



## **MRS KAĞIT KARTON SAN. ve TİC. LTD. ŞTİ. COOKIE POLICY**

The Cookie Policy (hereinafter referred to as the "POLICY") prepared by **MRS Kağıt Karton San. ve Tic. Ltd. Şti.** (hereinafter referred to as "MRS KARTON") is an annex to the Privacy Policy of the [mrskarton.com](http://mrskarton.com) website. Like many websites, [mrskarton.com](http://mrskarton.com) (hereinafter referred to as the "SITE") uses cookies to display personalized content and advertisements to visitors, analyze traffic on the SITE, and understand visitor usage habits. MRS KARTON has prepared this POLICY to explain which cookies are used on the SITE and how visitors can manage their preferences in this regard.

### **1- What Is Cookie?**

Cookies are very small text files, typically consisting of letters and numbers, that are stored on your computer or other devices such as smartphones or tablets through browsers by the websites you visit. Cookies do not contain personal information about visitors, such as their name, gender, or address. Cookies are created by the servers that manage the website you are visiting. This allows the server to recognize when visitors return to the same site. Cookies can be likened to identification cards that indicate to website owners that the same visitor has revisited the site. For more detailed information about cookies, please visit [aboutcookies.org](http://aboutcookies.org) and [allaboutcookies.org](http://allaboutcookies.org).

### **2- Which Cookies Are Used?**

Cookies can be classified by their owners, lifespan, and purpose.

Depending on their origin, SITE cookies and third-party cookies are used. SITE cookies are managed by the SITE server, while third-party cookies are managed by different companies.

Depending on their lifespan, session cookies and persistent cookies are used. Session cookies are deleted when the visitor exits the SITE, while persistent cookies remain on visitors' devices for varying periods of time.

Depending on their purpose, the SITE uses technical cookies, authentication cookies, targeting/advertising cookies, personalization cookies, and analytical cookies.

#### **Session Cookies**

Session cookies are temporary cookies used by visitors throughout their visit to the SITE and deleted after users log out. The primary purpose of using these types of cookies is to ensure the proper functioning of the SITE during your visit. For example, they allow you to fill out online forms consisting of multiple pages.

#### **Persistent Cookies**

Persistent cookies are a type of cookie used to enhance the functionality of the SITE and provide faster and better service to our visitors. These cookies are used to remember visitor preferences and are stored on the device used through browsers. Some types of persistent cookies can be used to provide you with personalized recommendations based on factors such as your intended use of the SITE. Persistent cookies allow you to check your device for any cookies created by the SITE upon your return

visit from the same device. If so, they recognize that you have previously visited the site and determine the content to be delivered to you accordingly, thus providing you with a better service.

#### **Technical Cookies**

Technical cookies ensure the operation of the SITE and identify malfunctioning pages and areas of the website.

#### **Authentication Cookies**

When visitors log in to the SITE using their passwords, these cookies identify the visitor as a site user on each page they visit, preventing the user from re-entering their password on each page.

#### **Targeting/Advertising Cookies**

These cookies are used to customize the ads presented to users on the SITE and to prevent the re-showing of ads that have already been viewed.

#### **Personalization Cookies**

These cookies are used to remember user preferences across different SITE pages. For example, remembering your language preference.

#### **Analytical Cookies**

Analytical cookies enable the production of analytical results, such as the number of SITE visitors, the identification of pages viewed on the SITE, the time of SITE visits, and the scrolling movements of SITE pages.

### **3- Why Are Cookies Used?**

The SITE uses cookies for the following purposes:

- To perform basic functions necessary for the operation of the SITE. For example, allowing SITE members to log in with their membership information.
- To analyze the SITE and improve its performance. For example, determining the number of visitors to the SITE and adjusting performance accordingly, or making it easier for visitors to find what they are looking for.
- To enhance the SITE's functionality and ensure ease of use. For example, remembering a visitor's username or search queries on subsequent visits to the SITE or providing links to third-party social media activities through the SITE.
- To carry out personalization, targeting and advertising activities. For example, showing advertisements relevant to visitors' interests based on the pages and products they view.

### **4- How to Manage Cookie Preferences?**

It is extremely important for the SITE that visitors be able to exercise their preferences regarding which personal data is collected. However, it is not possible to manage preferences for cookies that are essential for the SITE to function. Furthermore, we would like to remind you that disabling certain cookies may prevent the SITE from functioning for a period of time.

Information on how you can manage your preferences for cookies used on the SITE is as follows:

Visitors have the opportunity to customize their cookie preferences by changing the browser settings they use to view the SITE. If the browser they are using offers this option, it is possible to change their cookie preferences through these settings. This allows data owners to prevent the use of cookies, choose to receive a warning before a cookie is used, or simply disable or delete certain cookies,

although this may vary depending on the browser's capabilities. While these preferences vary depending on the browser used, a general explanation is available at [AboutCookies.org](http://AboutCookies.org). Cookie preferences may need to be set individually for each device through which a visitor accesses the SITE.

You can control your preferences regarding cookies used by Facebook, Twitter, LinkedIn and many other platforms on the websites below.

- [youronlinechoices.com](http://youronlinechoices.com)
- [aboutads.info](http://aboutads.info)

To manage cookies on mobile devices, the settings menu of the mobile device can be used.

## **5- What Rights Do Visitors Have?**

In accordance with Article 11 of Personal Data Protection Law No. 6698, visitors can contact MRS KARTON and obtain information about themselves:

- To learn whether personal data has been processed,
- To request information if personal data has been processed,
- To learn the purpose of processing personal data and whether it is being used in accordance with its intended purpose,
- To know the third parties to whom personal data has been transferred, both domestically and internationally,
- To request correction of incomplete or inaccurate personal data and to request notification of the action taken to third parties to whom personal data has been transferred,
- To request the deletion or destruction of personal data if the reasons requiring processing no longer exist, despite processing in accordance with the Law and other relevant legal provisions, and to request notification of the action taken to third parties to whom personal data has been transferred,
- To object to the analysis of processed data exclusively through automated systems, resulting in a detrimental outcome,
- To request compensation for damages suffered due to unlawful processing of personal data.

## **6- Consent and Changes to the POLICY**

With this POLICY, MRS KARTON aims to provide its visitors with a detailed explanation of the use of cookies and to inform them about their cookie preferences. Therefore, disabling the cookie warning on the SITE and continuing to use the SITE constitutes consent to the use of cookies. Visitors always reserve the right to change their cookie preferences. MRS KARTON may change the provisions of this POLICY at any time. The current POLICY shall become effective on the date it is published on the SITE.