

Cookie Policy and Cookie Privacy Policy

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As Magfi Dijital Medya Bilişim Teknolojileri Yazılım ve Reklamcılık Anonim Şirketi with its address in Eski Londra Asfaltı Caddesi Kuluçka Merkezi A1 Blok No:151/1C B34 Istanbul/Turkey (the “**Company**”), we use cookies throughout your visit to website with domain name “<https://magfiads.com>” (the “**Website**”) and application titled Magfi Ads (the “**Application**”) (*Application and/or Website shall hereinafter be referred to as the “**Platform**”*).

The use of such technologies is performed in compliance with our applicable legislation in particular with the Law on the Protection of Personal Data numbered 6698 (the “**Law**”).

As the Company, we may cease using the relevant cookies that are currently used in the Platform, we may change their types and functions and/or we may add new cookies into the Platform.

The Company may update and change the provisions of this Cookie Policy and Cookie Privacy Policy anytime by publishing via Platform. The updates and changes made by the Company in Cookie Policy and Cookie Privacy Policy shall be effective upon their publication in the Platform.

1. What is a Cookie?

The cookies are files or piece of information that may be stored in your computer (or other internet-enabled devices such as smart phones and tablets) throughout your visit of a website or an application. In general, a cookie contains the name of website it is retracted from, the “lifetime” of cookie (e.g., the period of time such cookie will be stored in your device) and a distinctive numerical value coincidentally transformed in general. The cookies saved your activities and your preferred settings throughout your session in browser or for your future visit to the Platform. In case you revisit the Platform, such information is re-transferred to the server. Thus, your computer or mobile device is automatically re-defined and your preferred settings are automatically downloaded for your ease.

2. What are the Purposes and Methods for Using Cookies?

The cookies are used for purposes such as enabling your effective transition between websites, easing the utilization of Website, developing our offers, our online visibility as well as advertisements considering content, graphics and technology in accordance with your needs, enriching and enhancing the user experience in general, statistically evaluating utilization data for Platform and improving the Platform structures and contents.

In addition, the cookies are used to better personalize our services in accordance with your interests and needs and/or to fasten your future activities and experiences in the Platform.

3. What are the Types of Cookies?

3.1. Types of Cookies Based on Their Utilization Purposes

Mandatory Cookies: The mandatory cookies are certainly necessary for the function and utilization of website in line with its purposes. In case the mandatory cookies are blocked, certain parts of the website will not function. Those cookies enable the utilization of certain functions for security improvement, search saving, logging in or similar functions, and are not used for marketing purposes.

Functional Cookies: The functional cookies enable personalization of website for users visiting such website. The utilization of such cookies can be blocked.

Performance/Analytical Cookies: The performance/analytical cookies help to develop the website or the application. To enhance the user experience, it collects information such as website utilization type and period.

Marketing/Advertising Cookies: The marketing/advertising cookies are used to provide advertisements suitable for users considering their areas of interest (“targeted marketing/advertising” or “behavioral advertising”). By matching information gathered through cookies with other data belonging to a person, it provides more suitable content, personalized campaigns and products to such person and it does not provide any content or campaign which the relevant user previously indicated that the relevant user is not interested in. The utilization of such cookies can be blocked.

3.2. Types of Cookies Based on Their Storage Period

Session Cookies: The session cookies end when the browser is closed. Such cookies enable the recognition of website activities throughout a user’s browser transaction. For instance, those cookies can be used for remembering the products added by the user into shopping cart throughout the visit in website. Those can also be used for security purposes in cases when the user logged in mobile banking or web e-mail. Such cookies are used until the end of session, afterwards they are not stored in the device.

Persistent Cookies: The persistent cookies are stored in the device for a lengthy period of time. Those are used to remember the user’s preferences in website. Such cookies remain in the hard disk of the user’s device for a lengthy period of time or for an indefinite period until those are deleted by the user. The website owner determines the length between periods when those cookies are retracted from the device and when such cookies expire. The users can delete such cookies.

3.3. Types of Cookies Based on Their Sources

First-Party Cookies: The first-party cookies are generated by the visited website.

Third-Party Cookies: The third-party cookies are generated by the third-parties such as other websites, business partners or service providers. Those cookies are used in general when the visited website contains image, advertisement and social media extensions linked to other websites.

