

COOKIE POLICY

Borçelik Çelik Sanayii ve Ticaret Anonim Şirketi (“**Borçelik**” or “**Company**”), <https://www.borcelik.com> (“**Site**”) use cookies to improve your experience and make the most of the Site.

This Cookie Policy (“**Policy**”), [Personal Data Protection Law No. 6698](#) (“**Law**”) aims to inform you about the Company’s use of cookies within the scope of Article 10 of the Law. You may find information about cookies under the following headings:

- A. [WHAT ARE COOKIES?](#)
- B. [COOKIES USED ON THE WEBSITE AND THE LEGAL GROUND FOR THE USE OF COOKIES](#)
- C. [PERSONAL DATA PROCESSED THROUGH COOKIES](#)
- D. [COLLECTION OF PERSONAL DATA THROUGH COOKIES](#)
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- F. [DISABLING OF COOKIES](#)
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A. WHAT ARE COOKIES?

Cookies are small text files that are stored on your device (phone, computer, tablet, etc.) when you visit a website. Cookies allow websites to work effectively, remember user preferences (such as language preference or website settings), keep the information on the website up to date, conduct personalized marketing activities and make improvements for users.

Cookies are divided into three by their purposes of use, parties, and lifetime:

Cookies by Parties	
First-Party Cookies: First-party cookies are cookies created by the website visited.	Third-Party Cookies: Third-party cookies are cookies created by other websites.

Cookies by Their Lifetime	
Persistent Cookies: Persistent cookies are cookies that are not deleted directly when the internet browser is closed, but are deleted after a certain period of time.	Session Cookies: Session cookies are cookies that are used to ensure the continuity of the session and are deleted when the user closes the internet browser.

Cookies by Their Purpose of Use Cookies	
Technical (Strictly Essential) Cookies: These are cookies that are necessary for the use of the website. If the use of these cookies is blocked, certain parts or all of the site may not be accessible.	Performance (Analytics) Cookies: These are cookies that collect information about how users use the website. These are used to improve/enhance user experience.
Advertisement (Targeting) Cookies: These are cookies used to provide personalized content according to the user's interests and to measure the effectiveness of marketing activities.	Functionality Cookies: These cookies are used to remember your usage preferences on the website and to personalize your use of the website.

B. COOKIES USED ON THE WEBSITE AND THE LEGAL GROUND FOR THE USE OF COOKIES

Technical/strictly essential cookies, performance/analytics cookies and advertisement/targeting cookies are used on the Website. The details of cookies used on the Website are below:

Strictly Necessary Cookies				
Legal Ground	Cookie Name	Purpose of Use	Lifetime	Provider
<i>Art. 5/2(f) of the Law: processing of data being mandatory for the legitimate interests of the data controller</i>	CookieSealConsent	It allows visitors' explicit consent preferences to be saved.	1 Year	www.borcelik.com
	TS01677b73	Used for security and anti-fraud reasons	session	.www.borcelik.com/
	TS0194f927	Used for security and anti-fraud reasons	session	.cdn.borcelik.com/

Performance and Analytics Cookies				
Legal Ground	Cookie Name	Purpose of Use	Lifetime	Provider
<i>Art. 5/1 of the Law, explicit consent of the data subject</i>	_ga	ID used to identify users	2 years	.borcelik.com/
	_ga_NYW29T7C56	ID used to identify users	2 years	.borcelik.com/
	_ym_d	Saves the date of the user's first site session	1 year	.borcelik.com/
	_ym_isad	Determines whether a user has ad blockers	2 days	.borcelik.com/
	_ym_uid	Used for identifying site users	1 year	.borcelik.com/
	_ym_visorc	This cookie is set by Yandex.Metrika and is used for web analytics. It contains a unique identifier that is assigned to each browser to track user interaction with the website.	1 hour	.borcelik.com/
	bh	Collects data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant.	1 Year	.yandex.com/

	yabs-sid	Session ID	session	mc.yandex.com/
	yandexuid	Registers data on visitors' website-behaviour. This is used for internal analysis and website optimization.	1 year (in some countries, the period may be longer)	.yandex.com/
	ymex	Stores auxiliary information for Yandex.Metrica performance: ID creation time and their alternative values.	1 year	.yandex.com/
	yuidss	Registers data on visitors' website-behaviour. This is used for internal analysis and website optimization.	1 year (in some countries, the period may be longer)	.yandex.com/

Advertisement and Targeting Cookies				
Legal Ground	Cookie Name	Purpose of Use	Lifetime	Provider
<i>Art. 5/1 of the Law, explicit consent of the data subject</i>	i	Registers user data, such as IP address, geographical location, websites visited and on which advertisements the user has clicked, with the aim of optimizing the display of advertisements based on user relocation on websites that use the same advertising network.	1 year	.yandex.com/

C. PERSONAL DATA PROCESSED THROUGH COOKIES

Your personal data below are processed through cookies as follows:

Identity	User ID.
Transaction Security	IP address, browser, and operating system, your visiting date and time, interaction interaction status (such as whether you may access the Website or get an error alert), site features used, search phrases you entered, how often you visit the Website, your language preferences, your page offsets, user transaction records including information about the tabs you access.

D. COLLECTION OF PERSONAL DATA THROUGH COOKIES

Your personal data mentioned above are collected by automated methods through cookies. In personal data processing activities carried out through cookies, the legal grounds specified under the heading **“Cookies Used on the Website and the Legal Ground for the Use of Cookies”** are relied upon.

E. SHARING OF PERSONAL DATA COLLECTED THROUGH COOKIES

Your personal data collected through cookies is shared with third-party cookie providers in line with the purposes and legal grounds set out in this Policy. Compliance with the rules set out in Articles 8 and 9 of the Law is ensured in the sharing of your personal data.

F. DISABLING OF COOKIES

Most browsers offer different ways to protect your privacy. For instance, you may allow first-party cookies or block third-party cookies. You may also update your browser settings and opt out if you wish to disable all cookies.

You may access the cookie management explanations of certain frequently used browsers from the links below:

Click to Reach the Related Browser Cookie Management Pages	
Microsoft Edge	Firefox
Google Chrome	Opera
Safari	

Additionally, you may specify the cookies to be used according to your wishes by clicking the [Cookie Settings](#) link.

G. EXERCISING DATA SUBJECT RIGHTS

Article 11 of the Law regulates the rights of data subjects. As a data subject, you may use the following methods to exercise your rights set out in Article 11 of the Law:

- By using your e-mail address that you have previously provided to us and which is registered in our system, you may send your requests to brckkvk@borcelik.com.
- You may submit your requests by post to Ata Mah. 125 No'lu Sokak No:1, 16600 Gemlik, Bursa, Türkiye.
- To submit your requests, you may also use the other methods specified in the [Communiqué on the Procedures and Principles of Application to the Data Controller](#) you may also use the other methods specified therein.

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