

## WEBSITE COOKIE POLICY

**MEDEX SAĞLIK VE TEKNOLOJİ ÇÖZÜMLERİ YATIRIM ANONİM ŞİRKETİ** as (“**MEDEX**”), we use cookies and some other similar technologies (collectively referred to as “**Cookies**”) to enable you to benefit from our website in the most efficient way and to improve your user experience.

This text contains explanations regarding the Cookies that will be used if you visit the <https://medex-cro.com/> website (“**Website**”). If you do not prefer the use of Cookies, you can delete or block Cookies from your browser settings. However, we would like to remind you that this may affect your use of the Site.

Law on the Protection of Personal Data No. 6698 you can find the information text regarding your personal data that we process as MEDEX as the “Data Controller” within the scope of the (“**Law**” or “**KVKK**”) on our website at <https://medex-cro.com/kvkk/> You can reach via the link.

### 1. What are Cookies and Other Similar Technologies?

A cookie is a small text file that is saved on your computer or mobile device via your browser when you visit a website. Cookies allow a website to operate more efficiently and to provide personalized pages that are more suitable for your personal needs and to provide a faster visiting experience. Cookies only contain information about your visit history on the internet and do not collect any information about the files stored on your computer or mobile device.

In addition, there are some technologies below that are used for similar purposes to Cookies (“**Cookie-Similar Technologies**”).

- Pixel tags (transparent graphic images placed on a website that indicate that a page has been viewed),
- Mobile device identifiers (storage of information regarding the use of a mobile device in third party environments through IDFA, advertising ID, etc.),
- Segmentation/Reporting Products (programs/products that work through some ready-made codes added to the codes of websites or mobile devices through various methods and report/interpret/store users' movements on the website or mobile device thanks to these codes)

The term “**Cookie**” used in this text will also include “**Cookie-Similar Technologies**”.

### 2. Cookie Types and Purposes of Use

#### 2.1. Cookies in Terms of Validity Period:

- 2.1.1. Temporary Cookies:** Session Cookies are temporary cookies that are used by visitors during their visit to the website and are deleted after the browser is closed. The main purpose of using these types of cookies is to ensure that the website

functions properly during your visit. For example; these cookies make it possible for you to fill out online forms consisting of multiple pages.

**2.1.2. Persistent Cookies:** Persistent cookies are types of cookies used to increase the functionality of the website and to provide a faster and better service. These types of cookies are used to remember visitors' preferences and are stored on visitors' devices through browsers. Some types of persistent cookies can be used to offer special suggestions to visitors, taking into account issues such as the purpose of using the website. Thanks to persistent cookies, when the website is visited again with the same device, it is checked whether there is a cookie created by the website on the visitors' devices and if there is, it is understood that the website has been visited before and the content to be transmitted to the visitors is determined accordingly. Cookie-Like Technologies are also included in this scope.

## 2.2. Cookies by Source:

**2.2.1. First Party Cookies:** Placed directly on visitors' devices by the website. First party cookies are defined by the website you are visiting and can only be read by that site.

**2.2.2. Third Party Cookies:** Third party cookies are set by other organisations that use them for different services. For example, external data analytics services that we use and the suppliers that provide that service set cookies on our behalf to report on what is popular and what is not.

## 2.3. Cookies According to Their Use Purposes:

**2.3.1. Mandatory Cookies:** Mandatory cookies are cookies that are necessary for you to browse our website and use its features, such as accessing secure areas of the site. These cookies are used for security and authentication purposes, and are not used for any marketing purposes and do not identify you. An example of this is remembering previous actions when returning to a page within the same session.

**2.3.2. Functionality Cookies:** Functionality cookies allow our website to remember choices you have made in the past (such as your username, the region you are in or the language you use) for a more personalized online experience. The information collected by these cookies may include confidential data that can identify you, such as your username or profile picture. Not allowing the use of these types of cookies may result in a feature that is unique to you not being available and will prevent it from remembering your preferences.

**2.3.3. Performance (Analytics) Cookies:** These cookies help us understand how visitors interact with our website by collecting information such as how you use our website, which pages you visit and which links you click . These cookies do not identify you. All data is collected and aggregated anonymously.

**2.3.4. Marketing Cookies:** These cookies are used to deliver content that is relevant to you and your interests. They may also be used to deliver targeted advertising or limit the number of times an ad is displayed to you. Many types of these cookies can track consumers and collect personally identifiable information.

**2.3.5. Cookie-Like Tracking Technologies:** These cookies are used to enable the recognition of users across different sessions and platforms, to track interactions with the website over time, and to support the analysis of user behavior for statistical and performance improvement purposes.

**2.3.6. Advertisement Cookies:** These cookies track your browsing habits across the websites in order to measure the effectiveness of advertising campaigns and to limit the number of times you see an advertisement.

