

## **NEVASCHOLAR.COM COOKIE POLICY**

Alba Media B.V. (or “Company”) uses cookies in the scope of our online activities via Nevascholar.com. The purpose of this Cookie Policy is to explain which types of cookies we use, for what purposes we process these cookies, and how you can manage them.

### **WHAT IS A COOKIE?**

Cookies are very small text files that are stored on your computer (or other devices such as smartphones or tablets) by the websites you visit through your browser. They are usually made up of letters and numbers. Cookies do not contain personal data such as the visitor's name, gender, or address. Cookies are created by the servers that manage the website you visit. This allows the server to recognize the visitor when they revisit the same site. Cookies can be likened to ID cards that show website owners that the same visitor has revisited the site.

### **TYPES OF COOKIES**

#### **1. Types of Cookies Based on Usage Duration**

The company uses session cookies and persistent cookies on the websites, mobile applications, and mobile sites of the e-commerce platforms it operates, based on their usage duration. Session cookies expire when you close your browser. Persistent cookies remain on your hard drive for a long period of time or indefinitely.

#### **2. Types of Cookies Based on the Owner or Party Placing the Cookie**

On the website, mobile application, and mobile site of the e-commerce platforms operated by the Company, “Company cookies (first-party cookies)” and “third-party cookies” are used, depending on the party placing them. Company cookies are created by the Company, while third-party cookies are managed by third parties we collaborate with.

#### **3. Types of Cookies Based on Their Purpose**

Technical cookies, verification cookies, targeting/advertising cookies, personalization cookies, and analytical cookies are used on the website, mobile application, and mobile site of the electronic commerce platforms operated by the Company, based on their purpose. By using these cookies, the Company conducts statistical studies to identify spending habits

such as average spending amount, age, gender, shopping categories, and mobile usage rate, with the aim of creating campaigns and advertisements tailored to the preferences and tastes of its Members by dividing them into large groups based on their distinguishing characteristics.

## **FOR WHAT PURPOSES DO WE USE COOKIES?**

Our company uses cookies to:

- Remember your preferences and personalize your use of the website/mobile application/mobile site. This usage:
  - Cookies that save your password and keep your website/mobile app/mobile site session open continuously, saving you the hassle of entering your password multiple times on each visit, and
  - Cookies that recognize and remember you on subsequent visits to the website/mobile app/mobile site.
  
- It is used to determine how you use the website/mobile application/mobile site, including where and from which devices you connect to the AI or any relevant electronic platforms operated by our company, what content you view on the website/mobile application/mobile site, and the duration of your visit.
  
- To provide you with content and advertisements that are more relevant to your interests, in other words, for targeted advertising/promotional purposes. Our company matches the information obtained through cookies with your other personal data to provide you with more relevant content, personalized campaigns, and products, and to avoid showing you content or offers that you have previously indicated you do not want.

The company also uses Google Analytics, a web analytics service provided by Google, Inc. (“Google”). Google Analytics uses cookies to analyze how visitors use the website/mobile application/mobile site by providing statistical information/reports. For more information about the use of Google Analytics (including opt-out options), please visit: <https://policies.google.com/privacy?hl=tr#infocollect>

In the mobile application, instead of cookies, Google and Criteo SDK (Software Development Kit) are used.

## COOKIE MANAGEMENT

You may allow or block cookies through your browser settings.

Depending on your internet browser, you may learn about cookies and exercise your right to allow or block them by following the steps below:

- **Google Chrome:** Click the “lock icon” or “i” icon in the address bar → “Cookie” section → allow or block cookies.
- **Internet Explorer:** Click “Tools” → “Security” → choose “allow” or “block” cookies.
- **Mozilla Firefox:** Click “Open Menu” → “Options” → “Privacy & Security” to manage cookies.
- **Other browsers (Opera, Microsoft Edge, etc.):** Refer to the browser’s help or support pages.
- **Safari:** From the “Settings” menu → “Safari” → manage cookies from the “Privacy & Security” section.

For more information and cookie management:

- <https://www.allaboutcookies.org>
  - <https://www.youronlinechoices.eu>
- You may also use the “Privacy Badger” application:  
<https://www.eff.org/tr/privacybadger>

For cookie or SDK management in mobile applications, follow the instructions in the Privacy or Settings sections of your device, or install and use Lumen Privacy Monitor:  
<https://haystack.mobi>

If you reject persistent or session cookies, you may continue using the website and mobile site; however, you may not be able to access all functions, or your access may be limited.

## COOKIES

The cookie tables used by the Company should be filled with actual data.

Information regarding the cookies used by our Company is provided in the tables below:

Cookie Service Provider	Cookie Name	Purpose of Cookie	Type of Cookie	Duration of Cookie
Google	Google Analytics	Google Analytics uses cookies to analyze how visitors use the Website. Information about your use of this Website (including your IP address) is transmitted to Google and stored by Google on servers in the United States. Google will use this information to evaluate your use of the Website, compile reports on Website activity for the Company, and provide other services related to Website activity and internet usage but will not associate your IP address with any other data held by Google. For more information about the use of Google Analytics (including opt-out options), please visit: <a href="http://www.google.co.uk/intl/en/analytics/privacyoverview.html">http://www.google.co.uk/intl/en/analytics/privacyoverview.html</a> .	Persistent Cookie	
Google	_ga, _gid, _gat	Website analytics and performance measurement; tag management (e.g. GTM-T8287V3Q)	Persistent	_ga: 2 years; _gid: 24 hours; _gat: 1 minute
NevaScholar	ns-cookie-consent	Stores your cookie consent choice (accept all / necessary only / custom)	Persistent (localStorage)	Until you change preferences or clear data
NevaScholar	ns-theme	Theme preference (light / dark mode)	Persistent (localStorage)	Until data is cleared
NevaScholar	Auth token / session (storage key)	Login and session; “remember me”	Persistent / session (localStorage)	Session or “remember me” period
NevaScholar	neva.lastSessionId, neva.titleSessionId	Last used session / title session identifier	Persistent (localStorage)	Until logout or data cleared
NevaScholar	neva.lastOpenedSessionId	Last opened article / session	Persistent (localStorage)	Until logout or data cleared
NevaScholar	neva.academicLevel, neva.documentMetadata	Academic level and document metadata	Persistent (localStorage)	Until data is cleared
NevaScholar	neva.articles, neva.content., localStorage.content.	Article list and content cache	Persistent (localStorage)	Until logout or data cleared
NevaScholar	neva.stored_email	(Optional) Remembered email address	Persistent (localStorage)	Until logs out
NevaScholar	Remember me / session key	“Remember me” flag and session data	Persistent / session (localStorage)	Session or “remember me” period