COOKIE POLICY

Serkoç Otelcilik Turizm İnşaat Taahhüt Ticaret Anonim Şirketi (the "**Company**") processes personal data and uses internet cookies in order to provide a better user experience on the website https://lujohotel.com/tr/ (the "**Website**"), while respecting the rights of the Website users (the "User") regarding the protection of their personal data. This Privacy and Cookie Policy (the "**Policy**") explains to all Website Customers and Users which types of cookies are used and under what conditions, and, within the scope of the Turkish Law No. 6698 on the Protection of Personal Data and other relevant legislation, which types of personal data of Users and Customers are processed, for what purposes, and by which methods.

This Policy shall apply regardless of the technologies, methods, or manner through which you connect to the Website. Therefore, it is recommended that you read this Policy carefully and keep a copy for future reference. By accessing, browsing, or using the Website in any way, you will be deemed to have read and approved the Policy and to have consented to the processing of your personal data within the limited purposes specified herein. If you do not want any of your personal or non-personal data to be used within the scope of this Policy, you must not access this Website and must not proceed beyond this point.

I.   What Are Cookies and For What Purposes Are They Used?

Cookies are data storage files placed by websites on your computer, mobile phone, tablet, or other mobile devices that you use to access the website. These files store your session information and similar data. Accordingly, when you use the Website again on the same device, the Website will remember this information. Therefore, cookies are necessary and important for you to use the Website effectively and more easily.

The main purposes of using cookies are:

- To enable the Company to maintain the status of the website visitor during your page requests,
- To record the language (Turkish/English) in which the User last used the Website and to start the Website in the same language when the User visits again, and
- To obtain information on whether the cookie policy notice has been displayed to the website visitor.

II.   What Types of Data Are Processed Through Cookies?

Depending on their type, cookies generally collect data regarding your browsing and usage preferences on the device through which you access the Website. These cookies are transmitted during your navigation via the communication established between the browser on your device (such as Google Chrome, Safari, etc.) and the Company's website servers.

III. Which Types of Cookies Do We Use and How?

We use different types of cookies on the Website. These include cookies that are mandatory (Necessary) for the operation of the Website, marketing cookies, and analytics cookies.

Necessary Cookies

These cookies are required for the Website to function and cannot be switched off in our systems. They are usually set only in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in, or filling in forms. You can set your browser to block or alert you about these cookies; however, in that case, some parts of the Website may not function properly. These cookies do not store any information that could personally identify you.

Marketing Cookies

These cookies may be set through our Website by our advertising partners. They may be used and shared by those companies to build a profile of your interests and show you relevant advertisements on other sites. This processing is based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

Analytics Cookies

Analytics cookies are used to improve your website experience. They help us understand how you use the Website (e.g., which pages you visit, duration of visits, etc.). In this way, we can improve the content we offer or adjust the design of the Website.

As explained in detail below, you can prevent the use of these cookies.

Cookie Service Provider	Cookie Name	Category	Cookie Type	Cookie Duration	Explanation
.yandex.ru	yuidss	Analytical	Third Party	1 year	This cookie is used to identify the user's session and ensure that their activity on the website is correctly routed to the appropriate servers.
.mc.yandex.com	sync_cookie_csrf_secondary	Analytical	Third Party	10 min.	It is used for data synchronization with advertising networks.
.hybrid.ai	mkmgrgp	Marketing	Third Party	1 hour	This cookie is used in programmatic advertising activities.

.lujohotel.com	_clsk	Analytical	Third Party	1 day	It stores data on the time spent on the website and its subpages during the current session.
.buzzoola.com	uuid	Marketing	Third Party	30 days	It collects data about a user's visits to the website, such as which pages were loaded. This recorded data is used for targeted advertising.
.smaato.net	SCM	Marketing	Third Party	21 days	The website uses cookies to monitor usage and for market measurements.
.bidswitch.net	tuuid	Marketing	Third Party	1 year	To display targeted advertisements, the website collects data about user visits, such as the number of visits, average time spent on the website, and which pages were loaded.
.yandex.ru	bh	Analytical	Third Party	1 year	This cookie is a session cookie used by Yandex.Metrica to identify a unique visitor session..
.openx.net	i	Analytical	Third Party	1 year	OpenX has established storage limits for cookies set on user devices. Specifically, the marketplace cookie used for device recognition is set for a maximum of one year, while a five-year period is applied to allow a user to opt out of interest-based advertising.
.bing.com	MUID	Marketing	Third Party	1 year	This cookie allows visitors to leave comments about their use of the website – this information is used to optimize the website.
.clarity.ms	MUID	Marketing	Third Party	1 year	This cookie allows visitors to leave comments about their use of the website – this information is used to optimize the website.
.yandex.ru	yandexuid	Analytical	Third Party	1 year	It is used to identify site users.
.betweendigital.com	tuuid	Marketing	Third Party	1 year	To display targeted advertisements, the website collects data about user visits, such as the number of visits, average time spent on the website, and which pages were loaded.
.cdn-2.matterport.com	_cfuvid	Necessary	Third Party	Session Cookie	This cookie is part of the services provided by Cloudflare – including load balancing, website content

