

Cookie Statement

Pirate PR NV is committed to your privacy and processing of your personal data. We therefore make every effort to explain plainly and clearly with this cookie statement which cookies we use on our website and how we collect personal data. We also explain what we use them for and what your rights are in this respect.

When you visit our website, we may process personal data using online techniques such as cookies, trackers, scripts, and similar technologies (hereinafter referred to as "cookie(s)"). In principle, however, these technologies always serve the same purpose: the retrieval and tracking of information on your device, so throughout this cookie statement we will continue to use the well-known term: 'cookie(s)'. They can be (1) essential cookies that are strictly necessary to send a message via an electronic communications network, to ensure the security of our website or to store information about the provision of a service that you expressly requested; (2) functional cookies that further shape your use of our website; (3) analytical cookies to measure and analyse your use of our website; (4) marketing cookies to deliver (personalised) advertisements; and (5) other third-party cookies that we allow on our website.

The version of this cookie statement (version: 1.0) dates from April 25, 2023

1 Table of Contents

1	Table of Contents	1
2	Scope	2
3	Who implies 'we'?	2
4	What exactly are Cookies?	2
5	Which Cookies do we use?	2
5.1	Proprietary Cookies	3
5.1.1	Essential Cookies	3
5.1.2	Functional Cookies	4
5.1.3	Analytical Cookies	4
5.1.4	Marketing Cookies	4
5.2	Third-party Cookies	5
6	How to delete or block Cookies?	5
7	Amendments to the Cookie Statement	5

2 Scope

This cookie declaration applies to <https://piratepr.com>

3 Who implies 'we'?

"We" or "our" implies Pirate PR NV with registered office in Veldkant 33 A, 2550 Kontich, Belgium, and with registration number BE0789.853.182

If you have any questions, comments or complaints regarding this cookie statement or the processing of your personal data or wish to exercise any of your rights, please contact us by e-mail to ahoy@piratepr.com

4 What exactly are Cookies?

When you visit our website, we may process personal data using online technologies such as trackers, cookies, scripts, and similar technologies (hereinafter referred to as 'cookies'). cookies are small information files that a website asks your browser to store on your device when you visit a website or certain pages of that specific website. The cookie enables the website to "remember" your actions or preferences over time and apply them on subsequent visits. Examples include your preferred language or details of the pages you have visited.

Cookies contain at least a unique identification of a visitor and some information about this user. Furthermore, it usually includes the name of the website the cookie came from, how long the cookie remains on your device (the expiry date).

5 Which Cookies do we use?

We distinguish between our own cookies ('first party cookies') and cookies processed by third parties ('third-party cookies'). Our website places cookies on its own initiative but has also third parties that can place cookies (through integrations). More specifically:

- Proprietary cookies ("first party cookies"): these are cookies placed on our initiative. Only we have access to the information contained in the cookie.
- Third-party cookies: cookies that are set by a third party, other than our own. With these cookies the third-party has access to the data collected in the cookie.

A further distinction can be made based on the specific purpose of the cookie (see below). For each of these categories, we will always request your prior consent, unless these cookies are essential (to provide you with a service you have explicitly requested or for the proper technical functioning of a website).

5.1 Proprietary Cookies

5.1.1 Essential Cookies

Essential cookies are necessary to improve and ensure the proper functioning of a website such as the security and accessibility. Pursuant to applicable legislation and due to technical necessity, only an information obligation applies, and we are not obliged to request your consent for the use of such cookies. These cookies are set as soon as you visit the website.

Name	Category	Purpose	Expiration
Wordpress_[hash]	WordPress	Storing authentication data	Session
Wordpress_logged_in_[hash]	WordPress	To check if you are logged in and which user you are	Session
Wp-wordpress_test_cookie	WordPress	To check if cookies are enabled in the browser	Session
Wp-settings-{time}-{UID}	WordPress	To change the admin interface and the front-end of the site	1 year
_grecaptcha	reCAPTCHA	Spam protection	Session
Wfwaf-authcookie*	Wordfence	To check if the user is logged in	1 day
CookieLawInfo-checkbox-performance	CookieYes	Store user consent for cookies	11 months
CookieLawInfo-checkbox-advertisement	CookieYes	Store user consent for cookies	11 months
CookieLawInfo-checkbox-analytics	CookieYes	Store user consent for cookies	11 months
CookieLawInfo-checkbox-necessary	CookieYes	Store user consent for cookies	11 months
CookieLawInfo-checkbox-functional	CookieYes	Store user consent for cookies	11 months

