the functioning of the Platform. For example, identity verification cookies which are enabled when you log in on our Web Site are used to continuation of your session when you change pages on our Web Site. For the data processing activities conducted by use of these 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.

Cookie Service Provider	Cookie Name	Purpose of Cookie	Type of Cookie	Duration of Cookie
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Zer Merkezi Hizmetler ve Tic. A.Ş.	essential_cookie	Required for the website to function.	First party cookie	1 year
Zer Merkezi Hizmetler ve Tic. A.Ş.	LangCookie	It stores the user's preferred language option.	First party cookie	During session
Zer Merkezi Hizmetler ve Tic. A.Ş.	_SourceCookie	It stores the user's session information.	First party cookie	During session
Zer Merkezi Hizmetler ve Tic. A.Ş.	__RequestVerificationToken	It is used to validate form data submitted from the page.	First party cookie	During session

### Functionality and Preference Cookies

These cookies allow the personalization of the services provided at our Platform for you by remembering your preferences and choices on the Web Site. For example, it allows us to remember your choice of language or font size you selected when you read a text at our Web Site. For the data processing activities conducted during the use of these cookies, 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.

Cookie Service Provider	Cookie Name	Purpose of Cookie	Type of Cookie	Duration of Cookie
Zer Merkezi Hizmetler ve Tic. A.Ş.	functional_cookie	It is kept in order to increase the functionality of our website and to provide ease of use.	First party cookie	3 months
Zer Merkezi Hizmetler ve Tic. A.Ş.	close_cookie	It is used to display the cookie banner.	First party cookie	1 year

### Social Media Cookies

These cookies allow the collection of information about your use of social media. For example, cookies can be used to use the information of your Facebook/Linkedin accounts to create personalized ads or to conduct market research. For the data processing activities conducted during the use of these cookies, we rely on the data processing condition envisaged as **“your explicit consent”** within the scope of Article 5 of the Law.

Cookie Service Provider	Cookie Name	Purpose of Cookie	Type of Cookie	Duration of Cookie
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Linkedin Corporation	li_at transaction_state leadgen.api_session	It allows anonymous segments to be used as a target group in advertisements based on the movements of the users within the site.	Third party cookie	1 year
Meta Inc.	_fb, _fbq	It allows anonymous segments to be used as a target group in advertisements based on the movements of the users within the site.	Third party cookie	1 year

### Performance and Analytics Cookies

Performance cookies allow us to track and analyze the number of people viewing the Platform and the Platform traffic. Through these cookies, we can improve your use of our Web Site and application and the services we provide to you by analyzing performance. For example, with these cookies, we can detect pages most visited by our visitors, whether our Web Site properly functions and potential problems. For the data processing activities conducted during the use of these cookies, 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.

Cookie Service Provider	Cookie Name	Purpose of Cookie	Type of Cookie	Duration of Cookie
Zer Merkezi Hizmetler ve Tic. A.Ş.	performance_cookie	It stores the number of visits in order for us to measure and improve the performance of our website.	First party cookie	3 months
Hotjar Inc.	_hjSessionUser{site_id} _hjSession{site_id}	It enables the detection of errors by visually recording the movements of the users on the site.	Third party cookie	_hjSessionUser{site_id} : 1 Year _hjSession{site_id} : 30 Minutes
Google Inc.	__utma, __utmb, __utmc, __utmz, _ga, _gat	It allows to analyze the overall performance of the site by anonymously	Third party cookie	2 years

		analyzing the user's movements within the site.		
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### Targeting and Advertisement Cookies

Personalized advertising cookies are used to promote personalized products and services in accordance with your screening history and visitor profile on the Platform or in channels other than the Platform. Additionally, we may enter into business partnerships for the advertisement and promotion at our Web Site or at another platform. For example, cookies may be used to monitor whether you have clicked to an advertisement on our Web Site or whether you have benefitted from that service at the Web Site directed by that advertisement after being interested. For the data processing activities conducted during the use of these cookies, we rely on the data processing condition envisaged as “**your explicit consent**” within the scope of Article 5 of the Law.

