

COOKIE POLICY AS PER THE PERSONAL DATA PROTECTION LAW

1. INTRODUCTION

As Mey Alkollü İçkiler Sanayi ve Ticaret Anonim Şirketi and Mey İçki Sanayi ve Ticaret Anonim Şirketi TLB (“**Mey**”, “**we**” or “**us**”), we place some cookies on your device to ensure the proper functioning of our website (<https://mey.com.tr>) 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
User Input Cookie	These cookies track the user while filling out an online form or choosing items for a shopping basket. These cookies record the products user selects by clicking the button or record the information user enters in the website forms.	First-Party Cookie	
Cookie Preference Cookie	These cookies are used to remember cookie preferences of users.	First-Party Cookie	
Control Cookie	These cookies are used to check whether the user's internet browser supports cookies.	First-Party Cookie	
Content Management Cookie	These cookies are required by the website for the functioning of the content management system.	First-Party Cookie	
Authentication Cookie	These cookies are used to identify the user when they log in.	First-Party Cookie	
Security Cookie	These cookies are used to increase security.	First-Party Cookie	
Multimedia Player Cookie	These cookies are used when user accesses a video or text content.	First-Party Cookie	

Load Balancing Cookie	These cookies are used to detect communication endpoints (the servers in the pool).	First-Party Cookie	
First Party Performance and Analytics Cookie	These cookies are used to count visitors, measure traffic, measure and improve the performance of our website. The personal data collected through these cookies but are not necessary in relation to the purposes for which they are processed will be anonymised.	First-Party Cookie	

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
Template Preference Cookie	These cookies allow the website to look and feel as preferred.	First-Party Cookie	
Social Sharing Cookie	These cookies recognize you on social networking websites such as Facebook and Twitter. These cookies allow interaction between social networking websites and your activities on our website with your request and allows you to switch between websites more smoothly.	Third-Party Cookie	
Location Cookie	These cookies collect the location information of visitors.	First-Party Cookie	
Source Website Cookie	These cookies are used to remember the source website for a better understanding of the users' preferences.	Third-Party Cookie	

Last Visit and Activity Cookie	These cookies are used to update users about the changes since their last visit and understand users' preferences better.	Third-Party Cookie	
Web Page History Cookie	These cookies are used to keep track of the visited websites by users respectively. If the users encounter an error when they visit the website, the cookie information is recorded in the log file for reporting and resolving the error.	Third-Party Cookie	

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
Google Analytics	Google Analytics cookies enable the collection of statistical data, thereby improving the presentation and use of the website. Google adds the social statistics and other data it has about users in order to understand users better.	Third-Party Cookie	13 Month
Google Tag Manager	Google Tag Manager cookies allow tracking visitor activity and detecting whether user acts in accordance with the selected user behaviours. They can be used for purposes such as conversion tracking, website analysis, and remarketing.	Third-Party Cookie	13 Month

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
Google Cookies	Google uses this cookie to understand which content you interact with on our website and provides you with targeted advertising on Google partner websites based on the content you interact with.	Third-Party Cookie	

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, 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.