



COOKIE POLICY

On Pikyrent web site (hereinafter referred to as the “Web Site”), Pikyrent uses cookies, which are small text files that are stored on the user's computer, and which store certain settings and data for sharing with the Pikyrent system through the user's browser.

Generally, cookies used on Pikyrent Web Site don't store sensitive or personally identifiable information such as name and address or credit card details. The cookies used by Pikyrent will only store information relating to the use of the website by the User. This does not happen through personal identification, but through the assignment of an identification number to the cookie (“cookie ID”). The cookie ID is not associated with the name, IP address or similar data of the user that would allow to identify him/her.

Cookies are used for a variety of purposes, e.g., to enable the user to navigate efficiently between webpages, remember his/her favourite sites and generally improve user's browsing experience. They also help Pikyrent to ensure that any advertising content users see online is better targeted to them. They are divided into:

- i. **Browser and/or session cookies:** these cookies are essential to the running of the Web Site and guarantee normal browsing and use of the Web Site. These cookies do not gather information about the user that could be used for marketing or analytics.
- ii. **Analytics cookies:** these cookies are used to collect information about the number of visitors, how visitors access and use Pikyrent Web Site, such as which web pages and sections are the most viewed and which web pages send malfunction messages. These cookies are used to monitor performance, for reporting, and for providing data that will influence the improvements made to the Web Site. The data is gathered in aggregated and anonymous form.

The data retention period depends on the type of cookie, *i.e.*, whether they are session cookies or persistent cookies. Cookies are either referred to as session or persistent, depending on how long they are used:

- Session cookies only last for user's online session and disappear from his/her computer or device when he/she closes the browser.
- Persistent cookies stay on user's computer or device after the browser is closed for a set period of time which is specified by the cookie.

Pikyrent **does not use persistent cookies**. However, by browsing the pages of Pikyrent Web Site, the user can interact with websites managed by third parties that can create or modify persistent and profiling cookies.



Depending on the purpose and characteristics of the cookies, user's consent may be required for their installation on his/her own computer.

Web Site's users may refuse the use of cookies and revoke a consent already given at any time. Since cookies are linked to the browser used, they can be disabled directly from the browser, thus refusing/revoking consent to the use of cookies. Users can decide whether to accept cookies using their browser settings. Furthermore, the best browsers allow the user to define different settings for "proprietary" and "third party" cookies. In this way, the user has full control over the use of cookies and data processed.

Below, please refer to the instructions for disabling cookies for the various existing browsers: [Mozilla Firefox](#) - [Microsoft Internet Explorer](#) - [Microsoft Edge](#) - [Google Chrome](#) - [Opera](#) - [Apple Safari](#).

While disabling "third party" cookies does not affect Web Site navigability in any way, it is understood that the total or partial disabling of "proprietary" and "third party" cookies may affect the correct functioning of the Web Site and compromise the use of the Web Site's features reserved for users; in particular, services provided by third parties may not be accessible, and therefore users may not be able to view any:

- videos from YouTube or other video sharing services;
- social network buttons;
- Google maps.

In order to obtain more information about the cookies used, how to refuse or disable them, it is possible to contact the DPO by writing an e-mail to the following address: compliance@pikyrent.com