EDTA Privacy Policy

The Electric Drive Transportation Association (EDTA) is committed to protecting user privacy during visits to our websites or registration to our events, as recipients read our emails and when participants use our mobile apps. The information we collect is used to improve our site, provide a better user experience and respond to questions and requests. The Privacy Policy covers all activities of EDTA.

Information Tracked by EDTA

- From EDTA Managed Websites
Visitors to our website remain anonymous. We track aggregate data, such as the number of visitors to our site, how users found our sites and where they visited from, which pages are the most visited and how long visitors stay. However, no information identifying any individual users is tracked. We also track, in aggregate, the type of device and the operating systems visitors use to access our websites. However, we do not track or store any personal data during visits to our websites.

- From EDTA Emails
We collect aggregate data, including the total of opens and links clicked. We also collect information about the open rates and links clicked from individual email addresses. We track the type of devices used to open our emails and the settings on those devices may provide EDTA with information about the operating system being used to visit our sites.

Information That Users Provide To EDTA
EDTA collects email addresses and other personal information only when it is explicitly provided it to us. If a user fills out a form, registers for an event, downloads a mobile app or requests information, we may collect personal information such as name, address, city, state, zip code, telephone number and email address. We track IP addresses and any data gleaned is compiled in the aggregate. IP addresses are not linked to personal information in EDTA records and we do not store any individual IP address. If users provide financial information for the registration of event, the information will be collected by secure third parties (e.g. Eventbrite) and the financial information is not stored after the transaction has been completed.

Definition of Personal Data and Protections
Personal information is any information that can be used to identify an individual. For example, it can include information such as name, date of birth, email address, postal address, telephone number. EDTA will only collect this personal information when the information is explicitly needed to deliver a product or service. Before collecting any sensitive personal information, we will always make it clear what sensitive personal data we are collecting and for what reason. We will also ask for consent to store and retain this data.

EDTA does not request or collect any personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning sex life or sexual orientation.
Use of Personal Information
EDTA uses the personal data that has been provided to us so we may continue sharing services, products and information that was directly requested and to keep a record of our engagement. The information provided, by users and web server traffic information, enables us to understand how we can improve our services and information. EDTA will never sell personal information to third parties. We will never share mailing details with a third party. However, EDTA may email or mail information on behalf of our partners and sponsors.

We use IP addresses to analyze trends, administer the site, track visitors’ movements and gather broad information for aggregate use. IP addresses are not linked to personal information.

Who Has Access to Your Information
Your information is only accessible by properly trained EDTA staff and appropriate contractors. EDTA performs comprehensive checks on any external companies utilized to collect or process personal data on our behalf, such as contractors to process event registration, and a contract is set in place to detail their work for us.

We may disclose personal information if we are required to by law, to protect and defend our rights and property, or to protect the personal safety or property of our users or the public.

Opt Out and Request for Information from EDTA
To opt out and remove your name from newsletters or marketing emails, follow the unsubscribe instructions in the footer of the email.

Users have a right to know what we know about them, make changes or ask us to stop using their data. Users have a right to ask for a copy of the information we hold about them. EDTA will always use best efforts to address and settle any requests or complaints brought to our attention. Contact us if you have any questions about our digital security and privacy policy by emailing info@electricdrive.org.

User Consent
By using digital services provided by EDTA, including our websites, emails and mobile apps, you consent to the collection and use of the information described above. Any changes to this policy will be posted prior to their implementation. We take every precaution to protect your personal information. Access to your information is restricted only to authorized staff with a legitimate and specific business purpose. EDTA is solely responsible for the content of our digital communications but is in no way responsible for pages that are linked from our materials. We encourage you to review the privacy policies posted on linked sites. If you have any questions about the security at our website, send an email to info@electricdrive.org.