

Cookie Policy

As **Vitra Karo Sanayi ve Ticaret A.Ş.** ("**Vitra Tiles**", "**Data Controller**"), we value the protection of your personal data, so we expect you to show the same attention. For this reason, it is very important for us that you read this text detailing which personal data we use for what purpose and to clearly understand the obligations of **Vitra Tiles**, who is responsible for the administrative and technical security of your personal data as "**Controller**".

With this privacy notice we aim to inform data subjects, persons whose personal data is processed (used), as the "**Data Controller**" who uses their data. As a **Controller**, we have to prove that you have been informed about your personal data we will process by explaining:

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Please be kindly informed that through **Privacy Notice**, we provide links to certain areas in our website where your personal data may be collected, and additional privacy notices are provided in those areas.

Please note: This Privacy notice does not apply to, and **Vitra Tiles** is not responsible for, any third-party websites which may be accessible through links from this website. If you follow a link to any of these third-party websites, their own privacy policies may apply.

1. What personal data we collect about you and how we obtain them

As **Vitra Tiles**, we collect your personal data listed below through digital means through you providing us with your personal data in our website. The following information:

- Your information generated and obtained through marketing and statistics cookies (including but not limited to confirmation on whether user is a real person, how often the website is visited, how long the visit lasted, Google Analytics user code)

are obtained through your visit to our website only if you provide your consent to marketing and statistics cookies through our Cookie Banner. You may always revoke your consent from our Cookie Policy webpage.

- Your cookie consent choice (Information on whether you've consented for statistics and marketing cookies, date of your consent),
- Necessary cookies for webpage visibility, user-interfaces and network security.

You can prevent the storage of cookies by configuring your browser software accordingly; however, please note that in this case you may not be able to use all the features of this website to their full extent. You can find a full list of cookies listed below:

Necessary (24)

These cookies are necessary for core functionality, such as security and network management. They always need to be on to properly provide our website and fulfil our legal requirements.

Name	Provider	Purpose	Duration	Type
jk_sync_e4EjysKnVh	vitratiles.com	Used for the functioning of the chat programme	9 years	First party
jk_messages_items_e4EjysKnVh	vitratiles.com	Used for the functioning of the chat programme	9 years	First party
jk_eBuffer_e4EjysKnVh	vitratiles.com	Used for the functioning of the chat programme	9 years	First party
jk_temp_sess_pages_count_#	vitratiles.com	Used for the functioning of the chat programme	9 years	First party
jk_temp_visits_count_#	vitratiles.com	Collects anonymous data about the user's visits to the website, such as the number of visits, the average time spent on the website and which pages are loaded, in order to generate reports to optimise the website content.	9 years	First party
jk_temp_sess_invitation_time_#	vitratiles.com	Used for the functioning of the chat programme	9 years	First party
jk_temp_sess_entries_#	vitratiles.com	Sets a timestamp for when the visitor entered the website	9 years	First party
jk_store_#_client	vitratiles.com	Records statistical data on the behaviour of users on the website	9 years	First party
jk_store_#_app	vitratiles.com	Used for the functioning of the chat programme	9 years	First party
jk_loader_info_#	vitratiles.com	Used for the functioning of the chat programme	9 years	First party
jk_#_#	vitratiles.com	Used for the functioning of the chat programme	9 years	First party
jk_history_#	vitratiles.com	Contains data on the user's navigation, interaction and the time spent on the website and its subpages.	9 years	First party
rc::c	www.google.com	Used for differentiating between humans and bots	Session cookie	Third party
rc::b	www.google.com	Used for differentiating between humans and bots	Session cookie	Third party
rc::a	www.google.com	Used for differentiating between humans and bots	9 years	Third party

Name	Provider	Purpose	Duration	Type
CookieConsent	vitratiles.com	Stores the user's cookie consent status for the current domain.	1 year	First party
__cf_bm	Vimeo.com	Used for differentiating between humans and bots	Session cookie	Third party
ffvendorids	www.vitratiles.com	Allows identifying a specific user and providing them with a customised experience.	1 year	First party
ffvisitorids	www.vitratiles.com	Used to store an ID that identifies the website the script is running on.	1 year	First party
PHPSESSID	virtual.tridimeda.com	Used to protect the user's information between page requests.	Session cookie	First party
IntroPopupShow	www.vitratiles.com	Used for the pop-up display when first entering the website.	23 hours	First party
ShowroomPopupShow	www.vitratiles.com	Supports the functioning of the showroom pop-up on the website.	Session cookie	First party
o-key-client	www.vitratiles.com	Stores the token information of users who log in to the site.	5 hours	First party
_GRECAPTCHA	ww.google.com	Used for differentiating between humans and bots	180 days	Third party

Functionality (1)

Functionality cookies are used to show your selection of language, website pages and remember your choices.