### 3. What Happens If Cookies Are Not Accepted?

If you decide not to accept cookies, certain features of this website may not be displayed or may not function properly. This will limit what you can do on our website and may have an impact on the design and user experience. Properties likely to be affected include:

- Using the My Favorites (My Content) function
- Inability to experience the website in a personalized way
- Video views
- Like or share this page on social networks
- Displaying embedded content

### 4. How Can You Prevent the Use of Cookies?

The use of cookies allows the website or mobile device to provide better service, but if you wish, you can prevent the use of cookies. However, please note that in this case, the website may not function fully and you may not be able to benefit from all its features. In order to prevent the use of cookies, you need to change the settings of your internet browser. These changes vary depending on the device and internet browser you use. Below is information on what steps to follow to prevent the use of cookies on different internet browsers:

#### 4.1. Internet Explorer

- Open the desktop and click or tap the Internet Explorer icon on the taskbar.
- Tap or click the Tools button, and then tap or click Internet Options.
- move the slider under Settings up to block all cookies and tap or click OK.

#### 4.2. Google Chrome

- Open Chrome on your computer.
- Click Other Settings in the top right.
- Click Advanced at the bottom .
- "Privacy and security," click Content settings .
- Click Cookies .
- "All cookies and site data" look for the name of the Website.

- Click the Remove icon to the right of the site.

#### 4.3. Mozilla Firefox

- Click the Firefox Menu button and select Options .
- Select the Privacy & Security panel and go to the History section.
- Change Firefox setting to use custom settings for history.
- Click on the “Show cookies” button. The Cookies window will appear.
- In the Search: field, type the name of the site whose cookies you want to delete. Cookies that match your search will be displayed.
- the cookie( s ) you want to delete and click the Delete selected button.
- Close the Cookies window by clicking the Close button. Then close the about : preferences page.

#### 4.4. Safari

- Safari > Select Preferences.
- Click Privacy.
- Click on Website Data.
- Select one or more websites and then click Delete or Delete All.
- Microsoft Edge
- Click on the three-dot section in the upper-right corner of your Microsoft Edge browser and go to the Settings section.
- After selecting Select Items to Clean from the new window that appears, select the sections you want to clean from the window that appears.
- There are many sections here. You can start the cleaning process by selecting the one you want.

## 5. Our Purposes and Legal Grounds for Processing Your Personal Data Based on Your Use of Cookies

**5.1. Mandatory Cookies** are used to provide an information society service that you have requested (log-in, form filling and remembering privacy preferences, counting visitors to our website and measuring traffic). Your personal data collected through these cookies are processed within the scope of subparagraph (c) of paragraph (2) of Article 5 of the Law, *“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 subparagraph (f) of the Law, *“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.”*

**5.2. Advertising and Marketing Cookies** are used by our business partners to profile you according to your interests and to show you relevant advertisements. Your personal data collected through these cookies is processed by obtaining your explicit consent within the scope of Article 5, paragraph (1) of the Law.

**5.3. Functional Cookies** are used to make our website more functional and personalize it (to ensure that your preferences, excluding your privacy preferences, are remembered when you re-enter the site). Your personal data collected through these cookies is processed by obtaining your explicit consent within the scope of Article 5, paragraph (1) of the Law.

**5.4. Cookie-Like Technologies** are used to enable our visitors to personalize our website with their preferences and settings, and to remember previous interactions. Your personal data collected through these cookies is processed by obtaining your explicit consent within the scope of Article 5, paragraph (1) of the Law.

**5.5. Analytic Cookies** are used to analyze how our website is used, to measure and improve its performance, and to understand visitor behavior (such as pages visited, time spent on the site, and navigation patterns). These cookies help us enhance user experience by identifying areas for improvement and optimizing content and functionality. Your personal data collected through these cookies is processed by obtaining your explicit consent within the scope of Article 5, paragraph (1) of Law.

## 6. Cookies We Use on Our Website

Information regarding the cookies on our website (specific to the relevant cookie type) is provided in the tables below:

### 6.1. Mandatory Cookies

Cookie Name	Cookie Definition	Company	Storage Period
SESS#	A session cookie is used to manage user sessions. It is usually created in a content management system or session-based web applications to maintain the session after the user has logged in.	Medex	7 days
oturum_kimliği	It is a cookie used to track the user's session while logging into a website. This cookie assigns a unique identification number (usually a randomly generated series of letters and numbers) to the user, tracking the user's movements during the session and ensuring that the user remains in the same session.	Medex	7 days
CookieConsent	It is a cookie used to record the permissions or preferences given by the user regarding cookies when visiting a website. This cookie records whether the user has allowed the use of cookies or which types of cookies they have allowed, so that the same preference is remembered when they visit the site again.	Medex	365 days

