

COOKIE INFORMATION TEXT REGARDING THE PROCESSING OF PERSONAL DATA

Cookies, pixels, GIFs, and similar tracking technologies (“Cookies”) are small files placed on your devices—such as tablets, phones, or computers—while you use online applications like websites or mobile apps. These technologies allow our servers to recognize your devices, remember your preferences (such as language settings, saved usernames and passwords, or items in your shopping cart), and manage site traffic. Cookies also help us analyze visitor numbers and audience profiles, enabling us to improve our software for a better user experience and, if you choose, to personalize the advertisements you encounter online.

In accordance with Law No. 6698 on the Protection of Personal Data (“**Law**”), personal data collected through cookies used on the Pixage website and other online or offline platforms (“Platform”) provided in the digital environment may be processed by KoçSistem Bilgi ve İletişim Hizmetleri Anonim Şirketi (“Company”) as the data controller, within the scope described below.

For detailed information on the purposes for which your personal data is processed by the Company, you may access the KoçSistem Bilgi ve İletişim Hizmetleri Anonim Şirketi Personal Data Protection and Processing Policy (“**Policy**”) at: <https://www.kocsistem.com.tr/kurumsal/kisisel-verilerin-islenmesine-iliskin-aydinlatma-metni>

Purposes and Legal Grounds for Processing Personal Data

Your personal data will be processed for the purposes listed below (“Purposes”), in accordance with the personal data processing conditions and purposes set out in Article 5 of the Law. Cookies are used on the platform for various purposes. Depending on the type of cookie used, the purposes of data processing and the legal grounds under the Law on which we rely may differ.

Cookies Used on Our Website and Application

Below are the different types of cookies we use on our website and application. These include both first-party cookies (set by the site you are visiting) and third-party cookies (set by servers other than the site you are visiting).

Mandatory Cookies

Mandatory cookies are placed on your device while you browse the Platform and are essential for the proper functioning of the online services provided. For the data processing activities carried out through these cookies, we rely on the legal basis set out in Article 5 of the Law, specifically: ***“The processing of personal data belonging to the parties of a contract is necessary, provided that it is directly related to the establishment or performance of the contract.”***

Cookie Name	Provider	Purpose	Cookie Type	Duration of Use
.AspNetCore.Antiforgery	Pixage (Internal)	Mandatory	Session	It is used to ensure secure transmission of form data and to prevent CSRF attacks.
XSRF-TOKEN	Pixage (Internal)	Mandatory	Session	It is a security key used to provide session security at the application layer.
BlGipServerPool-stage	Pixage (Internal)	Mandatory	Session	It directs traffic to the appropriate server by performing server load balancing.

Performance and Analytical Cookies

Performance cookies enable us to monitor and analyze the number of visitors to the Platform as well as overall traffic. These cookies provide insights such as which areas of the Platform are visited most or least frequently, allowing us to optimize traffic and improve user experience.

For the data processing activities carried out through the use of these cookies, we rely on the legal basis set forth in Article 5 of the Law, namely: ***“The necessity of processing data for the legitimate interests of the data controller, provided that such processing does not infringe upon the fundamental rights and freedoms of the data subject.”***

Cookie Name	Provider	Purpose	Cookie Type	Duration of Use
_ga	Google Analytics	It is used to distinguish users and anonymously record site traffic statistics.	Analytic	2 Years
_gid	Google Analytics	It measures daily active user counts and on-site interactions	Analytic	24 Hours
_ga_Q1PXFDPBOT	Google Analytics	It tracks session status for a specific Google Analytics 4 (GA4) property.	Analytic	2 Years

Targeting or Personalized Advertising Cookies

Personalized advertising cookies are used to provide you with personalized product and service promotions on the Platform or on other platforms, based on your viewing history and visitor profile. For the data processing activities we carry out using these cookies, we rely on your **"explicit consent"** as a data processing condition under Article 5 of the Law.

Personalized advertising cookies are used to deliver tailored product and service promotions on the Platform or on other platforms, based on your browsing history and visitor profile. For the data processing activities carried out through these cookies, we rely on your explicit consent as the legal basis under Article 5 of the Law.

