



TÜRKİYE’NİN OTOMOBİLİ GİRİŞİM GRUBU SANAYİ VE TİCARET ANONİM ŞİRKETİ COOKIE POLICY

This text has been prepared by Türkiye'nin Otomobili Girişim Grubu Sanayi ve Ticaret Anonim Şirketi (“**Togg**”) as data controller within the scope of Article 10 of the "Law No. 6698 on the Protection of Personal Data" ("Law") and "Communique On Principles And Procedures To Be Followed In Fulfillment Of The Obligation To Inform".

As Togg, we use first party and third party cookies in some areas of the <https://www.togg.com.tr> website (“**Website**”). This Cookie Policy (“**Policy**”) is valid for the Website managed by Togg, and cookies will be used as described in the Policy.

The purpose of this Policy is to inform you about the processing of personal data obtained automatically through the placing of cookies used on our Website on your device; for which purposes, what type of cookies we use and how you can manage these cookies. Except for the necessary cookies, explicit consent of the users is obtained and the opportunity of changing their consent any time is provided.

Through the cookie management panel, users can see the types of cookies used on our Website and can set their preferences with the “on” or “off” options for all cookies other than necessary cookies. Users can always change their preferences through this panel.

What Does Cookie Mean?

Cookies are small text files created on your device by a website and contain data in name-value format. Cookies enable the website you visit to store information on your device and use this information during your next visits. Cookies created by a website are stored by the internet browser you use to access the site, and cookies do not contain personal data about visitors such as name, gender or address. The information contained in the cookies can only be accessed by the website domain name <https://www.togg.com.tr> that created the relevant cookie and can only be accessed if you use the same internet browser.

Cookies have become an important part of internet technologies today, and their main functions are to remember the preferences of the online visitor and to recognize the device during connection, and almost every website uses cookies.

Who Sends Cookies and How?

Cookies are sent through the communication established between your internet browser (such as Chrome, Firefox, Safari, Edge, etc.) on your device during your browsing and the website servers of Togg.



What are the Types of Cookies? :

- According to their ownership:
 - **First Party Cookies**
It is placed on the device directly by the website visited or by Togg.
 - **Third Party Cookies**
These are cookies placed on the device by a third party, such as an advertiser or analytical system, in cooperation with Togg.
- According to time that they are active:
 - **Session Cookies**
It provides data that can be stored until the user closes the browser or the session expires. They are short-term cookies.
 - **Persistent Cookies**
These are cookies that stay on the drive until the cookie is deleted by the user or until the specific expiration date for the cookie. Persistent cookies have a written expiration date of variable duration in their code.
- According to their intended use:
 - **Necessary Cookies**
These are cookies that are necessary to navigate the website and use features such as accessing secure areas of the site.
 - **Functionality Cookies**
It allows the website to remember the past choices (username information, password information, which language is preferred, etc.). Preference cookies that provide automatic access to the website are also called functionality cookies.
 - **Statistical Cookies**
Statistical cookies, also known as performance cookies, are cookies that provide anonymous, statistical data about the use of the website. By using statistical cookies, data on how the user uses the website, the pages the user visits, the links the user clicks can be stored. Anonymized statistical cookies are not used to identify the website user. The purpose of these cookies is to make the website more functional.
 - **Marketing Cookies**
These are cookies that can be used by companies operating to create a profile of your interests and show relevant advertisements on other sites.

For What Purposes and on What Legal Grounds Will Your Personal Data Be Processed?

Necessary cookies are used to fulfill an information society service you have requested (logging in, filling out forms and remembering privacy preferences). Your personal data collected through these cookies are processed within the scope of clause (c) "*Processing of personal data of the parties of a contract is necessary, provided that it is directly related to the establishment or performance of the*



contract." or clause (f) "Processing of data is necessary for the legitimate interests pursued by the data controller, provided that this processing shall not violate the fundamental rights and freedoms of the data subject." of paragraph 2 of Article 5 of the Law.

Advertisement and Marketing cookies are used by our business partners to profile your interests and show you relevant advertisements. Your personal data collected through these cookies are processed based on the legal reason of explicit consent within the scope of paragraph 1 of Article 5 of the Law.

Performance/Analytical cookies are cookies that allow statistical measurement to analyze the behavior of users on websites. These cookies are frequently used to improve the site, including measuring the impact of advertisements on data subjects. They are used by website owners to estimate the number of unique visitors, identify the most important search engine keywords that lead to a website, or monitor website browsing. Your personal data collected through these cookies are processed based on the legal reason of explicit consent within the scope of paragraph 1 of Article 5 of the Law.

Functionality cookies are used to make our website more functional and personalize it (with the exception of your privacy preferences, ensuring that your other preferences are remembered when you re-enter the site). Your personal data collected through these cookies are processed based on the legal reason of explicit consent within the scope of paragraph 1 of Article 5 of the Law.

