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# Beko

**Cookie Privacy  
Notice**

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## Cookie Privacy Notice

In Arçelik Pazarlama A.Ş. (hereinafter referred to as "Arçelik Pazarlama A.Ş." or the "Company"), we use cookies, pixels, GIFs and several similar technologies ("cookies") to improve your experience when you use our websites, apps, or similar online or offline media (hereinafter all shall be referred to as "Platform") that we offer for your use in a digital environment.

The use of these technologies is carried out in accordance with the legislation that we are subject to, particularly Personal Data Protection Law ("PDP Law") No. 6698.

The purpose of this Cookie Clarification Text is to inform you about the processing of personal data obtained due to the processing of personal data by collecting personal data such as cookies and pixels utilized during the use of the Platforms. In this text, we would like to explain to you what kind of cookies we use for what purposes and how you can manage these cookies.

As Arçelik Pazarlama A.Ş., we can stop using the cookies we use on our Site and app, change their types or functions, or add new cookies to our Site and app. Therefore, we reserve the right to change the provisions of this Cookie Clarification Text at any time. Any changes made to the current clarification text shall become effective when they are published on the Site, the app, or in any public medium. You can find the date of the latest update at the end of the text.

Detailed information about the purposes of processing your personal data by our Company can be found in the [Arçelik Pazarlama A.Ş. Personal Data Protection and Processing Policy](#) at [www.arcelikglobal.com](http://www.arcelikglobal.com).

### Method of Collecting Personal Data and Legal Reason

Your personal data are collected based on legal reason for the legitimate interest of our Company through cookies in an electronic environment when you visit our website or use our app. Marketing and advertising activities carried out through targeting and profiling are carried out only with your explicit consent. Your collected personal data may also be processed for the purposes specified in this Cookie Clarification Text within the scope of the personal data processing conditions and purposes specified in Articles 5 and 6 of the Law.

### To Whom and for What Purpose the Processed Personal Data May be Transferred

As Arçelik Pazarlama A.Ş., we may share your personal data within the scope of the Cookie Clarification Text with our suppliers, legally authorized public institutions, and private persons limited to realizing the goals stated above and in line with legislation.

### Which Cookies Are Used for What Purposes?

#### General

In Arçelik Pazarlama A.Ş., we use cookies on our Site for various purposes and process your personal data through these cookies. These purposes are primarily as follows:

– To carry out the basic functions required for the operation of the Site. For example, logged-in members do not need to enter their password again while visiting different pages on the Site.

- Analyzing the Site and improving the performance of the Site. For example, integrating the different servers that the Site operates on, 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 increase the Site's functionality and make it easy to use. For example, sharing to third party social media channels via the Site, remembering a visitor's username information or search queries on their next visit to the Site.
- To perform customization, targeting, and advertising activities. For example, showing ads related to the interests of visitors on the pages and products viewed by them.

In accordance with Articles 5 and 8 of the PDP Law and/or if exceptions in the relevant legislation exist, your personal data may be processed in accordance with the purposes stated above with your consent if required by legislation or without if not. In Arçelik Pazarlama A.Ş., we may share your personal data within the scope of the Clarification Text with third parties whose services our Company makes use of, with our affiliates, our business partners, and our group companies, limited to realizing the goals stated above and in accordance with legislation. We would like to point out that the parties to whom the data is transferred may store your personal data on their servers all over the world.

### **Cookies Used on Our Site and App**

You can find the different types of cookies we use on our Website and app below. Both first-party cookies (placed by the site you are visiting) and third-party cookies (placed by servers other than the site you visit) are used on our Site and app.

#### **Necessary Cookies**

The use of certain cookies is necessary for our Site and app to function correctly. For example, authentication cookies, which are activated when you log on to our Site, ensure that your active session continues when you switch from one page to another on our Site.

#### **Functionality and Preference Cookies**

These cookies remember your preferences and choices on the Site and app and enable the services offered on our Site to be customized to you. For example, it allows us to remember your choice of language on our Site or the font size you choose when reading a text.

