

Legal Notice on the use of Artificial Intelligence (AI)

1. Identification of the Data Controller:

Pikostore S.L.U (hereinafter, Pikolinos), with Tax ID Number (NIF) B53906590 and registered office in Elche (Alicante) at Calle Galileo Galilei 2, 03203, is the data controller processing of personal data derived from the use of artificial intelligence systems in its digital services. You can contact our Data Protection department at rgpd@pikolinos.com or by written request addressed to the postal address provided.

2. AI systems used

Pikolinos uses artificial intelligence systems for the following purposes:

a) Automated customer-service chatbot

The user interacts with an automated AI system, duly identified as such. At any time, the user may ask to be transferred to a human agent. The responses provided by the chatbot are for reference only and do not constitute professional advice, nor are they legally binding. No decisions with legal or significant effects are made solely based on automated processing, except in cases where the user is expressly notified and guaranteed the right to obtain human intervention, express their viewpoint and contest the decision, in accordance with Article 22 of the GDPR.

b) Generation of images, videos and texts using AI.

Pikolinos may use generative AI tools to create visual and written content, such as images, videos, product simulations, graphic compositions, texts or promotional content. Some visual or written content may have been generated or modified using AI. When such content is of a synthetic nature, it will be clearly and visibly identified with a notice accessible at the first point of contact with the user. Furthermore, whenever technically feasible, machine-readable labels or marks will be included in accordance with Article 50 of Regulation (EU) 2024/1689. All AI-generated content is reviewed by human personnel before publication to ensure it is appropriate, accurate and in line with Pikolinos corporate values. All AI-generated content is reviewed and validated by the Pikolinos human team to ensure it is appropriate, accurate and in line with the PIKOLINOS corporate values.

3. Compliance assessment and risk classification

The AI systems used by Pikolinos have been assessed in accordance with Regulation (EU) 2024/1689, resulting in a classification of limited risk as per Article 6 of Regulation (EU) 2024/1689. A self-assessment of compliance has been carried out in accordance with Article 53 of the aforementioned regulation, and appropriate measures of transparency, technical documentation, traceability and human oversight have been implemented. If high-risk classified systems are implemented in the future, users will be expressly notified, and additional obligations will be fulfilled, including registration in the European Database of High-Risk AI Systems, as per Article 60.

4. Protection of personal data

The processing of personal data through AI systems is carried out in accordance with Regulation (EU) 2016/679 (GDPR), Organic Law 3/2018 on the Protection of Personal Data and Guarantee of Digital Rights (LOPDGDD), and other applicable regulations. The principles applied are: lawfulness, fairness, transparency, minimisation, accuracy, purpose and storage limitation, integrity and confidentiality.

The legal basis for the processing of personal data will depend on the specific purpose:

- (i) explicit consent from the user to use data in the chatbot and generate personalised content;
- (ii) execution of a contract to manage orders and provide and customer service;
- (iii) compliance with legal obligations in tax, accounting or security matters; and
- (iv) the legitimate interest of Pikolinos to improve services, provided that the rights and freedoms of the data subject do not prevail.

5. User rights

Data subjects may exercise their rights of access, rectification, erasure, limitation, objection and portability, as well as the right to withdraw their consent at any time and not be subject to decisions made using solely automated individual decision-making.

They may exercise their rights by writing to the post address of Pikolinos (C/ Galileo Galilei 2, Elche, Alicante, CP 03203), by email at rgpd@pikolinos.com, or in person at our offices. If the identity of the data subject is not clear, additional information may be required for verification. Data subjects will receive a response to their requests within one month. They may also lodge a complaint with the Spanish Data Protection Agency (www.aepd.es) if they believe their rights have been violated.

6. AI training and literacy

Pikolinos ensures that its staff and those responsible for operating and using AI systems have the appropriate training, skills and literacy in using and overseeing artificial intelligence systems, in accordance with Article 4.5 of Regulation (EU) 2024/1689.

7. Intellectual property

Pikolinos guarantees the intellectual property rights of third parties will be respected in all content generated by AI systems. If protected works are used, the necessary licences or authorisations will be obtained. Reasonable measures are taken to avoid generating content that infringes on the rights of third parties, in accordance with the principle of due diligence. Users will be notified of the holder of the rights to the generated content and the conditions for its use.

8. Contact

For any notification, query or exercise of rights regarding the artificial intelligence systems used by Pikolinos, contact us via:

- Email: rgpd@pikolinos.com
- Post address: C/ Galileo Galilei nº2, 03203 Elche (Alicante)
- In person at our offices.