## 6.2. Functionality Cookies

Cookie Name	Cookie Definition	Company	Storage Period
_frontend_lang	Used in conjunction with the language setting on the website. Facilitates translation into the visitor's preferred language.	Medex	365 Days
tz	Keeps the time zone of the users.	Medex	During the session

## 6.3. Marketing Cookies

Cookie Name	Cookie Definition	Company	Storage Period
TESTCOOKIESENABLED	Used to track user interaction with embedded content.	youtube.com	1 day
LAST_RESULT_ENTRY_KEY	Used to track user interaction with embedded content.	youtube.com	During the session
YSC	It allows YouTube to make more personalized recommendations by tracking the videos users watch, their likes, and some interactions.	youtube.com	During the session
VISITOR_INFO1_LIVE	<ul style="list-style-type: none"> <li>• <b>Video Performance Monitoring</b> : YouTube uses this cookie to optimize video loading speed and performance.</li> <li>• <b>User Statistics</b> : Helps YouTube provide personalized video recommendations by recording the time users spend on YouTube and the videos they watch .</li> <li>• <b>Connection Status Monitoring</b> : This cookie allows YouTube to choose the appropriate video quality based on the users' internet connection speed.</li> </ul>	youtube.com	180 days
NID	<ul style="list-style-type: none"> <li>• <b>Personalized Ads</b> : Google uses this cookie to deliver more targeted and personalized ads based on the user's previous search history and interactions.</li> <li>• <b>Remembering User Preferences</b> : NID remembers users' language preferences, search history and other settings, providing a more efficient user experience.</li> <li>• <b>Managing User Sessions</b> : This cookie is used to ensure session continuity when users are logged in to their Google account.</li> </ul>	google.com	182 days

#### 6.4. Cookie-Like Tracking Technologies

Cookie Name	Cookie Definition	Company	Storage Period
multi_tab.https_medex-smo.com.heartbeat	It is a cookie used by the website to monitor whether the user's session is active.	Medex	During the session
multi_tab.https_medex-smo.com.main	It can be used to coordinate sessions across different tabs and manage interaction between tabs.	Medex	During the session
multi_tab.https_medex-smo.com.lastPresenceByTab	By determining whether the session is valid in each tab, it ensures that user interaction is not lost or interrupted.	Medex	During the session

#### 6.5. Analytic Cookies

Cookie Name	Cookie Definition	Company	Storage Period
_ga	Used to distinguish users by assigning a unique identifier for analytics purposes.	Google	2 years
_gid	Used to distinguish users and collect statistical data on website usage within a session.	Google	24 hours
_gat	Used to throttle the request rate and limit data collection on high-traffic sites.	Google	1 minute

#### 6.6. Advertisement Cookies

Cookie Name	Cookie Definition	Company	Storage Period
_fbp	Used by Facebook to deliver a series of advertisement products such as real-time bidding from third-party advertisers.	Facebook	3 months

### 7. What Are Your Rights as a Personal Data Owner (“Data Subject”)?

Pursuant to Article 11 of the KVKK, you have the following rights regarding your personal data.

- To find out whether it is processed or not,
- Requesting information about your data if it has been processed,
- To learn the purpose of processing and whether they are used in accordance with their purpose,
- To know the third parties to whom personal data is transferred, either domestically or abroad,

- To request correction of personal data if it is processed incompletely or incorrectly and to request notification of the action taken to third parties to whom personal data is transferred,
- Requesting the deletion or destruction of personal data in case the reasons requiring processing are eliminated, even though it has been processed in accordance with the provisions of the KVKK and other relevant laws, and requesting that the action taken within this scope be notified to third parties to whom personal data has been transferred,
- To object to a result that is to the detriment of the person himself/herself, as a result of the analysis of the processed data exclusively through automatic systems,
- To request compensation in case of damages due to unlawful processing of personal data.

You can make your requests regarding your rights in question by filling in all the information specified in the [Data Subject Application Form](#) on our website, in accordance with Article 11 and Article 13, paragraph 1 of the KVKK and *the Communiqué on the Procedures and Principles of Application to the Data Controller;*

- By personally coming to our company at the address “Yaşamkent Mah. 3066 Sk. No: 10 Çankaya/ ANKARA”,
- Via our registered electronic mail (KEP) address [medexsaglik@hs01.kep.tr](mailto:medexsaglik@hs01.kep.tr),
- In order to verify your identity and not to give information to the wrong people, in writing via a notary or by registered letter,
- Secure electronic signature, mobile signature or (if any) by using the e-mail address that you have notified to our Company and registered in our systems, to [kvkk@medex-cro.com](mailto:kvkk@medex-cro.com) by sending an e-mail to the address

or you may transmit it via other methods to be determined by the Personal Data Protection Authority in the future.