



WEBSITE COOKIES ABOUT ITS USE INFORMATION TEXT

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KARDELEN PAINT AND CHEMICAL INDUSTRY TRADE LIMITED COMPANY

ABOUT THE USE OF COOKIES ON THE WEBSITE INFORMATION TEXT

This Cookie Policy has been prepared within the scope of the "Kardelen Boya Personal Data and Information Security Framework Policy" to provide you with detailed information regarding our use of cookies in accordance with the Law No. 6698 on the Protection of Personal Data (KVKK) and the European Data Protection Regulation (GDPR), and to inform you, our visitors, about your legal rights regarding cookies.

When you visit our website, <http://www.kardelenboya.com.tr/> (hereinafter referred to as the "Site"), the site asks your browser to store a small text file called a cookie on your device to remember information about you, such as your language preference or login information.

"Cookies" are small files that allow us to store information specifically about you (the user) and your device when you visit one of our web pages. Cookies help us determine how often and by how many users our web pages are visited. Cookies are set by us and are called first-party cookies. Cookies may also come from third parties we interact with who belong to a domain different from the domain of the website you are visiting.

Data Controller

Data Controller's Identity and Contact Information:

Data Controller	Kardelen Paint and Chemical Industry Trade Limited Company
Trade Registry Number	: 110506
Address	Alc OSB Mah. 2036 Cad. No:7 Sincan/Ankara, Trkiye
Phone Number	: (+90) 312 398 11 33
Email	kvkk@kardelenboya.com.tr
Website	: http://www.kardelenboya.com.tr/

Data Protection Liaison Officer: kvkk@kardelenboya.com.tr

A. Purpose of Processing Your Personal Data and the Legal Grounds Relied Upon

As a company, we use cookies on our website for various purposes and through these cookies We process your personal data for the following purposes:

- Performing the basic functions necessary for the site to operate,

- To analyze and improve the site's performance,
- To improve the functionality and ease of use of the site,
- Improving the website, offering new features through the site and the services provided customizing features according to your preferences,
- To ensure the legal and commercial security of both you and our Company through the Website.

In accordance with the purposes outlined in this Privacy Notice, your personal data may be processed without your consent if at least one of the statutory data processing conditions in Article 5, paragraph 2 of the KVKK (Law on Protection of Personal Data) is met. Otherwise, i.e., in cases where there are no statutory grounds for data processing, your personal data will only be processed with your explicit consent. In any case, we may share your personal data within the scope of this Privacy Notice with third parties who benefit from our company's services, our affiliates, business partners, and group companies, limited to the fulfillment of the purposes stated above and in accordance with the legislation. In some cases, while carrying out our company's data processing activities, we use the services of hosting providers who enable us to perform data processing operations on their storage areas and servers and who process data on our behalf in accordance with the instructions given by us.

B. Cookies Used

We use both first-party cookies (placed by the website you are visiting) and third-party cookies (placed by servers other than the website you are visiting) on this site. Our site includes a link to our online payment collection system for our dealers. We use Finrota for online payment collection and open banking services. You can access the service provider's system (<https://finrota.com/>) via the link provided on our site. For detailed information about the cookies used by our service provider, please see: <https://tahsilat.kardelenboya.com.tr/Cookies-Politics.html>

1. Mandatory Cookies

These cookies are essential for the website to function and therefore cannot be disabled or removed from our systems. They can only be set by you to enable actions such as setting your privacy preferences, logging in, or filling out forms.

You can set your browser to block these cookies or to warn you, but in this case, some parts of the site may not work or some functions may not be available. These cookies do not store any information that could be identified as personal data.

These cookies are used without your explicit consent in accordance with Article 5/2 of the Law on the Protection of Personal Data. Based on the legal grounds of "the processing of personal data of the parties to a contract is necessary provided that it is directly related to the conclusion or performance of the contract, or the processing of data is necessary for the legitimate interests of the data controller, provided that it does not prejudice the fundamental rights and freedoms of the data subject" pursuant to articles e and f and article 6(1)(a) of the GDPR.

This data is used. For the reasons explained, particularly to ensure security and establish seamless connections, we have a legitimate interest in processing this data.

2. Functionality Cookies

Functional cookies are necessary for providing certain functions within the site and remembering your preferences regarding those functions. Functional cookies are used to remember your language preference or save your settings regarding cookie usage on the platform. The data processing activities we carry out using these cookies are based on the data processing condition stipulated in Article 5 of the KVKK (Personal Data Protection Law), namely that "data processing is necessary for the legitimate interests of the data controller, provided that it does not harm the fundamental rights and freedoms of the data subject."

Cookie Type	Cookie Name	Provider's Intended Use	Storage Duration
Functionality	Google Maps API	Google Maps	Displaying our location information. Up to 6 months

For detailed information, see [Google Maps Privacy Policy](#).

