

COOKIE NOTICE

Effective: April 6, 2026

Bel Fuse Inc., and each of its affiliates and group members including Bel Fuse-Circuit Protection, Bel Magnetic Solutions, Bel Power Solutions, Cinch Connectivity Solutions, Signal Transformer, Stewart Connector, TRP Connector and Enercon Technologies (collectively, “**Bel Fuse,**” “**we,**” “**us,**” “**our**”) respect your privacy and are committed to protecting the personal data we collect or access through cookies or similar technologies.

For the purposes of this notice, “**Services**” means our websites located at www.belfuse.com, www.cinch.com, www.enercon.co.il, www.techaya.com, www.milpower.com, www.bel-aerospace-defense.com and www.mpsindia.in together with any features, content or applications offered through them. By using our Services you acknowledge and agree to our use of cookies and other similar technologies to provide the Services (and related advertising, where permitted) to you as described in this notice and in our [Privacy Notice](#). Where required by applicable law, we will request your explicit consent before placing or accessing non-essential cookies on your device. For more information about what cookies and pixel tags are, what they do, and how you can opt out of, manage, or delete them, please review [this Cookie Notice](#).

WHAT ARE COOKIES AND PIXEL TAGS?

“**Cookies**” are small strings of text or computer code stored locally on your device that allow us, ad networks, and our third-party service providers, to identify your browser and/or device as you browse the Internet. Cookies can be placed, read, and/or written to by our Services, or other websites or services that recognize a particular cookie, which allows the website to “remember” or “recognize” a particular browser or device and, in some cases, store information about that browser or device.

Certain types of cookies or cookie-like functionality may be placed or activated through browser add-ons, including, but not limited to, Adobe Flash. While these cookies are stored differently, their functionality and purpose is generally similar to other cookies.

Cookies are often used in conjunction with “pixel tags” (also known as “web beacons” or “clear gifs”). Pixel tags are small, transparent, images embedded in web pages or emails that work alongside cookies and similar technologies to collect usage and engagement data. We, our analytics providers, advertisers, and other third parties can use pixel tags to interact with cookies and other tracking technologies to understand how users interact with our Services. For example, whether you open or engage with content in promotional emails or visit specific pages on our websites, which helps us evaluate and improve the effectiveness of our advertising and marketing campaigns.

For more information about cookies, please see www.allaboutcookies.org.

HOW LONG ARE COOKIES STORED ON MY SYSTEM?

Session Cookies. “Session cookies” are stored for the duration of a browser session; when you close the browser, the cookie is deleted.

Persistent Cookies. “Persistent cookies” are stored for a preset amount of time (often between 90 days and two years, depending on the application) and are typically not deleted when a browser session is closed.

Your choices may affect whether we use session or persistent cookies for a particular application. For example, ordinarily, by default, the Services store signed-in status using a session cookie, meaning you must log in again each time you start a new browser session. However, if you select “Remember Me,” your signed-in status is stored using a persistent cookie, which remains on your device until it expires or is deleted.

WHAT COOKIES DO WE USE AND WHY?

As stated above, a cookie is a small piece of data (text file) that a website – when visited by a user – asks your browser to store on your device in order to remember information about you, such as your language preference or login information. Those cookies are set by us and called first-party cookies.

We also use third-party cookies – which are cookies from a domain different than the domain of the website you are visiting

In addition, we use digital pixels and similar technologies from third-party providers to collect technical information about your device and browsing behavior. When you visit our websites, these third-party providers may use these pixels to perform geolocation based on your IP address and to match your company against their database. If a match is found, the provider shares the visitor’s country and company name with us. No personal contact information, such as individual names or email addresses, is collected or shared by the third party. This information helps us understand our business visitors and improve our Services. These cookies and pixels may collect data such as your IP address, browser type, and approximate location.

More specifically, we use cookies and other tracking technologies for the following purposes:

Strictly Necessary Cookies

These cookies are necessary for you to browse and use the Services. These cookies are required for the Services (or certain functionalities) to operate correctly and are not used to collect personal data. Disabling these may result in repetitive or less relevant content and diminished user experience.

Strictly Necessary Cookies		
<i>Cookie Subgroup</i>	<i>Cookies</i>	
ir.belfuse.com	<u>TEST_AMCV_COOKIE_WRITE</u>	First Party
www.belfuse.com	<u>JSESSIONID</u> , <u>ARRAffinitySameSite</u> , <u>ARRAffinity</u> , <u>.AspNetCore</u> , <u>AWSALBCORS</u> , <u>AWSALB</u>	First Party
belfuse.com	<u>OptanonConsent</u> , <u>OptanonAlertBoxClosed</u>	First Party

Performance Cookies

These cookies, and associated tracking technologies such as analytics pixels, allow us to measure visits, traffic sources, and engagement so we can improve the experience of our site. They help us to know which pages are the most popular and see how visitors move around the websites.