					provisioning, and DNS connectivity for website operators.
www.clarity.ms	CLID	Pazarlama	Third Party	1 year	It collects data about the user's browsing and behavior on the website. This is used to compile statistical reports and heat maps for the website owner.
.betweendigital. com	ss	Necessary	Third Party	1 year	It is necessary for the functionality of the website's chat box.
.bidswitch.net	tuuid_lu	Marketing	Third Party	1 year	Adform advertising platforms assign ads to match and target users.
.lujohotel.com	tmr_lvid	Marketing	First Party	333 days	This cookie is associated with MyTarget and Mail.ru and is used to count unique visitors, recognize and count the number of visitors, see how visitors move around the website, and track user interaction for remarketing purposes.
.betweendigital. com	ut	Marketing	Third Party	1 year	It collects data about visitors' behavior and interactions. This is used to optimize the website and make the ads on the website more relevant.
.smaato.net	SCM1119	Marketing	Third Party	21 days	Smaato uses cookies to track usage and market metrics.
.weborama-tech.ru	AFFICHE_W	Analytical	Third Party	1 year	Weborama advertising platform uses this data to determine a visitor's interests based on pages visited, content clicked, and analytical actions on the website.
.c.bing.com	SRM_B	Marketing	Third Party	1 year	It tracks the user's interaction with the website's search bar function. This data can be used to offer the user relevant products or services.
.betweendigital. com	dc	Marketing	Third Party	1 year	This is a cookie that Google Analytics uses to track the number of service requests.
.c.clarity.ms	ANONCHK	Marketing	Third Party	10 min.	It records data on multiple visits and visitors to multiple websites. This information is used to measure the effectiveness of advertisements on websites.
.c.clarity.ms	SM	Marketing	Third Party	Session Cookie	Websites using the same advertising network record a unique identifier that identifies the user's device during repeat visits. This identifier is used to allow targeted advertising.

.lujohotel.com	_clck	Analytical	First Party	1 year	It collects data about the user's browsing and behavior on the website. This is used to compile statistical reports and heat maps for the website owner.
.c.bing.com	MR	Marketing	Birinci Taraf	7 days	This cookie is used to track visitors on websites. The goal is to show relevant and engaging advertisements to the individual user, and therefore more valuable advertisements for publishers and third-party advertisers.
.yandex.ru	yashr	Analytical	Third Party	1 year	This cookie is used by Yandex for tracking purposes.
.mc.yandex.ru	sync_cookie_csrf	Analytical	Third Party	10 min.	Web analytics cookies contain a unique identifier assigned to each browser to track user interaction with the website. Removing or blocking them does not affect the use and functionality of the site.
.yandex.ru	i	Analytical	Third Party	1 year	OpenX has established storage limits for cookies set on user devices. Specifically, the marketplace cookie used for device recognition is set for a maximum of one year, while a five-year period is applied to allow a user to opt out of interest-based advertising.
.mc.yandex.com	sync_cookie_csrf	Analytical	Third Party	10 min.	Web analytics cookies contain a unique identifier assigned to each browser to track user interaction with the website. Removing or blocking them does not affect the use and functionality of the site.
.mc.yandex.ru	sync_cookie_csrf_secondary	Analytical	Third Party	10 min.	It is used for data synchronization with advertising networks.
.hybrid.ai	vid	Marketing	Third Party	1 year	This cookie is used in programmatic advertising activities.
.bidswitch.net	c	Marketing	Third Party	1 year	It regulates user authentication and the synchronization of user data exchange among various advertising services.
.smaato.net	SCMu	Marketing	Third Party	21 days	It is a marketing/tracking cookie used by Smaato.
.hybrid.ai	mkmgsgp	Marketing	Third Party	1 hour	This cookie is used in programmatic advertising activities.
.yandex.com	receive-cookie-deprecation	Marketing	Third Party	1 year	It collects information about user behavior across multiple websites. This

