

In accordance with the Personal Data Protection Law No. 6698 (“**Law**”), Koç University Hospital as an institution of Koç University (“**Koç University Hospital**” or “**Institution**”), acting in the capacity of data controller, utilizes cookies, pixels, GIFs, and similar technologies (“**cookies**”) to improve your experience during the use or visit of our websites (“**Site**”) or all other online or offline mediums made available to you in the digital environment (all aforementioned mediums will be collectively referred to as the “**Platform**”). The use of these technologies is carried out in compliance with the Law and other applicable legislation.

The purpose of this Cookie Privacy Notice is to inform you about the processing of personal data obtained through the collection of personal data, such as cookies and pixels, used during the utilization of the Platforms. In this text, we would like to explain which types of cookies we use on our site and application, for what purposes we use them, and how you can control these cookies.

We may discontinue the use of cookies that we use on our site and application, change their types or functions, or add new cookies to our site and application. Therefore, we reserve the right to change the provisions of this Cookie Privacy Notice at any time. Any changes made to the current Cookie Privacy Notice will become effective upon publication on the site, application, or any public medium.

1- What is a Cookie?

A cookie is a small piece of data sent by a website to your browser and stored on your computer. This data is stored by your browser for a certain period and can be used when you interact with the website again. Cookies are used to improve the user experience and optimize website services.

2- For What Purposes Are Cookies Used?

As an institution, we use cookies on our site and application for various purposes and process your personal data through these cookies. These purposes mainly include:

- **Performing essential functions necessary for the operation of the Site and application.** For example, ensuring that members who log in do not need to re-enter their passwords when visiting different pages on the Site.
- **Analyzing the Site and application to improve their performance.** For example, integrating different servers on which the Site operates, determining the number of visitors to the Site, making performance adjustments accordingly, or making it easier for visitors to find what they are looking for.
- **Enhancing the functionality of the Site and application and providing ease of use.** For example, sharing on third-party social media platforms through the Site, remembering the username information or search queries of the visitor for their next visit to the Site.
- **Conducting personalization, targeting, and advertising activities.** For example, displaying ads related to visitors' interests based on the pages and products they view.

3- Method and Legal Reason for Personal Data Collection

Your personal data is collected electronically through cookies during your visit to our website or use of our services based on the legal reason of “*data processing being mandatory for the legitimate interests of the data controller, provided that it does not harm the fundamental rights and freedoms of the data subject*” as stated in Article 5/2-f of the Law, in accordance with our Institution's legitimate interest. Analytical cookies for analyzing user behavior and marketing cookies for targeting and profiling can only be used with your explicit consent. Your collected personal data can also be processed for the purposes specified in the “Explanations” section of the tables below, in accordance with Article 5 of the Law.

4- Who Your Personal Data May Be Shared With and For What Purpose

Your personal data within the scope of this Cookie Privacy Notice may be shared, limited to the purposes mentioned above and in accordance with the relevant legislation, with our suppliers, legally authorized public institutions, and legally authorized private individuals. This sharing will be in compliance with the data processing conditions specified in Article 5 of the Law and the rules for transferring personal data outlined in Articles 8 and 9 of the Law.

5- Cookies Used on Our Site

Below, you can find the different types of cookies used on our site and application. We use both first-party cookies (placed by the site you are visiting) and third-party cookies (placed by servers other than the site you are visiting).

a. Essential Cookies

The use of certain cookies is necessary for the proper functioning of our site and application. For example, authentication cookies that are activated when you log in to our site ensure that your session continues as you navigate from one page to another.

Cookie	Provider	Remarks	Duration
TS01b41fa2	Institution	It is a cookie that is kept during your session and is necessary for the functioning of our website.	For the duration of the session
__cf_bm	Insider	This cookie is used to distinguish between humans and bots. This is useful for the website to generate valid reports about the use of the site.	For the duration of the session
ASP.NET_SessionId	Institution	Net_SessionId is a cookie used to identify the user session on the server. The session is an area on the server that can be used to store data between HTTP requests.	For the duration of the session
CMSCsrCookie	Institution	Store is a security token used by the system to validate all form data sent via POST requests. It helps protect against cross-site request forgery.	For the duration of the session
CMSPreferredCulture	Institution	This cookie stores the preferred region or language information by the Content Management System (CMS).	For the duration of the session

b. Analytical Cookies

These cookies allow us to analyze your use of our site and application, helping us to improve the services we provide. For example, through these cookies, we can determine which pages our visitors view the most, the duration of their visits, whether our site is functioning properly, and identify potential issues.