Name	Provider	Purpose	Duration	Type
isAppointmentSeen	vitratiles.com	used to determine whether the welcome message is shown to the user.	9 years	First party

Statistics (13)

We use statistics cookies to measure how you use the our website. These cookies collect information about how you got to the site, the pages you visit and how long you spend on each page, and what you click on.

Name	Provider	Purpose	Duration	Type
_ga_K3RX8TXFE5	vitratiles.com	Used by Google Analytics to collect data on the number of	1 year	First party

Name	Provider	Purpose	Duration	Type
		times a user visits the website as well as the dates of the first and last visit.		
_ga_46ZRX70K0Y	vitratiles.com	Used by Google Analytics to collect data on the number of times a user visits the website as well as the dates of the first and last visit.	1 year	First party
_gat	vitratiles.com	Used by Google Analytics to reduce the request rate	1 day	First party
ga#	vitratiles.com	Used by Google Analytics to collect data about the number of times a user visits the website, as well as the dates of the first and last visit.	1 year	First party
_cltk	vitratiles.com	Records statistical data on the behaviour of users on the website. Used by the website operator for internal analytics.	Session cookie	First party
collect	google-analytics.com	Used for sending data about the visitor's device and behaviour to Google Analytics. Tracks the visitor across devices and marketing channels.	Session cookie	Third party
_gid	.vitratiles.com	Records the unique ID used to generate statistical data on how the visitor uses the website.	24 hours	First party
_gat_UA-25340697-69	.vitratiles.com	Used by Google Analytics to reduce the request rate.	2 minutes	First party
_clsk	.vitratiles.com	Stores data on the time spent on the website and its subpages during the current session.	24 hours	First party
_ga_3KGQ5DY4CZ	.vitratiles.com	Used by Google Analytics to collect data on the number of times a user has visited the website, as well as the dates of the first and last visit.	1 year	First party
_ga_5HMZG2B0MG	.vitratiles.com	Used by Google Analytics to collect data on the number of times a user has visited the website, as well as the dates of the first and last visit.	1 year	First party

Name	Provider	Purpose	Duration	Type
_clck	.vitratiles.com	Collects data about the user's navigation and behaviour on the website. This is used to compile statistical reports and heat maps for the website owner.	365 days	First party
_ga	.vitratiles.com	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 year	First party

Marketing (9)

Marketing cookies are used to show you advertisement in relation to your internet use and visits, these services are provided by third parties.

Name	Provider	Purpose	Duration	Type
_fbp	vitratiles.com	Used by Facebook to deliver a range of advertising products, such as real-time bidding from third-party advertisers	90 days	First party
ads/ga-audiences	Google	Used by Google AdWords to re-engage with visitors who are likely to convert into customers based on the visitor's online behaviour on websites.	Session cookie	Third party
c.gif	c.clarity.ms	Collects data about the user's navigation and behaviour on the website. This is used to compile statistical reports and heat maps for the website owner	Session cookie	Third party
ANONCHK	c.clarity.ms	Records data about multiple visits and visitors on multiple websites. This information is used to measure the effectiveness of adverts on websites.	7 minutes	Third party
SM	.c.clarity.ms	Registers a unique ID that identifies the user's device during repeated visits between websites using the same advertising network. The ID is used to allow targeted advertising.	Session cookie	Third party

Name	Provider	Purpose	Duration	Type
SRM_B	.c.bing.com	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.	1 year	Third party
MR	.c.bing.com	Used for tracking visitors on websites. The aim is to display adverts that are relevant and interesting for the individual user and therefore more valuable for publishers and third-party advertisers.	7 days	Third party
MUID	.bing.com	Widely used by Microsoft as a unique user ID. The cookie enables user tracking by synchronising the ID across many Microsoft domains.	1 year	Third party
CLID	www.clarity.ms	Collects data about the user's navigation and behaviour on the website. This is used to compile statistical reports and heat maps for the website owner.	365 days	Third party

2. How we use your personal data

In the table presented below, the purposes of personal data processing carried out within the scope of the activity in which the Privacy Notice is issued are detailed.

