



COOKIES CLARIFICATION TEXT

This text has been prepared by **Master Assistances Danışmanlık ve Dış Ticaret A.Ş** (to be referred to hereinafter as “**Master Assistances**”) acting in the capacity of the data controller, in scope of clause 10 of the Law 6698 on the Protection of Personal Data (to be referred to hereinafter as the “**Law**”) and the Communiqué on the Principles and Procedures in the fulfillment of Disclosure Requirement.

As Master Assistances, we use first- and third-party cookies in some areas of the website <https://masterassistances.com/> (to be referred to hereinafter as the “**Site**”). This Cookie Clarification Text (to be referred to hereinafter as the “**Clarification Text**”) is valid for the Site managed by Master Assistances, and cookies will be used as described in the Clarification Text. The purpose of this Clarification Text is to inform you about which type of cookies we use as well as for what purposes and how you can manage these cookies regarding the processing of personal data obtained automatically through the placing of cookies on your device.

Who sends Cookies and How?

Cookies are sent through the communication established between the browser on your device (such as Google Chrome, Safari, etc.) and the website servers of Master Assistances during your navigation.

Cookie Types:

- According to their ownerships:
 - **First Party Cookies**
Placed on the device directly by the website visited or by Master Assistances.
 - **Third Party Cookies**
Cookies placed on the device by a third party, such as an advertiser or analytical system which is in cooperation with Master Assistance.
- According to the time being active:
 - **Session Cookies**
These cookies provide data that can be stored until the user closes the browser or the session expires. They are short-term cookies.
 - **Persistent Cookies**
These are cookies that remain on the drive until the cookie is deleted by the



user or until the specific expiration date for the cookie. Persistent cookies have a written expiration date of variable duration in their code.

- According to the intended use:
 - **Strictly Necessary Cookies**

These are cookies that are necessary to navigate the website and use features such as accessing secure areas of the site.
 - **Functionality (Preference) Cookies**

It allows the website to remember the past choices (username information, password information, which language is preferred, etc.). Preference cookies that provide automatic access to the website are also called functional cookies.
 - **Statistical Cookies**

Statistics cookies, also known as performance cookies, are cookies that provide anonymous, statistical data about the use of the website. With statistical cookies, the user's use of the website, the pages the user visits, the links the user clicks can be stored. Anonymized statistical cookies are not used to identify the website user. The purpose of these cookies is to make the website more functional.
 - **Marketing Cookies**

Cookies that can be used by companies operating to create a profile of your interests and show relevant advertisements on other sites.

For What Purposes Personal Data Will Be Processed and Legal Reasons

Strictly necessary cookies are used to fulfill an information society service you have requested (logging in, filling out forms and remembering privacy preferences). Your personal data which have been collected through these cookies are processed in scope of the law's clause 5, article 2, paragraph (c) stipulating that: *"It is necessary to process the personal data of the parties to the contract, provided that it is directly related to the establishment or performance of a contract"* or paragraph (f) which stipulate 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 related party."*

Advertising and Marketing Cookies, are used by our business associates in order to create your profile according to your interests and to show you corresponding advertisements. Your personal data collected through these cookies are processed by obtaining your explicit consent within the scope of paragraph 1 of Article 5 of the Law.



Performance / Analytical Cookies, are cookies which allow statistical measurement to analyze the behavior of users on websites. These cookies are frequently used to improve the site, including measuring the impact of advertisements on related parties. They are used by website owners to estimate the number of unique visitors, identify the most important search engine keywords leading to a website, or monitor website browsing. Your personal data collected through these cookies are processed by obtaining your explicit consent within the scope of paragraph 1 of Article 5 of the Law.

Functional Cookies, are used to make our website more functional and personalize it (except for your privacy preferences, to ensure that your other preferences are remembered when you re-enter the site. Your personal data collected through these cookies are processed by obtaining your explicit consent within the scope of paragraph 1 of Article 5 of the Law.

Information on Cookies used in our website

The cookies used in the Site managed by Master Assistances are listed below;

Cookie name	Purpose of Using Cookies	Cookie Type	Cookie Term
_ga	This cookie loaded by Google Analytics. The cookie is used to calculate visitor, session and campaign data and to generate the analysis report of the site and to track the usage of the site. The Cookies SAVE the data anonymously. It assigns a randomly generated number to identify unique visitors. https://policies.google.com/privacy?hl=tr	Statistic	12 months
1P_JAR	Defined by Google. This group sets a unique ID to remember your preferences and other information such as website statistics and to track conversion rates.	Statistic	7 days

Transfer of Personal Data Processed Through Cookies

Within the scope of our activities carried out through cookies, your personal data is transferred to our suppliers for the purposes of customizing Master Assistances services for you, carrying out marketing activities, conducting and auditing business activities, and conducting goods and service procurement processes.



In addition, if you give your consent to the statistical and marketing cookies specified in the table above, your personal data will be processed on servers abroad, limited to the execution of storage and archiving activities, through third-party infrastructure providers located abroad, Google and Facebook. In this context; Your personal data will be processed by service providers whose servers are located abroad, based on your explicit consent, by taking the necessary technical and administrative measures.

Cookies Management

Browsers usually accept cookies automatically. The use of cookies is not mandatory to use our website, but if you set your browser not to accept cookies, the quality of your user experience may decrease and various functions of our sites may be impaired. In particular, technical cookies enable the Site to perform its basic functions. Since technical cookies enable the Site to work technically, if you turn them off, some functions on the Site may not work properly.

You can turn the buttons in the cookie management panel on or off according to your preference, click the "Save and Confirm" button, and refresh the page to activate your settings.

Request of Related Parties

You can review the **General Clarification Text** for detailed information about your rights under Article 11 of the Law and the processing of your personal data. Master Assurances reserves the right to change the terms of use for cookies and the **Cookie Clarification Text**.