Cookie	Provider	Remarks	Duration
_ga_WZNG6FKJVN	Institution	Used by Google Analytics to collect data on the number of times a user has visited the website, as well as the dates of their first and last visits.	1 Years
_clk	Institution	Collects data on the user's navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner.	365 days
_ga	Institution	Records a unique identifier used to generate statistical data on how the visitor uses the website.	1 Years

c. Marketing Cookies

These cookies may be placed on our site by our advertising partners. They can be used and shared by these companies to create a profile of your interests and show you relevant ads on other sites. This process is based on uniquely identifying your browser and internet device. If you do not consent to these cookies, you may see fewer targeted ads.

Cookie	Provider	Remarks	Duration
sp_landing	Spotify	This cookie is set by Spotify. It is used to apply audio content from Spotify to the website. It also helps gather information about user interaction with this audio content.	23 Hour
sp_t	Spotify	This cookie is set by Spotify. It is used to apply audio content from Spotify to the website. It also helps gather information about user interaction with this audio content.	365 days
NID	Google	This cookie is used to facilitate ad delivery or retargeting and to store user preferences.	183 days
VISITOR_PRIVACY_METADATA	Youtube	This cookie is used to track and enhance user privacy settings on the YouTube platform.	180 days
VISITOR_INFO1_LIVE	Youtube	A cookie used by YouTube to provide bandwidth estimates.	180 days
YSC	Youtube	Used by YouTube to remember user input and associate a user's actions. This cookie is valid as long as the user's browser remains open.	For the duration of the session
ANONCHK	Clarity	It records data related to multiple visits and visitors across multiple websites. This information is used to measure the effectiveness of ads on the websites.	For the duration of the session
SM	Clarity	It records a unique identifier that identifies the user's device during repeat visits across websites using the same ad network. The identifier is used to enable targeted ads.	For the duration of the session
SRM_B	Bing	Monitors the user's interaction with the search bar function on the website. This data can be used to offer relevant products or services to the user.	1 Years
MRI	Bing	This cookie is used to track visitors across websites. The goal is to show relevant and engaging ads to individual users, making the ads more valuable for publishers and third-party advertisers.	7 days
MUID	Bing	Widely used by Microsoft as a unique user identifier. The cookie enables user tracking by synchronizing the identity across many Microsoft domains.	1 Years
_fbp	Institution	Used by Facebook to offer a range of advertising products, such as real-time bidding from third-party advertisers.	90 days
CLID	Clarity	Collects data on the user's navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner.	365 days

6- How Can I Control the Use of Cookies?

The preferences of our visitors and users regarding the use of cookies and similar technologies are essential to us. However, the use of cookies that are necessary for the operation of the Platform is required. Additionally, please note that disabling some cookies may result in certain functions of the Platform not working properly or completely.

When you visit our site for the first time and click the “I Accept All Cookies” button on the notification text about cookie usage, you consent to all cookies on our website. If you click the “Reject” button, you will reject all cookies that require user consent, except for necessary cookies. By clicking the “Set Cookies” button, you can choose the types of cookies according to your preferences. You can withdraw your consent at any time and change your cookie settings by clicking the “Manage Your Cookie Settings” link located in the footer.

7- Data Subjects Rights as Envisaged Under Article 11 of the Law

We would like to inform you that you are entitled to following rights set forth under Article 11 of the Law.

- Learning whether your personal data have been processed,
- Requesting information if your personal data have been processed,
- Learning the purpose of the processing of your personal data and whether they have been used accordingly,
- Learning which third parties domestic or abroad your personal data has been transferred to,
- Requesting rectification in case your personal data has been processed incompletely or inaccurately and notification of the operations made within this scope to third parties to whom your personal data has been transferred,
- Demanding the erasure or destruction of your personal data and the notification to third parties whom your personal data has been transferred to in case the reasons requiring its processing have disappeared, although it has been processed in accordance with the Law and other relevant provisions of law.
- Objecting to negative consequences to you that are concluded, as a result of analysis of the processed personal data through solely automatic systems,
- Demanding compensation for the damages that you have suffered as a result of unlawful processing of your personal data.

You may submit your applications regarding your rights mentioned above to our Institution in accordance with the legislation. You may submit your application via the application form available at the web address <https://www.kuh.ku.edu.tr/protection-of-personal-data>. Depending on the nature of your request, your application shall be concluded as soon as possible, within 30 days at the latest and free of charge. However, if the process requires additional costs, a fee may be demanded according to the tariff determined by the Personal Data Protection Board.