**YAŞMAK TURİZM ve TİCARET A.Ş.**

**WEBSITE COOKIE CLARIFICATION TEXT**

We would like to inform you about the types of cookies we use on our website (www.yasmakhotelcollection.com), which are compliant with the Law No. 6698 on the Protection of Personal Data (“Law”), Law No. 5651 on the Regulation of Broadcasts Made on the Internet and Combating Crimes Committed through these Broadcasts and other related legislation, and about their purpose and settings, their management and deletion.

Cookies are small text files that are saved on your computer, mobile phone and tablet and other mobile device through your browser, which enable our site to operate more efficiently, offer personalized pages that meet your needs quickly, when you visit our site.

Cookies are formed when you visit our site, and according to their duration, “**temporary cookies”** that are valid until the browser is closed, and “**persistent cookies”** that remain valid until they are deleted or expire, are used. There are “**first party**” cookies placed directly by the site server on our site and “**third party**” cookies placed by other servers outside our site so that third parties can offer you more suitable services, products or offers.

Social networking plugins are used on our site. With these plugins, the social network can access and process your data and combine it with the data of your account in the relevant social network. For obtaining detailed information about the purpose, methods and duration of the social networks' processing of your personal data, review the personal data processing policies of the relevant social networks.

**Types of cookies and their intended use:**

**Mandatory Cookies:** Cookies, which are required for the correct operation of our site, are used for purposes such as security and verification. Authentication is used to ensure that existing session information is not lost.

**Functionality Cookies:** These are cookies that allow the preferences of site visitors such as language, text font size, etc.to be remembered.

**Performance and Analytics Cookies:** These are the cookies that help the development of our site, collect information about the use of the site by the visitors, check whether the site is working as it should, and are used to detect errors.

**Targeting and Advertising Cookies:** These are cookies used to promote products and services on our site or other areas, to show personalized advertisements to the visitor with our business partners, and to measure their effectiveness.

When your computer or mobile device reaches the browser, it automatically accepts and predefines the cookie data. **This cookie information is below:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Provider** | | **Name** | **Purpose** | **Type** | **Duration** |
| yasmakhotelcollection.com | \_ga | | Used by Google Analytics to evaluate the purpose of the user's visit. It generates reports on website activity for website administrators and aims to improve customer experience. | Performance and Analytics | 24 months |
| yasmakhotelcollection.com | \_gat\_ | | Google uses this cookie to distinguish users. | Performance and Analytics | Session |
| yasmakhotelcollection.com | \_gid | | Loaded by Google Analytics. The cookie is used to store information about how visitors use a website and helps to generate an analytical report on how the website operates. The collected data includes the number of visitors, the source they came from and the pages visited in an anonymous form. | Performance and Analytics | 1 day |
| thesoulhotel.com | PHPSESSID | | Provides rapidity between pages | Functionality | Session |
| gstatic.com | 1P\_JAR | | Sets a unique ID to remember your preferences and other information such as website statistics and conversion rates. Extensive information: Viewable at https://policies.google.com/technologies/types. | Targeting and Advertising | 1 month |
| Doubleclick.net | DSID | | Used to identify the user and to store user preferences regarding ad personalization. | Targeting and Advertising | 13 days |
| Doubleclick.net | IDE | | Used for user ad serving or retargeting | Targeting and Advertising | 1,5 years |
| google.com | 1P\_JAR | | Sets a unique ID to remember your preferences and other information such as website statistics and conversion rates. Extensive information: Viewable at https://policies.google.com/technologies/types. | Targeting and Advertising | 1 month |
| google.com | AID | | Sets a unique ID to remember your preferences and other information such as website statistics and conversion rates. Extensive information: Viewable at https://policies.google.com/technologies/types. | Targeting and Advertising | 21 days |
| google.com | NID | | Sets a unique ID to remember your preferences and other information such as website statistics and conversion rates. Extensive information: Viewable at https://policies.google.com/technologies/types. | Targeting and Advertising | 6 months |
| google.com | \_\_Secure-3PAPISID | | It creates a profile that shows the interests of website visitors to show relevant and personalized ads through retargeting. Extensive information: Viewable at https://policies.google.com/technologies/types. | Targeting and Advertising | 2 years |
| google.com | \_\_Secure-3PSID | | It creates a profile that shows the interest fileds of website visitors to show relevant and personalized ads through retargeting. Extensive information: Viewable at https://policies.google.com/technologies/types. | Targeting and Advertising | 2 years |
| google.com | \_\_Secure-3PSIDCC | | It creates a profile that shows the interest fileds of website visitors to show relevant and personalized ads through retargeting. Extensive information: Viewable at https://policies.google.com/technologies/types. | Targeting and Advertising | 1 years |
| hotelolimpiyat.com  romanceistanbulhotel.com hotelyasmaksultan.com yasmakcomforthotel.com | redux\_update\_check | | Serves to customize the User Interface. | Functionality | 1 years |
| hotelyasmaksultan.com | cookieconsent\_status | | This period indicates the length of time a service can store and/or read certain data from your computer using a cookie, pixel, API, cookieless tracking, or other source. | Functionality | 5 months |
| hotelyasmaksultan.com | fbp | | Provides advertising and site analysis services, distinguishes and tracks your unique users. | Targeting and Advertising | 3 months |
| Facebook.com | c\_user | | Contains user ID | Targeting and Advertising | 18 months |
| Facebook.com | datr | | Defines the web browser. It plays an important role in Facebook's security and site integrity features. | Targeting and Advertising | 24 months |
| Facebook.com | dpr | | Used to deliver a range of advertising products, such as real-time offers from third-party advertisers. | Targeting and Advertising | 14 Days |
| Facebook.com | fr | | Used for ad serving or retargeting. | Targeting and Advertising | 5 months |
| Facebook.com | sb | | Monitors browser details. | Targeting and Advertising | 3 months |
| Facebook.com | xs | | Hides the session ID. | Targeting and Advertising | Session |
| Facebook.com | spin | | Allows to measure, optimize and create target audiences for ad campaigns. Specifically, it analyzes what content a user has viewed, and allows to see how our users move between devices, to ensure that they are seen by our users most likely to be interested in advertisements. | Targeting and Advertising | 1 day |

