

**COOKIE POLICY**  
**UNDER THE PERSONAL DATA PROTECTION LAW**

**1. INTRODUCTION**

As Mey Alkollü İçkiler Sanayi ve Ticaret Anonim Şirketi and Mey İçki Sanayi ve Ticaret Anonim Şirketi (“**Diageo Türkiye**”, “**we**” or “**us**”), we place some cookies on your device to ensure the proper functioning of our website (www.diageoturkiye.com) and to provide the most relevant services to our visitors and members (“**user(s)**” or “**you**”).

This Cookie Policy (“**Policy**”) aims to inform you about the cookies we use, how to control them and your personal data collected through those cookies under the Turkish Personal Data Protection Law numbered 6698 (“**KVKK**”).

To learn more about how we process your personal data, please check our Privacy Policy.

**2. COOKIES, SIMILAR TECHNOLOGIES AND COLLECTION METHODS**

We may collect your personal information through cookies and similar technologies electronically using automatic means.

Cookies are small text files that are saved on your computer or mobile device when you visit our website. In addition to these text files, other trackers such as web bugs, beacons, pixels or tracking tags will be considered as cookies in this Policy.

We obtain your explicit consent through the cookie management panel, for cookies other than the strictly necessary cookies. You can always withdraw your consent through the cookie management panel.

**3. PURPOSES**

We process your personal data collected through cookies for the following purposes:

- Operating the website safely.
- Enabling users to move around the website and benefit from the services and features provided on the website.
- Storing information about users (on user devices or browser caches) and their website usage.
- Making the website functional in accordance with the preferences of users and enabling them to personalize the website.
- Analyzing user behavior and measuring the general tendency on the website.
- Improving the website performance, making the website faster and easier to use.
- Providing new features to users through the website.

**4. TYPES OF COOKIES WE USE**

The types of cookies used on our website are listed below.

We use session cookies and persistent cookies on our website in respect of storage duration. Session cookies expire when you close your browser. Persistent cookies may remain on your hard disk for a long time and their storage duration can vary from a few days to several years.

We use first-party and third-party cookies on our website. First-party cookies are placed directly by our website. Third-party cookies are placed by other third-party websites.

We use the following cookies in respect of the purpose of use.

#### 4.1. Strictly Necessary Cookies

Strictly necessary cookies are essential for the website to operate securely and for users to move around the website and benefit from the services and features they have requested. The cookie is considered strictly necessary only if (i) the cookie is used for the purpose of providing the communication via the electronic communication network; or (ii) the use of the cookie is essential for the services that the user explicitly requested to receive. If users block these cookies through their browsers, some parts of the website may not work properly.

Cookie Name	Purpose	First-Party / Third-Party	Expiry
Session Cookie	Session cookies are used to ensure the continuity of the session.	First-Party Cookie	Session
OptanonConsent	Stores cookie consent preferences and category settings	First Party	179 Days
OptanonAlertBoxClosed	Prevents cookie notice from appearing again after it is closed	First Party	179 Days
Multimedia Player Cookie	These cookies are used when user accesses a video or text content.	First-Party Cookie	Session

Your personal data collected through strictly necessary cookies are processed on the legal bases of the establishment and performance of a contract specified in Article 5/2 (c) of the KVKK and the legitimate interest of the data controller specified in Article 5/2 (f) of the KVKK.

#### 4.2. Functionality/Preference Cookies

Functionality and preference cookies are used to collect information about users' preferences, customize the website in accordance with those choices, ensure functionality and remember the personalization and choices made by users. These cookies may be set by us or by third party providers.

Cookie Name	Purpose	First-Party / Third-Party	Expiry
Functional Cookie	Used to display the Functional Cookie category	First Party	364 Days
TESTCOOKIESENABLED	Checks whether YouTube videos can be played	Third Party	A few seconds
i18n_redirected	Language preferences	First Party	12 months

Your personal data collected through functionality and preference cookies are processed on the legal basis of obtaining your explicit consent specified in Article 5/1 of the KVKK.

