

COOKIE POLICY OF DIANA OTEL YATIRIMLARI VE İŞLETMECİLİĞİ A.Ş.

As **DIANA OTEL YATIRIMLARI VE İŞLETMECİLİĞİ A.Ş.** ((Hereinafter shall be referred to as "**MARVY SHOP**" veya "**the Company**") we would like to specify that we show a maximum sensitivity to process personal data of our website visitors in accordance with the Law on the Protection of Personal Data No. 6698 and other relevant regulation ("**LPPD Regulation**") and use cookies through our website.

The purpose of this Cookie Policy is to inform you about cookies as well as types and intended use of cookies that are obtained through visits of website users/members/visitors ("**Data Owner**") to the website www.marvyshop.com.tr ("**Website**") that is operated by us.

What is a Cookie?

Cookies are small text files often consisting of letters or numbers that are stored in your computer or mobile device ("device") when you visit a website, so that the device in question can be identified.

Which Personal Data Are Processed via Cookies?

Your usage and visit habits, session details, previous transactions and navigation details on the Website are processed via the cookies.

How Are Cookies Collected and For What Purposes Are Cookies Used?

- As the company, we process your personal data consisting of cookies that we obtain from daily files, empty gif files and/or third-party resources as limited to the following purposes in accordance with the Regulation of the Data Protection Law :
- Your information of surfing on the Website is processed, shared with third parties as limited to this purpose and kept securely in order to offer better services to you, our visitors.
- Your previous transactions are kept to create a summary of your preferences.
- In line with your marketing consent, your navigation information and/or use history on the Website can be monitored in order to create personal promotions, and marketing offers, improve contents of the Website for you and/or determine your preferences.
- Functional and analytic cookies are used to analyze how the Website is used and improve your usage experience of the Website.
- Advertising cookies are used for the purposes of advertisement/promotion to offer contents and advertisements that are more convenient for you and your interests. When you use the Website, more appropriate contents and personalized campaigns and products are presented and also such contents and opportunities that you have already specified that you do not want to view are not shown again. Advertisement technology uses information on your previous visits to the website and also other websites on which the website puts advertisements in order to offer you tailored advertisements. While offering these advertisements, a unique third-party cookie is placed on your browser in order for the website to identify you.

The company can match information obtained through various methods as online and offline or obtained from you on the Website in different times and use such information with information from other resources such as third parties.

What Types of Cookies Are Used?

Our website uses both first-party cookies (placed by the website you visit) and third-party cookies (placed by the servers out of the website you visit). You can find different types of cookies that we use on our Website below:

Mandatory (Basic) Cookies: These are the cookies required to be used for the Website to function properly and for you to benefit from features and service provided. For example, authentication cookies that are activated when you log in allow you to keep your session open while you navigate from one page to another. If these cookies are disabled, you may not use services and features.

Permanent Cookies: These are the cookies that are used to enhance functionality of the website and offer quicker and better services to our visitors and that remain valid until deleted by you through browsers or the last date of use. Such cookies are used to remember your preferences and personalize your website use. This use includes cookies that save your password and ensure your website session remains open, thus eliminate the requirement to insert password for more than once in your each visit and cookies that remember and recognize you during your next visit to the website.

Session Cookies: These are the temporary cookies that are used during your visit to website and deleted after you close the browser. These types of cookies do not contain any personal data and help to reduce the need to transfer personal data on the web. You can delete these cookies or prevent their use; however, deactivation of these cookies may cause to decrease in performance of the website and restriction in your user experience.

Functional and Analytic Cookies: These are the cookies used to determine how you use the Website including monitoring how you use the Website such as where you connect to the website from, which contents you view on the Website and how long your visit takes.

Advertisement Cookies: These are the cookies that help us provide contents that are convenient to your interests and needs on the Website.

Google Analytics

- **Functionality:** Monitoring / Analysis
- **Intended Use:** Measuring and analyzing actions of visitors to the website from various aspects in order to enhance performance and user experience.
- **Operating Method:** Provides anonymous aggregate data about which screens you browse and what you do on the marvyshop.com.tr website.
- **Type of Cookies:** Third Party, Permanent and Session Cookies

Google Adwords

- **Functionality:** Cross-Site Monitoring
- **Intended Use:** Showing advertisements as tailor-made and personalized considering your navigation behaviors.
- **Operating Method:** Provides anonymous information about visitors such as websites visited before and after MARVY SHOP.
- **Type of Cookies:** Third Party, Permanent and Session Cookies

How to Manage the Use of Cookies?

It is not required to use cookie to use our website; you have the right to personalize your preferences on cookies by changing settings of your browser.

If you set your browser to block all cookies, you can continue to use our Website; however, you may not access all functions of the Website or your access may be limited, quality of your user experience may decrease.

Adobe Analytics

<http://www.adobe.com/uk/privacy/opt-out.html>

Google Adwords

<https://support.google.com/ads/answer/2662922?hl=en>

Google Analytics

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

Google Chrome

<http://www.google.com/support/chrome/bin/answer.py?hl=en&answer=95647>

Edge

<https://support.microsoft.com/en-us/windows/microsoft-edge-browsing-data-and-privacybb8174ba-9d73-dcf2-9b4a-c582b4e640dd>

Internet Explorer

<https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-managecookies>

Mozilla Firefox

<http://support.mozilla.com/en-US/kb/Cookies>

Safari

<https://support.apple.com/kb/ph19214?locale=tr-TR>