Information About Cookies Used on Our Website

Information about cookies on our website is given in the table below:

Çerez İsmi	Çerez Kullanım Amacı	Çerez Tipi	Çerez Süresi
test_cookie	This cookie is used to determine whether the user's browser supports cookies.	Necessary	1 day
token	The cookie is used to log in automatically by informing the server who it is.	Necessary	1 day
_ga	This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, campaign data and to track site usage for the site's analytics report. Cookies store information anonymously and assign a randomly generated number to identify unique visitors. If you approve the cookie offered through the Google Analytics infrastructure, it will be deemed that you consent to the transfer of your personal data abroad.	Statistical	2 years
ga#	This cookie is used to record data on the number of times the website visitor visits the website, and data on the first and last visit dates. If you approve the cookie offered through the Google Analytics infrastructure, it will be	Statistical	2 years

	deemed that you consent to the transfer of your personal data abroad.		
_gat	This cookie is set by Google Analytics to limit data collection on high traffic sites and lower the request rate. If you approve the cookie offered through the Google Analytics infrastructure, it will be deemed that you consent to the transfer of your personal data abroad.	Statistical	1 day
_gid	This cookie is installed by Google Analytics. The cookie is used to store statistical information about how visitors use a website and helps generate an analysis report of how the website is doing. If you approve the cookie offered through the Google Analytics infrastructure, it will be deemed that you consent to the transfer of your personal data abroad.	Statistical	1 day
_fbp	This cookie is set by Facebook to serve ads on Facebook or on a digital platform powered by Facebook advertising after visiting this website. If you approve the cookie offered by Facebook, it will be deemed that you consent to the transfer of your personal data abroad.	Marketing	3 months
_gcl_au	This cookie is used by Google AdSense to test advertising efficiency across websites using its services. If you approve the cookie offered by Google AdSense, it will be deemed that you consent to the transfer of your personal data abroad.	Marketing	3 months
ads/ga-audiences	This cookie is used by Google AdWords to re-engage visitors who are likely to become customers based on the visitor's online behavior across websites. If you approve the cookie offered by Google AdWords, it will be deemed that you consent to the transfer of your personal data abroad.	Marketing	During session
IDE	This cookie is used by Google DoubleClick and stores information about how the user uses the website and other advertisements before visiting the website. This is used to serve ads to users that are relevant to them based on their user profile. If you approve the cookie	Marketing	1 year



	offered by Google DoubleClick, it will be deemed that you consent to the transfer of your personal data abroad.		
pagead/1p-conversion/#	The purpose of use of this cookie is not classified.	Marketing	During session
pagead/1p-user-list/#	This cookie tracks whether the user is interested in certain products or events on multiple websites and detects how the user navigates between sites. It is used to measure ad preferences and facilitates the payment of referral fees between websites. If you approve the cookie offered by Google, it will be deemed that you consent to the transfer of your personal data abroad.	Marketing	During session
pagead/viewthroughconversion/10804844465	The purpose of use of this cookie is not classified.	Marketing	During session
tr	This cookie is set by Facebook to serve ads on Facebook or on a digital platform powered by Facebook advertising after visiting this website. If you approve the cookie offered by Facebook, it will be deemed that you consent to the transfer of your personal data abroad.	Marketing	During session

Transfer of Personal Data Processed Through Cookies

Within the scope of our activities carried out with cookies, your personal data is transferred to our suppliers for the purpose of customizing the services of Togg, carrying out marketing activities, execution and examination of business activities, and execution of goods and service purchase operations.

In addition, if you give your consent for the statistical and marketing cookies specified in the table above; your personal data will be processed on servers abroad through third-party infrastructure providers Google and Facebook for a limited purpose of storage and archiving activities. In this context, your personal data will be processed by service providers whose servers are located abroad, based on your explicit consent, by taking the necessary technical and administrative measures.

Management of Cookies

The use of cookies is not mandatory to use our website, but if you set your browser not to accept cookies, the quality of your user experience may decrease and various functions of our sites may be impaired. In particular technical cookies enable the website to perform its basic functions. Since



technical cookies enable the website to work technically, if you turn them off, some functions on the website may not work properly.

You can turn the buttons on or off according to your preference, click the “*Accept Selected*” button, and refresh the page to activate your settings.

You can configure your browser to block cookies for all or specific sites, to alert when cookies are created, to block third-party cookies, or to count all cookies as session cookies. In addition, you can delete cookies through your browser or view the list and values of cookies stored in your browser. For detailed information about the cookie management functions of your browser, please click on the relevant link below and get information from your browser's website.



In addition;

- [Click](#) to turn off Cookies managed by Google Analytics.
- [Click](#) to manage the personalized advertising experience provided by Google.
- Preferences in terms of cookies used by many companies for advertising activities can be managed through [Your Online Choices](#).

For more detailed information about cookies, you can visit <https://www.aboutcookies.org> or <https://www.youronlinechoices.eu/> or use the "Privacy Badger" application (<https://www.eff.org/tr/privacybadger>).

Data Subject's Requests

For your rights under the 11th article of the Law and detailed information, you can review the **Privacy Notice**. Togg reserves the right to change the terms of use regarding cookies and the **Cookie Policy**.