

## **ISIMDER BRAND NAME CENTER ASSOCIATION**

### **CUSTOMER INFORMATION TEXT UNDER LAW NO. 6698 ON THE PROTECTION OF PERSONAL DATA**

At GUMIB, your personal data is secure. In this context, GUMIB protects your personal data by taking all technical and administrative measures. All technological possibilities are used to ensure the necessary level of security. As the Data Controller under the Law No. 6698 on the Protection of Personal Data ("KVKK") and related legislation, GUMIB will only process your personal data within the framework described below and in accordance with the relevant legislation. As "GUMIB" or "the Company", we use cookies, pixels, GIFs, etc. ("cookies") to enhance your experience during your use or visit to our website ("Site"), our applications, or all similar online or offline platforms that we make available to you in the digital environment (all these platforms together will be referred to as the "Platform"). The use of these technologies is carried out in accordance with the legislation to which we are subject, primarily the Law No. 6698 on the Protection of Personal Data ("KVKK"). The purpose of this Cookie Disclosure Statement is to inform you about the processing of personal data obtained through the collection of personal data such as cookies and pixels used during the use of the Platforms. In this statement, we want to explain to you what types of cookies we use on our site and application, for what purposes, and how you can control these cookies. As GUMIB, we may cease using the cookies we use on our site and application, change their types or functions, or add new cookies to our site and application. Therefore, we reserve the right to change the provisions of this Cookie Disclosure Statement at any time. Any changes made to the current Cookie Disclosure Statement will take effect upon publication on the site, application, or any publicly accessible platform. You can find the last update date at the end of the statement. You can access detailed information about the purposes for which your personal data is processed by our Company in the GUMIB Personal Data Protection and Processing Policy located at [<https://gumib.org.tr/gumib-personal-data-protection-law>].

#### **Method and Legal Basis for Personal Data Collection**

Your personal data is collected electronically through cookies during your visit to our website or your use of our application, based on the legitimate interests of our Company. Marketing and advertising activities carried out through targeting and profiling are only performed with your explicit consent. Your collected personal data may also be processed for the purposes stated in this Cookie Disclosure Statement, within the scope of the personal data processing conditions and purposes specified in Articles 5 and 6 of the Law.

#### **To Whom and for What Purpose Personal Data May Be Transferred**

As GUMIB, we may share your personal data within the scope of the Cookie Disclosure Text with our suppliers, legally authorized public institutions and private individuals in accordance with the legislation and limited to the fulfillment of the purposes stated above.

#### **Which Cookies Are Used for Which Purposes?**

##### **General**

As GUMIB, we use cookies on our site for various purposes and process your personal data through these cookies. These purposes are mainly as follows:

- To perform the basic functions necessary for the operation of the Site. For example, so that logged-in members do not need to re-enter their password when visiting different pages on the Site.

- Analyzing the site and improving its performance. For example, integrating different servers the site runs on, determining the number of visitors and adjusting performance settings accordingly, or making it easier for visitors to find what they are looking for.
- To enhance the functionality and usability of the Site. For example, allowing sharing on third-party social media platforms via the Site, or remembering the username or search queries of a visitor on their subsequent visit.
- To carry out personalization, targeting, and advertising activities. For example, displaying advertisements related to visitors' interests based on the pages and products they view.

In accordance with Articles 5 and 8 of the Personal Data Protection Law and/or in cases where exceptions exist in the relevant legislation, your personal data may be processed for the purposes mentioned above, with your consent where required by law, and without your consent otherwise. As GUMIB, we may share your personal data within the scope of this disclosure text with third parties, our affiliates, business partners, and group companies that benefit from our company's services, limited to the fulfillment of the purposes stated above and in accordance with the legislation. We would like to state that the parties to whom the data is transferred may store your personal data on their servers located anywhere in the world.

### **Cookies Used on Our Website and Application**

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

#### **Mandatory Cookies**

The use of certain cookies is essential for the proper functioning of our website and application. For example, authentication cookies, which are activated when you log in to our site, ensure that your session remains active when you move from one page to another on our site.