Cookie Service Provider	Cookie Name	Purpose of Cookie	Type of Cookie	Duration of Cookie
Zer Merkezi Hizmetler ve Tic. A.Ş.	targeting_cookie	It may be used by our advertising partners on our site to display relevant ads on other sites.	First party cookie	3 months
LinkedIn Corporation	Insights	It records the visits of users for re-marketing purposes and provides the display of content related to their interests.	Third party cookie	2 years
Google Inc.	__utma, __utmb, __utmc, __utmz, __ga	It allows to analyze the overall performance of the site by anonymously analyzing the movements of the users within the site.	Third party cookie	2 years
Meta Inc.	_fb, _fbq	It allows anonymous segments of users' movements within the site to be used as target groups in Facebook and Instagram ads.	Third party cookie	1 year

### Method of the Collection of Personal Data

Your personal data are collected via cookies in electronic environment within the scope of fulfilling the above-mentioned Purposes.

### Recipient Parties and Purposes for Transferring Personal Data

As ZER, your personal data in the scope of the Cookie Privacy Notice and in line with the Purposes set forth above may be transferred to consultants and other technical service providers to whom we receive services based on our legitimate interests, to legally authorized public institutions and legally authorized private persons in case it is expressly stipulated in the laws and within the scope of our legal obligations in accordance with the personal data processing conditions set forth under Article 5 of the Law and the data transfer rules stipulated in Articles 8 of the Law.

Several cookies used on the Platform are provided by the third-party service providers other than the Company. If you give your explicit consent, in line with your explicit consent, your visits, clicks and browsing data showing your behavior on the Platform, your personal information such as your IP address may be transferred to LinkedIn Corporation, Hotjar Inc., Google Inc, Meta Inc. residing abroad,

through the use of targeting, advertising and social media cookies, which are used to promote personalized products and services in accordance with your viewing history and visitor profile on the Platform or in channels other than the Platform and to Hotjar Inc. and Google Inc. residing abroad, through the performance and analysis cookies used to track and analyze the number of people viewing the Platform and the Platform traffic in accordance with the personal data processing conditions set forth under Article 5 of the Law and the data transfer rules stipulated in 9 of the Law.

**How Can I Control the Use Of Cookies?**

The preferences of our visitors and users regarding the use of cookies and similar technologies are essential for us. However, Cookies, which are mandatory for the Platform to function must be used. Additionally, we would like to remind you that some functions of the Platform may not work partially or completely if some cookies are turned off.

You may find below the information on how you may manage your preferences for cookies used on the Platform:

- Visitors may customize their preferences for cookies by changing the browser settings in which they view the Platform. If the browser used by the user offers this feature, it is possible to change the preferences for cookies through the browser settings. Thus, although it may differ according to the features offered by the browser, data subjects may prevent the use of cookies, choose to receive a warning before the use of cookies, or disable or delete only some of the cookies.
- Although the preferences on this subject vary according to the browser used, it is possible to reach the general explanation at <https://www.aboutcookies.org/>. Preferences regarding cookies may need to be made separately for each device from which the visitor accesses the Platform.
- Preferences regarding cookies used by many companies for advertising activities may be managed through Your Online Choices.
- The settings menu of the mobile device may be used to manage cookies on mobile devices.
- You may customize your preferences regarding cookies by changing the settings of your browser.

Adobe Analytics	<a href="https://www.adobe.com/uk/privacy/opt-out.html">https://www.adobe.com/uk/privacy/opt-out.html</a>
AOL	<a href="https://help.aol.com/articles/restore-security-settings-and-enable-cookie-settings-onbrowser">https://help.aol.com/articles/restore-security-settings-and-enable-cookie-settings-onbrowser</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 Analytics	<a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a>
Google Chrome	<a href="https://www.google.com/support/chrome/bin/answer.py?hl=en&amp;answer=95647">https://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-deletemanage-cookies">https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-deletemanage-cookies</a>
MozillaFirefox	<a href="https://support.mozilla.com/en-US/kb/Cookies">https://support.mozilla.com/en-US/kb/Cookies</a>
Opera	<a href="https://www.opera.com/browser/tutorials/security/privacy/">https://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>

### **What are Your Rights as the Data Subject?**

Data subjects 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.

You may convey your applications concerning your rights listed-above, to our Company by completing the ZER Data Subject Application Form available at:

[https://www.koczer.com/Content/assets/media/Data\\_Owner\\_Application\\_Form.pdf](https://www.koczer.com/Content/assets/media/Data_Owner_Application_Form.pdf)

Depending on the nature of your request, your application will be concluded as soon as possible, within 30 days at the latest and in principle, free of charge. However, if the process requires additional costs, a fee may be demanded according to the tariff determined by the Personal Data Protection Board.

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