

Cookie Policy and Cookie Notice

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Cookie Policy and Cookie Notice

This Cookie Policy has been prepared by **Alsero Turizm Ticaret Limited Şirketi** to provide information about cookies and similar technologies placed on your device when you visit our website at <https://alserotours.com/>. This policy explains what types of cookies are used, the purposes for which these cookies are collected, how they can be managed, and how you can exercise your rights under the KVKK (Personal Data Protection Law).

For cookies other than essential cookies used on our website, users' explicit consent is obtained, and they are provided with the option to change their consent at any time. Users can view the types of cookies used on our website via the cookie management panel and select their preferences for all cookies other than Essential Cookies using the **“accept all”** or **“reject all”** options. Users can also change their preferences at any time via this panel.

Cookie:

Cookie is the name of a type of identification file that is placed on and read by the browser used by the user by any website. Cookie files store various data such as the user's session information, the duration of content consumption on the page, and content consumption habits.

Our cookies are used to provide you with a personalized experience when you use our websites, to improve our services, and to enhance your experience.

Cookies can be categorized based on their purpose and method of use. Some of these categories are explained below:

Types of Cookies:

Cookie types by duration:

Our website uses session cookies and persistent cookies based on their duration. Session cookies are used to maintain session continuity and are deleted when the user closes the browser. Persistent cookies are not deleted when the browser is closed and are automatically deleted on a specific date or after a certain period.

First-party and third-party cookies:

Whether a cookie is first-party or third-party depends on the website or domain that placed the cookie. First-party cookies are placed directly by the website the user is visiting, i.e., the web address shown in

the browser's address bar <https://alserotours.com/>. Third-party cookies are placed by a domain different from the one the user is visiting.

Cookie types by purpose:

1) Essential Cookies

These cookies are necessary for the website to function properly. They are used to perform the basic functions of the website (e.g., logging in, form filling, security verification, page redirection, etc.) and are also mandatory for fulfilling a requested information society service (such as remembering privacy preferences). If essential cookies are blocked, some parts of the website may not function properly.

2) Analytics/Performance Cookies

These are cookies that enable statistical measurement to analyze user behavior on websites. These cookies are frequently used to improve the site. They are used by website owners for various purposes such as estimating the number of unique visitors, measuring traffic, optimizing performance, identifying the most important search engine keywords leading to a web page, or monitoring browsing behavior on the website.

3) Functional Cookies

These cookies are used to personalize the content offered by the site. For example, they enable the remembering of information such as username, language preference, and region selection (excluding your privacy preferences, to ensure your other preferences are remembered when you return to the site).

4) Advertising/Marketing Cookies

These cookies allow personalized advertisements to be shown to users by tracking their browsing habits on the internet. They are used for online behavioral advertising activities. These types of cookies may also be shared with advertising partners.

5) Triggered Cookies (Interaction-Based):

These types of cookies are not created directly for a specific purpose. When users click on embedded content such as YouTube videos or Google Maps on the relevant site, these cookies falling into advertising, analytics, or functional categories are automatically triggered.

Purposes and Legal Basis for Processing Personal Data

Essential cookies are processed for the following purposes:

- To perform
- the basic

- functions of
- our site,
- To ensure
- our site
- works properly
- , To
- maintain session
- and security
- , To
- improve the
- performance of
- our site
- for faster
- response

The personal data collected through these cookies is processed under Article 6(1)(b) of GDPR "*processing is necessary for the performance of a contract*" or Article 6(1)(f) "*processing is necessary for the purposes of the legitimate interests pursued by the controller*".

Advertising and Marketing cookies and Analytics/Performance cookies are processed with your explicit consent under Article 6(1)(a) of GDPR.

Cookies Used on Our Website

Cookies	Provider	Purpose	Storage Period	Cookies Type
ASP.NET_SessionId	website owner	Secure execution of user sessions and form processing	During the session	Essential Cookie
CAPTCHA	Kullanılan CAPTCHA sağlayıcısı	Protecting Forms Against Bots and Attempts at Abuse	During the session	Essential Cookie
cookieConsent	website owner	Remembering the user's cookie preferences		Essential Cookie
functionalCookies	website owner	Remembering functional cookie preferences		Essential Cookie

analyticsCookies	website owner	Remembering analytics cookie preference		Essential Cookie
marketingCookies	website owner	Remembering marketing cookie preferences		Essential Cookie
Google Analytics 4 çerezleri (_ga, _ga_<ID>)	Google	To identify visitors and analyze sessions and site usage	_ga: 2 year; ga: 2 year	Analytics Cookie
Microsoft Clarity	Microsoft	To analyze user behavior and website usage		Analytics Cookie
Yandex Metrica ç	Yandex	Analysis of visitor and user behavior		Analytics Cookie
Google Ads	Google	Measuring ad performance, conversions, and remarketing		Marketing Cookie
Meta Pixel	Meta	Advertising performance, conversion tracking, and remarketing		Marketing Cookie
LinkedIn Insight Tag	LinkedIn	Ad Performance and Conversion Tracking		Marketing Cookie
Microsoft Ads UET	Microsoft	Ad Performance and Conversion Tracking		Marketing Cookie
TikTok Pixel	TikTok	Ad Performance and Conversion Tracking		Marketing Cookie
Google Maps	Google	Provision of the map service and rendering of map content		Functional Cookie

Data Subject Rights

Data subjects whose personal data is processed through cookies used on our website may submit their requests under GDPR in writing to **Balgat 1410 Cadde No 2/1 Çankaya- Ankara** or by email to kvkk@alserotours.com

Cookie Settings via Browser

You can change your cookie preferences at any time by clicking on the consent preferences icon located at the bottom left of our website. Set the buttons in the cookie management panel to on or off according to your preference and click the "Save Preferences" button.

Additionally, partial control can be achieved through browser settings. You can access information on managing cookies in commonly used browsers through the following links:

Google Chrome:

[support.google.com/](https://support.google.com/accounts/answer/61416)

[accounts](https://support.google.com/accounts/answer/61416)

[/](https://support.google.com/accounts/answer/61416)

[answer](https://support.google.com/accounts/answer/61416)

[/61416](https://support.google.com/accounts/answer/61416)

Microsoft

Edge

[:](https://support.microsoft.com/microsoft-edge)

[support.microsoft.com/](https://support.microsoft.com/microsoft-edge)

[microsoft-edge](https://support.microsoft.com/microsoft-edge)

Mozilla Firefox:

[support.mozilla.org/](https://support.mozilla.org/kb/clear-cookies)

[kb](https://support.mozilla.org/kb/clear-cookies)

[/](https://support.mozilla.org/kb/clear-cookies)

[clear-cookies](https://support.mozilla.org/kb/clear-cookies)

Safari:

support.apple.com/safari

Opera:

[help.opera.com/en/](https://help.opera.com/en/latest/web-)

[latest](https://help.opera.com/en/latest/web-)

[/web-](https://help.opera.com/en/latest/web-)

[preferences](#)

Bu belge elektronik ortamda oluşturulmuştur; SHA256 + HMAC + hash-zinciri ile bütünlüğü ispatlanır.