

## COOKIE CLARIFICATION TEXT

Dear Yalın Dental Clinic website user,

We would like to inform you about the types of cookies used on our website, the purposes for which cookies are used and the settings, management and deletion of these cookies.

You can visit our website without providing any personal information or any prerequisites, and you can meet your needs by getting information about our products and services. However, some cookies are used to collect information about the use of the site during your visits.

Our purpose of using cookies; to provide convenience to our users visiting our website and to improve the functioning of our website.

### 1. What is a cookie?

Often mention the words "Cookie" or the same meaning " Cookies " in the information text, we would like to inform you first of all. The websites you visit record some information, small data about your computer or phone. They can read this information when you visit the same site again later. The files in which this information is saved are called "Cookies" or "Cookies". Cookies generally serve to improve your browsing experience and personalize sites for the user, to improve services, and to ensure the legal and commercial security of our Company. For example, if you tick the "*REMEMBER ME*" option while logging into a website , that site will save a cookie containing your username (or special membership number) on your browser. Only the website that created them can read cookies. The site also determines how long the cookie will be stored.

### 2. Use of Cookies

We use Cookies so that you can use our website efficiently and improve your user experience. When you log in to our website, you are asked a question that appears suddenly in the form of "pop- up " at the bottom of the site, whether you accept the use of Cookies . If you wish, you can activate cookies by selecting 'Accept All', or you can choose which Cookies you want to use from the "Cookie Settings" tab.

If you change your will regarding the use of cookies, you can always delete or block Cookies from the settings of your browser. However, we would like to remind you that this may affect your use of our website. Cookies will continue to be used on this site unless you change your Cookie settings from your browser. The purpose for which cookies are used and how long they are stored are detailed below.

You directly or indirectly share some information and data with us for the use of the services on our site. This information is the data that is processed when you log into the site and during your stay on the site (IP, device, location and browser information, browsing and interaction content, data such as date and connection time); personal data you provide for membership when registering on the site (such as name, e-mail address, telephone); is the data that is processed (using the contact form and appointment form) and collected during your use of the site. We take the utmost care in keeping your information and personal data.

Our website, your Cookie data stored on our server, third party persons ( *third party*) party It does not share with *cookies* ). *Your* Cookie data stored by services linked to other websites on the site (Facebook plug-in, YouTube video, Instagram and Twitter content) is the service of external websites and is their responsibility.

You can reach our sensitivity about storing your data and our data processing, storage and destruction policies on our website while you use our website.

### **3. Cookies Used on the Website**

#### **a. Types of Cookies**

Cookies, whose main purpose is to provide convenience to users, are as follows:

- (1). **Mandatory Cookies:** These are cookies that allow you to benefit from various features such as carrying information between internet pages and systematically remembering the information entered by the user, and they are necessary for the functions of the website to function properly. Information and documents stored within the scope of mandatory cookies are also stored for the purpose of fulfilling obligations arising from legal regulations. These cookies are necessary for the website to work and cannot be turned off in our systems. It allows you to browse the website and use its features, such as setting your privacy preferences, logging in or taking actions in response to a service request, such as filling out forms.  
For example, in accordance with the Law No. 5651 on Regulating Broadcasts on the Internet and Combating Crimes Committed Through These Broadcasts, website traffic through mandatory cookies must be stored for 2 years.
- (2). **Performance Cookies:** These are cookies that collect information about the frequency of visiting the pages, possible error messages, the total time users spend on the relevant page, and the way they use the site, and are used to increase the performance of the website.
- (3). **Advertising and Third Party Cookies:** These are cookies belonging to third party service providers and allow the use of some functions on the website and the tracking of advertisements (showing personalized advertisements). These cookies are used to create your profile and serve ads relevant to your interests. It is also used to limit the number of times an ad is seen, as well as helping to measure the effectiveness of the ad campaign. It is usually placed on ad networks with the permission of the website owner. The information you visit the website and the information contained in the cookie is shared with advertisers and other organizations. If you do not allow these cookies, you will not be able to experience targeted advertising on different websites and apps.

#### **b. Purposes of Use of Cookies**

The purposes of use of cookies used by our website are explained below.

- (1). **Uses for security purposes:** Cookies may be used to enable the use of functions on this site or to detect irregular behavior in order to administer and secure the systems of the website.
- (2). **Uses for functionality:** In order to facilitate the use of the systems of the website and to provide user-specific usage features, cookies can be used to remind users' information and past choices.
- (3). **Performance-oriented uses:** Cookies that evaluate and analyze the interaction with the messages sent and user behaviors can be used in order to increase and measure the performance of the systems of the website.
- (4). **Uses for advertising purposes:** The website may use cookies that measure the effectiveness of these advertisements or analyze the click-through status in order to transmit advertisements and similar content within the scope of the interests of the users over the systems of the website itself or third parties.

website and ensuring the necessary security, increasing the functionality and performance of the website in line with the preferences of the visitors, improving and personalizing the services and products offered on the website, facilitating access to these services and products, and fulfilling the legal responsibilities of the website. In addition, there are advertising cookies and information sharing with third parties in order to bring website visitors and users together with connected services from other service providers.

