	WEBSITE COOKIE CLARIFICATION TEXT	Document No.	KVK01/F35
		Release Date	16.05.2025
		Revision Date	-
		Revision No.	00
		Level of Confidentiality	Internal Use
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1. **INTRODUCTION**

A Cookie Clarification is an informative statement that explains which personal data is stored on various devices—such as smartphones, tablets, and computers—when accessing a website, for what purpose(s) this data is used, and how the cookie mechanisms function.

 As **ERNA MAŞ MAKİNA TİCARET VE SANAYİ ANONİM ŞİRKETİ** (**"ERNA MAŞ MAKİNA"** or **"we"**), located in "Hadımköy Mahallesi, Prof. Mehmet Bozkurt Caddesi, No:1, 34555, Arnavutköy, İstanbul", we place certain cookies on our website (ernamas.com) to ensure its proper functioning and to deliver the most relevant services to our visitors and suppliers (**"user(s)"** or **"you"**).

This Cookie Clarification Text has been prepared to inform you about the use of cookies and how you can manage or control them.

2. **WHAT IS A COOKIE?**

Cookies are small data files stored on your computer's hard drive by the web browser you use.

Each time you click on a website, a trace of your visit is recorded on your device. This enables quicker and more efficient navigation during your next visit to the same website.

With advancing technology, cookies may store information about visitors' preferences—particularly useful for users who frequently shop online. Visitor behavior is tracked on websites to deliver personalized advertisements tailored to individual interests. These small files that store such information are referred to as cookies. Today, most websites utilize cookies.

3. **THIRD-PARTY COOKIES**

Cookies generated by the domain name of the website you are directly visiting are referred to as first-party cookies. However, if the content on the website is provided through domains other than the one shown in the access address (for example, when viewing a video hosted on an external platform via a social media site), each of these external domains may generate their own third-party cookies.

4. **WHY DO WE USE COOKIES?**

We may use cookies for the following purposes:

- To enable users to navigate the website and benefit from the services and features it offers,
- To store information about users (on their devices or in browser caches) and their interactions with the website,
- To enhance site functionality by recognizing user preferences and personalizing the website accordingly,
- To analyze user behavior and usage patterns in order to identify general trends on the site,
- To display targeted advertisements and carry out other marketing activities based on users' interests and/or profiles.

Cookies are primarily used to offer a personalized experience to visitors during their interaction with websites, to enhance the quality of services provided, and to improve overall user experience. They help ensure ease of navigation and faster access while browsing a website. In short, the main purpose of using cookies is to

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facilitate convenience for website visitors. For example, when you select the "Remember Me" option while logging into a website, a cookie storing your username is saved in your browser. As a result, when you revisit the same website, you are not required to re-enter your username and password.

It is important to note that the web server associates cookies with your web browser, not with you personally. Therefore, if you regularly use Chrome but access the same website through Firefox or Internet Explorer, the website will not recognize you as the same visitor because it identifies the browser, not the individual.

Cookies are frequently used on e-commerce websites to track and determine users' advertising preferences. For instance, if you search for "shoes" in a search engine and visit multiple shoe-selling websites, you may soon start seeing advertisements primarily related to shoes. Cookies anonymously record your browsing behavior and help deliver ads that align with your interests and past search activities.

However, determining advertising preferences is not the sole purpose of cookies. In some cases, cookies may process sensitive personal data such as political, religious, or sexual preferences. For example, if you visit or search about a political party or religious affiliation, this activity could be recorded through cookies placed on your browser.

Cookies used:

Cookie	Domain	Description	Duration	Type
XSRF-TOKEN	ernamas.com	This cookie enhances visitor browsing security by preventing cross-site request forgery.	2 hours	Necessary
ernamas_session	ernamas.com	-	2 hours	Other
rc::a	google.com	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.	never	Necessary
rc::c	google.com	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.	session	Necessary

5. GENERAL CHARACTERISTICS OF COOKIES

Cookies on our website function as either session cookies or persistent cookies. Session cookies are temporary and become inactive once you close your browser. Persistent cookies, on the other hand, remain stored on your hard drive for an extended period.

