

Cookie Policy

Tracking technologies, including cookies, pixels, and gifs ("**Cookies**"), are small files that get placed on your devices, such as tablets, phones, or computers, when you use online applications like websites or mobile applications. Thanks to cookies, our website and application servers can recognize your devices. They remember details such as your language preferences, saved usernames and passwords, chosen products, and effectively manage site traffic. Cookies play a crucial role in analyzing website or application traffic and audience. They contribute to enhancing our software for a better user experience and personalize the advertisements you encounter during your internet use, if that's your preference.

1. Data Controller

Otokoç Otomotiv Tic. ve San. A.Ş. ("**Company**") acts as the data controller within the scope of the Personal Data Protection Law No. 6698 ("**Law**") regarding the cookies used the website you are visiting ("**Platform**"). Company contact information:

Trade Name: Otokoç Otomotiv Tic. ve San. A.Ş.

Address: Aydınevler Mah. Saygı Cad. No:60/1 34854 Küçükyalı, İstanbul

E-mail: kvkk@otokocotomotiv.com.tr

2. Purpose of Processing Your Personal Data and Data Processing Conditions Relied Upon

Cookies serve diverse purposes on our platform. The processing purposes and requirements for data processing may vary depending on the type of cookie used and the applicable Law.

Here, you can explore the various types of cookies utilized on the platform. The Platform employs both first-party cookies (from the Platform you are visiting) and third-party cookies (from servers other than the Platform you are visiting).

Essential Cookies

Essential cookies are cookies that are placed on your device while you are visiting the Platform and are essential for the online services offered to function properly.

Our data processing activities, carried out through these cookies, adhere to the condition that "**It is necessary to process personal data of the parties to the contract, provided that it is directly related to the establishment or performance of a contract**" within the scope of Article 5 of the Law.

Cookie Type	Cookie Name	Provider	Purpose of Use	Duration of Use
Essential	<i>_sorun_cookie_[COMPANY-ID]_token</i>	Sor'un	<i>By assigning a unique ID to users on the site,</i>	Session

			<i>it facilitates recognizing them when they visit the platform. (Client token)</i>	
Necessary	<i>_sorun_open_iframe_onload</i>	Sor'un	<i>It helps identify whether the user is accessing the platform through a mobile interface.</i>	30 minutes
Necessary	<i>CMSSMobileRedirected</i>	Kentico	<i>It stores the language preference chosen by the user on the website.</i>	1 Year
Necessary	<i>CMSCurrentTheme</i>	Kentico	<i>It indicates whether the user should be directed to the mobile view upon entering the website from a mobile device.</i>	Session
Necessary	<i>Webauthtoken</i>	Kentico	<i>It stores visual theme names, aiding in the organized display of dialog windows.</i>	1 Day
Necessary	<i>CMSForumPostAnswer</i>	Kentico	<i>It functions as a live authentication cookie.</i>	400 Days
Necessary	<i>CMSVotedPolls</i>	Kentico	<i>It stores forum messages from user-voted question-answer sessions.</i>	1 Month
Necessary	<i>CMSRatedDocuments</i>	Kentico	<i>It keeps a list of polls in which the user has voted to prevent duplicate votes.</i>	1 Year
Necessary	<i>CMSShowDesktopVersion</i>	Kentico	<i>It keeps a record of user-rated pages to prevent duplicate votes.</i>	1 Year
Necessary	<i>CMSWindowsUser</i>	Kentico	<i>It indicates that the visitor has switched to the desktop (default) version of the website from a specific device profile.</i>	1 Year
Necessary	<i>.ASPXFORMSAUTH</i>	Kentico	<i>It stores information for users imported from the Active Directory domain during authentication.</i>	Session
Necessary	<i>CMSPrefferedUICulture</i>	Kentico	<i>It stores the user's encrypted authentication ticket when utilizing forms authentication.</i>	400 Days

Performance and Analytics Cookies

Performance cookies enable us to monitor and analyze the number of individuals viewing the platform and platform traffic. These cookies provide us with insights into areas on the platform that are visited frequently or infrequently, allowing us to optimize platform traffic.

