ERDEMOĞLU
HOLDİNG

Our Cookie Policy



Erdemoğlu Holding A.Ş.
Cookie Policy

As Erdemoğlu Holding Anonim Şirketi (“Erdemoğlu Holding”) we use cookies on our website, https://www.erdemoglu.com.tr/ (the “Website”), to ensure you can benefit from the site efficiently and to improve your user experience. This policy provides information about what cookies are, the purposes for which they are used, the types of cookies, how they can be controlled, and the data processed through cookies.

This Cookie Policy has been prepared to inform you, as the relevant data subject, in accordance with Article 10 of Law No. 6698 on the Protection of Personal Data (“Law”) and the Guidelines on Cookie Practices published by the Personal Data Protection Authority (“Guidelines”), regarding the cookies used and the personal data processed through such cookies during and, where applicable, after your visit to the website.

This document also explains the types of cookies used on our site, their purposes, and how you can manage them. For detailed information regarding our cookie usage, please visit the [Cookie Clarification Text] on the Website.

WHAT ARE COOKIES AND WHY ARE THEY USED?

Cookies are files or pieces of information that may be stored on your computer (or other internet-enabled devices such as smartphones and tablets) when you visit a website.

Alternatively, cookies can be defined as small text-formatted files that allow certain information about users to be stored on their terminal devices when they visit a website.

A cookie typically contains the name of the website from which it originates, the “lifetime” of the cookie (i.e., how long it will remain on your device), and a unique identifier. Cookies record your actions and preferences either during your browser session or for your next visit to the Website. When you revisit the Website, this information is sent back to the server, allowing your computer or mobile device to be automatically recognized and, for example, loading your preferred settings for your convenience.

Additionally, cookies can be used to better customize our services according to your interests and needs, and/or to accelerate your activities and experience on our websites in the future.

TYPES OF COOKIES

BASED ON THE PARTY USING THE COOKIES:

► **First-Party Cookies**: Cookies placed by the Website you are visiting and managed under our control.

► **Third-Party Cookies:** Cookies created and managed by third-party companies with whom we collaborate.

BASED ON STORAGE DURATION:

► **Session Cookies:** Cookies that exist only while your browser is open and are deleted once the browser is closed.

► **Persistent Cookies:** Cookies that remain on your device until a set expiration date after closing your browser. These cookies are activated upon subsequent visits to the Website and are used to recognize returning users from the same device.

BASED ON PURPOSE OF USE:

► **Strictly Necessary Cookies (Always Active):** These cookies are placed on your device while browsing the Website and are necessary for the proper functioning of the online services provided.

► **Functional and Analytical Cookies (Optional):** These cookies allow us to monitor and analyze Website traffic and usage. They provide information such as which areas of the Website are most or least frequently visited, allowing us to optimize Website traffic. These are first-party analytical cookies used to obtain statistical information without significantly impacting user privacy.

► **Personalized Advertising and Marketing Cookies (Optional):** These cookies are used to provide personalized product and service promotions, either on the Website or across other platforms, based on your browsing history and visitor profile.

On our Website, both first-party cookies (placed by the Website itself) and third-party cookies (placed by providers outside the Website) are used.

PERFORMANCE AND ANALYTICAL COOKIES

Cookie Name	Provider	Purpose	Duration	Type	Party
.ShopExpress.Account	Company	Used for user account management. Tracks login status, account information, and other account-related data.	Persistent	Session	First-Party
.ShopExpress.Antiforgery	Company	Protects against Cross-Site Request Forgery (CSRF) attacks. Contains security tokens to safeguard user sessions and actions.	Persistent	Session	First-Party
.ShopExpress.Authentication	Company	Stores user authentication information to verify login and manage authentication during the session.	Persistent	Session	First-Party

RECIPIENTS AND PURPOSES OF PROCESSED DATA

The data collected for the purposes described above may be transferred:

► Within the scope of our legitimate interests, to consultants and service providers in Türkiye who provide IT infrastructure and technical services related to cookies,
► To legally authorized public institutions and private entities where required by law, and,
► For internal reporting and statistical analysis purposes, by analyzing aggregated and anonymized user behavior on the Website.

Data processed through cookies may include:

► Location,
► IP address,
► Operating System,
► Browser language,
► Browser information,
► Device information,
► Referring URL information.

CONTROLLING COOKIES VIA BROWSER SETTINGS

When visiting the Website, you can make your cookie preferences by selecting either the "Accept Cookies" or "Reject Cookies" buttons on the cookie information pop-up.
You can also partially control cookies through your browser settings. Information on managing cookies in commonly used browsers can be accessed via the following links:

► Google Chrome (https://support.google.com/accounts/answer/61416?co=GENIE.Platform%3Dde%20sktop&hl=en)

► Mozilla Firefox (https://support.mozilla.org/en-US/kb/enhanced-tracking-protection-firefox-desktop)

► Microsoft Edge (https://support.microsoft.com/en-us/windows/delete-and-managecookies-168dab11-0753-043d-7c16-ede5947fc64d)

► Safari (https://help.apple.com/safari/mac/9.0/#/sfri40732)

► Opera (https://help.opera.com/en/latest/web-preferences/)