3. Performance and Analytical Cookies

Performance cookies allow us to track and analyze the number of people viewing the site and site visitor traffic. These cookies provide information such as which areas of the site are visited most or least frequently, thereby optimizing site traffic.

Our data processing activities carried out using these cookies are based on the data processing condition stipulated in Article 5 of the KVKK (Turkish Personal Data Protection Law), namely that "data processing is necessary for the legitimate interests of the data controller, provided that it does not harm the fundamental rights and freedoms of the data subject."

Cookie Type	Cookie Name	Provider's Intended Use	Storage Time
Performance and Analytical	collect	Google	Session about your platform usage Information is provided to Google Analytics during the information period. It is used for sending.
Performance and Analytical	-utma, -utmb, -utmc, utmz, _ga	Google	To the users on the site By assigning a unique ID, information about site usage can be obtained. Generating statistics and analyzing site performance. 2 Years

Performance and Analytical	UNAUTHID Adobe		It measures what content or ads users view, how much time they spend on different pages, how they arrive at a particular page (e.g., via a search query), and how they respond to the ads we show them.	
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If these cookies are not allowed, it may result in poor user performance as we cannot know when you visit our site. Your explicit consent is required for the use of analytical cookies.

4. Personalized Advertising Cookies

Personalized advertising cookies are used to provide you with personalized product and service promotions on our website and other platforms, based on your viewing history and visitor profile. These cookies are used by our business partners to create a profile based on your interests and to show you relevant advertisements. They enable functions such as preventing the repeated display of the same advertisements, ensuring advertisements are displayed correctly, and in some cases, displaying advertisements based on your interests. For the data processing activities we carry out using these cookies, we rely on your "explicit consent" as a data processing condition under Article 5 of the Law.

Below you will find the different types of cookies we use on our website. We use both first-party cookies (placed by the website you are visiting) and third-party cookies (placed by servers other than the website you are visiting).

Cookies we use			
Cookie	The provider's	purpose for using	Duration
Name test_cookie	cookies on Douclick.net	is to verify that the user's browser supports cookies.	15 minutes
IDE	Douclick.net	One side is third These cookies, set by DoubleClick, interact with you on the web.	2 years

		It is used to deliver relevant, targeted advertisements.	
DSID	Douclick.net	It is used to identify a user logged in on non-Google sites and to remember whether the user has accepted ad personalization.	14 days
NID	google.com	Cookies are used to store user data and for advertising and targeting purposes.	180 days
Secure-3PAPISID	google.com	It creates a profile showing website visitors' interests in order to show them relevant, personalized ads through retargeting.	35 days
Secure-3PSID	google.com	It creates a profile showing website visitors' interests in order to show them relevant, personalized ads through retargeting.	35 days
__Secure-3PSIDCC	google.com	It creates a profile showing website visitors' interests in order to show them relevant, personalized ads through retargeting.	59 seconds
Collection.kardelenboya.net			

C. How can I control cookies?

The preferences of our visitors and users regarding the use of cookies and similar technologies are important to us. However, the use of cookies that are essential for the operation of the site is necessary.

Below is information on how you can manage your preferences regarding the cookies used on the site;

1. Cookie Consent Tool

Our Cookie Consent tool can be used to customize your cookie preferences. The first time you visit our website, a window will open explaining cookies. "Cookies

When you click the "Information Text" button, you can view the categories of cookies and plugins you have selected in the pop-up window, as described here. You can disable cookie usage through your browser. However, essential cookies necessary for the operation of our website will remain effective. The Cookie Consent Tool will record your preferences when you consent to our cookie policy and will request permission once a year to ensure users are aware of changes to our cookie and privacy policies. The consent tool controls the functional and performance cookies set by using our website. Necessary cookies cannot be disabled and cannot be used to block cookies on third-party websites linked from our website.

2. Disabling Cookies Using Your Internet Browser

Visitors have the option to personalize their cookie preferences by changing the browser settings they use to view the site. If the browser being used allows it, it is also possible to change cookie preferences through the browser settings.

Thus, depending on the capabilities offered by the browser, data subjects have the option to prevent the use of personalization cookies, choose to receive a warning before cookies are used, or disable or delete only certain cookies.

You can use your internet browser to automatically or manually delete cookies. You can also specify that certain cookies cannot be placed. Another option is to change your internet browser settings to receive a message each time a cookie is placed. For more information about these options, please refer to the instructions in your browser's Help section. Please note that our website may not function properly if all cookies are disabled.

