



## Privacy Policy – Global Battery Alliance

Effective Date: February 2025

This Privacy Policy describes how we collect, use, and protect your personal information when you visit our website or use our services. By accessing or using our website, you consent to the collection and use of information in accordance with this policy.

### 1. Information We Collect

We collect the following types of information when you visit our website:

#### a) Tracking Technologies

We use the following tracking technologies to understand user behavior and improve our services:

- **Google Analytics:** We use Google Analytics to analyze how users interact with our website. Google Analytics collects information such as your IP address, browser type, device information, pages visited, and the duration of your visit. This helps us to understand website traffic, improve the user experience, and optimize our content.
- **Google Tag Manager:** Google Tag Manager is used to manage and deploy marketing tags (such as analytics scripts and tracking pixels) on our website. It helps us streamline and update the tags for better tracking and performance monitoring.

#### b) Cookies We Use

Cookies are small text files that are stored on your device to help us identify your browser and remember certain information. The cookies we use are:

- **CookieConsentGBA:** This cookie is used to remember your consent choice for cookies, so we can ensure compliance with legal requirements and enhance your user experience.
- **gba-pilot-disclaimer:** This cookie is used to track your acknowledgment of disclaimers or messages on our website.

### 2. How We Use Your Information

We use the information we collect for the following purposes:

- **Improve Website Performance:** To understand how visitors interact with our website, identify areas for improvement, and optimize our content and services.
- **Personalize User Experience:** To enhance the user experience by providing content and advertisements tailored to your preferences.



- **Compliance:** To ensure that we are in compliance with applicable privacy regulations and legal obligations.

### **3. Third-Party Services**

We use third-party services, including Google Analytics and Google Tag Manager, to track and analyze user interactions with our website. These services may collect and process data on our behalf, and their use of this information is subject to their own privacy policies. You can learn more about these third-party services here:

- Google Analytics: [Google Privacy Policy](#)
- Google Tag Manager: [Google Tag Manager Privacy Policy](#)

### **4. Managing Cookies and Tracking**

You have the option to manage your cookies and tracking preferences. Most web browsers allow you to control cookies through their settings. You can opt out of Google Analytics tracking by installing the Google Analytics Opt-out Browser Add-on.

By continuing to use our website, you consent to the use of cookies and tracking technologies as outlined in this Privacy Policy. If you do not accept these terms, you should stop using the website and disable cookies in your browser settings.

### **5. Your Privacy Rights**

Depending on your location, you may have the right to:

- Access the personal information we hold about you.
- Request that we correct or update any inaccurate information.
- Request that we delete your personal information.
- Object to or restrict the processing of your personal information.

To exercise any of these rights, please contact us at [insert contact details].

### **6. Data Security**

We take reasonable precautions to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee the absolute security of your information.

### **7. Changes to This Privacy Policy**



We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. We encourage you to review this policy periodically to stay informed about how we are protecting your information.

## **8. Contact Us**

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

### **Global Battery Alliance**

Rond Point Robert Schuman 6

1040 Bruxelles – Belgium

[secretariat@globalbattery.org](mailto:secretariat@globalbattery.org)

By accepting this Privacy Policy, you acknowledge that you have read, understood, and agree to the terms outlined above.



## **Privacy Policy**

Effective Date: [Insert Date]

By using our website, you agree to the collection and use of your data as described below.

### **1. Information Collection**

We use tracking technologies, including:

- **Google Analytics:** To analyze site traffic and user behavior.
- **Google Tag Manager:** To manage marketing and analytics tags.

### **2. Cookies We Use**

- **CookieConsentGBA:** Remembers your consent for cookies.
- **gba-pilot-disclaimer:** Tracks acknowledgment of disclaimers.

### **3. How We Use Your Information**

We use the information collected to improve website performance, enhance user experience, and ensure legal compliance.

### **4. Third-Party Services**

We use Google Analytics and Google Tag Manager for tracking. Please review their privacy policies:



- [Google Privacy Policy](#)
- [Google Tag Manager Privacy Policy](#)

## **5. Managing Cookies**

You can control cookies via your browser settings or opt out of Google Analytics using the Opt-out Add-on.

## **6. Your Rights**

You may have rights to access, correct, or delete your data. Contact us at [Insert Contact Info].

## **7. Data Security**

We implement reasonable measures to protect your data, though no online system is 100% secure.

## **8. Changes**

This policy may be updated. Please review periodically.

By using our website, you accept this Privacy Policy.