



# COOKIES POLICY

## Cookies policy

Access to and browsing the website available at the URL [www.pikolinos.com](http://www.pikolinos.com) (hereinafter, the Website), owned by Pikostore S.L.U (hereinafter, Pikolinos), Tax ID (NIF) B53906590 and registered address calle Galileo Galilei nº 2, Elche (Alicante), as assignee of the domain name of the website [www.pikolinos.com](http://www.pikolinos.com), under contract of assignment of the existing website with the assignees Pikolinos Intercontinental S.A., Tax ID (NIF) A53238713 and registered address calle Galileo Galilei nº 2, Elche (Alicante), registered in the Alicante Company Register in volume 2067, section 8, folio 16, sheet no. 45341, and Pikolino's S.L., Tax ID (NIF) B03149200 and registered address calle Galileo Galilei nº 2, Elche (Alicante), registered in the Alicante Company Register in volume 1240, folio 180, sheet A-3806, entails using and downloading first-party and third party cookies to the terminal (computer, tablet, smartphone, etc.) with which you access and browse the Website in order to enable and optimise browsing on such Website and to anonymously analyse your browsing with the sole purpose of enhancing your experience on the Website.

We encourage you to read carefully this Cookies Policy so that you can understand in greater detail how Pikolinos uses this technology.

### 1. What are cookies?

Cookies are small data files that are received on the computer from the visited website and are used to record certain navigation interactions on a website by storing data that may be updated and retrieved. These files are stored on the user's computer and contain anonymous data that are not harmful to your computer. They are used to remember user preferences, such as the selected language, access details or customisation of the page.

Cookies may also be used to record anonymous information about how a visitor uses the site. For example, from which web page they accessed it, or if they used an advertising banner to reach it.

### 2. Consent

By accessing the Pikolinos Website the user will provide certain information about the use of this technology through the device or computer used, and we ask that you give your consent for this. You should take into account that some cookies may be necessary for the functioning of the website, and if you refuse to consent, your access to the same may be impeded.

You can withdraw your consent to the use of this technology at any time through your browser functions, disabling cookies or blocking the possibility of their being downloaded to your computer or device. See section "4. How to change cookie settings" in this Cookies Policy for more information.

### 3. Cookies used by Pikolinos

Pikolinos uses cookies that are strictly necessary and essential to optimize the user experience on the Website, using secure areas, custom options, etc. Furthermore, Pikolinos uses cookies to collect data relating to analysis of how the site is used, with the aim of improving the service for the user, by measuring the usage and performance of the page.

The website also contains links to social networks (such as Facebook or Instagram). Pikolinos does not control cookies used by these external Websites. However, for more information about the cookies used by social networks or other external websites, the user can access these sites' own cookies policies directly.

Specifically, and according to its purpose, Pikolinos uses the following types of cookies on its Website:

- **Personalization Cookies:** allow the user to adapt the Pikolinos website to some pre-set general conditions, such as the language, browser used or region from which it is accessed.
- **Technical Cookies:** used to provide smoother and easier navigation of the page, as well as ensuring the proper functioning of the Website and to provide the site with security. For example, those used for session maintenance, management of the response time, performance or validation of options, etc.
- **Analysis Cookies:** allow statistical analysis information to be obtained about how users use the page. This allows us to understand user's preferences in order to improve the services on offer. For example, by analysing the search terms used to reach a page or study the geographical area which most users belong to.
- **Advertising Cookies:** these are used to manage the existing advertising spaces on Pikolinos so that each User is offered advertising content to suit the contents of the page and the frequency of the ads.
- **Behavioural Advertising Cookies:** allows existing advertising spaces on the page to be managed so that each User is offered advertising content according to their navigation habits and preferences.
- **Other cookies:** the Website also uses cookies from third parties, specifically social networks (for example: Twitter, Facebook) whose function is to integrate the functionalities of the same on the Website.

Below is a list of the cookies used at Pikolinos, indicating the type, origin, and purpose, as well as a link so that the user can access the Cookies Policies on different websites of origin.