If deems necessary, Yaşmak Hotel may be remove the cookies from the site, change the types or functions or add new ones. Cookie changes will take effect from the date of update.

If you do not want the cookies placed on your pre-defined device to be placed, you can refuse the use of cookies, delete them, and disable access. In this case, you may not be able to use some fields properly.

You can find detailed information about processing of cookies and other personal data in the Yaşmak Hotel Personal Data Protection and Processing Policy at (www.yasmakhotelcollection.com).

We may share your personal data with our suppliers, legally authorized public institutions, limited to the realization of the above-mentioned purposes and in accordance with the legislation.

**Use and Control of Cookies**

If you are under the age of 18, visit our Site under the supervision of your parents. Do not share personal data on our Site without company of your parents.

You can block or delete cookies through the settings of internet browser you use. The information on what steps should be followed, to prevent or delete cookies from different internet browsers, is given below:

**Computer;**  
• **Internet Explorer ->** Tools -> Internet options -> Privacy -> Settings -> OK

• **Microsoft Edge ->** Three dots -> Settings -> Select Items to Clean -> OK

• **Google Chrome ->** Settings -> Advanced -> Privacy and security -> Content settings -> Cookies -> All cookies and site data -> Website-> Remove

• **Mozilla Firefox->** Options -> Privacy and Security -> History -> Change Firefox to use custom settings for history -> Show cookies-> In the Search: field, type the name of the site whose cookies you want to delete-> Select he cookie(s) you want to delete -> Delete selected -> Close

• **Safari ->** Preferences -> Privacy -> Website Data -> Select one or more websites -> Delete or Delete All

**Mobile;**

**Apple Device;**

You can clear your browsing history and cookies through the steps;

"Settings -> Safari -> Clear History and Website Data".

To delete cookies and keep your history, you can follow the steps;

"Settings -> Safari -> Advanced -> Website Data -> Delete All Website Data"

If you do not want history data to be kept while visiting the sites;

You can activate private browsing by following the steps;

"Safari -> Site icon -> Private -> Done".

You can block cookies through the steps;

"Settings -> Safari -> Block All Cookies".

Some sites may not work properly when you block cookies.

**Android Device;**

You can clear cookies by selecting;

"Chrome app -> Settings -> Privacy -> Clear browsing data -> Cookies, media licenses and site data -> Clear data".

You can allow or block cookies by selecting;

"Chrome App -> Settings -> Site Settings -> Cookies".

You can find more information on how to do this in other major web browsers at https://www.esb.org.tr/cerez-bellek or https://www.aboutcookies.org. You can also delete all cookies left behind by our site with third party software.

**Data Ownership Rights**

You can apply for your requests within the scope of Article 11 of the Law, which regulates the “**Rights of the person concerned**”, by submitting the **Application Form** to Yaşmak Hotel through the addresses specified in the Form, as detailed in the Yaşmak Hotel Personal Data Protection and Processing Policy available at www.yasmakhotelcollection.com. Your request will be concluded, free of charge, within thirty days at the latest. If your request requires an additional cost, you may be charged a fee according to the tariff to be determined by the Personal Data Protection Board.

**Yaşmak Turizm ve Ticaret A.Ş.**

**Address:** Hocapaşa Mahallesi Ebusuud Caddesi No:12-Sirkeci/İSTANBUL

**EMail:** info@yasmakhotelcollection.com