5.1.2 Functional Cookies

These cookies ensure your optimal use of our website by personalising certain functionalities and remembering choices, the preferred language, or your location. You cannot reject these cookies if you wish to browse our website, but they are only set after a choice has been made regarding the placement of cookies.

Name	Category	Purpose	Expiration
UnicodeAI.*	Unicode WordPress Theme	To run the Adaptive Images System, no personal information are stored withing these cookies	Session

5.1.3 Analytical Cookies

These cookies track your use of our website and allow us to further improve your experience. These Cookies show us which pages are most and least popular and how visitors move around the website. You may refuse these cookies and so the cookies below will only be placed if you accept the analytical cookies (by giving your consent).

Name	Category	Purpose	Expiration
_ga	Google Analytics	Tracking and storing pageviews	2 years
ga*	Google Analytics	Tracking and storing pageviews	1 year
_gid	Google Analytics	Tracking and storing pageviews	1 day
_gat_gtag_UA_*	Google Analytics	Storing a unique user ID	1 minute
_pk_id*	Matomo	Storing a unique user ID	13 months
_pk_ses*	Matomo	Storing a unique user ID	Session

5.1.4 Marketing Cookies

These cookies enable (personalised) marketing activities including 'retargeting' (showing ads) on own and other platforms. You can refuse these cookies and so the cookies below are only placed if you accept the analytical cookies (by giving your consent).

Name	Category	Purpose	Expiration
Rc::c	reCAPTCHA	Filter bot requests	Session
Rc::b	reCAPTCHA	Filter bot requests	Session
Rc::a	reCAPTCHA	Filter bot requests	Session
Intercom-session-*	Intercom Messenger	Keeping track of sessions	1 week
Intercom-id-*	Intercom Messenger	Unique anonymous identifier	9 months
Intercom-device-id*	Intercom Messenger	Unique device identifier	9 months

5.2 Third-party Cookies

Our website uses social media plug-ins which causes possible third-party cookies to be placed. These cookies are not placed by us, but by the third party connected to our website through links. In turn, these websites or social media platforms may process cookies for their own purposes. These cookies are used to connect to these platforms and websites and remember data of a user if they have logged into a social media account from a website. We, therefore, recommend that you read the privacy statement of these websites before using this website, so we feel it is important to refer you to their cookie policy:

- Twitter: <https://help.twitter.com/en/rules-and-policies/twitter-Cookies>
- Facebook: <https://www.facebook.com/policies/Cookies/>
- TikTok: <https://www.tiktok.com/legal/cookie-policy?lang=en>
- YouTube: <https://policies.google.com/technologies/Cookies?hl=en>.
- Instagram: <https://help.instagram.com/155833707900388>
- LinkedIn: <https://linkedin.com/legal/privacy-policy>

6 How to delete or block Cookies?

You can manage and delete all cookies already stored on your device via your internet browser settings. We would like to inform you that disabling cookies may affect your user experience and cause you to have to re-enter your preferences each time you visit our website. For more details on controlling and/or deleting cookies, please visit the page corresponding to your browser for more information:

- Edge: <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy>
- Chrome: <https://support.google.com/chrome/answer/95647?hl=en>
- Safari: <https://support.apple.com/kb/PH21411>
- Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-Website-preferences>
- Opera: <http://www.opera.com/help/tutorials/security/cookies/>

7 Amendments to the Cookie Statement

Our organisation and therefore our website are a dynamic and innovative environment. This cookie statement may be amended if our services or applicable legislation so require. This means that we are constantly looking for better services that are tailored to your needs. It is possible that there will be new applications that require a different process in collecting or processing your data. As a matter of course, we will inform you when there are important changes to this cookie statement, and we will request your permission if necessary