CLARIFICATION TEXT ON THE PROCESSING OF PERSONAL DATA THROUGH COOKIES

The primary purpose of the Law on the Protection of Personal Data No. 6698 ("Law"), which entered into force upon publication in the Official Gazette on April 7, 2016, is to protect the fundamental rights and freedoms of individuals, particularly the right to privacy, in the processing of personal data. As Kanyon Yönetim İşletim ve Pazarlama Anonim Şirketi ("Company"), we show the utmost care to process and protect your personal data in compliance with the Law, relevant legislation, and the decisions of the Personal Data Protection Board.

With this Clarification Text, we aim to inform you regarding the processing of personal data obtained automatically through the placement of cookies on your device—used to enhance your experience during your visit to or use of our website available at https://www.kanyon.com.tr/tr ("Site")—including the types of cookies we use, the purposes of their use, the legal bases, how you can manage these cookies, and your rights.

As the Company, we may cease using the cookies employed on our Site, change their types or functions, or add new cookies to our Site. Therefore, we reserve the right to amend the provisions of this Cookie Clarification Text at any time. Any changes made to the current Cookie Clarification Text shall become effective upon being published on the Site or in any public medium.

Data Controller: Kanyon Yönetim İşletim ve Pazarlama Anonim Şirketi, registered with the Istanbul Trade Registry under trade registry number 534722-0, residing at Büyükdere Cad. No:185 Şişli/İstanbul.

A. What is a Cookie?

Cookies are small text files downloaded to your device when you visit a website. Cookies are also sent back to the original website or to another website that recognizes that cookie, acting as a memory for a website and enabling the site to remember details about previous visits. For example, cookies can remember end-user preferences, improve user experience, and tailor content to items most relevant to end users.

You can find more general information about cookies at https://www.aboutcookies.org/.

B. Your Processed Personal Data, Purposes of Processing Personal Data, and Legal Bases

We process your personal data collected via cookies within the framework of the personal data processing conditions set forth in Article 5 of the Personal Data Protection Law ("Law") and for the purposes specified below for each cookie category. The processing purposes

and the processing conditions/legal bases under the Law relied upon according to each relevant cookie type used are outlined below:

Mandatory (Strictly Necessary) Cookies Mandatory cookies are cookies placed on your device during your viewing of the Site and are necessary for the website to function properly. For the data processing activities carried out during the use of these cookies, we rely on the legal bases under Article 5/2-c of the Law: *"Provided that it is directly related to the establishment or performance of a contract, it is necessary to process the personal data of the parties to the contract"* and *"Data processing is mandatory for the legitimate interests of the data controller, provided that it does not harm the fundamental rights and freedoms of the data subject."* Accordingly, your user transaction data is processed, including user identity/ID, IP address, device, browser, and operating system information, date and time of visit and cookie preferences, location information from where you accessed the Site, interaction status (e.g., whether you could access the website or received an error prompt), use of features on the Site, search queries entered, frequency of site visits, language preferences, page scrolling actions, and information regarding accessed tabs.

Functionality Cookies For data processing activities aimed at enhancing the functionality of the Site and providing ease of use through functionality cookies, we rely on the legal basis of "explicit consent" under Article 5/1 of the Law. If you provide your explicit consent, your user transaction data will be processed, including user identity/ID, IP address, device, browser, and operating system information, date and time of visit and cookie preferences, location information from where you accessed the Site, interaction status (e.g., whether you could access the website or received an error prompt), use of features on the Site, search queries entered, frequency of site visits, language preferences, page scrolling actions, and information regarding accessed tabs.

Performance and Analytical Cookies Performance cookies allow the tracking and analysis of Site traffic and the number of visitors viewing the Site. Thanks to these cookies, we can adjust the performance settings of the Site or facilitate visitors in finding what they are looking for. For the data processing activities carried out during the use of these cookies, we rely on the legal basis of "explicit consent" under Article 5/1 of the Law. If you provide your explicit consent, your user transaction data will be processed, including user identity/ID, IP address, device, browser, and operating system information, date and time of visit and cookie preferences, location information from where you accessed the Site, interaction status (e.g., whether you could access the website or received an error prompt), use of features on the Site, search queries entered, frequency of site visits, language preferences, page scrolling actions, and information regarding accessed tabs.

Advertising and Marketing Cookies These cookies are used to carry out personalization, targeting, and advertising activities with personalized advertising cookies and, if you have granted marketing consent to Eczacıbaşı Holding, to combine your data. For the data processing activities carried out during the use of these cookies, we rely on the legal basis of "explicit consent" under Article 5/1 of the Law. If you provide your explicit consent, your user transaction data will be processed, including user identity/ID, IP address, device, browser, and operating system information, date and time of visit and cookie preferences, location information from where you accessed the Site, interaction status (e.g., whether you could access the website or received an error prompt), use of features on the Site, search queries entered, frequency of site visits, language preferences, page scrolling actions, and information regarding accessed tabs.