Cookie Name	Provider	Purpose	Cookie Type	Duration of Use
NID / SID / HSID	Google	It is used for user profiling and personalizing ads on Google services.	Marketing	6 Months - 2 Years
__Secure-3PSID	Google / YouTube	It is also used for third-party ad targeting and user interest tracking.	Marketing	2 Years

To Whom Data Is Transferred and Purposes of Data Transfer

In line with the fulfillment of the purposes stated above, the personal data collected may be transferred to agencies and consultants from whom services are obtained within the scope of legitimate interests, other technical service providers, business partners with whom cooperation is established within the scope of legitimate interests, and legally authorized public institutions and legally authorized private organizations, as explicitly foreseen in the laws and for the fulfillment of legal obligations, in accordance with the rules regarding the transfer of personal data specified in Article 8 of the Law, and within the scope of the data processing conditions regulated in Article 5 of the Law.

Certain cookies used on the **Platform** are provided by third-party service providers other than the Company. If explicit consent is given, transaction security data may be transferred to Google Inc., located abroad, for purposes of targeting and advertising, performance and analysis, obtaining and analyzing statistical data about Platform users and visitors, and transaction security activities, in accordance with the rules regarding the transfer of personal data specified in Article 9 of the Law and within the scope of the data processing conditions regulated in Article 5 of the Law.

Controlling the Use of Cookies

The preferences of visitors and users regarding the use of cookies and similar technologies are essential. However, the use of cookies necessary for the operation of the Platform is mandatory. It should be noted that disabling certain cookies may result in some functions of the Platform not working partially or completely.

Information on how to manage preferences regarding cookies used on the Platform is provided below:

- Visitors may personalize their cookie preferences by adjusting the browser settings used to access the Platform. If the browser provides this functionality, cookie preferences can be modified directly through its settings. Accordingly, depending on the options offered by the browser, data subjects may prevent the use of cookies, choose to receive a warning before cookies are placed, or disable or delete specific cookies.

- While preferences on this matter may vary depending on the browser used, a general explanation can be found at <https://www.aboutcookies.org/>. Cookie-related preferences may need to be set separately for each device through which the visitor accesses the Platform.
- To disable cookies managed by Google Analytics, click [here](#).
- To manage personalized advertising experiences provided by Google, click [here](#).
- Preferences regarding cookies used by many companies for advertising purposes can be managed via [Your Online Choices](#).
- To manage cookies on mobile devices, the settings menu of the mobile device can be used.
- Cookie preferences can always be personalized by changing browser settings.

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

Method of Collecting Personal Data

Your personal data is collected electronically through cookies during your visit to our website or while using our application.

What Are Your Rights as a Data Subject?

We hereby inform you that, As the data subject, you have the following rights pursuant to Article 11 of the Law regarding your personal data:

- Require information regarding the processing of your personal data if it has been processed,
- Learn the purpose of processing and whether it is used in accordance with that purpose,
- Learn the third parties to whom your personal data has been transferred, domestically or abroad,
- Require the correction of your personal data if it has been processed incompletely or incorrectly, and requesting that the relevant action taken in this regard be notified to the third parties to whom your personal data has been transferred,
- Require the deletion or destruction of your personal data if the reasons requiring its processing have ceased to exist, even if it has been processed in accordance with the Law and other relevant laws, and requesting that the actions taken in this regard and if your personal data has been processed incompletely or incorrectly be notified to the third parties to whom your personal data has been transferred,
- Object to results that are detrimental to you arising from analysis of your data exclusively through automated systems,
- To demand compensation if you have suffered damages due to the unlawful processing of your personal data.

You can submit your applications regarding the rights listed above to our Company by filling out the **Data Subject Application Form**, available at: <https://www.kocsistem.com.tr/uploads/files/veri-sahibi-basvuru-formu.pdf>

Applications will be processed free of charge as soon as possible and within thirty (30) days at the latest. However, if the process requires additional costs, a fee may be charged according to the tariff determined by the Personal Data Protection Board.

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