BRISA BRIDGESTONE SABANCI LASTIK SANAYI VE TICARET A.Ş.
COOKIE POLICY

Last Update Date: 05/08/2019

I.   Scope of Policy

Brisa Bridgestone Sabancı Lastik Sanayi ve Ticaret A.Ş. (*"Brisa", "we" or "Company"*) uses cookies on www.lassa.com website ("Site") to enable the website to function properly during the visits of the users and to improve their experiences on the Site. This Cookie Policy (*"Policy"*) is prepared to inform you about how your personal data collected during the use of the Site is processed in line with the Law No. 6698 on Protection of Personal Data (*"Law"*) and the respective legislation.

The Policy covers all the real people visiting www.lassa.com website and/or making transactions on the Site, including our customers, business partners, suppliers, dealers and authorized dealer applicants.

Brisa reserves the right to update the Policy by issuing its new version on the Site, if required. Thus, we recommend you to visit the Site occasionally to check the latest version of the Policy or to request it from us whenever you want. The last update date of the Policy that you have been reviewing can be found at the beginning of this Policy.

Anonymized data are not accepted as personal data before the Law. Thus, the processing of these data are not covered by the Policy.

II.   Data Supervisor

Brisa acts as the data supervisor before the Law within the scope of the process of collecting and processing the personal data of the visitors/users of the Site. As the data supervisor, we identify for which purposes and with which means your personal data will be processed.

The Site may include links to some third party sites. The Policy informs you about the processing purposes and means for your personal data collected via cookies, and it is recommended for you to review the policies given on the websites of the other data supervisors to learn about how they use cookies and process personal data.

III.   What Are Cookies and How Do They Work?

Cookies are small size text files stored on your browser, computer or mobile device when you visit a website. Via cookies, the sites may collect the personal data of their visitors.

Cookies store some information on your browser, computer or mobile device when you visit a website. This stored information is sent to the website each time you visit the site. Thus, the site remembers the information regarding your previous visit (like your username and preferences) in your next visit.

Cookies are divided into two types as the cookies generated by the visited website (first-party cookies) or the cookies generated by the other websites presenting content on the page that you viewed (third-party cookies).

Cookies are also divided into different categories based on their purposes of use. The following table describes the purposes that each cookie category is used for.

Cookie Category	Description
Technical/Required Cookies	These are the cookies that are required for the use and operation of the site. When technical cookies are disabled, it may not be possible to access to the site or part of it.
Analytical (Performance) Cookies	These are the cookies used to get information about how the site visitors use the website and to improve/develop the visitor experiences. These cookies include information such as the pages viewed by the visitors, numbers of clicks, page scrolling and entrance and exit times for pages.
Functionality/Personalization Cookies	These are the cookies used to provide personalized experiences to the site visitors. These cookies enable the site to remember your preferences such as your language preference and username every time you visit the site.
Targeting/Advertisement Cookies	These are the cookies used to present ads in line with the interests of the visitors and to measure the efficacy of the presented ads.

IV.   Purposes of Processing Personal Data Collected Via Cookies

Your personal data collected via cookies are processed for the following reasons:

– Tracking the movements of the site visitors,
– Ensuring the site to function properly during the visit and the information to be remembered in the next visit,
– Improving and developing the site structure and content,
– Assessing the visitor uses statistically,
– Engaging in online advertisement,
– Enabling the content on the website to be presented in a way that is most efficient both for the visitors and their computers,
– Enabling the visitors to benefit from the services inactively if they chose to,
– Offering services personalized in line with the visitor preferences and needs.

V.   Legal Reason of Collecting Personal Data Via Cookies

Brisa processes your personal data collected via cookies based on the legal reason that it is required for the legitimate interests of Brisa to process personal data due its legitimate interest in improving the Site experience for the visitors and improving the performance and functionality of the Site.

VI.   Sharing Personal Data Collected Via Cookies

Your personal data that we have collected and/or obtained by processing these are shared with both domestic and foreign suppliers and business partners that we get support and service from regarding the publication and operation of our website in order to fulfill the personal data processing purposes mentioned in the respective section of the Policy. Moreover, your personal data is shared with the respective parties with the purpose of improving the Site and the visit experience of its users, and resolving any software issues.

Your personal data can also be shared with authorized institutions and organizations, and judicial and administrative authorities to fulfill our legal obligation in case of a legal demand.

Your personal data can be stored in servers located in various countries when third-party cookies are used. If you wish to prevent the use of cookies, we kindly request you to see the "Section III: Blocking Cookies" of this Policy.

VII.   Cookie Types

As Brisa, we use the following cookie types in our website:

1- Technical/Required Cookies: Required or in other words technical cookies help the website function properly during visits by activating basic functions such as page navigation and access to the secure site areas. Website cannot run properly without these cookies.

Provider	Cookie Name	Description	Type	Termination
lassa.com	ASP.NET_SessionId	A type of session cookie, storing the information regarding the session status of the website user while navigating from one page to another. This information is stored temporarily and removed shortly after you close your browser.	HTTP	Session

2- Analytical (Performance) Cookies: Help the website owners to understand how the visitors interact with their website by collecting and reporting the information anonymously.

