

## Cookie Policy and Privacy Notice

### (“Privacy Notice”)

As Yolda GMBH (“**Company**”), having the capacity of data controller, we attach importance to the confidentiality of the personal data we obtain and process within the scope of the website in our possession on the address (“**Website**”).

With this Privacy Notice concerning our Website visitors, we provide you with information regarding the processing of personal data that is being processed and/or obtained during the operation of the Website and due to the fact that cookies are placed by the Website users/visitor, and as the data controller, we would like to inform you in order to fulfill our obligation to Inform about what type of cookies we use on the Website for what purposes and how you can control these cookies.

We use some technologies ("**cookies**") such as cookies, pixels, gifs in order to improve your experience during your visit to our <https://www.yolda.com/en/> Website. The use of these technologies is carried out in accordance with the legislation we are subject to.

You can find detailed information on the principles of processing your personal data by visiting our [Privacy Notice](#).

#### *1. Collection Method of Your Personal Data and Legal Basis*

Your personal data is collected verbally, in writing or electronically, automatically or non-automatically, in order to fulfill our legal obligations in regard to mandatory and necessary essential cookies and analytics cookies, on the grounds of the establishment of the right and legitimate interest, and the targeting advertisement and analysis cookies are collected through the following channels and other channels that can be added to them in the future, based on your consent.

- **Mandatory Cookies:** These cookies allow you to navigate through the Website and use the features you want, such as accessing secure areas of the Website. Without these cookies, we cannot provide the services that enable the Website to work.
- **Necessary Essential Cookies** Analytical cookies and Functionality cookies: Analytical cookies collect information about how visitors use the Website, for example, which pages they visit most often and whether they receive error messages from web pages, etc. These cookies do not collect information that can identify the visitor. All information these cookies collect is combined, therefore is anonymous. It is only used to improve the operation of a website. Alternatively, these cookies are similar to “technical cookies”, since they are (i) used directly by the Website administrator to collect information in a combined manner; (ii) managed by third parties, using special methods to reduce the cookies' ability to identify users (for example, masking important IP address segments), and used by third parties only to provide services. For example, they use cookie data separately from comparison or enrichment with existing personal data.

YouTube: These cookies store the video player preferences of our visitors watching embedded Youtube videos published within our websites by generating a unique ID number.

- **Analytical Cookies:** We use analytical cookies when you visit our Website in order to analyze the Website and to analyze the reflected performance of the marketing activities of the Website. Your data is collected, and a user profile is created by using an identity cookie from this data on the basis of anonymization through the masking method. Your IP address is either not recorded at all or is anonymized immediately after being recorded as part of it.

Google Analytics: This cookie is used by the Google Analytics service to distinguish pages by assigning a randomly and uniquely generated number as the page identifier. It is included in every page request on the Website and is used to calculate visitor and session data for that page for Website analytics reports.

- **3. Performance, Personalization, Targeting, Advertising, and Marketing Cookies:** The following tools are used for this activity:

Facebook: These cookies enable the collection of information about your use of social media. For example, cookies can be used to create personalized advertisements

### Cookie Details

Provider	Name Of The Cookie	Type Of Cookie	Control of cookies	Retention Time
Google	HSID	Mandatory	Accept/reject via Cookie Settings	2 years
Google	SID	Mandatory	Accept/reject via Cookie Settings	2 years
Hotjar	OptanonConsent	Mandatory	Accept/reject via Cookie Settings	1 year
.doubleclick.net	DSID	Analytical Cookies	Accept/reject via Cookie Settings	10 days
Facebook	wd	Analytical Cookies	Accept/reject via Cookie Settings	7 days
Facebook	dpr	Analytical Cookies	Accept/reject via Cookie Settings	7 days
.gstatic.com	1P_JAR	Analytical Cookies	Accept/reject via Cookie Settings	1 year
Hotjar	__zlcmid	Analytical Cookies	Accept/reject via Cookie Settings	1 year