#### **Functionality and Preference Cookies**

These cookies remember your preferences and choices on the website and application, allowing us to personalize the services offered on our site for you. For example, they allow us to remember your language selection on our site or the font size you have chosen when reading text.

#### **Social Media Cookies**

These cookies enable the collection of information about your social media usage. For example, cookies may be used to use information from your Facebook/Twitter accounts to create personalized advertisements or to conduct market research.

#### **Performance and Analytics Cookies**

These cookies allow us to improve the services we provide by analyzing your use and performance of our site and application. For example, these cookies allow us to identify which pages our visitors view most frequently, whether our site is functioning properly, and potential problems.

#### **Targeting or Advertising Cookies**

We use cookies to promote products and services to you on our site or on other platforms. We may also collaborate with some of our business partners to provide you with advertising and promotions on or off our site. For example, cookies may be used to track whether you clicked on an advertisement you saw on our site, and whether you used the service on the site that the advertisement directed you to after it piqued your interest.

### **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 to us. However, the use of cookies that are necessary for the operation of the Platform is required. In addition, we would like to remind you that if some cookies are disabled, some functions of the Platform may not work partially or completely.

Here is information on how you can manage your preferences regarding the cookies used on the Platform:

- Visitors have the option to personalize their cookie preferences by changing the browser settings they use to view the Platform. If the browser being used offers this option, it is possible to change cookie preferences through the browser settings. Thus, depending on the options offered by the browser, data subjects have the opportunity to prevent the use of cookies, choose to receive a warning before cookies are used, or disable or delete only certain cookies.
- While preferences regarding cookies vary depending on the browser used, cookie preferences may need to be set separately for each device the visitor uses to access the Platform. Google Analytics tarafından yönetilen cerezleri kapatabilirsiniz.
- You can manage your personalized advertising experience provided by Google.
- Your preferences regarding cookies used by many companies for advertising purposes can be managed through Your Online Choices.
- To manage cookies on mobile devices, the settings menu of the mobile device can be used.

You can personalize your cookie preferences by changing your browser settings.

AdobeAnalytics	<a href="http://www.adobe.com/uk/privacy/opt-out.html">http://www.adobe.com/uk/privacy/opt-out.html</a>
AOL	<a href="https://help.aol.com/articles/restore-security-settings-and-enable-cookie-settings-on-browser">https://help.aol.com/articles/restore-security-settings-and-enable-cookie-settings-on-browser</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="http://www.google.com/support/chrome/bin/answer.py?hl=en&amp;answer=95647">http://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-delete-manage-cookies">https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies</a>
MozillaFirefox	<a href="http://support.mozilla.com/en-US/kb/Cookies">http://support.mozilla.com/en-US/kb/Cookies</a>
Opera	<a href="http://www.opera.com/browser/tutorials/security/privacy/">http://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 a data subject?

According to Article 11 of the Personal Data Protection Law, data subjects have the right to:

- learn whether their personal data is being processed,
- request information regarding the processing of their personal data if it has been processed,
- learn the purpose of the processing of their personal data and whether it is being used in accordance with its purpose,
- know the third parties to whom their personal data has been transferred, domestically or internationally,

- You have the right to request the correction of your personal data if it has been processed incompletely or incorrectly, and to request that this correction be notified to third parties to whom your personal data has been transferred,
- You have the right to request 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 Personal Data Protection Law and other relevant laws, and to request that this be notified to third parties to whom your personal data has been transferred,
- You have the right to object to a result that is detrimental to you arising from the analysis of your processed data exclusively through automated systems,
- You have the right to demand compensation for damages if you suffer harm due to the unlawful processing of your personal data.

You can submit your requests regarding these rights to our Company by filling out the Form located at [<https://gumib.org.tr/en/contact>]. Depending on the nature of your request, your applications will be processed free of charge as soon as possible and within thirty days at the latest; however, if the process requires additional costs, a fee may be charged to you according to the tariff determined by the Personal Data Protection Board.