#### PROPRIETARY COOKIES

COOKIES	ORIGIN	INFORMATION	PURPOSE	OPT-OUT
Personalisation	Pikolinos	Identifies the user and their navigational preferences	Used to store user's session preferences, and adapt their navigation of the website according to these preferences.	Click

#### THIRD-PARTY COOKIES

(the information below has been provided by these third parties)

COOKIES	ORIGIN	INFORMATION	PURPOSE	OPT-OUT
Personalisation	Google. LLC	Google user identification and navigation preferences	Store and display to the user the website according to the user's selected preferences.	Click
	Nosto Solutions Oy.	User identification and navigation preferences.	Analyse customer's activity in order to show them, in a personalised manner according to their preferences, products on the website.	Click

**THIRD-PARTY COOKIES**

(the information below has been provided by these third parties)

COOKIES	ORIGIN	INFORMATION	PURPOSE	OPT-OUT
Analysis	Google Analytics (Google. LLC)	User identification, start and end of session, calculation of time spent on website, frequency of visit, location, navigation of website, URL origin of visitors, measurement of data collected on visitor.	Allows Google Analytics to obtain statistics on visit habits and navigation of the website, to know user preferences where preference options are available, and adapt the user's navigation, make navigation suggestions according to their preferences and assign a unique identifier to each user who accesses the Website for the first time.	Click
	Hotjar Ltd.	User identification and navigation preferences.	Allows Hotjar to know if the User visiting the Website is included in the sample that is used to generate funnels.	Click
	Magento (Stack Exchange Inc.)	User identification and navigation preferences.	Allows each user to be assigned a session identifier in order to track their behaviour across the Website.	Click
	HubSpot, Inc.	Identification of the domain, the visit count (increases with every visit to the page during a session), start date and time (first visit), last date and time (latest visit), date and time of current visit (this visit) and session number (increases with each subsequent session).	Allows us to determine if we should increase the session number and the timestamps on the cookie _hstc.	Click
	Zent.io The Shop Expert, S.L.	User identification and navigation preferences.	Allows the current domain to be identified.	Click

**THIRD-PARTY COOKIES**

(the information below has been provided by these third parties)

COOKIES	ORIGIN	INFORMATION	PURPOSE	OPT-OUT
Analysis	Rubicon Project, Inc.	User identification and navigation preferences.	Allows tracking of a user's behaviour across the website.	Click
	Facebook	User interaction when navigating, particular with respect to the adverts that are displayed.	Measure the number of times that the adverts are shown to the target public of each campaign/ad, measuring the effectiveness of the same.	Click
Advertising	Google Tag Manager (Google. LLC)	User identification by age, gender or interests and interaction with the website and the ads.	Show the user relevant advertising and measure the user's interaction with the ads they are shown.	Click
	Hotjar Ltd	User identification and interaction with the website and the ads.	Enables our advertising partners to build a profile of the user's interests and show relevant ads on other sites.	Click
	BidSwitch (IPONWEB Holding Limited)	User identification and interaction with the website and the ads.	Allows ads to be displayed that are more relevant to the user's interests.	Click
Other cookies	Facebook	User identification and navigation tracking.	Integrates Facebook service on our Website.	Click
	Vimeo, Inc.	User identification and navigation tracking.	Integrates Vimeo service on our Website.	Click

**THIRD-PARTY COOKIES**

(the information below has been provided by these third parties)

