

COOKIE POLICY

As Istanbul Retina Institute, we process the personal data of our website visitors at <https://www.istanbulretina.com/> and use internet cookies to provide a better user experience, while respecting the privacy and personal data protection rights of our visitors. This Cookie Usage Policy ("Policy") explains to all our website visitors and users what types of cookies are used and under what conditions.

I. What Are Cookies and For What Purposes Are They Used?

Cookies are small data storage files saved on your computers, mobile phones, tablets, or other mobile devices by websites you visit. These files store information about your website navigation so that your devices remember this information when you use the website again. Therefore, cookies are necessary and important for effectively and easily using a website. Cookies are also used to offer you more suitable services, products, or offers on the website and third-party websites.

The main purposes of using cookies are:

- The necessity of some technical data for the effective use of the website,
- Collecting information about your browsing and usage preferences on the website by the company,
- The need for your personal data such as your IP address for the company to fulfill its legal and contractual obligations, particularly arising from the Law No. 5651 on the Regulation of Broadcasts via the Internet and Prevention of Crimes Committed through Such Broadcasts and the Regulation on Procedures and Principles of Internet Publications.

II. Which Data Do We Process With Cookies?

Depending on the types of cookies, they generally collect data related to your browsing and usage preferences on the device you access the website. This data includes all information about the pages you visit, our services, and products you examine on the Website.

III. Which Types of Cookies Do We Use and How?

We use different types of cookies on our website. These include cookies that are necessary for the website to function, functional cookies, analytical/performance cookies, and targeting/advertising cookies.

Types of Cookies Based on Their Usage:

- **Necessary Cookies:** These cookies are essential for the proper functioning of the website. They are needed for the system to be managed, and the website will not work if they are blocked.
- **Functional Cookies:** These cookies are used to provide you with a more advanced and easy usage experience. For example, they perform functions by remembering your previous preferences, allowing you to easily access some content on the website. You can block the use of these cookies if you wish.

- **Analytical/Performance Cookies:** These cookies help us analyze and understand how you interact with the website, allowing us to improve the website based on your interactions. You can block the use of these cookies if you wish.

- **Targeting/Advertising Cookies:** These cookies are used to deliver content that may interest you, including advertising content. You can block these cookies; however, blocking them will not completely stop advertising content but will only replace targeted ads with general content ads.

Types of Cookies Based on Their Duration:

- **Persistent Cookies:** These cookies remain on the user's computer until a specific date or until they are deleted by the user. They are mostly used to measure users' site movements and preferences.

- **Session Cookies:** These cookies are used to separate the user's visit into sessions and do not collect data from the user. The cookie is deleted when the user closes the web page they are visiting or remains inactive for a certain period.

Cookies Used on Our Site:

Cookie	Domain	Description	Duration	Type
_ga	.istanbulretina.com	The _ga cookie, installed by Google Analytics, calculates visitor, session, and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.	1 year 1 month 4 days	Analytics
_gid	.istanbulretina.com	Installed by Google Analytics, _gid cookie stores information on how visitors use a website, while also creating an analytics report of the website's performance. Some of the data collected include the number of visitors, their source, and the pages they visit anonymously.	1 day	Analytics
gat_gtag_UA*	.istanbulretina.com	Google Analytics sets this cookie to store a unique user ID.	1 minute	Analytics
ga*	.istanbulretina.com	Google Analytics sets this cookie to store and count page views.	1 year 1 month 4 days	Analytics

IV. Legal Grounds for Processing Personal Data Through the Use of Cookies

Mandatory Cookies: These cookies are used to fulfill a service of the information society that you have requested (such as logging in, filling out forms, and remembering privacy preferences, counting visitors to our website, and measuring traffic). Personal data collected through these cookies are processed under Article 5(2)(c) of the Law, which states that "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 under Article 5(2)(f), which states that "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."

Targeting/Advertising Cookies: These cookies are used by our business partners to create a profile based on your interests and to display relevant advertisements to you. Personal data collected through these cookies are processed with your explicit consent, in accordance with Article 5(1) of the Law.

Functional Cookies : These cookies are used to make our website more functional and personalized (to remember your preferences, except for privacy preferences, when you revisit the site). Personal data collected through these cookies are processed with your explicit consent, in accordance with Article 5(1) of the Law.

V. How Can You Block the Use of Cookies?

Although the use of cookies allows the website to provide better service, if you wish, you can block the use of cookies. However, please remember that in this case, the website may not fully function, and you may not benefit from all the features of the site.

In general, internet browsers are pre-defined to automatically accept cookies. Browsers can be configured to block cookies or to alert the user when cookies are sent to the device. The management of cookies varies from browser to browser; for more information, please refer to the help menu of your browser.

Blocking the use of cookies requires changing the settings of the internet browser you use. These changes vary depending on the device and internet browser you use. If cookies are disabled, it may not be possible to benefit from some features of the Company's website, application platform, and services.

Adobe Analytics: <https://www.adobe.com/uk/privacy/opt-out.html>

Google AdWords: <https://support.google.com/google-ads/answer/2407785?hl=en>

Google Analytics: <https://tools.google.com/dlpage/gaoptout>

Google

Chrome:

(<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=en>)

Internet Explorer: <https://support.microsoft.com/en-us/topic/delete-and-manage-cookies-168dab11-0753-043d-7c16-ed5947fc64d>

Mozilla Firefox: <https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer>

Opera: (<https://www.opera.com/case-studies/clean-browser-and-remove-trackers>)

Safari: <https://support.apple.com/en-us/HT201265>

Microsoft Edge: <https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09>

Social Media Platform Cookie Management:

On our website, we use pixel codes offered by social media platforms like Facebook and Twitter to present more relevant content and ads to our visitors. These pixels may require the use of cookies belonging to the relevant social media platforms.

Managing Facebook Cookies: You can manage your ad preferences on Facebook through Facebook's "Ad Preferences" page. Additionally, you can have more control over the data collected by Facebook by adjusting your cookie preferences in your account settings.

Managing Twitter Cookies: On Twitter, you can manage your preferences regarding cookies and similar technologies used by Twitter by going to your "Privacy and Security" settings and adjusting the "Personalization and Data" settings.

Contact Us:

For all your questions and comments related to the Policy, you can contact us through the phone and/or KEP address below:

Phone: +90(212) 231 31 21

KEP Address: istanbulretina@hs01.kep.tr