Provider	Cookie Name	Description	Type	Termination
lassa.com	_ga	Runs by storing the single ID that is used to generate statistical data about how the website visitor uses the website.	HTTP	2 years

Provider	Cookie Name	Description	Type	Termination
lassa.com	_gat	Used by Google Analytics to reduce the request rate through the website and to monitor the website uses of the visitors.	HTTP	1 day
lassa.com	_gid	Runs by storing the single ID that is used to generate statistical data about how the website visitor uses the website.	HTTP	1 day
google-analytics.com	collect	Used to send data to Google Analytics about the device and the behavior of the visitor.	Pixel	Session
google-analytics.com	_utm.gif	Google Analytics Tracking Code recording the details about the browser and the computer of the visitor.	Pixel	Session
lassa.com	_utma	Keeps track of the number of times a visitor has been to the site, when their first visit was, and when their last visit occurred. Used by Google Analytics.	HTTP	2 years
lassa.com	_utmb	Records the timestamp of the access time of the visitor when the visitor accesses the website. Used by Google Analytics to calculate the website visit duration.	HTTP	1 day
lassa.com	_utmc	Records the timestamp of the exit time of the visitor when the visitor exits the website. Used by Google Analytics to calculate the website visit duration.	HTTP	Session
lassa.com	_utmt	Used to reduce the rate of the requests made to the server.	HTTP	1 day
lassa.com	_utmz	Collects data about where the user came from, which search engine is used, which links are clicked and which search term is used. Used by Google Analytics.	HTTP	6 months

3- Functionality/Personalization Cookies: Enable a website to remember the information that changes the behavior or appearance of the website such as the visitor's preferred language or location.

Provider	Cookie Name	Description	Type	Termination
lassa.com	Lang	Remembers the language version selected by the visitor for the website.	HTTP	1 years

4- Targeting/Ad Cookies: Used to monitor the visitors of the website. The purpose is to display the relevant and interesting ads to the individual user.

Provider	Cookie Name	Description	Type	Termination
doubleclick.net	r/collect	Used to send data to Google Analytics about the device and the behavior of the visitor. Monitors the visitor through devices and marketing channels.	Pixel	Session

VIII.   Blocking Cookies

You may enable or disable cookies by changing the settings of your browser. However, it may not be possible to benefit from certain features of the Site in case you choose to disable the cookies.

You can get help about how to disable cookies by clicking the link about your web browser below:

Google Chrome	support.google.com/chrome/answer/95647
Internet Explorer	support.microsoft.com/tr/help/17442/windows-internet-explorer-delete-manage-cookies
Mozilla Firefox	support.mozilla.org/tr/kb/cerezleri-silme-web-sitelerinin-bilgilerini-kaldirma
Safari	support.apple.com/tr-tr/guide/safari/sfri11471/mac
Opera	www.operaturkiye.net/arsiv/yardim/Windows/10.00/tr/cookies.html
Google Analytics	https://tools.google.com/dlpage/gaoptout
Google AdWords	https://support.google.com/ads/answer/2662922?hl=en
Adobe Analytics	http://www.adobe.com/uk/privacy/opt-out.html

IX.   Principles Followed While Processing Personal Data Collected Via Cookies

As Brisa, we follow the following principles in all processes that we process your personal data and we process your data in line with these principles:

(a) Abiding by the law and honesty rules,
(b) Being accurate and current when required,
(c) Processing only for specific, clear and legitimate purposes,
(d) Ensuring the processes to be relevant, limited to the purpose and moderate,
(e) Storing for the duration that is stipulated by the respective legislation and required for the purpose of processing.

X.   Rights wrt Cookies

You have the following rights with respect to the personal data collected by Brisa via cookies:

1. Learning if your personal data is being processed or not, and getting information if they are,

2. Learning the purpose of processing your personal data and if this purpose is used properly or not,

3. Learning the domestic and foreign third parties that your personal data is being transferred to, if any,

4. Asking for correction if your personal data is missing or inaccurate, and asking for this action to be shared also with the third parties that we transfer your personal data to, if any,

5. Asking for your personal data to be deleted or destroyed in case the reasons that require processing them are no longer available even though they have been processed in line with the law and legal legislation, and asking for this action to be shared also with the third parties that we transfer your personal data to, if any,

6. Objecting in case of an unfavorable situation arising due to the analysis of your personal data exclusively by automatic systems,

7. Requesting compensation of any loss that you may face due to the unlawful processing of your personal data.

If you wish to exercise one or some of the above-given rights, you can fill the "Data Owner Application Form" on https://www.lassa.com/en-us/gdpr and submit it to us by using one of the following methods:

- You may post it as a letter to Kısıklı Cad. Şehit Teğmen Ismail Moray Sok. No:2-1 Üsküdar-Istanbul Turkey.
- You may send an e-mail to the company contact [b.nalcioglu@brisa.com.tr] using an e-mail address that you have shared with us before.
- For other application methods, see "Data Owner Application Form".

Brisa will reply your application as soon as possible and within 30 (thirty) days at the latest.

Additional information may be requested to ensure that you are authorized to make an application and to respond to your request more rapidly. See "Data Owner Application Form" for details.

For information regarding the general principles followed by Brisa in processing your personal data while continuing its activities and operations, see Brisa Bridgestone Sabancı Lastik Sanayi ve Ticaret A.Ş. Corporate Policy on Processing and Protecting Personal Data on https://www.lassa.com/en-us/gdpr.