COOKIES	ORIGIN	INFORMATION	PURPOSE	OPT-OUT
Behavioural Advertising	Double- Click (Google. LLC)	User identification, identification of access device and link to user activity, region.	Allows management of the advertising displayed to the user, depending on their information, preferences, reactions and interaction with the various devices used to access the site, measurement of effectiveness of advertising campaigns.	Click
	Bing Ads (Microsoft Corporation)	User identification and interaction with the website and the ads.	Show the user relevant advertising and measure the user's interaction with the ads they are shown.	Click
	Facebook, Inc.	User interaction with advertising, measurement of times ads are shown, user region and preferences	The function is to show the user advertising based on their interests, managing and measuring the times that an ad is shown, calculating the effectiveness of the advertising.	Click
	AdRoll, Inc.	User identification and interaction with the website and the ads.	This code creates a list of people who visit the site by placing anonymous retargeting cookies on their browser. This list allows retargeting adverts to be displayed to potential customers when they visit other sites.	Click
	AppNexus Inc.	User identification and interaction with the website and the ads.	Allows adverts for our Website to be displayed to potential customers when they visit other websites.	Click
	OpenX (OpenX Software Ltd.)	User identification and interaction with the website and the ads.	The function is to display to the user advertising according to their interests.	Click

Where the name of the company of origin is stated, insert a link that leads to that website. The text “Click” contains a link that leads to the Cookies Policy of the website these cookies come from.

As well as the cookies, both we and the companies listed above can use “tracking pixels” (also known as web beacons or pixel tags). These are small transparent images that are integrated in the website itself (therefore not stored on your computer), and which allow us to verify aspects such as the number of visitors to a particular page or the technical configuration of the browser used to access it. The purposes for which they are used are similar to those described in the table above.

## 4. How to change cookie settings

You can withdraw your consent to the use of cookies by disabling them or blocking their download at any time through your browser’s functions.

Bear in mind that if you reject or clear navigation cookies on the Pikolinos website, we will not be able to remember your preferences, some page features will not be functional, we will not be able to offer you personalised services and each time you visit our Website we will have to ask you again to authorise the use of cookies.

If you still decide to modify the configuration of your access to the Webpage, you will find below a list of instructions and links about the steps to follow to activate, deactivate, delete and manage cookies in each browser:

**Apple Safari** With Safari open, go to Safari > Preferences... > Privacy and select “Always Block”, “Allow from websites I visit” or “Always Allow”

For more information: [https://support.apple.com/kb/ph21411?locale=en\\_US](https://support.apple.com/kb/ph21411?locale=en_US)

**Google Chrome** With Google Chrome open, click the Chrome menu icon > Preferences > Advanced... > Privacy > Content Settings.... > Cookies and configure the settings according to your preferences

For more information: <https://support.google.com/chrome/answer/95647?hl=en>

**Internet Explorer 11** Click on the Internet Explorer icon on the taskbar > Tools > Internet Options > Privacy and customise the cookies settings according to your preferences

For more information: <https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies#ie=ie-11>

**Mozilla Firefox** With Firefox open, click Menu > Preferences > Privacy and customize cookies settings according to your preferences

For more information: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

**Opera** With Opera open, click Preferences > Options > Advanced > Cookies and customize cookies settings according to your preferences

For more information: <http://help.opera.com/Windows/11.50/en/cookies.html>

**Safari for iOS 8** Go to Settings > Safari > Block cookies and select “Always Allow”, “Allow from sites I visit”, “Allow from current website only” or “Always Block”

For more information: <https://support.apple.com/en-us/HT201265>

**Chrome for Android and iOS** With Google Chrome open, click the Chrome menu icon > Preferences > Advanced... > Privacy > Content Settings.... > Cookies and configure the settings according to your preferences

For more information: <https://support.google.com/chrome/answer/95647?hl=en>

**Internet Explorer Mobile** With Internet Explorer open, go to More > Configuration and customize cookies settings according to your preferences

For more information: <https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>

Estos navegadores están sometidos a actualizaciones o modificaciones, por lo que, si la información o los enlaces anteriores estuvieran desactualizados, o si tu navegador no está en esta lista (Konqueror, Arora, Flock, etc). o si no encuentras la manera de gestionar las cookies, consulta con el Sitio Web oficial o ponte en contacto con nosotros a través de la dirección de correo electrónico [info@pikolinos.com](mailto:info@pikolinos.com) o por fax al número (+34) 965 683 156 para que tratemos de ayudarte.