Our data processing activities with these cookies rely on the data processing condition that **"Data processing is mandatory for the legitimate interests of the data controller, provided that it does not harm the fundamental rights and freedoms of the data subject,"** as outlined in Article 5 of the Law

Cookie Type	Cookie Name	Provider	Purpose of Use	Duration of Use
Performance and Analytics	<i>collect</i>	Google	<i>It is used to send information to Google Analytics regarding your use of the platform.</i>	Session
Performance and Analytics	__utma, __utmb, __utmc, __utmz, _ga	Google	<i>It is utilized to generate statistics about website usage and assess website performance by assigning a unique ID to users on the website.</i>	400 Days
Performance and Analytics	user id (_n_uid)	Netmera	<i>It is used to identify the user across channels (mobile, web).</i>	400 Days
Performance and Analytics	installation id (_n_iid)	Netmera	<i>It is used to identify the user's installation.</i>	400 Days
Performance and Analytics	device id (_n_did)	Netmera	<i>It is used to identify the user's device.</i>	400 Days

Functionality Cookies

Functionality cookies are essential for providing specific functions on the Platform and remembering your preferences. Functionality cookies on the Platform are employed to recall your language preference or store your settings for cookie use.

Our data processing activities with these cookies rely on the data processing condition that **"Data processing is mandatory for the legitimate interests of the data controller, provided that it does not harm the fundamental rights and freedoms of the data subject,"** as outlined in Article 5 of the Law.

Cookie Type	Cookie Name	Provider	Purpose of Use	Duration of Use
Functionality	CMSCookieLevel	Kentico	<i>It enables users to use anonymous segments as target groups in Facebook and Instagram ads based on their interactions within the website.</i>	1 Year
Functionality	ASP.NET_SessionId	Kentico	<i>It indicates which cookies are allowed by the visitor.</i>	1 Year
Functionality	CMSCsrfCookie	Kentico	<i>It stores the user session ID for security purposes.</i>	Session
Functionality	CMSPreferredCulture	Kentico	<i>It functions as a security token that the system employs to verify all form data from POST requests. It aids in safeguarding against</i>	Session

			<i>cross-site request forgery.</i>	
Functionality	<i>CMSViewMode</i>	Kentico	<i>It stores the user's preferred UI culture.</i>	1 Year
Functionality	<i>CMSImpersonation</i>	Kentico	<i>It stores the user's current view mode (Edit, Preview, Design, etc.).</i>	1 Year
Functionality	<i>CMSUserWords</i>	Kentico	<i>It stores the information of a user impersonating another user in the management interface.</i>	Session
Functionality	<i>DisplayContentInDesignMode</i>	Kentico	<i>The user's private word dictionary stored by the spell checker dictionary.</i>	1 Month
Functionality	<i>DisplayContentInUIElementDesignMode</i>	Kentico	<i>It remembers the web part content checkbox in the user's design tab (for example, in the pages app).</i>	Session
Functionality	<i>CMSMacroDesignerTab</i>	Kentico	<i>It remembers the setting of the web part content in the design tab of the user's UI elements.</i>	Session
Functionality	<i>CMSSplitMode</i>	Kentico	<i>It remembers the last active tab where the macro condition was edited.</i>	1 Day
Functionality	<i>CMSPreviewState</i>	Kentico	<i>It remembers the status of split-view mode for the language version when editing multilingual websites.</i>	Session
Functionality	<i>CMSPropertyTab</i>	Kentico	<i>It stores the user's latest page design preview preferences.</i>	1 Year
Functionality	<i>CMSViewTab</i>	Kentico	<i>It remembers the last active tab of the properties section in page apps.</i>	1 Day
Functionality	<i>CMSValidationTab</i>	Kentico	<i>It remembers the last active tab of the view section in preview mode in page apps.</i>	1 Day
Functionality	<i>CMSEdVariantSliderPositions<templateid></i>	Kentico	<i>It remembers the last active tab of the validation section in preview mode in page applications.</i>	1 Day
Functionality	<i>CMSWebPartToolbarCategory</i>	Kentico	<i>It remembers the position of the slider area when defining variables for MVT or content customization.</i>	7 Days
Functionality	<i>CMSWebPartToolbarMinimized</i>	Kentico	<i>It stores the selected web part category in the web part toolbar.</i>	1 Month
Functionality	<i>CMSCurrentDeviceProfileName</i>	Kentico	<i>It remembers whether the user has minimized the web part toolbar in the design tab.</i>	1 Month