We will only use your personal data where we are permitted to do so by applicable law. Each personal data processing purpose is matched with the categories of personal data and the relevant legal reason relating to the purpose.

Your information generated and obtained through marketing and statistics cookies are processed for;

- Analytical measurements for improving our website traffic and website services, to increase the number of visitors to our website,
- Profiling data subjects' visits to provide personalized services,
- Displaying advertisements suitable for visitors' user profile,
- For the purposes of providing visitors with promotions that are customized to their user profile

only if we obtain visitors' consent through our Cookie Banner.

Your cookie consent choice is processed for:

- For the purposes of saving your choices regarding cookies and fulfilling our legal obligations

because processing is necessary for compliance with a legal obligation.

Necessary cookies for webpage visibility, user-interfaces and network security are processed for:

- Carrying out verification processes through our mandatory cookies,
- Preventing attacks which may slow down or block our services,
- Balancing the density experienced in our service network,
- Ensuring that there is no interruption in the delivery of our services,
- Creating basic analytic measurements regarding visitor number and dates

because processing is necessary for the purposes of the legitimate interests pursued by **Vitra Tiles**.

3. Who we share your personal data with

Yes, but we only transfer them for certain purposes with:

- Public authorities and courts for legal duty of disclosure and limited to only information which was requested,
- Our legal consultants and lawyers for fulfillment of legal purposes,
- Our service providers for obtaining cookie services and cookie consent banner.

4. Which countries we transfer your personal data to

If we process data in third countries (meaning countries outside the European Union or the European Economic Area) or this occurs in the process of utilizing the services of third parties or transmitting data to third parties, this will only be done for the purpose of fulfilling our contractual obligations, on the basis of your consent, due to a legal obligation or based on our legitimate interests.

In doing so, we ensure that your personal data is processed in compliance with the European level of data protection, based on special guarantees or due to corresponding contractual obligation including adequate technical and organizational measures.

Important note: Google is certified under the Privacy Shield Framework and as a result, offers a guarantee that complies with European data protection law.

5. How long we keep your personal data

We will retain your personal data for as long as is necessary to fulfil the purpose for which this data was collected and any other permitted linked purpose as listed on the table above.

If your personal data is used for two purposes we will retain it until the purpose with the latest period expires; but we will stop using it for the purpose with a shorter period once that period expires.

6. What rights you have in relation to your personal data and how to contact us

You have different rights listed under General Data Protection Regulation and if you wish to confirm processing of your personal data or to have access to your personal data we may have about you, you may contact us through the contact methods listed below.

You may also request information about: the purpose of the processing; the categories of personal data concerned; who else outside the **Vitra Tiles** might have received the data from the **Vitra Tiles**; what the source of the information was (if you didn't provide it directly to the **Vitra Tiles**); and how long it will be stored. You have a right to correct (rectify) the record of your personal data maintained by the **Vitra Tiles** if it is inaccurate. You may request that the **Vitra Tiles** erase that data or cease processing it, subject to certain exceptions.

You may also request that the **Vitra Tiles** cease using your data for direct marketing purposes. When technically feasible, the **Vitra Tiles** will—at your request—provide your personal data to you or transmit it directly to another controller.

You also have a right to lodge a complaint with the a competent data protection supervisory authority (Article 77 of the GDPR).

If you have questions about this statement or about data protection at **Vitra Tiles**, you can contact our company directly at:

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No:5 Tuzla İstanbul-Turkey
Telefon +90 (212) 35080000
E-Mail: vitrakaro@vitrakaro.hs02.kep.tr

7. How we will update this Privacy Notice

We may change the content of our websites and how we use cookies without notice and consequently our Privacy notice may change from time to time in the future. We therefore encourage you to review them when you visit the website to stay informed of how we are using personal data.

This Privacy notice was last updated in August 2024.