

COOKIES POLICY

This cookies policy was published on 8th August 2021.

Please read this cookie policy carefully as it contains important information on who we are and how we use cookies at whichpik.com (Our Website). This Policy should be read together with our Privacy Policy and Terms of Use.

ABOUT US

We are Whichpik Limited, a company registered in England, United Kingdom and based in London. We are a photo comparison organisation that allows users conduct photo comparisons with human input. The first time you visit our Website, you will be informed about our use of cookies to improve your website experience. Consenting to our use of cookies in accordance with the terms of this Policy when you first visit our website permits us to use cookies every time you visit Our Website. However, you may adjust your consent by using our Cookies Settings.

OUR WEBSITE

This cookie policy **only** relates to your use of Our Website, whichpik.com. Throughout Our Website, we may link to other websites owned and operated by certain trusted third parties to provide additional services or ease the use of Our Website with other websites. These other third party websites may also use cookies or similar technologies in accordance with their own separate policies. For privacy information relating to these other third party websites, please do read their policies. We are not liable for any misuse of cookies emanating from these third party websites.

WHAT ARE COOKIES?

A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server. Cookies may be either “persistent” cookies or “session” cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed. Some of this data will be aggregated or statistical, which means that we will not be able to identify you individually, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

WHY WE USE COOKIES AT WHICHPIK?

We use cookies at whichpik.com for the following purposes:

- a. **Necessary Cookies** – These cookies are necessary to enable the basic features of this site to function. Some of these features include but are not limited to providing secure log-in or remembering your search history. These cookies are required for the operation of Our Website. They include, for example, cookies that enable us to provide accurate and detailed statistics on your photo comparison.
- b. **Performance/Analytical Cookies**– We use analytical/performance cookies to help us understand how users engage with Our Website. An example is counting the number of visitors, the pages you visit and seeing how many visitors move around Our Website when they are using it. This helps us to improve the way Our Website works, for example, ensuring that users, such as yourself, find what you are looking for easily. These cookies also allow us to analyse your use of Our Website when you return to Our Website. This helps us to evaluate and improve our system performance. We use cookies to improve your experience by remembering your preferences, so we know how you like to use Our Website. For example - remembering you when you come back to Our Website or remembering that you like logging in through third party websites like social media websites, your choice of language or region, etc.
- c. **Social Media and Third Parties Cookies:** We may use these cookies to facilitate your connection with social media websites so you can share your whichpik.com activities with these social media websites. However, using these social media websites is subject to the provisions of our privacy policy. Also, please ensure to read the policies of these social media websites. We use the following third-party services for analytics, advertising and marketing. We suggest that you take a look at the privacy and data policies of these websites to help you know how they use your data. These websites include but are not limited to Google Analytics.
- d. **Advertising, Targeting and Marketing Cookies** – We use these cookies to ensure that the adverts and marketing campaigns you see are relevant to you by collecting information on what interests you.
- e. We do not respond to “Do Not Track” signals that can be activated on certain browsers.

ENABLE AND DISABLE COOKIES

You can withdraw any consent to the use of cookies or manage any other cookie preferences (except for performance or necessary cookies, which are always active) by amending your choices via the “cookies settings” located on the footer of the corresponding webpage.

HOW TO TURN OFF ALL COOKIES ON YOUR BROWSER AND THE EFFECT OF TURNING OFF COOKIES

You can always manage your cookies and tracking through the settings in your browser. You can set your browser to inform you on accepting or rejecting cookies on a website you visit. If you use different devices in different locations to access our platform, you should make sure that these devices are set to your preferences before accessing our platform.

If you have previously consented to us storing cookies on your machine but then change your mind, you can delete the cookies from your browser. Most browsers also allow you to prevent all or some cookies from being stored on your machine in the future. For adequate and accurate information on how to delete or disable cookies from your browser, please use the “help” function within your browser. If you only want to reject some or all of the third-party cookies, you will need to visit the relevant third party’s website directly to manage cookies stored on your machine by them.

We can’t always control third party cookies stored on your machine from Our Website. Setting your cookie preferences with us will not stop those third-party cookies from being stored on your machine. You must manage these cookies directly with the relevant third party. We suggest that you take a look at the privacy and cookies policies of these third parties to help you know how they use your data.

Please be informed that disabling some cookies may affect the functionality and accessibility of some pages on Our Website. For more information on cookies and how to control them , please see guidance on cookies as provided by the UK Information Commissioner’s Office, www.aboutcookies.org or www.allaboutcookies.org.

AMENDMENT TO THIS COOKIES POLICY

We may update this Policy from time to time by publishing a new version on Our Website. You should check this page occasionally to ensure you understand any changes to this Policy. We may notify you of changes to this Policy by email or through email or any other choice of communications as set by you.

DATA PROTECTION OFFICER

As required under the GDPR and the DPA 2018, we have a data protection officer (DPO) to monitor compliance. You can contact our data protection officer at legal@whichpik.com.

CONTACTING US

You can reach us at legal@whichpik.com. You can also contact us through our registered address, Kemp House, 152-160 City Road, London EC1V 2NX. Please address your correspondence to Whichpik Limited.