

Cookie Disclaimer

We, Eczacıbaşı İlaç Pazarlama A.Ş. (hereinafter referred to as “**EIP**” or the “**Company**”) use a number of technologies such as cookies, pixels, GIFs, etc. (hereinafter jointly referred to as the “**Cookie (s)**”), to improve your experience when you use or visit our websites (the “**Site**”), our applications, or any other online or offline channels we offer to you in the digital environment (hereinafter jointly referred to as the “**Platform**”).

We use these technologies in accordance with the legislation we are subject to, in particular the Law on the Protection of Personal Data No. 6698 (the “**Law on PPD**”).

The purpose of this Cookie Disclosure Text is to inform you about the processing of personal data and cookies used during the use of the Platforms. In this text, we would like to explain to you which types of cookies we use on our site and application and how you can control such cookies.

We as EIP, may stop using the cookies 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 amend the terms of this Cookie Disclosure Text at any time. Any changes made on the current Cookie Disclosure Text shall be effective when published on the site or the application or in any public media. You can find the date of the last update at the end of this text.

You can find detailed information about the purposes of processing your personal data by our Company in Personal Data Protection and Processing Policy of Eczacıbaşı İlaç Pazarlama A.Ş. at

The Method of Personal Data Collection and its Legal Reason

Your personal data is collected on the basis of legal reasons for the legitimate interest of our Company through cookies in the electronic environment when you visit our website or use our application. Marketing and advertising activities through targeting and profiling are carried out only if you give your explicit consent. Your collected personal data may also be processed for the purposes specified in this Cookie Disclosure Text within the scope of the conditions and purposes of personal data processing specified in Articles 5 and 6 of the Law.

To Whom and for What Purpose Such Personal Data may be Transferred

We, EIP, may share your personal data under this Cookie Disclosure Text with our suppliers, legally competent public institutions and legally authorized private persons as limited to the realization of the below mentioned purposes and in accordance with the relevant legislation.

Which Cookies Are Used For Which Purposes?

We, EIP, use cookies for various purposes on our site and application and we process your personal data through these cookies. These purposes are mainly:

- **To analyze the Site and the application, to increase the performance of the Site and the application.** For example, the integration of different servers on which the Site operates, determining the number of visitors to the Site and making performance adjustments accordingly, or facilitating visitors to find what they are looking for.
- **To increase the functionality of the site and the application and to provide a user friendly environment.**
For example, sharing on third-party social media channels through the Site, remembering the username or search queries the next time the visitor visits the Site.
- **To carry out personalization, targeting and advertising activities.** For example, displaying advertisements related to visitors' interests according to the pages and products viewed by the visitors.

Cookies Used in Our Site and Application

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

Mandatory Cookies

The use of certain cookies is mandatory for our website and application to function properly. For example, authentication cookies, which are activated when you log on to our site, ensure that your active session stays on even when you navigate through the pages on our site.

Functionality and Preference Cookies

These cookies enable the personalization of the services offered on our site by remembering your preferences and choices on the site and application. For example, it allows us to remember your language preference on our site or the font size you chose when reading a text.

Social Media Cookies

These cookies collect information about your use of social media. For example, cookies may be used to use information from your Facebook/Twitter accounts to create personalized ads or conduct market researches.

Performance and Analytical Cookies

Thanks to these cookies, we can improve your use of our site and application, and perform performance analysis and improve the services we offer to you. For example, these cookies enable us to identify which pages our visitors view the most, and whether our site is functioning properly or not, and detect possible problems.

Targeting or advertising cookies

We use cookies to promote products and services to you on our site or other media. In addition, we may cooperate with some of our business partners to offer you ads on or off our site. For example, cookies can be used to track whether you have clicked on an advertisement you see on our site, and, if you have, whether you have benefited from the service on such linked site.

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 for us. However, the Cookies that are mandatory for the Platform to operate must be used. In addition, we would like to remind you that some functions of the Platform may not operate partially or completely if some cookies are turned off.

Information on how you can manage your preferences for cookies used on the Platform is as follows: □

The visitors have the opportunity to customize their preferences for cookies by changing the browser settings on which they view the Platform. If the browser used offers this possibility, it is possible to change the preferences for cookies via browser settings. Thus, although it may differ depending on the possibilities offered by the browser, data owners have the opportunity to prevent the use of cookies, to receive a warning before the use of cookie, or to disable or delete only some cookies.

- Although the preferences vary depending on the browser used, the general explanation can be found at <https://www.aboutcookies.org/>. Choices regarding cookies may need to be made separately for each device that the visitor uses to access the Platform.
- Click [here](#) to turn off the cookies managed by Google Analytics.
- Click [here](#) to manage the personalized advertising experience provided by Google.
- Preferences for cookies used by many companies for advertising activities can be managed through [Your Online Choices](#).
- The settings menu on the mobile device can be used to manage cookies on the mobile devices.
- You can customize your preferences for cookies by changing your 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%20settings-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
Mozilla Firefox	http://support.mozilla.com/en-US/kb/Cookies
Opera	http://www.opera.com/browser/tutorials/security/privacy/
Safari:	https://support.apple.com/guide/safari/manage-cookies-and-website-datasfri11471/mac

What are your Rights As a Data Owner?

In accordance with Article 11 of the Law on PPD, the data owners have the following rights:

- ☐ To know if their personal data has been processed or not,
- ☐ If their personal data has been processed, to request information in this regard,
- ☐ To know the purpose of processing of their personal data and whether or not such has been used for its intended purpose,
- ☐ To know the identities of the domestic or foreign third parties to which their data has been transferred,
- ☐ To request the correction of their personal data in case of incomplete or inaccurate data, to request that this correction be communicated to third persons to which such personal data has been transferred in the first place,
- ☐ Although their personal data has been processed in accordance with the provisions of the Law on the PPD and other related laws, to request the deletion or destruction of their personal data in case the reasons that require such processing cease to exist, and to request that this action be communicated to third persons to which such personal data has been transferred,
- ☐ To object to any negative result arising against such person out of analyzing such processed data exclusively through automated systems,
- ☐ To request compensation for any loss suffered by you in case your personal data is processed in violation of the relevant legislation.

You can submit your requests regarding your rights listed above to our Company by filling out the Data Owner Application Form available at [here](#). Depending on the nature of your request, your submission shall be concluded free of charge as soon as possible and within thirty days in any case; however, if this operation requires any cost, you may be charged a fee according to the tariff to be determined by the Personal Data Protection Board.

Last updated on: 08/04/2019