

İFYİL TERMO İKLİMLENDİRME SAN. VE TİC. LTD. ŞTİ.

COOKIE AND PRIVACY POLICY UNDER THE LAW ON PERSONAL DATA PROTECTION (KVKK)

At "İfyıl Termo İklimlendirme San. ve Tic. Ltd. Şti.", we attach great importance to the security of your personal data. Through the website we provide for your use, we aim to serve and inform you, and to improve our services. As the "Data Controller," we would like to enlighten you about how your personal data is collected, processed, and the purpose of processing, in accordance with the Personal Data Protection Law ("KVKK") and other relevant regulations.

In accordance with KVKK, your personal data is collected and processed either automatically or non-automatically, in writing or electronically, and will be processed in accordance with the purposes set out under the KVKK. Your personal data will be processed in compliance with the principles of legality, morality, and integrity, accurately, and where necessary, updated, in line with specific, clear, and legitimate purposes, limited and proportional to the purpose for which it is processed. It will be stored for as long as necessary for the purpose of processing, ensuring that your rights are not infringed.

Your personal data is generally processed with your explicit consent. However, in certain exceptional cases permitted by the KVKK, your personal data may be processed without your explicit consent, provided that it does not harm your fundamental rights and freedoms, in order to protect our legitimate interests. Furthermore, personal data that you have voluntarily disclosed, such as through campaigns, may also be processed in accordance with the relevant purpose under the KVKK, without further consent being required.

1- Purposes of Personal Data Processing

As a general rule, with your explicit consent, our company processes your personal data for the following purposes:

- To better understand and analyze the relevant market, improve our portfolio, and determine and implement our company's commercial and business strategies,
- To conduct special advertisements, campaigns, advantages, and other benefits for sales and marketing activities, and to carry out other marketing efforts, including the use of cookies for this purpose,
- To plan and manage customer service relationships, reputation research, event management, follow legal processes, establish, use, and protect legal rights arising from the legislation, manage corporate communication activities, manage customer relations, and handle customer requests and complaints,
- To plan, audit, and implement information security processes,
- To manage relationships and execute tasks with our business partners, other companies, dealers, or suppliers,
- To determine how you became aware of our website, enhance your experience while visiting the site, increase its usage and functionality, recognize you during your visit to provide tailored content and personalized browsing experiences, and offer products suited to your interests and expectations,

- To send electronic commercial communications (e.g., campaigns, promotional materials, customer satisfaction surveys, product and service advertisements, etc.) for commercial purposes.

2- Which Data is Processed?

The data processed by our company and considered as personal data under the Personal Data Protection Law No. 6698 is listed below. Unless explicitly stated otherwise, the term "personal data" under this Policy will include the following types of information:

- **Customer Information** (Identity information, contact details)
- **Device Information**
- **Behavioral Data**
- **Demographic Data**
- **Marketing Data**
- **Behavioral Advertising**

In accordance with Articles 3 and 7 of the Personal Data Protection Law, data that has been anonymized in such a way that it cannot be reverted to its original form will not be considered as personal data under the provisions of the mentioned law. Processing activities related to such anonymized data will be carried out independently of the provisions of this Policy.

3- Who Can Access Personal Data?

The transfer of personal data between our company and any legal entity with a separate legal personality or any natural person not organically linked to our company is carried out in direct accordance with the Personal Data Protection Law No. 6698 and the relevant articles mentioned above. While our company actively monitors the announcements made by the Board, we also undertake to provide sufficient protection in the case of international data transfers and apply for permission from the Board.

The data collected by our company is transferred, as per the provisions of Articles 8 and 9 of the Law, within the country or abroad, to individuals and company officials, legally authorized public and private institutions, data processors, business partners, and service providers we cooperate with for communication, archiving, and storage services. This data transfer is carried out solely for the purposes outlined in this Policy and in connection with the legal and administrative processes organized and executed by our company.

4- Rights of the Personal Data Subject (Relevant Person) Under the KVKK

Under this framework, personal data owners have the following rights:

- To learn whether personal data is processed,
- To request information about personal data processed,
- To learn the purpose of processing personal data and whether it is used for the intended purpose,

- To know the third parties to whom personal data is transferred, whether within the country or abroad,
- To request the correction of personal data if it is incomplete or incorrect, and to request that this correction be communicated to third parties to whom the data has been transferred,
- To request the deletion or destruction of personal data if the reasons for processing the data no longer exist, and to request that this action be communicated to third parties to whom the data has been transferred,
- To object to the result arising from the exclusive analysis of personal data through automated systems if it results in a decision against the person,
- To request compensation for damages suffered due to unlawful processing of personal data.

The data subject may submit their request regarding these rights, as detailed in Article 11 of the Law, by filling out the form available on our website <https://www.ifyil.com.tr> or by submitting a signed copy of the form to the address "Yeni Cami Mahallesi, 3. Cadde, No: 11, Kavak OSB, Kavak/SAMSUN" with identity verification documents, or by sending it via notary, or by submitting the relevant form with a secure electronic signature to the email address info@ifyil.com.tr.

5- Retention Period of Personal Data

The company will retain the personal data provided by the data subject for a period of one year, as required by the purposes outlined above.

