

# COOKIE POLICY

As Inveon Bilgi Teknolojileri Danışmanlık ve Ticaret Anonim Şirketi ("Inveon"), we sometimes place small data files called cookies on your device to make our website (<https://www.inveon.com/>) work properly.

This document is prepared to explain which cookies are used on the Website and how users can manage their preferences regarding this. We recommend that you review the Privacy Notice for more detailed information about the processing of your personal data by our company.

## WHAT ARE COOKIES?

A cookie is a small text file that a website stores on your computer or mobile device when you visit the site.

### 1. TYPES OF COOKIES BASED ON USE:

- **Mandatory Cookies:** These cookies are essential for the proper functioning of the Website. They also enable you to benefit from related services and features. These cookies are necessary for managing the system and preventing fraudulent transactions, and without them, the Website will not function.
- **Functional Cookies:** These cookies are used to provide you with a more advanced and user-friendly experience. For example, they remember your previous preferences and allow you to access certain content on the Website easily. You can block the use of these cookies as detailed below.
- **Performance-Analytical Cookies:** These cookies allow the statistical measurement of users' behaviours on websites. These cookies are often used to improve the website, including measuring the impact of advertisements on relevant individuals. They are used to estimate the number of individual visitors, identify the most important search engine keywords that lead to a web page, or monitor the navigation status of the website.
- **Advertising/Marketing Cookies:** Advertising and marketing cookies track users' online activities to identify their personal interests and aim to display advertisements to users based on these interests. Behavioural advertising is the most preferred type of advertising online because it allows ads to be tailored to individuals' preferences and provides more efficient use of time and resources for advertisers. Online behavioural advertising practices involve tracking individuals' activities on the internet, analyzing these activities to create profiles, matching profiles with relevant ads, and displaying these ads to individuals. Advertising and marketing cookies allow constant monitoring of individuals' online behaviours, analyzing these behaviours to create profiles, matching profiles with appropriate ads, and displaying these ads to individuals.

### 2. TYPES OF COOKIES BASED ON STORAGE DURATION:

- **Persistent Cookies:** These are cookies that persist on a user's computer until a specific date or until the user deletes them. These cookies are often used to measure user site activities and preferences.
- **Session Cookies:** These cookies are used to divide a user's visit into sessions and do not collect data from the user. The cookie is deleted when the user closes the web page visited or after a period of inactivity. The Website uses targeting and tracking cookies to assist third parties, primarily in providing advertising services, and to enhance the effectiveness of these services. These cookies can remember and collect personal data, including the user's IP address. The Website uses both first-party and third-party cookies to collect information, remember your interests and demographic data, and display targeted ads to you, improve ads, determine the number of visits and ad impressions, and the ratio of interactions related to these ad impressions and ad services. The Website

utilizes social plugins that provide links to social networks such as Facebook and LinkedIn. When you visit the Website and use these plugins, the Website directly connects to the selected social network's server. Subsequently, the content offered by the plugin is transmitted directly from social networks to your web browser and integrated into the website you are visiting. This allows the respective social network to access your data, process it, and combine it with data related to your social network account.

#### HOW CAN YOU MANAGE YOUR COOKIE PREFERENCES?

· Removing cookies from your device

You can delete all cookies that are already on your device by clearing the browsing history of your browser. This will remove all cookies from all websites you have visited.

Be aware though that you may also lose some saved information (e.g. saved login details, site preferences).

· Managing site-specific cookies

For more detailed control over site-specific cookies, check the privacy and cookie settings in your preferred browser.

· Blocking cookies

You can set most modern browsers to prevent any cookies from being placed on your device, but you may then have to manually adjust some preferences every time you visit a site/page. Some services and functionalities may not work properly at all (e.g. profile logging in).

#### WHAT RIGHTS DO YOU HAVE?

In accordance with Article 11 of Turkish Law No. 6698 on the Protection of Personal Data ("Law") and Articles 12 to 23 of Regulation (EU) 2016/679 of the European Union General Data Protection Regulation ("GDPR"), visitors can submit their requests to Inveon regarding their personal data through the methods specified in the Privacy Notice available at <https://www.inveon.com/privacy-policy>.

#### HOW DO WE USE COOKIES?

Çerez Adı	Sağlayıcı	Kullanım Amacı	Çerez Tipi	Kullanım Süresi
_ymab_param			—	
_ga_	Google Analytics	Google Analytics'in kullandığı ana çerez olan '_ga', bir hizmetin bir ziyaretçiyi diğerinden ayırt etmesini sağlar	—	2 years
_gat_gtag_UA_717627_1			—	
_gid	Google Analytics	Bu, daha önce ziyaret edip etmediğinizi takip ederek web sitemizi kaç kişinin ziyaret ettiğini saymamıza yardımcı olur.	Performance Cookies	24 hours
_fbp	Facebook	Facebook tarafından reklam sunmak için kullanılır. Çerez, şifreli bir Facebook kullanıcı kimliği ve tarayıcı kimliği içerir. Reklamları daha iyi hedeflemek ve optimize etmek için bu web sitesinden bilgi alacaktır.	Personalized Advertising Cookies	4 months
csrftoken			—	

_ga	Google Analytics	Web sitemizi nasıl kullandığınız hakkında bilgi toplamak için.	Performance Cookies	2 years
sessionid			—	
_gat_UA-717627-1			—	
unstack_sid			—	

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