# Cookie Policy

Cookie Policy

This Cookie Policy applies to all websites operated on behalf of hi5, branded web properties on third-party platforms (e.g., Google, Facebook), and any applications accessed or used through these websites or third-party programs.

By using the Company’s sites, you agree to the use of cookies in accordance with this Cookie Policy. If you do not want cookies to be used in this way, you must adjust your browser settings or refrain from using the Company’s sites. If you delete cookies via your browser settings, your preferences on the relevant website will be erased. Also, if you completely block cookies, many websites, including the Company’s sites, may not function properly.

This Policy applies regardless of the technologies or methods you use to access our site.

## What Is a Cookie and For What Purposes Is It Used?

A cookie is a file stored on your computer by the websites you visit. Cookies are intended to enable a website to be used more efficiently by users. They allow personalized web pages to be presented in order to provide a faster and more suitable browsing experience for your personal needs. This file stores information related to your navigation on the website. When you revisit the site from the device you used, the information stored in the file will remember your data. Therefore, cookies are necessary and important for users to use websites more effectively and easily. Additionally, cookies are used to provide you with more relevant services, products, or offers both on the website and on third-party websites.

These technologies may be various data collection tools that automatically gather information about your access and usage every time you visit our website, and they may also be used by third parties acting on our behalf and account to collect data. The technologies we use are employed to improve our website, making it more useful, effective, and secure. Examples of these technologies include cookies, flash cookies, and analytics cookies.

## Primary Purposes of Using Cookies

- To improve the services offered to you by enhancing the functionality and performance of the website,   
- To improve the website and offer new features, and to personalize those features based on your preferences,   
- To collect certain statistical data to enable more effective use of the website,   
- To gather information regarding your browsing and usage preferences specific to the site you are on,   
- To fulfill legal and contractual obligations, primarily those arising from Law No. 5651 on the Regulation of Publications on the Internet and Combating Crimes Committed Through These Publications and the Regulation on the Regulation of Publications on the Internet, which may require access to your personal data such as your IP address.

## What Types of Data Do We Process via Cookies?

We use cookies for the following purposes:   
- To facilitate the use of hi5’s sites and better customize our products based on your interests and needs;   
- To remember your browsing and usage preferences during your visit to hi5’s sites;   
- To ensure the proper functioning of various features and functionalities of hi5’s website, to collect general (non-personal) information about how visitors use hi5’s sites—such as most-clicked links, most visited pages, number of error messages displayed—and to analyze this data to fix broken pages, improve the site, remove or enhance less preferred pages;   
- To enable analysis without identifying your personal identity, profiling specific to you, or tracking your activity on external sites through the data collected via cookies.

Cookies stored on your computer or the information obtained are used for statistical analysis or security measures. No personal data is collected through cookies.

Cookies are not used for any purpose outside those specified in this Policy, and all related processing is carried out in accordance with the Law No. 6698 on the Protection of Personal Data.

## Cookie Categories

Cookies can be classified in various ways:

Cookie Type  
Description

- Session Cookies  
 These cookies are used to separate your visit into sessions and do not collect personal data. The cookie is deleted when the user closes the visited web page or remains inactive for a certain period.

- Persistent Cookies  
 These cookies are stored in your browser and remain valid until you delete them or they reach their expiration date.

- Strictly Necessary Cookies  
 These cookies are essential for the proper functioning of the Website. They are needed for system management and to prevent fraudulent transactions; if blocked, the Website may not work.

- Functional & Analytical Cookies  
 Cookies used to remember your preferences, enable effective use of the website, and optimize the site based on your requests. By nature, these cookies may contain personal data. For example, a cookie that remembers your language preference is a functional cookie.

Analytical cookies generate insights such as the number of visitors to the website, the pages viewed, visit times, scroll behavior on website pages, and other analytical outcomes.

- Tracking Cookies  
 Tracking cookies are first-party and third-party cookies created during your visit to our website and third-party domains. These cookies enable the tracking of clicks and visit history across domains, allowing the correlation of those records between different domains. These cookies are used for recognizing users, profiling, targeting advertising and marketing activities, and personalizing content. They will not be used to identify your personal identity or to make decisions about you as an individual.

## How Can You Control Cookies?

You can control or delete cookies as you wish. You can delete existing cookies from your computer, and most web browsers allow you to prevent cookies from being stored or placed. However, please note that deleting cookies or preventing future cookies from being stored may result in losing access to some of our features.

Most web browsers allow you to:   
- View and delete stored cookies.   
- Block third-party cookies.   
- Block cookies from specific sites.   
- Block all cookies.   
- Delete all cookies when the browser is closed.

Below are instructions for disabling cookies in different web browsers:

Internet Explorer  
- Open your desktop and click or tap the Internet Explorer icon on the taskbar.   
- Click or tap the Tools button and select Internet Options.   
- Click or tap the Privacy tab, then move the slider under Settings upward to block all identifying information, and click OK.

Google Chrome  
- Open Chrome on your computer.   
- Click More Settings in the upper right.   
- Scroll down and click Advanced.   
- Under “Privacy and security,” click Content settings.   
- Click Cookies.   
- Under “All cookies and site data,” search for the website name.   
- Click the Remove icon next to the site.

Mozilla Firefox  
- Click the Firefox Menu button and select Options.   
- Choose the Privacy & Security panel and go to the History section.   
- Change Firefox’s setting to “Use custom settings for history.”   
- Click the “Show Cookies…” button. The Cookies window will appear.   
- In the Search field, enter the name of the site whose cookies you want to delete. Matching cookies will be displayed.   
- Select the cookies you want to remove and click “Remove Selected.”   
- Click Close to exit the Cookies window, then close the about:preferences page.

Safari  
- Select Safari > Preferences.   
- Click Privacy.   
- Click Website Data.   
- Select one or more websites and then click Remove or Remove All.