

COOKIE POLICY

We, Güven Hastanesi Inc. (the “**Company**”), take all necessary measures and actions to comply with provisions of the Personal Data Protection Law (the “**Law**”) and decisions of the Personal Data Protection Committee (the “**Committee**”) for processing the personal data lawfully. In this context, we would like to inform you about types of cookies used to provide better user experience by supervising the rights of privacy and protection of personal data of our visitors, aims to use these cookies, cookie settings, and management and deletion of cookies. The potential amendments of this Cookie Policy (the “**Policy**”) will be published in this page. Thus, you will be able to get up-to-date information about the data that are stored and how they are used.

What is a Cookie?

Cookie is a small text file that is uploaded to your computer or mobile device through your browser when you visit a web site. Cookies enable publishing personalized pages in order to have a web site function more efficiently and make you experience a quicker visit experience that also fits your personal needs better. Cookies contain details about your history of visit over Internet and collect information about the files saved to your computer or mobile device.

Types of Cookies and Intended Use

There are two types of cookies, namely Persistent Cookie and Temporary (session) Cookie, according to expiry dates of the cookies. Temporary cookies are stored during your visit to the web site and they are deleted immediately when you close your browser. However, persistent cookies are saved when you visit the web site and they stay on your computer or device until you delete them or they expire.

Based on the settings you prefer, persistent cookies are used to provide you with a personalized experience.

Types of cookies and their intended use are explained below;

Types of Cookies in terms of Use		Types of Cookies in terms of Expiry Date	
Mandatory Cookies	They are strictly essential for proper functioning of our website. For example, mandatory cookies are used for certain purposes, such as identity verification and preventing loss of information about your active session. These cookies are used for security and verification, but not for any marketing purpose.	Persistent Cookies	These cookies stay on computer until a certain date or until they are deleted by the user. These cookies are mostly used to measure actions of users in the site and their preferences.
Cookies required for functionality	These cookies enable our site remember preferences of the users who visit our website. For example, it ensures that language or font or letter size preferences of the visitor are remembered. Refusing use of these cookies may cause failure to use a feature that is specific to you and prevents the ability to remember your preferences.	Session Cookies	These cookies are used to separate the visit of the user into sessions, but user data is not collected. The cookie is deleted when the user closes the web site or stays in passive status for a certain period of time. Target and monitoring cookies are used to help third parties provide visitors with the advertisement services in the website and to enhance efficiency of these services. These cookies can remember the web pages and the website you visited and may collect personal data, such as IP address of the user’s device. The website uses both first party and third party cookies to collect information, remember your fields of interest and demographic data and to offers you targeted advertisements, improve advertisements, enhance advertisement visits, and to check the rates between publication of advertisements and interactions related with advertisement services. The Web Site utilizes social add-ons that create a link to social networks, such as Facebook and LinkedIn. When you visit the website and use these add-ons, the website directly connects to the server of the selected social network. Next, the content that is offered by the add-on is directly transmitted from social networks to your web browser and they are added on the website you visit. Thus, relevant social network may access to and process your data and combine them with the data that are available in you’re the social network.

Cookies Required for Performance and Analysis	These cookies help development of the website. These cookies collect information about use of the website by visitors and they are used to audit if the site functions properly and to determine errors.	
Targeting and Advertisement Cookies	These cookies are used to promote products and services in our websites and other media other than our site, present you relevant and personalized advertisement with the partners we cooperate with, and to measure efficiency of advertisement campaigns.	

How is data collected?

Data are collected through the devices that you use to access the browsers. The information collected is specific to your devices. They can be deleted and be blocked in terms of the access to information by the user whenever it wants.

Collection Method of Your Personal Data and Legal Grounds

The personal data that are collected in line with your explicit consent through the cookies that are required for functionality, targeting and advertisement cookies, and the cookies that are necessary for performance and analysis are collected in verbal formal, in writing or digitally with automated and non-automated means through below written channels and other channels that can be added in the future.

Which cookies are used?