C. Types of Cookies Used on the Website

The table below lists the cookies used on the Site, their providers, purposes of use, and retention periods.

Strictly Necessary Cookies / Mandatory Cookies

Cookie Name	**Provider**	**First Party / Third Party Cookies**	**Purpose of Use**	**Retention Period**
session	Kanyon	First Party	Management of user session and ensuring its continuity	Session duration (deleted when browser is closed)

Cookie Name	Provider	First Party / Third Party Cookies	Purpose of Use	Retention Period
enableAnalytics	Kanyon	First Party	Remembering user consent (on/off) for analytics cookies	Session duration
eu-law-asked	Kanyon	First Party	Tracking whether the cookie notification has been previously displayed to the user	Session duration
eu-law-disagree	Kanyon	First Party	Remembering whether the user has rejected analytics cookies	Session duration
ga-disable-G-4HGFED8LKL	Google Analytics	First Party	Opt-out mechanism that disables Google Analytics when the user rejects analytics cookies	2 years

Performans ve Analitik Çerezleri

Cookie Name	Provider	**First Party/** Third Party Cookies	Purpose Of Use	Retention Period
_ga	Google Analytics	First Party	Kullanıcıların birbirinden ayırt edilmesi ve site kullanım istatistiklerinin ölçülmesi	2 years
_ga_4HGFED8LKL	Google Analytics	First Party	GA4 ölçüm kimliğine (G-4HGFED8LKL) özel kullanıcı/oturum ayrımının yapılması	2 years

Performance and Analytical Cookies

Cookie Name	**Provider**	**First Party / Third Party Cookies**	**Purpose of Use**	**Retention Period**
_ga	Google Analytics	First Party	Distinguishing users and measuring site usage statistics	2 years

Cookie Name	Provider	First Party / Third Party Cookies	Purpose of Use	Retention Period
_ga_4HGFED8LKL	Google Analytics	First Party	Distinguishing user/session specifically for the GA4 measurement ID (G-4HGFED8LKL)	2 years

Third Parties with Whom Personal Data Is Shared and Purposes of Sharing

Your personal data is transferred to third parties in accordance with the Law within the scope of the purposes specified below:

Purpose of Transferring Personal Data	Parties to Whom Personal Data Is Transferred
Fulfillment of our legal obligations in cases where authorized institutions or organizations make a request to our Company or where notification to these institutions is stipulated	Authorized institutions and organizations
Receiving product/service support from cookie service providers, suppliers, and business partners within the scope of the purposes specified under the heading *"C. Your Processed Personal Data, Purposes of Processing Personal Data, and Legal Bases"*	Domestic and International Suppliers and Business Partners
Ensuring coordination in business processes and compliance with group policies, and conducting review and audit processes	Domestic and International Eczacıbaşı Group Companies

Your personal data is transferred abroad in accordance with the Regulation on the Procedures and Principles Regarding the Transfer of Personal Data Abroad, published in the Official Gazette dated July 10, 2024, and numbered 32598, and relevant legislation, by providing appropriate safeguards. Necessary technical and administrative measures are taken to ensure that data transfer abroad is carried out securely.

E. Our Method of Collecting Personal Data

We collect your personal data electronically through cookies by automated means.

F. Preventing the Use of Cookies

To prevent cookies from this website from being placed on your computer or mobile device, you can adjust your browser and/or mobile device settings in addition to using the Cookie Preferences Panel. You can usually modify your browser settings to reject new cookies, disable existing cookies, or simply notify you when new cookies are sent to your device.

However, the use of Cookies that are mandatory for the operation of the Site is required. We would like to remind you that if mandatory cookies are not used, certain functions of the Site may not operate partially or completely.

Information on how you can manage your preferences regarding the cookies used on the Site is as follows:

Visitors have the opportunity to personalize their preferences regarding cookies by changing the browser settings through which they view the Site. If the browser in use offers this option, it is possible to modify preferences regarding cookies via the browser settings. Accordingly, although it may vary depending on the capabilities offered by the browser, visitors have options such as blocking the use of cookies, choosing to receive an alert before a cookie is used, or disabling or deleting only certain cookies.

A general explanation regarding the cessation of cookie use can be accessed at https://www.aboutcookies.org/.

Additionally, by clicking on the Cookie Preferences link on the Site's homepage, you can determine which cookies will be used according to your preferences.

A. Rights of the Data Subject Enumerated in Article 11 of the Law

You may convey your requests regarding your personal data within the scope of Article 11 of the Personal Data Protection Law at any time to the addresses below using the "Data Subject Application Form" in writing, or via a registered electronic mail (KEP) address, secure electronic signature, mobile signature, or your electronic mail address previously notified to Eczacıbaşı and registered in our system:

Email: kanyon.kvkk@eczacibasi.com.tr

KEP Address: kanyonyonetimas@kanyonyonetimas.hs02.kep.tr

Address: Büyükdere Cad. No:185 Şişli/İstanbul