

DATE	01/01/2023
VERSION NO	V.1
DOCUMENT NO	IFL-ENG0010

WEBSITE VISITORS COOKIE CLARIFICATION TEXT

1. **METHOD OF COLLECTING PERSONAL DATA :**

Within the scope of the <https://ifl.com.tr/en> website, it is collected by automatic methods by the user by visiting the website in question.

For cookies other than mandatory cookies for the site on the <https://ifl.com.tr/en> website, the explicit consent of the users is obtained through the cookie management application running on the site; users are provided with the opportunity to change their cookie preferences (withdraw their explicit consent) at any time. Relevant persons can see which types of cookies are used on our website through the cookie management application.

2. **COOKIES USED ON THE SITE:**

Different categories of cookies are used on the [ifl.com.tr](https://ifl.com.tr/en) website.

- **Types of Cookies by Duration of Use:** Our website uses session cookies and persistent cookies according to the duration of use. The session cookie is used to ensure the continuity of the session; these cookies are also deleted when the user closes the browser. Persistent cookies, on the other hand, are not deleted when the internet browser is closed and are automatically deleted on a certain date or after a certain period of time.
- **First-party and third-party cookies:** Whether the cookie is first-party or third-party depends on the cookie placed by the website or domain. First party cookies are placed directly by <https://ifl.com.tr/en> which the user visits. Third-party cookies are set by a domain other than the domain the user is visiting.
- **Types of cookies according to the purpose of use:**The following cookies are used on the <https://ifl.com.tr/en> website according to the purpose of use:

A. **Mandatory Cookies**

These cookies are necessary for the operation of the <https://ifl.com.tr/en> website. These cookies are first-party cookies, run for the duration of the session and process personal data (except for cookies related to your privacy preferences, and cookies related to privacy preferences run for longer than the duration of the session). It is automatically deleted upon session termination. These cookies are used compulsorily in order to fulfill an information society service (form filling and remembering privacy preferences) requested within the scope of the visit of the website by the user. In addition, cookies for performance and analytical purposes allow counting visitors and measuring traffic on our website and are first party. In this way, we are able to measure and improve the performance of our site. These cookies help us understand which pages on our website are the most popular and which are the least popular.

B. **Advertising/Marketing Cookies :**

These cookies are cookies placed by our advertising partners through the [ifl.com.tr](https://ifl.com.tr/en) website; they are third-party cookies. These cookies are used by our advertising partners located in the country and abroad to profile you according to your interests and to show you relevant advertisements.

C. Performance/Functionality Cookies:

These types of cookies are used to measure the performance of our site. They allow us to determine the number of visits to our site and the traffic sources from which users are directed to the site. They also help us identify the pages that users visit the most and least, and how they use the site. The aforementioned determinations and analyzes are carried out through our business partners located in Turkey and abroad. The data collected through these cookies are compiled anonymously.

3. PERSONAL DATA PROCESSING PURPOSES AND LEGAL REASONS

Regarding personal data processed through cookies within ifl.com.tr,

- Mandatory cookies are processed in order to fulfill an information society service (remembering form filling and privacy preferences, counting visitors on our website and measuring traffic) that the user has requested by visiting the website. Personal data collected through mandatory cookies are processed within the scope of Article 5/2-c of the Law, "*Provided that it is directly related to the establishment or performance of a contract, it is necessary to process personal data belonging to the parties to the contract*" or subparagraph (f) "*Provided that it does not harm the fundamental rights and freedoms of the data subject, data processing is mandatory for the legitimate interests of the data controller*".
- Advertising/Marketing cookies and third-party cookies are used by our business partners to profile you based on your interests and to show you relevant advertisements. Personal data collected through these cookies are processed and transferred abroad by *obtaining the explicit consent* of the user within the scope of Article 5/1 of the Law.
- Performance/Functionality cookies are used to measure site performance. Personal data collected through these cookies are processed and transferred abroad by *obtaining the explicit consent* of the user within the scope of Article 5/1 of the Law.

cookies used at ifl.com.tr :

Cookie's Name	Cookie's Purpose	Category of Cookie	Cookie's Party	Cookie's Duration
_ga_WWXZS5NBG7	This cookie is used by Google Analytics to maintain the session state.	Performance / Functionality	1st Party	729 days
_ga	The cookie's name is associated with Google Universal Analytics, an important update to Google's more widely used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a customer identifier. It is included in	Performance / Functionality	1st Party	729 days

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	every page request on a site and used to calculate visitor, session and campaign data for site analytics reports.			
cookiebot	This cookie allows visitors to make their cookie preferences, remember the preferences made and change them later	Mandatory	1st Party	12 Months

4. TRANSFER OF PERSONAL DATA

Personal data collected through advertising and marketing cookies and third-party cookies are transferred to our business partners at home and abroad in order to profile you according to your interests and to show you relevant advertisements. Advertising and marketing cookies and third-party cookies are only activated with the active consent of the user.

5. COOKIE SETTINGS IN BROWSERS

by clicking on the cookie management application, which appears on each page on the <https://ifl.com.tr/en> website and appears as an icon on the page, the user can change your preferences regarding cookies at any time. The relevant person can take action by turning the buttons in the cookie management application on or off according to their preference and clicking the "Change your consent" button. In order for these preferences to be effective, the page must be refreshed.

In addition, partial control can be made through browser settings. You can access information on the management of cookies in frequently used browsers through the following links:

- [Chrome](#)
- [Firefox](#)
- [Safari](#)
- [Opera](#)
- [Edge](#)