					information is used to optimize the relevance of advertisements on the website.
.mc.yandex.com	sync_cookie_ok_secondary	Analytical	Third Party	1 days	Yandex Metrica is a cookie that collects information about user behavior for optimization purposes.
.c.clarity.ms	MR	Marketing	Third Party	7 days	This cookie is used to track visitors on websites. The goal is to show relevant and engaging advertisements to the individual user, and therefore more valuable advertisements for publishers and third-party advertisers.
.lujohotel.com	tmr_lvidTS	Marketing	First Party	333 days	This cookie supports affiliate marketing activities.
.my.matterport.com	_cfuvid	Necessary	Third Party	Session Cookies	This cookie is part of the services provided by Cloudflare – including load balancing, website content provisioning, and DNS connectivity for website operators.
.lujohotel.com	_ga_95MSVHR267	Analytical	First Party	1 year	Used by Google Analytics to track user-specific statistical data.
.lujohotel.com	_ga_PW6396KHMT	Analytical	First Party	1 year	It is used by Google Analytics to keep track of user-specific statistical data.
.lujohotel.com	_ym_visorc	Analytical	First Party	26 min.	It allows session replay to function correctly.
.lujohotel.com	_fbp	Marketing	First Party	90 days	Facebook uses it to offer a range of advertising products, such as real-time bidding from third-party advertisers.
.lujohotel.com	_gid	Analytical	First Party	24 hours	It records a unique identifier used to generate statistical data on how a visitor uses the website.
.lujohotel.com	_ga	Analytical	First Party	1 year	It records a unique identifier used to generate statistical data on how a visitor uses the website.
newsite.lujohotel.com	NEXT_LOCALE	Necessary	First Party	365 days	This cookie helps us remember your preferred language.
newsite.lujohotel.com	tmr_detect	Analytical	First Party	24 hours	This cookie is associated with Mail.ru and is used to track user interaction and to indicate whether the user is using an ad blocker on this site.
newsite.lujohotel.com	domain_sid	Necessary	First Party	7 days	These cookies are associated with user identifiers and are generally used on the website for user identification purposes.

.lujohotel.com	_ym_isad	Analytical	First Party	20 hours	This cookie determines whether a user has ad blockers enabled.
.lujohotel.com	_ym_d	Analytical	First Party	365 days	This cookie is used to store the date of a user's first visit to a website.
.lujohotel.com	_ym_uid	Analytical	First Party	365 days	This cookie is used to uniquely identify a user across multiple sessions and devices, and to track a user's activity on a website.
.lujohotel.com	_gat_UA-111716517-1	Analytical	First Party	Session Cookies	This cookie is used to reduce the request rate. These are third-party cookies placed on your device to allow us to use the Google Analytics service.
.lujohotel.com	_gcl_au	Marketing	First Party	90 days	Google Conversion Linker (Ads/Analytics) conversion tracking cookie.
.mail.ru	VID	Marketing	Third Party	1 year	For lead generation purposes, the LinkedIn microsite is used to identify conversions and associate them with incoming visitors.
top-fwz1.mail.ru	PVID	Marketing	Third Party	1 year	It is used to uniquely identify the visitor.
.mail.ru	tmr_lvidTS	Analytical	Third Party	1 year	This is a cookie that indicates when the visitor ID was created. It is used in conjunction with tmr_lvid.
.mail.ru	tmr_lvid	Analytical	Third Party	1 year	This cookie is associated with MyTarget and Mail.ru and is used to count unique visitors, recognize and count the number of visitors, see how visitors move around the website, and track user interaction for remarketing purposes.
.yandex.com	_yasc	Analytical	Third Party	1 year	This cookie is used by Yandex for advertising and targeting purposes.
.yandex.com	bh	Analytical	Third Party	1 year	This cookie is a session cookie used by Yandex.Metrica to uniquely identify a visitor session.
.yandex.com	ymex	Analytical	Third Party	365 days	It records data about visitors' website behavior. It's used for internal analytics and website optimization.
.yandex.com	yuidss	Analytical	Third Party	365 days	This cookie is used to identify the user's session and ensure that their activity on the website is correctly routed to the appropriate servers.