Following cookies are used in the website;

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Title of Cookie	Aim to use the Cookie	Expiry Date of the Cookie
Google Analytics	The Google Analytics uses the cookies to analyze how users use the website. The details about use of the website by you (including your IP address) are transferred to Google and they are retained in servers of Google in the U.S. Google uses this information to evaluate use of your web site, review activity of the Website for your Company, and to offer other services for use of the internet, but your IP address will not be matched with other data that are stored by Google. For further information about use of Google Analytics (including refusal options), you can visit the address: http://www.google.co.uk/intl/en/analytics/privacyoverview.html .	Persistent Cookies Session Cookies
Google Ads	Google Ads uses the cookies to remember for safe search preferences, show you the advertisements that are more relevant for you, determine number of visitors for a page, help you have an account for our services, protect your date or remember your advertisement settings. This helps it remember the information about your visit to the website (for example, preferred language and other settings). The details about use of the website by you (including your IP address) are transferred to the Google and they are retained in servers of the Google in the U.S. Google uses this information to evaluate use of your web site, review activity of the Website for your Company, and to offers other services for use of the internet, but your IP address will not be matched with other data that are stored by Google. For further information about use of cookies by Google Ads (including refusal options), you can visit the address: https://policies.google.com/privacy?hl=tr	Persistent Cookies Session Cookies
RMC	RMC uses the "cookies" that are small text files, which contain unique identifier of your computer or a third party analysis provided, through the web browser. It is used to develop services and websites. RMC uses Google Analytics to monitor certain marketing campaigns and performance of specific products. This helps third party service provides create advertisements that are adapted on behalf of RMC in different contact points. These service providers may collect the data that may not be personally identified, including your personal data, contact data and IP address etc. These cookies also provide statistical data about how our website is used and its performance. For further information about use of cookies by RMC (including refusal options), you can visit the address: https://www.relateddigital.com/en/rmc-product-privacy-policy	Persistent Cookies Session Cookies

Facebook	Facebook, if you have a Facebook account, uses cookies if you use Facebook products, including the site and the applications, or if you visit the sites or applications that use Facebook products (including the “Like” buttons and other Facebook technologies). Cookies makes Facebook understand the information about you, including use of other websites and applications, without any relation with whether Facebook products are shown to you, you have an account or you logged in. The cookies are used to check identity, security and site integrity, advertisements, suggestions, measurements, analyses and reporting. Moreover, your e-mail address that is among your personal data is shared by social media platforms in order to show advertisements, which may attract your attention, in these platforms and to create target audience. Your e-mail address is transferred through secure channels and media that are offered by these platforms. Social media platforms are used solely for matching your e-mail address. Your e-mail address is not transferred to third parties or other advertisers and it is deleted from social media platforms as soon as possible after matching process is completed. For example, Facebook (a) shall ensure security and integrity of your personal data as long as it is found in Facebook systems; and (b) will ensure maintenance confidentiality and security of the e-mail address and Facebook User Identity collection that is encrypted with a hashing method, which creates your specific target audience (“your target audience”), including technical and physical security measures developed to protect you against accidental or unauthorized use, amendment or disclose use of your data or accidental and unauthorized access to your Facebook systems. Moreover, Facebook does not offer access or information to your target audience, which is specific to third parties or other advertisers, and does not add your specific target audience information to the information about our users or does not create profiles based on the field of interest or does not use your specific target audience for any purpose other than providing you with the services. Facebook uses the address: https://www.facebook.com/ads/manaee/customaudiences/tos.php? = to inform users about the conditions for special target audiences and the address: https://www.facebook.com/privacy/explanation , for conditions of confidentiality.	Persistent Cookies Session Cookies
Google Tag Manager	It uses Google Tag Manager to manage functioning of the website. Aim of collecting and processing data: Google Tag Manager is the tag management solution that manages the data. Information about privacy and disclaimer: https://www.google.com/policies/privacy	Session Cookies
Hotjar	We use Hotjar in some pages of our website to see your interaction with our web pages. Hotjar uses cookies to collect non-personal information about internet registration information about your visit to the site and details about behaviors of visitors. We use these procedures to offer you a better experience, identify your preferences, determine technical problems, analyze the trends and generally improve our website. For further information: https://www.hotjar.com/privacv	Session Cookies
Google Optimize	Optimize uses the Analytics cookies to show the variations, which affect experiences of user, to other audience and to create an experiment. Thus, the best variation is found that improves the experience. Information about privacy and disclaimer: https://www.google.com/policies/technologies/cookies/	Persistent Cookies Session Cookies