#### **Social Media Cookies**

These cookies collect information about your social media usage. For example, cookies can be used so that information belonging to your Facebook/Twitter accounts can be used to create personalized adverts or market research.

#### **Performance and Analysis Cookies**

Thanks to these cookies, we can improve your use of our Site and app and make the services we provide you with better by conducting performance analysis. For example, thanks to these cookies, we can determine which pages our visitors view the most, whether our Site is working properly, and possible problems.

## Targeting or Advertising Cookies

We use cookies to promote products and services on our Site or in other media. In addition, we may cooperate with some of our business partners to make advertisements and promotions for you on or off our Site. For example, cookies can be used to track whether you clicked on an ad you see on our Site, or if you made use of the service on the site to which that ad redirected you after the ad attracted your attention.

### How Can I Manage the Use of Cookies?

For us, visitor and users' preferences are essential to our use of cookies and similar technologies. Despite this, cookies that are necessary for the Platform to work have to be used. In addition, we would like to remind you that some functions of the Platform may not work properly or at all if some cookies are turned off.

You can find information on how you can manage your preferences regarding the cookies used on the platform below:

- Visitors can customize their cookie preferences by changing the settings of the browser they use to view the Platform. If the browser in use offers this option, Cookie preferences may be changed using browser settings. Therefore, although it may vary depending on the options offered by the browser, data owners have the option to block the use of cookies, choose to receive alerts before the cookie is used, or simply disable or delete some cookies.

While preferences vary depending on the browser used, general information about this issue can be found at <https://www.aboutcookies.org/>. Cookies preferences may need to be made separately for each device on which the visitor accesses the Platform.

- To turn off cookies managed by Google Analytics [click here](#).
- To manage the personalized advertising experience provided by Google [click here](#).
- Preferences in terms of the cookies used by many firms for advertising purposes may be managed via [Your Online Choices](#) here.
- To manage cookies on mobile devices, use the mobile device's own settings menu.
- You can customize your cookie preferences by changing your browser's settings.

Adobe Analytics	<a href="http://www.adobe.com/uk/privacy/opt-out.html">http://www.adobe.com/uk/privacy/opt-out.html</a>
AOL	<a href="https://help.aol.com/articles/restore-security-settings-and-enable-cookiesettings-on-browser">https://help.aol.com/articles/restore-security-settings-and-enable-cookiesettings-on-browser</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="https://support.google.com/chrome/answer/9?hl=en">https://support.google.com/chrome/answer/9?hl=en</a>
Internet Explorer	<a href="https://support.microsoft.com/en-us/help/17442/windows-internetexplorer-delete-manage-cookies">https://support.microsoft.com/en-us/help/17442/windows-internetexplorer-delete-manage-cookies</a>
MozillaFirefox	<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/guide/safari/manage-cookies-and-website-datasfri11471/mac">https://support.apple.com/guide/safari/manage-cookies-and-website-datasfri11471/mac</a>

## What Are Your Rights As a Data Subject?

In accordance with Article 11 of the PDP Law, data subjects have the right:

- To find out whether personal data has been processed or not,
- To request information if your personal data has been processed,
- To learn the purpose for the processing of their personal data and whether the data are used in line with that purpose,
- To learn about the third parties to whom personal data are transferred domestically or abroad,
- To request correction of personal data that have been incompletely or inaccurately processed and to request that the third parties to whom the data were transferred be notified of the action taken in this regard,
- To request the deletion or destruction of her/his personal data in the event that the reasons for their retention no longer exist despite their having been processed in accordance with the PDP Law and the provisions of other relevant laws, and to request that the third parties to whom the data were transferred be notified of the action taken in this regard,
- To object to any adverse consequences arising as a result of processed data being analyzed solely by automatic systems,
- To claim compensation for any harm caused by the unlawful processing of personal data.

You can send your requests regarding these rights to our Company by filling in the [Data Subject Application Form](#) found at [www.arcelikglobal.com].

Your applications will be concluded free of charge and as soon as possible, within a maximum of thirty days, based on the nature of your claim; however, if the process requires additional costs, you may be required to pay additional fees as per the tariff to be specified by the Personal Data Protection Board.

*Last Updated: 1/24/2019*