### c. What are Personal Data Processed Through Cookies?

Identity (name, surname , user name), contact (e-mail address, phone number), location (IP address, browser information, computer information, location information) information of the person is provided by us through the cookies available on the website, automatic or non-automatic methods. or with software; Obtained, recorded, stored and updated by third parties such as advertising networks, analytical software, search and volume information providers, related software or technologies, in accordance with the law and regulations, within the framework and duration of the terms and services agreement between us, depending on the personal data processing conditions. will be processed.

### 4. Controlling and Deleting Cookies

To change your preferences for the use of cookies or to block or delete cookies, simply change your browser settings. On our website, you can choose which cookies you consent to use on the *pop - up screen that* appears suddenly at the bottom of the home page .

### 5. How can you prevent the use of cookies?

The use of cookies enables our website to serve better. However, you can prevent the use of cookies if you wish. In this case, we would like to remind you that the site cannot function fully and you will not be able to take advantage of all its features. To prevent the use of cookies, you need to change the settings of your internet browser. These changes vary depending on the device and internet browser you are using. Internet browsers are created by default to automatically accept cookies. Since managing cookies differs from browser to browser, you can refer to the help menu of the browser or application for detailed information.

For example;

<b>"Google Chrome -&gt; Settings -&gt; Advanced -&gt; Privacy and Security -&gt; Site Settings -&gt; Cookies and Site Data -&gt; Allow sites to save and read cookie data"</b> You can manage with option.
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<b>"Internet Explorer -&gt; Settings -&gt; Internet Options -&gt; Privacy -&gt; Advanced settings"</b> You can manage from the menu.
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Most Internet Explorers allow you to:

- View and delete saved cookies
- Blocking third-party cookies
- Blocking cookies from certain sites
- Block all cookies
- Deleting all cookies when you close the Internet browser

If you choose to delete cookies, your preferences on the relevant website will be deleted. Also, if you prefer to block cookies altogether, Prime Animal Many digital platforms, including Hospital 's website, may not work properly.


<b>To Control Cookies on Your Mobile Device ;</b>
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<b>On Apple Devices;</b>
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- You can clear your browsing history and cookies with the steps " Settings - > Safari -> Clear History and Website Data".

- You can follow "Settings -> Safari -> Advanced -> Website Data -> Delete All Website Data" to delete cookies and keep your history.

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

**Safari -** >  You can activate private roaming by following the **icon -> Private -> Done steps.** You can block cookies by going to Settings -> Safari -> Block All Cookies. However, some websites and features may not work properly when you block cookies.

**Android Devices;**

- You can clear your cookies in the **Chrome app -> Settings -> Privacy -> Clear browsing data -> Cookies, media licenses and site data -> Clear Data"** .

- **Chrome App -> Settings -> Site Settings -> Cookies"** You can allow or block cookies with the option.

**6. Cookies Used on Our Website**

COOKIE TYPE	COOKIE	COOKIE NAME	DOMAIN	PURPOSE OF USAGE	DURATION
Advertising and Targeting	Google	test_cookie _	google.com.tr	test_cookie is set by doubleclick.net and is used to determine whether the user's browser supports cookies.	15 minutes
Advertising and Targeting	Google	IDE	google.com.tr	It stores information about how the user uses the website, presents information about the website, and offers advertisements suitable for the user profile according to the usage pattern.	1 Year 24 Days
Advertising and Targeting	Facebook	_fbp	facebook.com	This cookie is set by Facebook to display ads on Facebook or a digital platform powered by Facebook advertising after visiting the website .	3 months
Analytical	Google	_ga_BQ9FZWH33X	google.com.tr	This cookie is installed by Google Analytics .	2 years

<b>Analytical</b>	<b>Google</b>	- ga	google.com.tr	ga cookie installed by Google Analytics calculates visitor, session and campaign data and also tracks site usage for the site's analysis report. The cookie stores information anonymously and assigns a randomly generated number to identify unique visitors.	2 years
<b>Analytical</b>	<b>Google</b>	_ga_NLEKQVN3Y3	google.com.tr	This cookie is installed by Google Analytics .	2 years
<b>Analytical</b>	<b>Google</b>	_gcl_au	google.com.tr	Provided by Google Tag Manager to test the advertising efficiency of websites using its services.	3 months
<b>Analytical</b>	<b>HubSpot</b>	_hstc	hubspot.com	This is the main cookie set by Hubspot to track visitors. It includes the domain, first timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).	5 Months 27 Days
<b>Analytical</b>	<b>HubSpot</b>	hubspotutk	hubspot.com	HubSpot sets this cookie to track website visitors. This cookie is passed to HubSpot when submitting the form and is used when deduplicating contacts.	5 Months 27 Days
<b>Functional</b>	<b>HubSpot</b>	__cf_bm	hubspot.com	This cookie set by Cloudflare is used to support Cloudflare Bot Management.	30 minutes
<b>Functional</b>	<b>HubSpot</b>	__hsc	hubspot.com	HubSpot sets this cookie to track sessions and determine if HubSpot increases the session count and timestamps in the __hstc cookie .	30 minutes

<b>Compulsory</b>	<b>hubSpot</b>	_ hssrc	hubspot.com	Hubspot each time it changes the session cookie . The __ hssrc cookie set to 1 assumes that the user has restarted the browser and if there is no cookie, a new session is assumed.	Session duration
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