



INFORMATION TEXT ON COOKIES

Maestro Otel Turizm ve Yatçılık Limited Şirketi ("The Maestro Hotel"), as the data controller, uses various cookies on the website www.themaestrohotel.com ("Website") to ensure its seamless operation and functionality across different operating systems. Your personal data is processed in accordance with the principles set forth in the "Convention for the Protection of Individuals with regard to Automatic Processing of Personal Data" No. 108, opened for signature in Strasbourg by the Council of Europe on January 28, 1981, as well as the Law on the Protection of Personal Data No. 6698 ("KVKK") and related legislation.

This text has been prepared by our company in its capacity as a data controller in accordance with Article 10 of the Law on the Protection of Personal Data No. 6698 and the Communiqué on the Procedures and Principles to be Followed in Fulfilling the Obligation to Inform.

The purpose of this Cookie Clarification Text is to inform you, as the data controller, about the types of cookies we use on our website, the purposes for which we use them, to whom and for what purposes personal data may be transferred, the method and legal basis for collecting personal data, and your rights listed under Article 11 of KVKK regarding the processing of personal data obtained automatically through the placement of cookies on your device.

Types of Cookies:

Cookies by Duration of Use: Session cookies are used to ensure session continuity and are deleted when the user closes their browser. Persistent cookies, on the other hand, are not deleted when the internet browser is closed and are automatically deleted at a specific date or after a certain period. In this context, session and persistent cookies are used on our website based on their duration of use.

First-Party and Third-Party Cookies: First-party cookies are placed directly by the website visited by the user, i.e., the address shown in the browser's address bar. Third-party cookies, on the other hand, are placed by a different domain than the one the user visits. In this context, both first-party and third-party cookies are used on our website.

Cookies by Purpose of Use: Cookies can be used for strictly necessary functional purposes or for advertising/marketing, targeting purposes. In this context, various cookies, as detailed in the cookie settings, are used on our website to ensure the provision of the requests you have explicitly made. Strictly necessary first-party session and persistent cookies, as well as marketing and targeting cookies and third-party cookies, are used on our website to provide service activities. Information regarding cookies is provided below. In this context:

1. A first-party persistent cookie (stored for one year) as detailed in the cookie settings is used to verify whether subsequent requests to the website are reliable.
2. First-party session cookies, as detailed in the cookie settings, are used to determine the language in which visitors view the website. Third-party cookies, placed and controlled by entities other than the website operator of the visited website, are also used as detailed in the cookie settings.



3. A first-party persistent cookie (stored for one year) is used to confirm that the cookie clarification text has been read, and your personal data is processed by associating it with your IP information.
4. Marketing and targeting cookies, as detailed in the cookie settings (stored for one year), are used to track click and visit history on the website and third-party domains, to match these records across different domains, to recognize users, to provide information, promotion, and marketing activities, and to personalize content. You can control marketing and targeting cookies in the cookie settings.

Recipients and Purpose of Personal Data Transfer:

Within the scope of this text, your personal data may be shared with web design, software, and hardware companies providing IT support services, service providers, and authorized public institutions and organizations, strictly limited to the purposes stated above and in compliance with the relevant legislation. Your personal data will not be used for any purpose other than its intended use without informing you or, where necessary, obtaining your explicit consent.

Method and Legal Basis for Collecting Personal Data:

Through the placement of cookies used on our website on your electronic device, your personal data is obtained automatically and processed. The processing of personal data through these cookies is based on the legal grounds specified in Article 5, Paragraph 2(f) of the Law on the Protection of Personal Data No. 6698, which states that “processing of data is necessary for the legitimate interests of the data controller, provided that it does not harm the fundamental rights and freedoms of the data subject.”

Rights of the Personal Data Owner (Right to Apply):

In accordance with Article 11 of the Law on the Protection of Personal Data No. 6698, which regulates the rights of the data subject, you may submit your requests under this article by personally applying to Maestro Otel Turizm ve Yatçılık Limited Şirketi (“The Maestro Hotel”), Pürtelaş Hasan Efendi Mahallesi Meclis-i Mebusan Caddesi No:45 Beyoğlu İstanbul, by filling out the APPLICATION FORM published on our website and submitting it in writing, by sending an email to our corporate email address info@themaestrohotel.com using the email address you have previously shared with our company and that is registered in our system, by sending a registered electronic mail (KEP) to maestrohotel@hs01.kep.tr, or by submitting your request via notary public.

Requests submitted to our company will be responded to in writing or electronically as soon as possible and within no later than thirty days, subject to the processing fee specified in Article 7 of the Communiqué on the Procedures and Principles of Application to the Data Controller, depending on the nature of the request.



General Information About Cookies:

What is a Cookie?

Cookies are small text files created by a website on your device, containing data in a name-value format, allowing the site to remember you. These files, known as cookies, enable the storage of information on your device by the website you visit and allow this information to be used during your subsequent visits. Cookies created by a website are stored by the internet browser you use to access the site. The information contained in these cookies can only be remotely accessed by websites served under the domain name that created the cookie and only if you use the same browser.

Today, cookies have become an essential part of internet technologies. Their primary functions include remembering online visitors' preferences and recognizing their devices, and their use is common on nearly all websites.