4. Which Cookies are Used in the Platform?

The cookies used in the Platform managed by the Company are listed as follows;

Service Provider of the Cookie	Name of the Cookie	Purpose of the Cookie and the Processed Data Through the Cookie	Type of the Cookie	Period of the Cookie
.magfiads.com	_ga	This cookie is downloaded by Google Analytics. The cookie is used for analytical report of the website to calculate the visitor, session and campaign data and to monitor the website utilization. The cookies anonymously store	Performance /Analytical Cookies	1 year

		information and assign a random number to define unique users.		
.magfiads.com	_ga_*	This cookie is downloaded by Google Analytics 4. The cookie is used for analytical report of the website to calculate the visitor, session and campaign data and to monitor the website utilization. The cookies anonymously store information and assign a random number to define unique users.	Performance /Analytical Cookies	1 year
.linkedin.com	bcookie	This cookie is used by social network service LinkedIn to monitor the utilization of services.	Performance /Analytical Cookies	1 year
.magfiads.com	_gcl_au	This cookie is used by Google AdSense to conceive the interaction between website and user.	Marketing	3 months
.magfiads.com	_fbp	This cookie is used by Meta to provide a range of advertising products such as providing real time offers by third-party advertisers.	Marketing	3 months
	lastExternalReferrer	This cookie determines how the user reaches out website by saving the user's latest URL address.	Marketing	Persistent
.linkedin.com	AnalyticsSyncHistory	This cookie is used to save the data subject's information as a result of synchronization via lms_analytics cookie for the users in specified countries.	Marketing	1 month
.linkedin.com	UserMatchHistory	This cookie is used for LinkedIn Ads Identity synchronization.	Marketing	1 month

.www.linkedin.com	bscookie	This cookie is used by social network service LinkedIn to monitor the utilization of services	Marketing	1 year
.linkedin.com	li_gc	This cookie is used by LinkedIn to preserve the approvals of guests regarding utilization of cookies.	Functional	6 months
.linkedin.com	lidc	This cookie is used by LinkedIn for providing directions.	Functional	1 day

5. Legal Grounds

Type of the Cookie	Legal Grounds
Marketing Cookies Functional Cookies Performance/Analytical Cookies	Your explicit consent

6. Transfer of Your Data Processed through Cookies

The Company pays attention to process your personal data, in compliance with “need to know” and “need to utilize” principles, by ensuring necessary data minimization and by taking necessary technical and administrative security precautions. We are obliged to transfer for certain purposes, to third-parties, personal data that we process via cookies since consistent data transfer with various stakeholders is necessary considering content of business partnership processes, necessities of product and service procurement processes, management or audit of certain processes such as supply chain process management, and operation of digital infrastructures.

Within the context of the abovementioned purposes and in limitation with performing such purposes; your personal data processed under this policy may be transferred, in limitation with purposes specified under this policy, to our business partners, for the purposes of managing and auditing business transactions, managing activities to ensure business continuance, managing information security processes; to our business partners and service providers ensuring, operating or providing our cookie management infrastructure, to our business partners and service providers working in the fields of quality control, complaint management and risk analysis fields for the services, to legally authorized public institutions and private and public persons or organizations as well as third-parties, to third-parties specifically designated in case legitimate interest of data controller so requires, and your personal data processed under this policy may be processed within the country or abroad.

7. Control of Utilization of Cookies

You can change your cookie preferences anytime you want by clicking in “Manage Preferences” button. Afterwards you can adjust the current sliders as “Open” or “Closed” and then you can click in “Save and Close”. For your settings to become effective, you may need to refresh your page. You can also obtain information about cookies by following the steps below regarding the type of your internet browser and you can exercise your permission or rejection right:

- Google Chrome: By clicking in “locked symbol” or “i” letter placed in “address section” of your browser, through “Cookie” section, you can allow or block cookies.

- Mozilla Firefox: Please click in “open menu” section placed in upper right hand corner of your browser. By clicking in “Options” image and using “Privacy and Security” button, you can perform cookie management.
- For other browsers (such as opera, microsoft edge), you can review the help or support pages of relevant browser.
- Safari: By selecting “safari” segment in your phone’s “Settings” section, from “Privacy and Security” Section, you can perform all cookie management.
- In addition to above options; to obtain information about all cookies and to manage cookies, you can visit the website: **<https://www.allaboutcookies.org>**, **<https://www.youonlinechoices.eu/>** or you can use the application "Privacy Badger" (<https://privacybadger.org>).
- To manage cookies or SDK in mobile devices, you can follow instructions in Privacy or Settings Section of your device or you can use Lumen Privacy Monitor by downloading it in your phone.

In case you reject persistent cookies or session cookies, you can continue using the Platform but you may not access all features of the Platform or your access may become limited.

In case you prefer to reject or delete cookies, we would like to remind you that such situation may prevent the proper functioning of certain features or services of the Platform and may affect your experience in the Platform.

The Data Subject accepts, declares and undertakes that in case he/she/it submits a request that may result in the Company’s inability to use any of his/her/its personal data, the Data Subject may not be able to fully benefit from the operation of Platform and accordingly the Data Subject shall assume any kind of liabilities that may arise thereupon.

8. Rights of Data Subject as Stipulated Under Article 11 of the Law

As Data Subject, you can submit your requests within the context of article 11 of the Law regulating the rights of data subject, in accordance with “Communiqué on Principles and Procedures for the Request to Data Controller”, to e-mail address of info@magfi.co or to address of the Company in Eski Londra Asfaltı Caddesi Kuluçka Merkezi A1 Blok No:151/1C B34 Istanbul/Turkey and you can request the necessary amendments, updates and/or deletions and other related requests.