

## HABITAT YASAM ALANLARI ORGANIZASYON ANONIM SİRKETİ

### Cookie Information Notice

As Habitat Yasam Alanlari Organizasyon A.S. (“**Habitat Istanbul**” or “**Company**”), acting in the capacity of “Data Controller,” we approach with utmost sensitivity the processing, storage, and deletion of personal data in compliance with the Personal Data Protection Law No. 6698 (“**Law**”), secondary legislation (regulations, communiques, circulars), and the decisions of the Personal Data Protection Board.

Cookies are identification files that are stored on your device through your browser when you visit a website. These files ensure that your preferences are remembered when you revisit the websites and thus provide you with faster and more personalized experience.

This information notice has been prepared to inform you about how your personal data is processed through cookies used on websites managed by our Company.

- **Information Regarding the Data Controller**

The data controller is Habitat Yasam Alanlari Organizasyon A.S., registered with the Istanbul Trade Registry Office under registration number 1039164 and with MERSIS (Central Registration System) number 0454220477400001, operating at the address: “Zuhtupasa Mah. Sefikbey Sk. No:3 Kadikoy / Istanbul.”

- **Purposes and Legal Grounds for Processing Personal Data**

Different types of cookies are used on our websites for various purposes. However, Habitat Istanbul always ensures that your personal data is processed in compliance with the Law, secondary legislation, and Board decisions. In this context, the purposes and legal grounds for processing your personal data by our Company are explained below based on the type of cookies:

- **Strictly Necessary Cookies**

Strictly necessary cookies are cookies required for the proper functioning of our websites and the services offered through them. These cookies are placed on your device when you view our websites and cannot be disabled in our systems.

Personal data obtained through strictly necessary cookies are processed by Habitat Istanbul for the purpose of processing mandatory identification information, based on the legal ground that it is necessary for the processing of personal data of the parties to a contract, provided that it is directly related to the establishment or performance of the contract (Law Art. 5/2(c)).

Cookie Service Provider	Cookie Name	Cookie Duration	Cookie Description

On-Site (e.g., PHP sessions)	PHPSESSID	Session	Identifies and maintains the user's session.
On-Site (ASP.NET)	ASP.NET_SessionId	Session	Provides session management in ASP.NET-based applications.

On-Site (Security)	csrf_token	Session	Used for security purposes to prevent cross-site request forgery.
On-Site (Language Preference)	language_preference	1 year	Remembers the user's language preference.
Cloudflare	__cfduid	30 days	Used for security purposes to block malicious traffic.

- ### Performance and Analytics Cookies

Performance and analytics cookies are used to improve the way our website functions and to monitor and analyze site traffic. These cookies allow us to obtain information regarding how visitors use our websites, such as the number of people viewing our websites and which areas of the sites are most frequently or rarely visited.

Your personal data obtained through performance cookies are processed by Habitat Istanbul for the purpose of processing performance identification information, based on your explicit consent (Law Art. 5/1).

Cookie Service Provider	Cookie Name	Cookie Duration	Cookie Description
Google Analytics	_ga, _gid	2 years / 24 hours	Analyzes visitor behavior anonymously.
Google Analytics	_gat	1 minute	Limits request rate in Google Analytics.
Google Tag Manager	_gtm	Session	Manages Google Tag Manager tags.
Hotjar	_hjIncludedInSample vb.	Session / 365 days	Analyzes heatmaps and user click behavior.

FullStory	fs_uid vb.	1 year	Records site interactions to enable analysis.
Adobe Analytics	s_cc, s_sq	Session	Adobe Analytics cookies analyze site usage.

- ### Functional Cookies

Functional cookies are used to remember the choices you make on our websites and to provide more personalized services within this scope. If you do not allow these cookies, some functions may not work properly.

Your personal data obtained through functional cookies are processed by Habitat Istanbul for the purpose of processing functional identification information, based on your explicit consent (Law Art. 5/1).

Cookie Service Provider	Cookie Name	Cookie Duration	Cookie Description
On-Site (User Preferences)	user_preferences	1 year	Stores user preferences on the site (theme, layout, etc.).

- ### Targeting and Personalized Advertising (Marketing) Cookies

Targeting and personalized advertising cookies are used to promote products and services according to your interests. These cookies allow us to provide personalized product and service promotions based on your browsing history and profile across our websites and other platforms. Such cookies are generally placed by advertising networks, and information about your visit may be shared with other organizations that are advertisers.

Our Company uses online advertising platforms such as Google Ads, Google Display Network, Google Marketing Platform, and Meta (Facebook and Instagram) Advertising Systems to deliver advertisements tailored to users' interests. Within this scope, the data collected are processed for purposes such as remarketing, conversion tracking, and advertising performance analysis.

Your personal data obtained through targeting and personalized advertising cookies are processed by Habitat Istanbul for the purpose of processing identification information related to targeting, profiling, marketing, and direct advertising, based on your explicit consent (Law Art. 5/1).