Our Privacy Policy

Your privacy is important for us: your privacy and security rights are our fundamental principles. In this context, information document about protection of personal data is available here.

How can you control the cookies?

You can delete the cookies that are already saved on your computer and you can prevent the cookies to be saved/stay on your internet explorer. Internet browsers are set, by default, to accept cookies automatically. Since management of cookies varies between browsers, you can check menu of the browser or the application for further information.

Browser Options	Explanations
Internet Explorer	<ol style="list-style-type: none"> 1. Open desktop and click the Internet Explorer icon on the taskbar. 2. Click the tools and Internet options. 3. Click the privacy tab and next, move the slider upwards to block all identifiers; click “OK”.
Microsoft Edge	<ol style="list-style-type: none"> 1. Click the “three points” at the right upper corner of Microsoft Edge and visit the Settings page. 2. On the new window, click the “Clear Browsing Data” and choose the areas you want to delete on the new window. 3. Here, there are many areas. You can start the delete (clear) process by choosing anyone you want.
Google Chrome	<ol style="list-style-type: none"> 1. Open Chrome on your computer. 2. Click “Other Settings” at the right upper corner. 3. Click the “Advanced” at the bottom. 4. Click the Content Settings in the “Privacy and Security”. 5. Click the “Cookies”.

	6. Search name of the website under "All cookies and site data". 7. Click the "Remove" icon at right part of the site.
Mozilla Firefox	1. Click the Firefox Menu button. Click the Preferences. 2. Go to Privacy and Security panel. Go to History. 3. Change the Firefox settings to Use custom settings for history. 4. Click the "Show Cookies" icon. The Cookies window will be displayed. 5. Type the cookies you want to delete in the search area. The cookies that match your search will be shown. 6. Choose the cookie(s) you want to delete and click the Remove Selected 7. Click Close to close the Cookies window. Next, close About Preferences page.
Safari	1. Select Safari --> Preferences. 2. Click the Privacy item. 3. Click the Website Data. 4. Select one or more websites and Click Remove or Remove All.

Further information about this action in other known web browsers is available at: <https://www.esb.org.tr/cerez-bellek> or <https://www.aboutcookies.org>. You can also use third party software to delete all cookies uploaded by the websites you visited.

Access to Your Personal Data and Your Rights within scope of the Law

Pursuant to the Article 11 of the Personal Data Protection Law (PDPL), your rights are as follows:

- Learn whether personal data is processed or not,
- Request relevant information, if personal data is processed,
- Learn the purpose of processing personal data and whether they are used in accordance with the purpose,
- Learn local and international third parties that are transferred the personal data,
- Request correction and having third parties, who are already transferred the personal data, notified about the correction, if personal data is incompletely or incorrectly processed,

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- Request deletion or destruction/disposal of personal data, if the causes that require processing the personal data are not valid anymore, although personal data are processed in accordance with the Law and provisions of other relevant laws, and having third parties, who are already transferred the personal data, notified about the relevant procedure.
- Raise an objection to a negative outcome arising out of analyzing the data exclusively with automated systems,
- Request compensation of loss and damage that arises out of the illegal processing of personal data.

You can write a letter in accordance with the Communiqué about the Procedures and Principles of Application to Data Controller and send your requests about your rights based on this Article to headquarter of the Company at Paris Cad.58 Kavaklıdere Çankaya / Ankara through notary offices or with registered letter.