

PEUGEOT UK Cookie Policy

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When you access our website, subject to your consent when it is required, we (or our partners) may install different categories of cookies and other tracking technologies on your device to recognise your device's browser for as long as the cookie concerned is valid.

Our website is operated by Peugeot Motor Company plc (“Peugeot”) as the controller. The registered office of Peugeot is situated in the United Kingdom at Pinley House, 2 Sunbeam Way, Coventry, CV3 1ND.

Please read this policy carefully before using this website to understand how we use cookies and how you can manage them. By continuing to use this website, you accept and agree to the use of cookies and tracking technologies as described here unless you have amended your preferences accordingly.

To go directly to the section to manage this website's cookies, click on the link [“Make your choice about cookies”](#) above

1. What is a “cookie”?

A “cookie” is a small file that our website asks your browser to store on your device (computer, smartphone, tablet, etc.), when you visit this website. Cookies enable us to present you customized web pages that best fit your needs in order to make your experience on our website more personal. The cookies we set by us are called “first party cookies”. We also permit third parties to place cookies. These are referred to as “third party cookies”. The third party cookies we authorise to be placed via our website are described in this policy.

Cookies are useful for many different purposes. For example: -

- Some cookies are necessary for the functionality of the website and are automatically activated when a user visits our website. Without these cookies, the website would not work properly.
- Some cookies allow us to provide visitors to our website with services and functions that best suit their needs, and to tailor our service to them to ensure easy and fast operation of the website.
- Some cookies are used to help us better understand how visitors to our website behave including what journeys they go through, which pages they spend most time on and which pages they do not visit. This is really useful information for us and can help us improve our website and try to make sure that it is as user friendly as possible.

2. What categories of cookies does this website use and for which purpose(s)?

We may use three types of cookies on this website:

- (i) **Essential cookies** enable our users to navigate the website and use its features. Without these cookies, the requested services cannot be provided, such as our Vehicle Configurator, Dealer Locator Function, or Request Forms. These cookies cannot be switched off in our systems.

We use **essential cookies** to:

- Ensure that the web page functions are executed correctly,
- Allow you to save your selection in the Vehicle Configurator, and

- Allow you to plan the route to your nearest dealer in the Dealer Locator
- Allow you to store information about a form that you might have filled in on our website or products, services or information you have selected on our website
- allow you to access your personal areas on our website
- adapt the website appearance in accordance with your preferences (language, format etc.)
- implement security measures when you sign in

You can set your browser to block or alert you about these cookies, but you may encounter some difficulties to access the website or its services.

Purpose(s)	Retention Term
Ensure our website features and allow you to use the features available, ensure the security of your access	For the length of the session or as long as your browser settings allow

- (ii) **Performance and tracking cookies** collect information on how users use our website (audience measurement) and the user's internet activities. They help us (i) improve the features of our website (ii) see the areas of greatest interest to our users, and (iii) learn more about the effectiveness of our advertising campaigns. All this helps us offer our users the services and functions that best meet their needs. All information these cookies collect is aggregated and therefore anonymous.

We use performance and tracking cookies to:

- Create statistics on how our website is used,
- See how effective our advertising campaigns are, and
- Review non-person-related user behaviour, and thus improve our website.

Some of the performance cookies are provided by authorized third parties, but we do not allow cookies to be used for purposes other than those mentioned above.

If you do not allow these cookies, it should not affect the use of our website.

Purpose(s)	Objection / Cookie-Blocking	Retention term
Allow us to collect information on how users use our website in order to calculate visitor statistics and detect any browser issue to monitor and improve the quality of our website.	You may decide to block all the advertising cookies by clicking on the "Configure" button. You can also change your preferences at any time by clicking on the link "Cookie Consent" on our footer. Then click on the "information" icon to opt-out from our third-party.	No more than 13 months according to GDPR laws.

- (iii) **Marketing cookies**, including re-targeting and social media cookies, enable us to make more interesting offers to our users. Re-targeting cookies are stored on the user's device during browser sessions. They enable advertising of our products on partner and social media websites for users who have been interested in our products. The insertion of these advertisements is completely anonymous based on a cookie technology. No personal data (such as IP address or similar) will be stored, nor will any user profiles be combined with your personal data. Furthermore, no user-related data about you will be communicated to any partner or social media website. Advertising is also completely anonymous.

We use marketing cookies to:

- Send you advertisements which are better adapted to your profile
- Share our website's contents with other people
- Share your viewing or opinion of the site's content with others

If you do not allow these cookies, you will not experience our targeted advertising across different websites and you may not be able to interact with the social network(s) and other partner's website.

Cookies	Purpose(s)	Cookie-Blocking	Retention term
Advertising cookies	Allow us to display advertisements on our website adapted to your profile based on your browsing habits on our website.	You can also change your preferences at any time by clicking on the link "Cookie Consent" on our footer. Then click on the "information" icon to opt-out from our third-party.	No more than 13 months according to GDPR laws.
Sharing cookies	Enable advertising of our products on partner and social media websites for users who have been interested in our products.	You can decide to block the all the advertising cookies by clicking on the "Configure" button. You can also change your preferences at any time by clicking on the link "Cookie Consent" on our footer. Then click on the "information" icon to opt-out from our third-party.	No more than 13 months according to GDPR laws.

3. How are you informed?

The first time you access our website, you are informed that we use cookies on an informational banner "We value your privacy".

This banner contains the following information:

- The categories of cookies used on our website as described in section 2 above.
- The data that is being collected
- How you can take control over such data collection by using our cookies management tool accessible by clicking on the “Configure” button
- The possibility of accepting all the cookies by clicking on the “Accept All” Button

For more information on how we process your personal data on our website, please consult our [Privacy Policy](#).

4. Make your choice about cookies

You can access our cookie management tool to manage your cookie preferences for each cookie category (except essential cookies, which cannot be switched off in our systems) by clicking on the ‘Cookie Preferences’ at the bottom of the page.

Your browser may also allow you to choose to disable some cookies, either systematically or according to the publisher. You can also configure your browser software to accept or reject cookies either cookie by cookie or all of them.

5. Transfer of personal data

Since some of our digital advertising partners are located outside the European Union, data collected using cookies may be transferred to non-EU member countries which offer a level of data protection different from the one applicable in your country.

We strictly require them to ensure that the information collected using cookies on our website is only used for the purposes indicated in their privacy policy and to always act in accordance with applicable data protection laws.

It is thus important that you read their policy to be clearly informed on how your personal data are protected when transferred.

6. Changes to the Cookie Policy

All future changes to our Cookie Policy will be posted on this website. You should therefore periodically review these in order to be aware of changes to our Cookie Policy. We will inform you in case of substantial changes, and seek your consent, where required.

7. Contacting us

You can contact Peugeot Motor Company plc via the following channels:

Email: Please visit the following website and complete the form in order to submit a question to our Customer Care Team via email:

<https://peugeot-uk-en.custhelp.com/app/ask>

Phone: 0800 042 2422 (between 08:00 to 18:00, Monday to Friday).

Contact details of the data protection officer:

Our Data Protection Officer can be contacted by email using the following address:

dataprotectionuk@mpsa.com .

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