

COOKIE POLICY OF Turkel Fair Org

Version 1.0

Effective Date: 18 September 2025

1. General Provisions

This Cookie Policy (the “**Policy**”) explains which technologies (cookies, SDKs, pixels and similar identifiers) **Turkel Fair Org** uses when you visit the LeShow exhibition website (the “**Site**”), the purposes of their use, and how you can manage your preferences.

Data Controller: Turkel Fair Org Moscow Branch (TIN 9909065805).

This Policy forms an integral part of the Personal Data Processing Policy and applies in conjunction with it.

2. What Are Cookies, SDKs, and Pixels

- **Cookies** are small text files stored on your device when you visit the Site.
- **SDKs (software development kits)** are sets of libraries/modules in mobile or web applications that record events and device/browser identifiers.
- **Pixels/tags** are code fragments or invisible images that enable the collection and transfer of information from your device to analytics or marketing service providers.

These technologies may collect technical data such as IP address, browser type/version, language settings, cookie/device identifiers, User-Agent headers, screen parameters, referring URLs, visit time, and on-page actions.

3. Categories of Cookies and Legal Grounds

The Site uses the following categories of technologies:

1. **Strictly necessary** – ensure core Site functions (navigation, security, proper page loading, storage of your consent preferences). Processed on the basis of the Operator’s legitimate interest and do not require your consent. They can only be disabled in the browser settings and this may impair the Site’s operation.
2. **Analytics** – help measure traffic and understand how the Site is used (aggregated reports, events, form conversions). Activated only with your consent (opt-in). Legal basis: consent of the data subject.
3. **Marketing (advertising/remarketing)** – enable more relevant advertising, frequency capping, and campaign performance analysis. Activated only with your consent (opt-in). Legal basis: consent of the data subject.

4. Purposes of Use

- Ensure stable and secure operation of the Site;

- Adapt the interface to your device and preferences (e.g., remembering your cookie choices);
- Build anonymized analytics to improve content and navigation;
- Create audience segments and evaluate marketing effectiveness (with consent).

5. Managing Consents and Settings

Upon your first visit, the Site displays a cookie-management banner. You can:

- “Accept all,”
- “Reject all” (except strictly necessary),
- Go to “Settings” to choose categories (Analytics/Marketing).

You can change your choice at any time via the “Cookie Management” link in the Site footer. Withdrawal of consent does not affect the legality of processing carried out before withdrawal. To completely remove previously saved cookies, you can clear cookies in your browser/device settings.

6. Storage Periods

Cookie lifetime depends on their type and provider:

- **Session cookies** are deleted after the browser is closed.
- **Persistent cookies** are stored until their set expiration date or until you delete them.

Analytics/marketing cookies are generally retained from several days up to 24 months. Specific periods are set by each provider.

7. Third-Party and Cross-Border Transfers

For analytics and marketing (only with your consent), data may be processed by service providers on behalf of the Operator under contracts containing data protection requirements. In some cases, technical data transfers may occur to servers located outside Russia; in particular, in connection with buyer-program communications, data may be transferred to partners in the Republic of Turkey. Details and legal safeguards are described in the Personal Data Processing Policy.

8. Consent Logging

The Operator records the fact and parameters of consent granted or withdrawn for the use of Analytics and Marketing cookies (notification version, date/time, and category

selection, technical identifiers) to demonstrate compliance with legal requirements and your preferences.

9. Disabling Cookies in Your Browser

Most browsers allow you to block cookies, delete existing ones, and configure notifications. Instructions are available in your browser or device help section. Note: disabling strictly necessary cookies may negatively affect the Site's operation.

10. Contacts

For questions related to cookie use or the exercise of personal data subject rights: Turkel Fair Org – manager@turkelmoscow.ru. You may also submit a request by post to the address specified in the Personal Data Processing Policy.

11. Policy Updates

The Operator may update this Policy. The current version is always available on this page; in the event of significant changes, the Site may request your consent again.