#### 4.3. Performance/Analytical Cookies

Performance-analytical cookies are used to measure statistics and collect data on how visitors use the website in order to analyze the behavior of users. They may be used for the purposes of enhancing and improving the website, measuring the effectiveness of advertisements on users, estimating the number of visitors, determining the most used keywords from search engines that bring users to the website, monitoring the browsing of users on the website, or identifying which pages are visited the most on the website. We may understand the main tendency on our website by collecting statistics about the users.

Cookie Name	Purpose	First-Party / Third-Party	Expiry
mey_diageo_session	Session tracking and behavior analysis	First Party	14 Days
_ga	Distinguishes users via a random ID; used for analytics reports	First Party	729 Days

_gid	Tracks user behavior on a session basis	First Party	A few seconds
_ga_XXXXXXXXXX	Improves user analysis	First Party	729 Days
_gat_UA-176268879-1	Limits Google Analytics request rate	First Party	A few seconds
VISITOR_INFO1_LIVE	Unique identifier for video view tracking	Third Party	179 Days

Your personal data collected through analytical cookies are processed on the legal basis of obtaining your explicit consent specified in Article 5/1 of the KVKK.

#### **4.4. Advertising/Targeting Cookies**

Advertising/marketing cookies are used to track online behaviors of users, identify their personal interests and show them advertisements in accordance with these interests. These cookies identify browsers and devices, monitor the activities of the users on the internet, analyze and profile these activities, match the profiled person with the appropriate advertisements, and display these

advertisements to the user. If users do not consent to these cookies, targeted advertisements will not be shown to users.

Cookie Name	Purpose	First-Party / Third-Party	Expiry
YSC	Tracks user behavior during session for ad targeting	Third Party	Session

Your personal data collected through advertising/marketing cookies are processed on the legal basis of obtaining your explicit consent specified in Article 5/1 of the KVKK.

## 5. TRANSFER TO THIRD PARTIES

Your personal data collected through cookies may be shared with suppliers, business partners, information technology service providers, authorized public institutions and organizations, and legally authorized persons.

## 6. HOW TO CONTROL/DISABLE COOKIES?

You can customize your cookie preferences by changing your browser settings. Depending on your browser's capabilities, you can block the use of cookies, receive alerts before the cookie is used, or simply disable or delete some cookies. Cookies-related preferences must be deleted separately for each device through which you access to our website (browser settings).

The official website of your browser informs you how to block and restrict cookies:

- **Google Chrome:** <https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=tr>
- **Mozilla:** <https://support.mozilla.org/tr/kb/%C3%87erezleri%20engellemek>
- **Internet Explorer:** <https://support.microsoft.com/tr-tr/help/17442/windows-internet-explorer-delete-manage-cookies>
- **Safari:** <https://support.apple.com/kb/PH5042?locale=en-GB>
- **Opera:** <http://www.opera.com/help/tutorials/>

We kindly remind you that if you disable cookies, various functions of our website may not work.

## **7. YOUR RIGHTS**

Under Article 11 of the KVKK, you are entitled to:

- Learn whether your personal data is processed or not;
- Request information as to if your personal data have been processed;
- Learn the purpose of the processing of your personal data and whether these personal data are used in compliance with the purpose;
- Know the third parties to whom your personal data are transferred in-country or abroad;
- Request the rectification of the incomplete or inaccurate data, if any;
- Request the erasure or destruction of your personal data under the conditions referred to in Article 7 of the KVKK;
- Request reporting of operations as the rectification of the incomplete or inaccurate data or the erasure or destruction; to the third parties to whom your personal data have been transferred;
- Object to the occurrence of a result against you; by analyzing the data processed solely through automated systems;
- Claim compensation for the damage arising from the unlawful processing of your personal data.

You may exercise any of the above rights, by filling the Data Subject Request Form on our website or contacting us via “Büyükdere Cad. Bahar Sok. No:13 River Plz.Kat:25 Şişli İstanbul” or “Esentepe Mahallesi, Bahar Sk. Özdilek River Plaza Vyndham Grand Apt. No: 13/25 Şişli/İstanbul” address or [kvkk@diageo.com](mailto:kvkk@diageo.com), by also providing your identification documents. Your application will be answered free of charge. However, if the requested transaction requires an additional cost, the fees in the tariff determined by the Personal Data Protection Authority will be requested.