

# YA MAK TUR ZM VE T CARET A. .

## COOKIE NOTICE

Hotel Sultania - hotelsultania.com

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### 1. Data Controller and Website Information

|                         |                                                                    |
|-------------------------|--------------------------------------------------------------------|
| Trade name              | YA MAK TUR ZM VE T CARET A. .                                      |
| MERSIS No.              | 0940 0013 2950 0014                                                |
| Company address         | Hocapa a Mahallesi Ebusuud Caddesi No:12 Fatih/ stanbul            |
| Hotel / website         | Hotel Sultania - hotelsultania.com                                 |
| Hotel address           | Ebusuud Cad. Mehmet Murat Sokak No:4, Sirkeci 34110 Fatih/ stanbul |
| Phone                   | 0212 528 13 43 / +90 212 528 08 06                                 |
| E-mail                  | info@yasmakhotelcollection.com / info@hotelsultania.com            |
| Registered e-mail (KEP) | yasmakturizm@hs03.kep.tr                                           |

### 2. Scope and Definitions

Cookies are small text files used to run the website, remember preferences, perform performance/analytics measurements and, where consented, carry out marketing activities.

### 3. Cookie Categories and Legal Ground

| Category                          | Description                                                                                      | Legal ground                        |
|-----------------------------------|--------------------------------------------------------------------------------------------------|-------------------------------------|
| Necessary cookies                 | Required for the safe and proper operation of the site.                                          | KVKK Art. 5/2-f or legal obligation |
| Functional cookies                | Remember language, interface and preferences. Consent may be required if not strictly necessary. | Consent or relevant condition       |
| Performance and analytics cookies | Measurement including Google Analytics.                                                          | Consent                             |
| Targeting and advertising cookies | Used if Google/Meta ads, retargeting or campaign measurement is active.                          | Consent                             |

### 4. Current Cookie Table

| Provider                         | Cookie                             | Purpose                                                                | Category                             | Duration                                          |
|----------------------------------|------------------------------------|------------------------------------------------------------------------|--------------------------------------|---------------------------------------------------|
| hotelsultania.com                | _ga / _ga_*                        | Google Analytics visitor distinction and usage reporting               | Performance and analytics            | Approx. 13-24 months depending on Google settings |
| hotelsultania.com                | cookieconsent / preference records | Storing cookie choices                                                 | Necessary / functional               | 6-12 months or configured term                    |
| hotelrunner.com / booking engine | Session and booking cookies        | Running the reservation flow                                           | Necessary / functional               | Session or provider term                          |
| google.com / gstatic.com         | Google service cookies             | Maps, reCAPTCHA, fonts, analytics or advertising services, if active   | Functional / analytics / advertising | Provider term                                     |
| facebook.com / instagram.com     | Meta pixel/plugin cookies          | Measurement and retargeting if Meta pixel or social plugins are active | Targeting and advertising            | Provider term                                     |

Technical note: Before publication, each domain must be scanned. Non-essential Analytics, advertising and social media cookies must not run before user consent.

### 5. Cookie Preferences

Accept All, Reject All and Manage Preferences options should be equally visible, and preferences should remain changeable.

### 6. Rights

Requests may be sent via [yasmakturizm@hs03.kep.tr](mailto:yasmakturizm@hs03.kep.tr) or [info@yasmakhotelcollection.com](mailto:info@yasmakhotelcollection.com).