Cookie Service Provider	Cookie Name	Cookie Duration	Cookie Description
Meta (Facebook/Instagram) Pixel	_fbp vb.	90 days	Displays ads on Meta platforms based on interests and enables conversion tracking.
Google Ads / Google Marketing Platform	IDE, ANID vb.	1 year	Measures the effectiveness of Google ads, performs remarketing, and personalizes advertisements.
LinkedIn Insight Tag		180 days	Enables targeting of LinkedIn advertisements.
Twitter Ads		90 days	Displays ads on Twitter based on interests.
AdRoll		90 days	Provides remarketing advertisements for visitors.
DoubleClick / Google Marketing Platform	IDE vb.	1 year	Measures the effectiveness of Google ads and personalizes advertisements.

#### • Management of Cookies

As explained above, strictly necessary cookies used on our websites are essential for the proper functioning of the sites and therefore cannot be disabled. Performance and analytics cookies, functionality cookies, and targeting and personalized advertising cookies are used based on the explicit consent of site users, and you may manage your preferences regarding these cookies through your browser settings. If you block cookies, you may continue to use our websites; however, please note that you may not be able to fully benefit from some of their functions. For more information on managing cookies on a browser basis, you can visit the links below:

Adobe Analytics	<a href="https://www.adobe.com/tr/privacy/opt-out.html">https://www.adobe.com/tr/privacy/opt-out.html</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">http://www.google.com/support/chrome/bin/answer.py?hl=en</a> HYPERLINK <a &gt;"http:="" answer.py?hl='en&amp;answer=95647"&amp;&lt;/a' bin="" chrome="" href="http://www.google.com/support/chrome/bin/answer.py?hl=en&amp;answer=95647" support="" www.google.com=""> HYPERLINK <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> ans w er=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>
Mozilla Firefox	<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>

#### • **Transfer of Personal Data**

Your personal data, for the purposes listed above and in compliance with the conditions set forth under Articles 8 and 9 of the Law, may be transferred to legally authorized public institutions and legally authorized private persons within the scope of legal obligations explicitly stipulated in the laws, as well as to companies from which we receive consultancy services within the scope of our legitimate interests.

In addition, for the purposes listed above and in compliance with the conditions set forth under Articles 8 and 9 of the Law, your personal data may be transferred abroad, based on your explicit consent, to foreign-based advertising and analytics service providers for the purposes of ad display, performance analysis, measurement of user behavior, and conducting remarketing activities.

#### • **Methods and Legal Grounds for Collecting Personal Data**

Your personal data is collected electronically through cookies on our websites.

Such data may be processed based on your explicit consent as stipulated in Article 5(1) of the Law, and on the legal ground specified in Article 5(2)(c) of the Law, namely where it is necessary for the processing of personal data of the parties to a contract, provided that it is directly related to the establishment or performance of the contract.

#### • **Rights of Data Subjects under the Law**

Within the scope of Article 11 of the Law, you may apply to Habitat Istanbul at any time to:

- Learn whether your personal data is being processed,
- Request information if your personal data has been processed,
- Learn the purpose of processing your personal data and whether they are used in line with their purpose,
- Learn the third parties to whom your personal data is transferred domestically or abroad,
- Request the correction of your personal data if they are incomplete or incorrectly processed,
- Request the deletion or destruction of your personal data within the framework of the conditions set forth in Article 7 of the Law,

- Request that the transactions carried out pursuant to subparagraphs (d) and (e) of Article 11 be notified to third parties to whom your personal data have been transferred,
- Object to the emergence of a result against you through the analysis of your processed data exclusively by automated systems,
- Request compensation if you suffer damages due to unlawful processing of your personal data.

Within this scope, applications to our Company may be made in accordance with the “Communique on the Principles and Procedures of Application to the Data Controller” through the following methods:

1. By completing the form available on the Company’s website and delivering a wet-signed copy in person or via notary to the address: Yali Mah. Dr. Sadik Ahmet Bul. No: 1 Maltepe, Istanbul,
2. By completing the form available on the Company’s website, signing it with your secure electronic signature within the scope of the Electronic Signature Law No. 5070, and sending the securely signed form to our Company via registered electronic mail (KEP) or by e-mail to [kvkk@habitat.istanbul](mailto:kvkk@habitat.istanbul) or [habitat.istanbul@hs02.kep.tr](mailto:habitat.istanbul@hs02.kep.tr)
3. By completing and signing the form available on the Company’s website and sending a copy using your e-mail address already registered in our Company’s systems to [kvkk@habitat.istanbul](mailto:kvkk@habitat.istanbul) or [habitat.istanbul@hs02.kep.tr](mailto:habitat.istanbul@hs02.kep.tr)

In accordance with the “Communique on the Principles and Procedures of Application to the Data Controller,” it is mandatory that applications include your name - surname, signature, R.T. identity number, residential or workplace address, if any notification-based e-mail address, telephone and fax number, and the subject matter of your request.

Your requests included in the application will be finalized as soon as possible and within no later than 30 (thirty) days, depending on the nature of the request.

**Habitat Istanbul Yasam Alanlari Organizasyon A.S.**