

# **ISIMDER BRAND NAME CENTER ASSOCIATION COOKIE POLICY UNDER LAW NO. 6698 ON THE PROTECTION OF PERSONAL DATA**

This Cookie Policy contains explanations about the cookies used on the website operated by Gumib and the personal data processed through these cookies.

## **What is a cookie?**

A cookie is a small piece of data that a website asks your browser to store on your computer or mobile device. Cookies personalize your online experience.

For more detailed information about cookies, you can visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

## **Why are cookies used?**

Gumib may use cookies on its website for the following purposes:

To provide, facilitate, improve the functionality and performance of the online user experience on our website,

To provide a better online experience,

To improve and make the website more effective or to obtain analytics based on anonymous user experience for corporate promotional purposes,

To enable Gumib to take legal and commercial security measures.

## **What Types of Cookies Are Used?**

Session Cookies: These cookies are valid during your use of the website and remain valid until the web browser is closed.

Persistent Cookies: These cookies are stored in the browser and remain valid until deleted by the relevant person or until their expiration date.

Mandatory Cookies: These cookies are mandatory for the website to function properly and for users to benefit from the services and navigation features offered on the site.

Functional and Analytical Cookies: These cookies are used to remember your preferences such as language and region, to improve the use of the website, to optimize the site to respond to the requests of the relevant person, and contain data about how you use the site.

Mandatory Cookies ( \_UTMA , \_UTMB , \_UTMC , \_UTMT, \_UTMZ, PHPSESSID ) are used on our [gumib.com](http://gumib.com) website.

## **How Can the Data Subject Manage Cookies?**

Many web browsers are set to automatically accept cookies. However, browsers can be configured to block cookies for all sites or specific sites, to warn you when a cookie is created, to block third-party cookies, or to treat all cookies as session cookies. For detailed information about your browser's cookie settings and to change them, please use the links below.

**Google Chrome :**

<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=tr>

**Internet Explorer :**

<https://support.microsoft.com/tr-tr/help/17442/windows-internet-explorer-delete-manage-cookies>

**Mozilla Firefox :**

<https://support.mozilla.org/tr/kb/cerezleri-silme-web-sitelerinin-bilgilerini-kaldirma>

**Yandex :**

<https://yandex.com.tr/support/browser-classic/personal-data-protection/cookies.xml>

**Safari :**

[https://support.apple.com/kb/PH21411?locale=en\\_EN](https://support.apple.com/kb/PH21411?locale=en_EN)

Users can manage their cookies by personalizing them. The methods and links they can use for this are listed below.

If the browser used to view the Site allows it, users can customize cookie usage using their browser settings.

If users do not want Google Analytics to collect data, they can use the Google Analytics Opt-Out Browser Add-on (<https://tools.google.com/dlpage/gaoptout>).

Users can customize Google Ads by adjusting Google Ad Personalization options (<https://adssettings.google.com/authenticated>). Users can customize their mobile device's cookie settings to manage cookies on their mobile device. In light of this information, Gumib website users acknowledge that they consent to the use of cookies at the level they personally determine while using the site.