



Cookie Policy

Pikl Cookie Policy

Our customers' security is our highest priority. That's why we are clear on our use of cookies.

Pikl ("us", "we", or "our") uses cookies on pikl.com (the "Service"). By using the Service, you consent to the use of cookies. Our Cookies Policy explains what cookies are, how we use cookies, how third parties we may partner with may use cookies on the Service, your choices regarding cookies and further information about cookies.

What are cookies?

Cookies are small files of data which can be transferred onto your computer from a web server when you visit a website. This enables the web server to read the cookie file when you return to the website and thereby recognise your computer. It is only possible for the web server which initially transferred the cookies to your computer, to read it when you return to the website.

Cookies are commonly used on the internet and do not harm your computer or computer files. The reason cookies are used includes but is not limited to providing you with a more personalised experience, arranging website content to match your interest and reducing the need for you have to re-enter data.

How do we use cookies on the website?

Pikl uses cookies on the website to help us analyse and improve the online service which we provide to you, such as help us to understand how you navigate through the website.

We also use information from cookies to understand if the website is performing and operating at the right levels; personalise the service experience we offer you on the website; establish the areas of the website which seem to be of most relevance to you and perform statistical analysis of how the website it used to manage and improve our service to you.

We also use cookie technology to ensure that, where you have registered for any of our online services, we maintain your confidentiality and security as you move through secure, or password protected areas of the website.

In addition, to evaluate the effectiveness of our advertisements and promotions on selected third party websites, we may (together with the third-party agents who help manage our online advertising) use cookies to measure response rates to our advertisements and promotions.

We will not pass on any cookie-derived information to third parties other than as set out in this Cookies Statement. We may collate the statistical data compiled in respect of use of the Website with statistical data similarly compiled in respect of other websites operated by Pikl in order to facilitate company-wide evaluation and improvements.

We use Google Remarketing cookies to understand your preferences and improve the quality and relevance of advertisements you see on third party websites. Your identity is protected, and we don't combine your browsing information with any personal information you have given us.

What kind of cookies do we use on the website?

We may use some or all of the following types of cookies:

- **Session cookies** – temporary cookies which remain in the cookie file of your browser until you leave the website.



- **Persistent cookies** – which remain in the cookie file of your browser for a longer period of time (the duration of this period will depend on the "lifetime" of the specific cookie).
- **Analytics cookies** – are used to provide us with an understanding of how our site is performing. It enables us to ensure you receive a level high standard of customer experience which we would expect when visiting any website.
- **Attribution cookies** - set cookies to identify which affiliate has delivered a customer to Us
- **Targeting cookies** – to help make the ads you see after browsing our website more relevant and interesting to you. Third-party publishers, may use cookies to show you Pikl advertisements on websites across the internet based on your past activity on our website.
You can opt-out of third-party publishers' by visiting the [Network Advertising Initiative opt-out page](#).
- **Third Party cookies** – these are not placed by Us; instead, they are placed by third parties that provide services to Us and/or to you. Third party Cookies may be used by advertising services to serve up tailored advertising to you on our site, or by third parties providing analytics services to Us (these Cookies will work in the same way as Analytics cookies described above)

What kind of information do we collect using cookies?

When you visit the website, our server will record your IP address, the date, time and duration of your visit and which areas of the website you visit. Your IP address is an assigned number allocated to your browser when you log on to the internet which acts as the "address" of your computer whilst you are online and enables web servers to locate and deliver content to you. It is usually allocated on a temporary basis .i.e. for the duration of your session online.

Cookie-derived information is anonymous and represents a computer rather than a person. You cannot be personally identified from it, and we use it solely on an anonymous, aggregated basis.

What are web beacons?

Some of our web pages may contain electronic images known as web beacons (sometimes known as clear gif's) that allow us to count users who have visited these pages. Web beacons collect only limited information, which includes a cookie number, time and date of a page viewed and a description of the page on which the web beacon resides. We may also carry web beacons placed by third party advertisers. These beacons do not carry use any personally identifiable information and are only used to track the effectiveness of a particular campaign.

Can I decline to accept cookies?

You are not obliged to accept a cookie that we (or any other web server) send to you. Most browsers accept cookies automatically, but you can modify the settings in your browser to turn off this feature. However, cookies are integral to some areas of the website and to certain parts of our online services, so if you do choose not to accept cookies from us, you may not be able to utilise some areas of the website and we may not be able to provide certain online services to you.

How do I turn off cookie acceptance?

If you would like to accept or decline cookies, you can find help about modifying your browser by visiting: [All About Cookies: How to control cookies](#).