

UMDASCH MADOSAN
INTERNET SITE PRIVACY POLICY AND COOKIE DISCLOSURE TEXT

Data Controller ID

It is one of the leading principles of our Company to protect the privacy of those who ("Contact Person" or "Visitor") visit umdasch-madosan.com and shop.madosan.com.tr websites operated by **umdasch Madosan Raf Sistemleri Sanayi ve Ticaret A.Ş.** ("**umdasch Madosan**" or "**Company**"). With the Website Privacy Policy ("**Policy**"); explanations are made about the processing of the personal data of the relevant persons and the enforcement of the Internet Site Privacy Policy. You can access detailed information about the processing of your personaldata in the Personal Data Protection and Processing Policy.

Personal Data, Processing and Transfer Purposes, Legal Reasons, Collection Method, Recipient Groups

We use certain technologies ("**cookies**") such as cookies to improve your experience during your visit to our website within the scope of the Personal Data Protection Law No.6698 ("**Law**"). Cookies are small data storage files stored by websites on your computer, mobile phones, tablets or other mobile devices that you access.

To share your e-mail information from the "register to our e-mail list" section on our website, to share your name, surname, company name and your evaluations during the filling in the satisfaction questionnaire, To share your name and surname, mobile phone, phone, e-mail address during the filling in the contact form. Your identity, communication and marketing data collected by electronic means during your visit to our website, your marketing and transaction security data due to the collection of cookies while visiting our website, in accordance with the Law and the basic principles stipulated in the Law, not to harm the fundamental rights and freedoms specified in Article 5 of the Law. Based on the legal reason that data processing is mandatory for the legitimate interests of the data controller, it can be processed for the purposes of Conducting Communication Activities, Conducting Activities for Customer Satisfaction and Carrying Out Advertising / Campaign / Promotion Processes, and the collected personal Your data may be transferred to real persons and private law legal entities, our suppliers and service providers, and authorized public institutions and organizations.

Which Cookies Are Used For What Purposes?

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

- **To perform the basic functions required for the operation of the site.** For example, logged in members do not need to enter their password again while visiting different pages on the Site.

- **Analyzing the Site and increasing the performance of the Site.** For example, the integration of the different servers that the Site works on, determining the number of visitors to the Site and adjusting the performance accordingly, or making it easier for visitors to find what they are looking for.

- **To increase the functionality of the site and to provide ease of use.** For example, sharing to third party social media channels on the Site, remembering the user name information or search queries on the next visit of the visitor to the Site.

- **To perform personalization, targeting and advertising activities.** For example, showing ads related to the interests of the visitors on the pages and products viewed by the visitors.

In accordance with Articles 5 and 8 of the KVK Law and / or in the presence of exceptions in the relevant legislation, your personal data may be processed in accordance with your consent in cases required by the legislation, otherwise, without your consent.

Cookies Used on Our Site

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

- **Mandatory Cookies:** The use of certain cookies is mandatory for our site to function correctly. For example, authentication cookies, which are activated when you log on to our site, ensure that your active session continues when you switch from one page to another on our site.
- **Functionality and Preference Cookies:** These cookies ensure that the services offered on our site are personalized for you by remembering your preferences and choices on the site. For example, it allows us to remember your choice of language on our site or the font size you choose while reading a text.
- **Performance and Analysis Cookies:** Thanks to these cookies, we can analyze your use of our site and the performance of our site and improve the services we provide to you. For example, thanks to these cookies, we can determine which pages our visitors view the most, whether our site is working properly and possible problems.
- **Targeting or advertising cookies:** We use cookies to promote products and services on our site or in other media. In addition, we may cooperate with some of our business partners to advertise and promote you on or off our site. For example, cookies can be used to track whether you have clicked on an ad you see on our site, and if you have benefited from the service on the site where that ad is directed after the ad attracts your attention.
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How Can I Control the Use of Cookies?

- By changing the settings of your browser, you have the opportunity to personalize your preferences for cookies.

Adobe Analytics	http://www.adobe.com/uk/privacy/opt-out.html
AOL	https://help.aol.com/articles/restore-security-settings-and-enable-cookie-settings-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
MozillaFirefox	http://support.mozilla.com/en-US/kb/Cookies
Opera	http://www.opera.com/browser/tutorials/security/privacy/
Safari	https://support.apple.com/kb/ph19214?locale=tr_TR

Rights of Data Owners

As a personal data owner, we declare that you have the following rights as per Article 11 of the Law:

- Learning whether your personal data is being processed,
 - Requesting information if your personal data has been processed,
- Learning the purpose of processing your personal data and whether they are used appropriately for their purpose,
- Knowing the third parties in the country or abroad to whom your personal data has been transferred,
- To request correction of your personal data in case of incomplete or incorrect processing, and to request notification of the transaction made within this scope to third parties to whom your personal data has been transferred,
 - To request the deletion or destruction of personal data in the event that the reasons for its processing disappear, despite the fact that it has been processed in accordance with the Law and other relevant provisions of the law, and to request notification of the transaction made within this scope to third parties to whom your personal data has been transferred,
 - To object to any unfavorable outcome by analyzing the processed data exclusively through automated systems,
 - Request compensation in case you suffer damage due to unlawful processing of your personal data.

You can submit your applications regarding your rights listed above to our Company by filling out the Data Owner Application Form, which you can access at umdasch-madosan.com and shop.madosan.com.tr. Depending on the nature of your request, your applications will be concluded free of charge as soon as possible and within thirty days at the latest; However, if the transaction requires an additional cost, you may be charged according to the tariff determined by the Personal Data Protection Board.

Enforcement of the Website Privacy Policy

The Website Privacy Policy takes effect on the date it is published. In case all or certain articles of the Policy are renewed, the effective date of the Policy will be updated.

The policy is published on the company's website at umdasch-madosan.com and shop.madosan.com.tr and is made available to the relevant persons upon the request of personal data owners.

You can find detailed information about the processing of your personal data in the umdasch Madosan Personal Data Protection and Processing Policy.