Additionally, in the event of any dispute between the company and the data subject, the company may retain the personal data for the duration of the statutory limitation periods defined by the relevant legislation, solely for the purpose of making necessary defenses related to the dispute.

Cookie Policy

By using the Website and consenting to the cookie policies, you approve the use of cookies in accordance with this Policy and the processing and transfer of your data, which may occasionally include personal data, within the scope of this Policy. If you do not wish for cookies to be used in this manner, you should adjust your browser settings to disable cookies. Disabling the cookies we use may affect your user experience on the Website.

The data collected through cookies is not used for identifying you personally. However, in specific cases, it may be used to identify the device being used, and potentially the individual using or related to the device, based on the device and other data. Although cookies may be considered personal data in such cases, they will not be used for purposes other than those outlined in this Policy.

What Are Cookies?

Cookies are small text files sent by the websites you visit to the memory of your web browser or device, and are stored on your computer. Cookies make your online experience easier by saving browsing information. Cookies are typically used to store

settings such as your preferred language, location, user settings, and browsing history related to the specific website. When you revisit the same website, your web browser sends the cookies back to the site, allowing the site to offer customized information that fits your needs.

What Is a Browser?

A browser is an application that allows you to browse the internet. The most common internet browsers are Chrome, Internet Explorer, Firefox, and Safari. Many browsers are secure and offer quick and easy ways to delete cookies. You can choose how cookies are handled by your device through the browser settings. Browsers allow users to accept all cookies, alert them when a cookie is sent, or choose not to receive cookies at all. If you choose not to accept any cookies, the web page may not function properly, certain services may not be available, and your web experience may be negatively affected.

Why Are Cookies Used?

At "İfyil Termo İklimlendirme San. ve Tic. Ltd. Şti.", we use certain types of cookies on our website (<https://www.ifyil.com.tr>), just like any other virtual website. This allows us to collect non-personal information via technology. The use of cookies informs us about how many people visit our website, the pages accessed, any technical issues encountered while loading the page or navigating our site, and whether visitors return to our site. We would like to emphasize that all cookies used comply with the Privacy Policy and the provisions of the Personal Data Protection Law.

By collecting this information:

- We obtain anonymous user experience-based analytics to improve and make our website more efficient or to use for corporate promotion purposes.
- We learn which sections of our website are most important to our users and observe general points of interest on the website.
- We immediately address and resolve any technical issues on our site and update it.
- We take legal and commercial security measures.

Accepting cookies is not mandatory for using our website, but it provides a better user experience. You can delete or block cookies other than the necessary ones; however, in that case, our website may not function as intended. As mentioned above, the use of necessary cookies may be required for the operation of the website or mobile application. Therefore, if blocked from browser settings, parts or all of the website or mobile applications may not work properly.

What Types of Cookies Do We Use?

Necessary Cookies: These are cookies that are essential for the proper functioning of the website and allow users to benefit from the services and navigation features offered on the site. Like all public websites, our site uses necessary cookies.

Session Cookies: These cookies enable various features such as transferring information between web pages and remembering the information entered by the user in the system. These cookies are valid only during the use of the website and remain active until the web browser is closed. Like most websites, we use session cookies on our site.

Performance/Tracking Cookies: These cookies collect information about how visitors use the website, such as which pages are visited frequently and whether visitors encounter error messages on web pages. These cookies do not collect any information related to visitors' identity. All information contained in these cookies is gathered collectively and, therefore, is anonymous. They are used solely to improve the functionality of the website. Like most websites, we use performance cookies on our sites.

Functional and Analytical Cookies: These cookies are used to remember your preferences, such as language and region, to improve the use of the website and optimize the site to respond to the needs of the user. The information collected by these cookies may be anonymized, and they do not track browsing activities on other websites. Like most websites, we use functional and analytical cookies on our sites.

How to Block Cookies?

Some web browsers provide settings that allow you to control or reject cookies, or they may notify you when a cookie is placed on your computer. The cookie management procedure may vary slightly in each web browser.

Many browsers give you the option to accept or reject cookies. However, since each browser is different, you should check your browser's 'Help' menu to learn how to modify your cookie preferences. Please note that if you disable cookies in your browser, this setting will apply not only to this site but to all websites.

You may also have the option to reset device identifiers by enabling the appropriate setting on your mobile device. The device identifier management procedure may differ across devices. You can check the steps in your device's help or settings menu.

Privacy Policy

All personal data and/or sensitive personal data of employees and individuals who have contacted İfyıl Termo İklimlendirme San. ve Tic. Ltd. Şti. through various channels are confidential. Except for the purposes within the scope of contracts and business purposes, and without legal grounds, no one may use, reproduce, transfer, or copy personal and/or sensitive personal data.

Through this Policy, the Company aims to provide its users with detailed explanations regarding the scope and purposes of cookie usage and inform them about their cookie preferences. Therefore, it is assumed that by closing the cookie notification alert in the browser and continuing to use the Site, the user consents to the use of cookies. Users always have the right to modify their cookie preferences.

The Company may change the provisions of this Policy at any time. The updated Privacy Policy becomes effective when it is presented to the Data Subject by any method.