Functionality	CMSCurrentDeviceProfileRo tate	Kentico	<i>It stores the selected device profile when editing pages.</i>	1 Year
Functionality	CMSUniGraph	Kentico	<i>It remembers whether the device preview is horizontal or vertical.</i>	Session
Functionality	CMSSessionToken	Kentico	<i>It stores the user's snap to grid preference in the advanced workflow and marketing automation designer.</i>	1 Year
Functionality	ABSelectorState<ABtestname>	Kentico	<i>It stores the token used by the web service that provides advanced workflow and marketing automation designer.</i>	1 Year
Functionality	VisitorStatus	Kentico	<i>It stores the status of the selectors on the AB test overview page.</i>	2 Months
Functionality	Source	Kentico	<i>It indicates if the visitor is new or returning. It is used for tracking the visitors' statistic in the Web analytics module.</i>	400 Days
Functionality	Campaign	Kentico	<i>It stores the channel the user came from (eg email, Facebook, Twitter, etc.).</i>	400 Days
Functionality	TrackedCampaigns	Kentico	<i>It stores the web analytics campaign assigned to the visitor.</i>	400 Days
Functionality	UrlReferrer	Kentico	<i>It stores all web analytics campaigns that need to be tracked in JavaScript code blocks.</i>	400 Days
Functionality	CurrentContact	Kentico	<i>It stores the URL referrer from which the user came to the website.</i>	1 Day
Functionality	CMSAB<ABtestname>	Kentico	<i>It stores the GUID of the person associated with the current site visitor. It is used to monitor website activities.</i>	400 Days
Functionality	CMSMVT<mvtestname>	Kentico	<i>It is used to protect test-related conversions and the visitor's page content. It stores the name of the page variant assigned to the visitor, the list of conversions performed, and whether the visitor was included in the A/B test specified by the A/B test.</i>	2 Months
Functionality	CMSNoTestMVT<templateid>	Kentico	<i>It stores the combination of variants assigned to the visitor by the MVT test. It is used to track conversions for the test and to maintain the visitor's consistent page content.</i>	1 Month
Functionality	CMSShoppingCart	Kentico	<i>It stores the MVT combination selected by</i>	1 Month

			<i>the editors in the management interface.</i>	
Functionality	<i>CMSBodyClass</i>	Kentico	<i>It saves a GUID reference to the user's shopping cart. It allows the system to recover the shopping cart for unregistered customers, even after clearing the cache (for example, after restarting the application).</i>	1 Year
Functionality	<i>CMSEd<GUID>Current</i>	Kentico	<i>A body element class to meet accessibility standards.</i>	400 Days
Functionality	<i>CMSUserPage</i>	Kentico	<i>The wizard layout stores the web parts.</i>	1 Day
Functionality	<i>ChatLoggedInToken</i>	Kentico	<i>It stores the IDs (DocumentID, NodeID) of the last visited page. Used to log landing and log in page web analytics and events.</i>	20 Minutes
Functionality	<i>ChatSupportLoggedInToken</i>	Kentico	<i>It stores the login status for the chat application (indicates whether the user is online).</i>	Session
Functionality	<i><Window name>_<Group ID>_roomID</i>	Kentico	<i>It indicates whether the user is logged into the support chat.</i>	Session
Functionality	<i>chat_autoinitchat_displayed_<GUID></i>	Kentico	<i>It stores the chat web parts' groups and links between chat rooms (for a particular window or tab).</i>	4 Days
Functionality	<i>chat_kick_roomid_<room ID></i>	Kentico	<i>It remembers if the auto-start chat web part is shown to the user (prevents multiple chat start messages).</i>	1 Hour
Functionality	<i>StrandsSBS_*</i>	Kentico	<i>Indicates that the user has been kicked out (and not allowed to return) from the designated chat room.</i>	Last kickout time setting (seconds)
Functionality	<i>CMSStrandsTrackEvent_*</i>	Kentico	<i>It is used by Strands Recommender for its own purposes only. Cookies are managed by Strands.</i>	20 Minutes
Functionality	<i>openid_selector_*</i>	Kentico	<i>It stores persistent HTTP content after a page is reloaded. It is used to monitor shopping cart activities.</i>	20 Minutes
Functionality	<i>CMSLandingPageLoaded</i>	Kentico	<i>It stores the OpenID user identity for verification.</i>	1 Year
Functionality		Kentico	<i>Indicates that the landing page has already been visited and the landing page activity is not recorded again for the current visitor. It expires after 20 minutes and is renewed each time the website is accessed again.</i>	20 Minutes

Functionality	Social Media	Kentico	<i>Social media integration web parts use relevant social media cookies. If the social media web parts are not displayed on your pages, the default social media cookie level should be lowered using the web.config key. For example - Sets the social media cookie level to "Visitor": <addkey="CMSSocialMedia CookieLevel" value="200"/></i>	1 Year
Functionality	CKEditor	Kentico	<i>CKEditor cookies may be stored for users working with the WYSIWYG editor.</i>	1 Year
Functionality	51D	Kentico	<i>It is used when the system is configured for 51degrees.mobi mobile device detection.</i>	1 Year

Personalized Advertising Cookies

Personalized advertising cookies are used to promote personalized products and services in accordance with your screening history and visitor profile on the Platform or in channels other than the Platform.

