

Full Tracking Setup — AMEA Website (GDPR Compliant)

Objective

- Ensure full compliance with GDPR (EU Regulation 2016/679)
- Align with CINEA / SESAR communication standards
- Activate tracking only after user consent
- Provide transparency, security and audit readiness

Tracking Strategy

- Consent-based tracking (no scripts before consent)
- User can Accept / Reject / Customize
- Only necessary cookies active by default

Tracking Tools

Google Analytics 4 (optional — requires consent)

- Monitor traffic and user behaviour
- IP anonymisation enabled
- Limited data retention

Consent Management Platform (mandatory)

- Recommended: Azeptio (EU-based)
- Handles consent collection, categorisation and logs

Technical Implementation

Step 1 — Install Consent Manager

```
<br/>var axeptioSettings = {<br/>  clientId: "YOUR_CLIENT_ID",<br/>  cookiesVersion: "amea-v1",<br/>};<br/>
```

Step 2 — Block Tracking Scripts Before Consent

```
<br/>/// Google Analytics code here<br/>
```

Cookie Categories

Category	Description	Consent Required
Necessary	Core website functions	No
Analytics	Traffic and usage tracking	Yes
Functional	User preferences	Yes

Data Protection Measures

- IP anonymisation enabled
- No personal profiling

- No data resale
- Limited data retention
- Processing within the EEA

Consent Logging

- User choice stored
- Timestamp recorded
- Consent version tracked

User Interface Requirements

- Accept All
- Reject All
- Customize

Recommended banner text:

This website uses cookies to ensure optimal functionality, improve user experience and analyse traffic. You can accept all cookies or manage your preferences.

Compliance Risks to Avoid

- Tracking before consent
- Missing Reject option
- No consent logs
- Unclear cookie usage

Validation Checklist

- No analytics before consent
- Banner visible
- Categories configured
- Logs enabled
- Policies linked

Compliance Level

- GDPR compliant
- CINEA compliant
- SESAR aligned
- EU audit-ready

Conclusion

The AMEA tracking setup ensures a transparent, user-centric and regulation-compliant data collection framework, supporting both operational insights and European regulatory requirements.