Hotjar	_BEAMER_FIRST_VISIT _zeKLgqli17986	Analytical Cookies	Accept/reject via Cookie Settings	1 year
Hotjar	_BEAMER_LAST_UPDATE _zeKLgqli17986	Analytical Cookies	Accept/reject via Cookie Settings	1 year
Hotjar	_BEAMER_USER_ID _zeKLgqli17986	Analytical Cookies	Accept/reject via Cookie Settings	1 year
Hotjar	_fbp	Analytical Cookies	Accept/reject via Cookie Settings	1 year
Hotjar	_ga	Analytical Cookies	Accept/reject via Cookie Settings	1 year
Hotjar	_hjid	Analytical Cookies	Accept/reject via Cookie Settings	1 year
Hotjar	_hjSession_1771736	Analytical Cookies	Accept/reject via Cookie Settings	1 year
Hotjar	_scid	Analytical Cookies	Accept/reject via Cookie Settings	1 year
Hotjar	_sctr	Analytical Cookies	Accept/reject via Cookie Settings	1 year
Hotjar	_uetvid	Analytical Cookies	Accept/reject via Cookie Settings	1 year
Hotjar	ajs_anonymous_id	Analytical Cookies	Accept/reject via Cookie Settings	1 year
Hotjar	ajs_user_id	Analytical Cookies	Accept/reject via Cookie Settings	1 year
LinkedIn	s_tslv	Analytical Cookies	Accept/reject via Cookie Settings	6 months
LinkedIn	s_ips	Analytical Cookies	Accept/reject via Cookie Settings	Session time
LinkedIn	gpv_pn	Analytical Cookies	Accept/reject via Cookie Settings	6 months

Linkedin	s_cc	Analytical Cookies	Accept/reject via Cookie Settings	Session time
Linkedin	s_plt	Analytical Cookies	Accept/reject via Cookie Settings	Session time
Linkedin	s_ppv	Analytical Cookies	Accept/reject via Cookie Settings	Session time
Linkedin	s_tp	Analytical Cookies	Accept/reject via Cookie Settings	Session time
Yolda.com	__hssrc	Analytical Cookies	Accept/reject via Cookie Settings	Session time
Yolda.com	__hstc	Analytical Cookies	Accept/reject via Cookie Settings	1 year
Yolda.com	_ga	Analytical Cookies	Accept/reject via Cookie Settings	2 years
Yolda.com	_gid	Analytical Cookies	Accept/reject via Cookie Settings	24 hours
Yolda.com	_hjAbsoluteSessionInProgress	Analytical Cookies	Accept/reject via Cookie Settings	24 hours
Yolda.com	_hjIncludedInSessionSample	Analytical Cookies	Accept/reject via Cookie Settings	24 hours
Yolda.com	_hjSession_1771736	Analytical Cookies	Accept/reject via Cookie Settings	1 year
Yolda.com	_hjSessionUser_1771736	Analytical Cookies	Accept/reject via Cookie Settings	1 year
Yolda.com	hubspotutk	Analytical Cookies	Accept/reject via Cookie Settings	13 months
Yolda.com	mp_790861e521d2f476448490fd5a854cd8_mixpanel	Analytical Cookies	Accept/reject via Cookie Settings	13 months
doubleclick.net	IDE	3rd party cookies	Accept/reject via Cookie Settings	1 year

Facebook	datr	3rd party cookies	Accept/reject via Cookie Settings	1 year
Facebook	fr	3rd party cookies	Accept/reject via Cookie Settings	3 months
Google	1P_JAR	3rd party cookies	Accept/reject via Cookie Settings	7days
Google	APISID	3rd party cookies	Accept/reject via Cookie Settings	1 year
Google	NID	3rd party cookies	Accept/reject via Cookie Settings	6 months
Google	SAPISID	3rd party cookies	Accept/reject via Cookie Settings	2 years
Google	SSID	3rd party cookies	Accept/reject via Cookie Settings	2 years
Google	__Secure-3PAPISID	3rd party cookies	Accept/reject via Cookie Settings	2 years
Google	__Secure-3PSID	3rd party cookies	Accept/reject via Cookie Settings	2 years
Google	OTZ	3rd party cookies	Accept/reject via Cookie Settings	20 days
Hotjar	_gcl_au	3rd party cookies	Accept/reject via Cookie Settings	5 days
Hotjar	_hjKB	3rd party cookies	Accept/reject via Cookie Settings	1 year
Linkedin	_gcl_au	3rd party cookies	Accept/reject via Cookie Settings	3 months
Linkedin	AMCV_14215E3D5995C57C0A495C55%40AdobeOrg	3rd party cookies	Accept/reject via Cookie Settings	Session time
Linkedin	UserMatchHistory	3rd party cookies	Accept/reject via Cookie Settings	1 month

