

COOKIE POLICY

As Macka Konaklama ve Otel işletmeciliği A.Ş. , our Cookie Policy has been prepared to inform you about the principles of our use of cookies and the types of cookies we use in order to provide better and more personalized services to you, our valued visitors, on our website.

1. ABOUT COOKIES

A cookie is information stored on your computer by a visited web page. Cookies are not harmful software or applications that damage your computer. On the contrary, cookies are used to remember your preferences from your previous visits to websites, allowing more accurate configuration and better service on subsequent visits.

The use of cookies by us is carried out in compliance with relevant legislation, particularly the Law on the Protection of Personal Data No. 6698 (“KVKK”).

2. TYPES OF COOKIES

First-Party Cookies

First-party cookies are used for purposes such as analyzing page views and counting sessions and users who visit the page. The website accesses data via first-party cookies and can generate overall analytics and reports.

Third-Party Cookies

Third-party cookies refer to cookies from elements outside the visited webpage, such as social plugins, ads, or other site plugins. These cookies track behavior and can control certain actions.

Session Cookies

Session cookies are used to track users who connect and log into the website. They are often used for actions like tracking shopping activity or remembering items in a shopping cart. These cookies are deleted when the browser is closed.

Persistent Cookies

Persistent cookies can remain even after the browser used for internet access is closed. They are often used for remembering usernames and passwords.

Secure Cookies

Secure cookies are only used by web pages with HTTPS (SSL certificates) to control encrypted data transactions.

3. COOKIES BY PURPOSE

Strictly Necessary Cookies

These cookies allow you to navigate our website and use essential features such as secure areas. If these cookies are disabled, we cannot guarantee the performance or security of our website during your visit.

Performance and Functionality Cookies

These cookies help provide better and more functional service to users.

Marketing Cookies

Marketing cookies allow us to track your visits to our website and other sites, apps, and online services. This helps us provide targeted ads. Third parties, with your permission, may also set and use relevant cookies on your computer.

4. REMOVAL OF COOKIES

You can opt out of the use of optional cookies at any time. You may do so by contacting us using the communication channels on our website or by specifying your preferences via the cookie consent button that appears upon entering the site.

Alternatively, web browsers allow control over most cookies via browser settings. For more information on cookies and how to manage them, visit:

- www.aboutcookies.org
- www.allaboutcookies.org

You can find instructions for cookie settings in common browsers below:

- Cookie Settings for Microsoft Edge
- Cookie Settings for Firefox
- Cookie Settings for Chrome
- Cookie Settings for Safari

To opt out of being tracked by Google Analytics: <http://tools.google.com/dlpage/gaoptout>

5. EFFECTIVENESS AND UPDATES

This Cookie Policy came into effect on its publication date. It may be updated to comply with changing conditions and legislation. Updates will be published on our website.

6. YOUR RIGHTS AS A DATA SUBJECT AND METHODS OF EXERCISE

Rights Regarding Personal Data under KVKK

Data subjects have the following rights under Article 11 of the KVKK:

- To learn whether personal data is being processed,
- To request information if personal data has been processed,
- To learn the purpose of processing and whether it is used accordingly,
- To know third parties to whom personal data has been transferred domestically or abroad,
- To request correction of incomplete or inaccurate data,
- To request deletion or destruction of personal data under the conditions of Article 7 of KVKK, and to request notification of such operations to third parties,
- To object to decisions made exclusively via automated systems,
- To demand compensation if you suffer damage due to unlawful processing of personal data.

Methods of Exercising Rights

As a data subject, you can submit your requests regarding your rights under Article 11 of the KVKK by filling out the Application Form available on our website or submitting a request that meets the minimum requirements set out in the Communiqué on Application Procedures to Data Controllers via the following methods. We will respond free of charge as soon as possible and no later than thirty days, depending on the nature of your request. However, if your request incurs an additional cost, we may charge a fee determined by the Personal Data Protection Board.