6. TYPES OF COOKIES USED

6.1 Types of Cookies by Duration of Storage
6.1.1 Persistent Cookies

Persistent cookies remain on a user's device until a specified expiration date (not exceeding 12 months in accordance with the GDPR e-Privacy Directive) or until manually deleted by the user. These cookies are primarily used to track and analyze visitors' behavior and preferences on the website over time. *For example*; **username, password, products added to cart, etc.**

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6.1.2 Session Cookies

Session cookies are valid only for the duration of a single "browser session." A browser session begins when the user opens their web browser and ends when the browser window is closed. Once the session ends and the browser is closed, all temporary cookies are automatically deleted. *For example*; **searching for a product on the site using the search button, using the filtering feature.**

6.2 Types of Cookies by Purpose of Use
6.2.1 Mandatory / Technical Cookies

Mandatory or technical cookies are essential for navigating the website and using its core features. Without these cookies, fundamental services offered on the website cannot be utilized effectively.

These cookies are necessary for system management and the prevention of fraudulent activities; if disabled or blocked, the website may not function properly. For example, if the website includes features such as filtering or a search engine, you may not be able to use these functions if mandatory/technical cookies are disabled.

6.2.2 Performance and Analytics Cookies

Performance and analytics cookies collect information about how visitors use the website—such as which pages are accessed most frequently and whether any error messages are encountered. These cookies are used to enhance the website's user-friendliness and to tailor it to individual visitor needs.

They track usage patterns, visit frequency, and user behavior to understand how visitors navigate the site and what their preferences are during their visit. The primary purpose of these cookies is to improve website performance, enhance usability, and identify general user trends. For example, they can show which pages you visit most often, where you spend the most time, and which products you view.

6.2.3 Targeting / Advertising Cookies

Targeting or advertising cookies are used to deliver personalized advertisements to visitors based on information collected about their browsing habits. These cookies remember whether a user has visited the website before and may share this information with other organizations or advertising partners. By doing so, they help ensure that advertisements shown to the visitor are relevant and aligned with their interests. Although these cookies can track visits across multiple websites, they typically cannot personally identify the visitor, as the data collected is not directly linked to an individual. If these cookies are not enabled, visitors are likely to encounter less relevant or less personalized content. For example, a product you previously viewed on an e-commerce site may later appear as an advertisement on a different website.

6.3 Types of Cookies by Party
6.3.1 First-Party Cookies

First-party cookies, while not always strictly necessary from a legal standpoint, perform essential functions that enhance the browsing experience. For example, they allow your language preferences and other settings to be saved, making future visits more personalized and efficient. These cookies are set by the website you are visiting and can only be accessed and read by that same website.

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6.3.2 Third-Party Cookies

If third-party cookies are integrated into a website, certain cookies may be activated even if the visitor does not directly access the third-party domain. These types of cookies are referred to as third-party cookies.

These cookies are typically used to collect information about visitor behavior and help deliver a personalized experience across different websites. For example, they enable advertising technologies to display targeted ads based on your behavior on one website when you visit another.

7. HOW TO CONTROL / DISABLE COOKIES?

You can manage your cookie preferences by adjusting your browser settings. Depending on the capabilities of your browser, you may choose to block cookies entirely, receive a warning before cookies are placed, or disable or delete specific types of cookies. Please note that cookie-related preferences must be set individually for each device and browser you use to access our website.

For detailed guidance on how to enable, disable, or delete cookies, you can refer to the Help section on your internet browser provider's official website.

- **GoogleChrome:** 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/

Please note that disabling certain cookies may result in some features of our website not functioning properly.

8. CONTACT US

ERNA MAŞ MAKİNA reserves the right to modify the provisions of this Cookie Clarification Text at any time. Any updates or changes made will be communicated to you through our website (ernamas.com) or via the e-mail address you have provided to us.

For any questions, comments, or suggestions, you can contact us at kvkk@ernamas.com.

We respectfully present this information for your attention.