Linkedin	AMCV_14215E3D5995C57C 0A495C55%40AdobeOrg	3rd party cookies	Accept/reject via Cookie Settings	6 months
Yolda.com	_fbp	3rd party cookies	Accept/reject via Cookie Settings	3 months
Yolda.com	_gat_UA-163823803-2	3rd party cookies	Accept/reject via Cookie Settings	3 months
Yolda.com	_gcl_au	3rd party cookies	Accept/reject via Cookie Settings	3 months
Linkedin	lang	Necessary Essential Cookies	Accept/reject via Cookie Settings	Session time
Google	__Secure-3PSIDCC	Necessary Essential Cookies	Accept/reject via Cookie Settings	1 year
Google	SEARCH_SAMESITE	Necessary Essential Cookies	Accept/reject via Cookie Settings	6 months
Google	SIDCC	Necessary Essential Cookies	Accept/reject via Cookie Settings	2 years
Google	__Secure-1PAPISID	Necessary Essential Cookies	Accept/reject via Cookie Settings	1 year
Google	__Secure-1PSID	Necessary Essential Cookies	Accept/reject via Cookie Settings	1 year
Hotjar	_gid	Necessary Essential Cookies	Accept/reject via Cookie Settings	24 hours
Hubspot	csrf.app	Necessary Essential Cookies	Accept/reject via Cookie Settings	1 year
Hubspot	hubspotapi-csrf	Necessary Essential Cookies	Accept/reject via Cookie Settings	1 year
Hubspot	__hs_opt_out	Necessary Essential Cookies	Accept/reject via Cookie Settings	1 year
Hubspot	__cf_bm	Necessary Essential Cookies	Accept/reject via Cookie Settings	24 hours

Hubspot	cf_clearance	Necessary Essential Cookies	Accept/reject via Cookie Settings	1 year
Linkedin	aam_uuid	Necessary Essential Cookies	Accept/reject via Cookie Settings	1 months
Linkedin	AnalyticsSyncHistory	Necessary Essential Cookies	Accept/reject via Cookie Settings	1 months
Linkedin	bcookie	Necessary Essential Cookies	Accept/reject via Cookie Settings	2 years
Linkedin	lang	Necessary Essential Cookies	Accept/reject via Cookie Settings	Session time
Linkedin	li_sugr	Necessary Essential Cookies	Accept/reject via Cookie Settings	3 months
Linkedin	lidc	Necessary Essential Cookies	Accept/reject via Cookie Settings	24 hours
Linkedin	s_pltp	Necessary Essential Cookies	Accept/reject via Cookie Settings	Session time
Linkedin	aam_uuid	Necessary Essential Cookies	Accept/reject via Cookie Settings	1 month

## **2. Purposes of Processing of Your Personal Data**

Your personal data is processed and retained by the Company, within the framework of the processing conditions regulated in Article 5/2 of the Law; **(i)** for technical reasons such as the information sent to our internet server every time your internet browser accesses our Website (*such as access date, time, URL of the linking website, files accessed, data volume transferred, browser type v-version, operating system, and IP address*), **(ii)** in order to ensure the functionality of the Website, and **(iii)** to rectify errors and clarify security events.

## **3. Transfer of Your Personal Data to Third Parties and/or Abroad**

Your personal data can be transferred, in line with the purposes specified in the section titled "Purposes of Processing of Your Personal Data" of this Privacy Notice, by taking necessary technical measures, to **(i)** the third parties from which support is received in fields such as retention, archiving, hosting (*server, hosting, program, cloud computing*) for the purpose of carrying out information security processes, **(ii)** the business partners we work on a project basis in order to conduct and plan business activities, and; **(iii)** the companies from which we receive Analytical services and **(iv)** to the legal authorities upon request.

#### 4. Access to Your Personal Data and Your Rights Under the Law

- to find out whether personal data is being processed or not,
- to request information if personal data are processed,
- to find out the purpose of processing personal data and whether they are used in accordance with the intended purpose,
- to know the third parties to which personal data is transferred in the country or abroad,
- to request the rectification of the incomplete or inaccurate data and to request notification of the operations carried out within this scope to the third parties to which the personal data has been transferred,
- to request the erasure or destruction of personal data in the event that the reasons requiring its processing cease to exist despite the fact that it has been processed, and to request that the transaction carried out within this scope be notified to the third parties to which the personal data has been transferred,
- to object to the processing, exclusively by automatic means, of his personal data, which leads to an unfavorable consequence for the data subject,
- to request compensation for the damage arising from the unlawful processing of the personal data.

And in any case, to control cookies. Accordingly, we would like to remind you that you have the opportunity to customize your preferences regarding cookies by changing the settings of your browser at any time through the following channels.

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-cookie-settings-on-browser">https://help.aol.com/articles/restore-security-settings-and-enable-cookie-settings-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="http://www.google.com/support/chrome/bin/answer.py?hl=en&amp;answer=95647">http://www.google.com/support/chrome/bin/answer.py?hl=en&amp;answer=95647</a>
Internet Explorer	<a href="https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies">https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-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/kb/ph19214?locale=tr_TR">https://support.apple.com/kb/ph19214?locale=tr_TR</a>

Pursuant to this article, you can submit your requests regarding your rights to our Company via the address [info@yolda.com](mailto:info@yolda.com)