.yandex.com	yandexuid	Analytical	Third Party	1 year	It is used to identify site users.
.yandex.com	i	Analytical	Third Party	1 year	OpenX has established storage limits for cookies set on user devices. Specifically, the marketplace cookie used for device recognition is set for a maximum of one year, while a five-year period is applied to allow a user to opt out of interest-based advertising.
mc.yandex.com	yabs-sid	Analytical	Third Party	Session Cookies	It records data on visitors' website behavior. It is used for internal analytics and website optimization.
.doubleclick.net	IDE	Marketing	Third Party	1 year	DoubleClick uses data to record and report on a website user's actions after they view or click on one of the advertiser's ads, in order to measure the effectiveness of an ad and deliver the most effectively retargeted ads to the user.
.dailypoint.com	snaptidlive	Analytical	Third Party	Session Cookies	It records data on the website behavior of logged-in or registered users. This data is used for internal analysis and optimization.

IV.   What Is the Legal Basis for the Use of Cookies and to Whom Do We Transfer Data?

On the Website, the cookies listed above are used without obtaining your explicit consent based on Article 5/2(f) of the Law on the Protection of Personal Data No. 6698 ("KVKK") (i.e., processing 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). Within the scope of the Company's legitimate interests, and for the purposes of carrying out/auditing business activities, carrying out communication activities, conducting advertising processes, and conducting social responsibility and civil society activities, such data may be transferred to the Affiliates, Group Companies, and Subsidiaries of Serkoç Otelcilik Turizm İnşaat Taahhüt Ticaret Anonim Şirketi; and, limited to the purposes of conducting business activities and providing the website service, may also be transferred to private-law legal entities from which services are obtained.

V.   How Can You Prevent the Use of Cookies?

Although the use of cookies enables the Website to provide better service, you may prevent the use of cookies if you wish. However, please note that in this case the Website may not function properly and you may not be able to benefit from all features. To prevent the use of cookies, you must change your internet browser settings. These changes vary depending on the device and the internet browser you use. Below is information on the steps to block cookies in different browsers:

Internet Explorer
1. Open the Desktop and tap or click the Internet Explorer icon on the taskbar.

2. Tap or click the Tools button and then Internet Options.
3. Tap or click the Privacy tab, then move the slider under Settings to the top to block all cookies, and tap or click OK.

Google Chrome
1. Select the Chrome menu icon.
2. Select Settings.
3. Near the bottom of the page, select Show advanced settings.
4. Under "Privacy," select Content settings.
5. Select Block sites from setting any data.
6. Select Done.

Mozilla Firefox
1. Open the Website in your Firefox browser.
2. Click the "i" icon next to the address bar.
3. In the box that opens, click "More Information."
4. In the Page Info window, click "Permissions."
5. Under "Set Cookies," select "Block," then close the window.

Safari
1. Open the Settings application.
2. Go to Safari settings.
3. Select "Block Cookies."
4. On the screen that opens, choose one of the options such as "Never" or "Third-Party and Advertisers," according to your preference.

VI. Your Rights Regarding Your Personal Data

The User may request the following from Serkoç Otelcilik Turizm İnşaat Taahhüt Ticaret Anonim Şirketi through the channels provided in the "Contact Us" section

1. Information on whether their Personal Data is processed,
2. Information on the scope and methods of processing of Personal Data
3. Information on the purpose of processing and whether it is used in accordance with that purpose,
4. Identity information of third parties to whom Personal Data is transferred, whether located in Türkiye or abroad,
5. Correction of Personal Data if processed incorrectly or incompletely,
6. Deletion or destruction of Personal Data when the purpose of processing no longer exists,
7. Requesting the Company to notify third parties to whom Personal Data has been transferred regarding the requests specified under items 1.5 and 1.6,
8. Objecting to any result arising against the User as a result of the analysis of Personal Data exclusively through automated systems,
9. Requesting compensation for damages arising from unlawful processing of Personal Data.

VII. Contact Us

You may contact us to submit any questions or opinions regarding the Policy and to request the amendment, deletion, or anonymization of all or part of your personal data processed during your visit to the Website by accepting this Policy (if you wish, by using the Data Subject Application Form):