The processing of data during the use of these cookies relies on your "**explicit consent**" as a legal basis under Article 5 of the Law.

Cookie Type	Cookie Name	Provider	Purpose of Use	Duration of Use
Personalized Ad	_fb, _fbq	Facebook	<i>Creates anonymous segments based on user actions on the site for use as target groups in Facebook and Instagram ads.</i>	1 Year

How to Control Cookie Usage

The preferences of our visitors and users regarding the use of Cookies and similar technologies are essential for us. However, Cookies that are mandatory for the site to operate are required to be used.

Information on how you can manage your preferences for cookies used on the site are as follows:

- Visitors may personalize their cookie preferences by changing their browser's settings. If the browser in use offers this possibility, preferences for cookies can be changed via browser settings. Thus, although it may differ depending on the possibilities offered by the browser, data subjects have the opportunity to prevent the use of cookies, to receive a warning before using the cookie or to disable or delete some of the cookies.

- Although the preferences in this subject vary according to the browser used, a general explanation can be found at <https://www.aboutcookies.org/>. Preferences regarding cookies may need to be made separately for each device that the visitor accesses the Platform.
- Please click [here](#) to turn off cookies managed by Google Analytics.
- Please click [here](#) to manage the personalized advertising experience provided by Google.
- Preferences for cookies used by many companies for advertising activities can be managed via [Your Online Choices](#).
- The settings menu of the mobile device can be used to manage cookies on mobile devices.
- You have the opportunity to personalize your preferences for cookies by changing the settings of your browser.

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

3. Recipients and Purposes for Transferring Your Personal Data

We may share your personal data with suppliers, legally authorized public institutions, and private individuals, as necessary to fulfill the purposes mentioned above and in accordance with applicable laws.

Some cookies used on the Platform are provided by third-party service providers not affiliated with the Company. With your explicit consent, we may share your personal data internationally with Google Inc., Facebook, Netmera, Sor, and Kentico to enhance the presentation and usability of the Platform.

These third-party cookies serve the following purposes:

- Displaying personalized ads to you
- Providing additional features on the Platform (e.g., social media integrations, video displays)
- Optimizing Platform visitor traffic and ensuring technical security,
- Collecting statistical data about Platform users and visitors and conducting analyses

The third-party service providers whose cookies are used on the Platform are listed below. Detailed information about the cookies used on the Platform by the aforementioned service providers is available in the tables above.

- Google LLC.
- Facebook Inc.
- Sorun Bilgi Teknolojileri A.Ş.
- Kentico
- Netmera

4. Method and Legal Basis for the Collection of Your Personal Data

Your personal data is collected via cookies in the electronic environment within the scope of fulfilling the above-mentioned Purposes

5. Your Rights as Data Subject under Article 11 of the Law

We hereby declare that as personal data subjects, you are entitled to the following rights, set forth under Article 11 of the Law:

- To learn whether your personal data have been processed,
- To request information if your personal data have been processed,
- To learn the purpose of the processing of your personal data and whether they have been used accordingly,
- To learn which third parties domestic or abroad your personal data has been transferred to,
- To request rectification in case your personal data has been processed incompletely or inaccurately and to demand the operations in this regard be reported to third parties your personal data has been transferred to,
- To demand the erasure or destruction of your personal data in the event that the reasons for the processing no longer exist even though it was processed in accordance with the Law and other relevant provisions and to demand the operations in this regard be reported to third parties your personal data has been transferred to,
- To object to negative consequences to you that are concluded, as a result of analysis of the processed personal data through solely automatic systems,
- To demand compensation for the damages that you have suffered as a result of an unlawful processing of your personal data.

You may convey your requests concerning your rights listed- above, to the Company by filling the Data Subject Application Form available at www.otokocotomotiv.com.tr/veri_sahibi_basvuru_formu.pdf or via the other methods specified in the legislation. Depending on the nature of your request, your application will be concluded as soon as possible, within 30 days at the latest, and in principle, free of charge. However, if the process requires additional costs, a fee may be demanded according to the tariff determined by the Personal Data Protection Board.