Purposes of Using Cookies:

Ensuring the proper functioning of the website by performing essential functions. Allowing logged-in visitors to navigate different pages without re-entering passwords or information. Ensuring that necessary forms are properly filled out to execute business processes. Analyzing the website and improving its performance (e.g., enabling integration with different servers running the website, determining statistical data about the number of users visiting the site), remembering the visitor's username or search queries for their next online session, ensuring legitimate interest, making performance adjustments accordingly, and facilitating the online functionality and usability of the website for visitors and users. Cookies are also used to enable connections to our company's or third-party social media tools.

Who Sends Cookies and How?

Cookies are sent via communication established between internet servers and browsers such as Google Chrome, Safari, Opera, Mozilla Firefox, and Internet Explorer during your browsing activities in the online environment. For more detailed information about cookies, you can visit www.allaboutcookies.org or www.aboutcookies.org.

Mandatory Cookies:

These cookies are essential for the proper functioning of the website and for you to benefit from its features and services. Personal data is not processed through these cookies. Personal information is deleted once the browser is closed. Authentication cookies, which activate when logging in, ensure the continuity of your online access as you navigate from one page to another.

Performance Cookies:

These cookies help us identify visits and traffic sources to measure and improve the performance of the website. They enable us to see visitor numbers on different pages of the site and understand which pages visitors spend time on. Since all the data collected by these cookies is analyzed collectively, they do not contain personal information and remain anonymous. The purpose of these cookies is to enhance the efficiency of the website.

Functionality Cookies:



These cookies are used to provide enhanced functionality and personalization options on the website, such as remembering the visitor's language or region selection. If you do not allow the use of these cookies, your personalized settings on our website cannot be saved.

Marketing/Targeting Cookies:

These cookies are primary and third-party cookies created during your visit to the website and third-party domains. They allow tracking of your click and visit history on the domains where they are created and enable matching these records across different domains. These types of cookies are used for recognizing users, profiling, targeting advertising and marketing activities, and customizing content.

Session Cookies:

The main function of these cookies is to ensure the website operates properly. They are temporary cookies and are deleted from your device once you close the browser.

Persistent Cookies:

These cookies remain on your device even after you close your browser and continue to exist until deleted by the user or they expire.

First-Party Cookies:

Cookies placed on your device by the operator of the website you visit.

Third-Party Cookies:

Cookies placed and controlled by parties other than the website operator you visit.

How to Control Cookie Usage?

Depending on the type of your internet browser, you can exercise your right to allow or reject cookies as explained below.

Google Chrome: You can allow or block cookies by clicking on the "lock icon" or the "i" icon in the address bar of your browser and accessing the "Cookie" section.

Internet Explorer: Click on the "Tools" section located at the top right corner of your browser, then go to the "Security" tab and control cookie usage by selecting "Allow" or "Do not allow."

Mozilla Firefox: Click on the "Open Menu" section at the top right corner of your browser. From the "Options" section, use the "Privacy & Security" button to manage cookies.

For other browsers such as Opera and Microsoft Edge, you can check the help or support pages of the respective browser to control cookie usage.

Safari: On your mobile phone, go to the "Settings" section, select the "Safari" tab, and manage all your cookie preferences from the "Privacy & Security" section.

Additionally, you can personalize and modify your cookie preferences by changing your browser settings using the links below.

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
Internet Explorer	https://support.microsoft.com/en-us/help/17442/windows-internet-explorerdelete-manage-cookies
MozillaFirefox	http://support.mozilla.com/en-US/kb/Cookies
Opera	http://www.opera.com/browser/tutorials/security/privacy/
Safari	https://support.apple.com/kb/ph19214?locale=tr_TR

If you choose to delete cookies, your preferences on the website will also be deleted. Additionally, if you choose to block cookies entirely, many websites, including our company’s website and those you may be redirected to, may not function properly.

When using our website, you may encounter cookies from third-party websites or social media applications to which you are redirected. Our company, as the data controller, has no control over the use of these cookies. For your data security, we recommend reviewing the privacy and cookie policies of third-party websites and social media platforms.

Web Beacons and Pixels:

A web beacon is typically a transparent graphic image, often no larger than 1 pixel by 1 pixel, embedded in a website or an email to collect information about the browsing habits of website visitors or email recipients. Web beacons are used by third-party technologies to track user activity. They allow tracking of when a user visits a website and from which country or city. Our website does not use web beacons or pixels.

Tracking and Analysis:

These tools allow the collection of information about the duration users spend on the website, their geographical location, and their usage patterns. This data is collected through pixel tags or cookies. The collected information is anonymous and is not linked to any personal data. Our company does not share personal data related to these activities with third parties.

Social Media Links:

To provide access to news, commercial activities, and events related to our company, our website contains links to social media networks. When a user clicks on one of the buttons featuring a social media symbol, a browser window opens and redirects the user to the relevant service provider’s website.

For more information on the purpose and scope of data processing, how the provider websites use your personal data, and your rights and settings to protect your data, you can visit the privacy policies of the respective social media service providers via the links below. Our website contains some social media



links; however, our company does not control these platforms. You can review the privacy policies of these platforms via the links provided below.

Facebook:

<http://www.facebook.com/policy.php>

Instagram:

<https://help.instagram.com/155833707900388>

YouTube:

<https://www.google.de/intl/de/policies/privacy/>

Linkedin:

<https://www.linkedin.com/legal/impressum>