You can change your cookie preferences and personalization options by changing your browser settings. You have the opportunity. For more information, you can visit the links in the table below;

Adobe Analytics	https://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	https://support.google.com/chrome/answer/95647?hl=en
Internet Explorer	https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies
Mozilla Firefox	http://support.mozilla.com/en-US/kb/Cookies

Opera	https://www.opera.com/tr/help
Safari	https://support.apple.com/tr-tr/guide/safari/sfri11471/mac

D. Parties to Whom Your Personal Data is Transferred and the Purposes of Transfer

We may transfer your personal data to suppliers, legally authorized public institutions, and private individuals only to the extent necessary for achieving the purposes stated above and in accordance with the law.

Some cookies used on the platform are provided by third-party service providers other than the Company. If you give your explicit consent, your identity information, contact information, financial transaction data, survey data, and location data may be transferred to Microsoft [USA], Google LLC. (USA), and Adobe [USA], whose servers are located abroad, for storage in the cloud, in accordance with the data processing conditions stipulated in Article 5 of the Law and the rules regarding the transfer of personal data specified in Article 9 of the Law.

These third-party cookies are used for the following purposes:

- Providing additional functionality on the site (for example, video presentations),
- Optimizing site visitor traffic and ensuring technical security,
- Obtaining statistical data and conducting analyses about those who visit our website.

The third-party cookies used on the platform are provided by the following service providers. Detailed information regarding the cookies used on the platform by these service providers is available in the tables above.

E. Your Rights as a Data Subject

a. Right to Information: You have the right to learn whether your personal data is being processed by our Company, and if so, to request information about the types of data being processed, as well as the purpose of the processing of your personal data and whether it is being used appropriately for that purpose.

b. Right to Correction: You may request the immediate correction of any inaccurate data processed by our company concerning you. Taking into account the purpose of data processing, you may also request the completion of any incomplete data.

c. The right to object to adverse consequences arising from the processing of personal data through automated systems.

c. Right to Erasure (Right to be Forgotten): The right to have your personal data erased if it is no longer necessary for the purposes for which it was collected or processed, to withdraw your consent on which the processing activity is based, and

You may request the immediate deletion of your collected personal data under the conditions stipulated in Article 7 of the Law on the Protection of Personal Data if there is no other legal basis for the processing activity, if you object to the processing activity and there is no compelling legitimate reason for the processing activity as foreseen in the legislation, if the personal data has been processed unlawfully, or if the deletion of personal data is necessary to comply with a legal obligation to which our Company is subject.

d. Right to Request Restriction of Data Processing

You may request that our company restrict the processing of your personal data if any of the following conditions apply:

(1) If the data subject objects to the accuracy of the personal data, the personal data owner may request that the data be restricted for a period of time that allows it to verify the accuracy of the data;

(2) the processing activity is unlawful and the data owner requests the deletion of personal data and instead request that the use of the data be restricted;

(2) Our company no longer needs personal data for its processing purposes, but the data owner needs such data for the purpose of making, enforcing or defending legal claims;

(4) Until it is confirmed whether the legitimate grounds of our company outweigh the legitimate grounds of the data owner, the data owner may object to the processing activity in accordance with Article 11 of the KVKK.

e. The Right to Data Portability

You have the right to access the personal data we collect and process about you in a structured, updated, and machine-readable format. You may also request the transfer of such data to another data controller without any hindrance, or, if technically possible, request that the transfer be carried out directly by us. The transfer will be carried out if the data processing activity is done with your consent or as per a contract and is processed using automated methods. However, this rule does not apply only to data kept in paper format.

f. Right of Withdrawal After Consent

You can always withdraw your consent if the data processing activity was carried out solely with your consent. However, in this case, the legitimacy of the data processing activities carried out until the time you withdraw your consent will not be compromised.

g. Right to File a Complaint

If you wish to file a complaint or believe that our Company has not adequately handled your requests regarding your personal data, you may apply to the Personal Data Protection Board, established under the Law No. 6698 on the Protection of Personal Data. [Complaint]

For detailed information regarding the exercise of your rights, please click on the following link:
<https://www.kvkk.gov.tr/Icerik/2063/Sikayet-Hakki>

How can you contact us to exercise your rights mentioned above?

In accordance with Article 11 of the Law, you can submit your requests regarding these rights by sending an e-mail to the registered electronic mail (KEP) address “kvkk@kardelenboya.com.tr”, using a secure electronic signature, mobile signature, or the e-mail address you have shared with us and which is registered in our systems, or by applying in writing to the address “Alc Osb Mah. 2036 Cad. No:7 Sincan/Ankara, Turkey”, or by visiting <http://www.kardelenboya.com.tr/> If you submit your applications to us using the methods specified in the Data Subject Application Form located at [address], your applications will be evaluated and finalized as soon as possible, and no later than 30 (thirty) days. While no fee is generally charged for requests, if the process requires additional costs for the Company, a fee may be charged as determined in the Communiqu on the Procedures and Principles Regarding Data Controller Applications.

