

# COOKIE POLICY



## 1. Introduction

This Cookie Policy explains how Piantoni Superyachts uses cookies and similar technologies on our website.

By using our website, you consent to the use of cookies in accordance with this Policy, subject to your preferences.

## 2. What Are Cookies?

Cookies are small text files placed on your device when you visit a website. They help websites function efficiently and provide information to website owners.

Cookies may be:

- **Session cookies** – deleted when you close your browser
- **Persistent cookies** – remain on your device for a set period

## 3. Types of Cookies We Use

### A. Strictly Necessary Cookies

These cookies are essential for the operation of the website and cannot be switched off. They enable:

- Website security
- Navigation
- Form submissions
- Consent management

Legal basis (EU/UK): Legitimate interest.

## **B. Analytics Cookies**

These cookies help us understand how visitors interact with the website by collecting anonymous information such as:

- Pages visited
- Time spent on site
- Traffic sources

These cookies are only activated with your consent (where required by law).

Examples may include:

- Google Analytics (if applicable)

Legal basis (EU/UK): Consent.

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## **C. Functional Cookies**

These cookies allow the website to remember choices you make (such as language or region).

Legal basis: Consent (where required).

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## **D. Marketing Cookies**

These cookies may be used to:

- Deliver relevant advertisements
- Track browsing activity across websites
- Measure marketing effectiveness

These cookies are only used with your explicit consent.

Examples may include:

- Meta/Facebook Pixel (if applicable)
- Google Ads tracking (if applicable)

Legal basis: Consent.

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## 4. Third-Party Cookies

Some cookies may be placed by third-party service providers, such as analytics or advertising partners. We do not control these cookies directly.

We recommend reviewing the privacy policies of those third parties for more information.

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## 5. How to Manage Cookies

You can manage your cookie preferences by:

- Using our Cookie Consent Banner
- Adjusting your browser settings
- Clearing cookies from your device

Please note that disabling certain cookies may affect website functionality.

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## 6. International Visitors

If you are located in the European Union or United Kingdom, non-essential cookies will only be placed on your device after you provide consent via our cookie banner.

You may withdraw consent at any time through our Cookie Settings tool.

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## 7. Updates to This Policy

We may update this Cookie Policy from time to time. Changes will be posted on this page with a revised effective date.

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## 8. Contact Us

If you have questions about this Cookie Policy, please contact:

Piantoni Superyachts

[Info@piantonisuperyachts.com](mailto:Info@piantonisuperyachts.com)