Performance Cookies		
<i>Cookie Subgroup</i>	<i>Cookies</i>	
www.belfuse.com	<u>_pk_ses*</u> , <u>_pk_id*</u>	First Party
belfuse.com	<u>_ga</u> , <u>_clsk</u> , <u>s_cc</u> , <u>_ga_XXXXXXXXXX</u> , <u>_clck</u> , <u>_gat</u> , <u>_gid</u>	First Party

Targeting Cookies

These cookies, and related tracking technologies such as pixel tags, may be set through our websites by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other websites. They do not store directly personal information, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

Targeting Cookies		
<i>Cookie Subgroup</i>	<i>Cookies</i>	
belfuse.com	<u>AMCV_</u> , <u>AMCVS_</u>	First Party
www.google.com	<u>_GRECAPTCHA</u>	Third Party
bing.com	MUID	Third Party
youtube.com	VISITOR_PRIVACY_METADATA, YSC, VISITOR_INFO1_LIVE	Third Party
c.bing.com	MR, SRM_B	Third Party
www.youtube.com	TESTCOOKIEENABLED	Third Party

Functional Cookies

These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.

Functional Cookies		
<i>Cookie Subgroup</i>	<i>Cookies</i>	
c.clarity.ms	SM, ANONCHK, MR	Third Party
clarity.ms	MUID	Third Party
www.clarity.ms	CLID	Third Party

Third-Party Functionality. We may embed or link to third-party services, for example, we provide social media buttons on the Services that allow users to visit our profiles on third-party social media platforms. We do not control how those platforms collect information about you, nor whether or how they may track you or may activate their own cookies on your devices.

We do not have access to or control third-party cookies or similar technologies that advertisers and third-party websites may use, or their data privacy practices.

For more information about how such third parties collect and use information about your activities, please review their applicable cookie and privacy policies.

HOW DO I CONTROL OR MAKE CHOICES ABOUT COOKIES AND TRACKING TECHNOLOGIES?

Managing Cookies in the EU. We will ask for your consent before placing any cookies or other similar technologies on your device, except where they are essential for us to provide you with a service that you have requested (see *'Strictly Necessary Cookies'* in the table above). This includes all non-essential cookies such as analytics, performance and targeting cookies, which require your prior opt-in consent.

Managing Cookies in the UK. Under the Data Use and Access Act (DUA Act) 2025, we may place certain cookies and similar tracking technologies on your device without prior consent, beyond those strictly necessary to provide you with a service you have requested (see *'Strictly Necessary Cookies'* in the table above). These include cookies and pixels used to collect anonymous, aggregated statistical data, improve website performance, support emergency assistance and maintain security measures such as fraud detection. These cookies may be set automatically, but you still have the option to opt out, or manage your preferences through our "Cookie Settings". For all other cookies, including those used for targeted advertising or profiling, we will ask for your explicit, informed consent before placement.

Withdrawing Consent or Changing Your Preferences. You can withdraw your consent to the use of cookies (including digital pixels) or manage any other cookie preferences by clicking the "Cookie Settings" link in the website footers (where available). Alternatively, you can use your browser's privacy settings to clear cookies (usually found in the "Privacy" and/or "Security" settings).

Please note that removing cookies in your browser may not disable all tracking technologies, including pixel tags, unless consent settings are also updated under "Cookie Settings". It may be necessary to refresh the page for the updated settings to take effect. This may cause the cookie preferences banner to reappear, letting you update your preferences.

Whether you are visiting from the UK or the EU, we will always ask for your clear, informed consent before placing cookies or similar technologies that:

- Collect any personal, business-identifying, or marketing data (such as your name, company name, or contact details);
- Are used for targeted advertising, profiling, or tracking across websites; or
- Are set by third-party providers who may use tracking technologies to analyze your visit and compare it with data in their own databases. We do not receive or access the raw data collected by these providers, but we may receive summary insights (e.g. visit frequency or location trends).

These types of cookies will never be placed without your prior opt-in consent, and you may withdraw that consent or update your settings at any time through the tools provided.

Managing Cookies in the U.S.A. Most browsers automatically accept cookies by default, but you can adjust your device and/or browser settings to delete and/or block some or all cookies, or provide notifications when you receive a new cookie. Consult the “Help,” “Tools,” or “Preferences” menus on your browser, or the documentation for your device, for more information about how to do this. Please note, however, that blocking or deleting certain cookies may negatively affect your user experience.

Additionally, you can generally disable or delete cookies placed and used by browser add-ons, by changing the add-on settings or visiting the website of its provider.

However, you may not have access to certain features and services (such as consistent volume settings for videos) that make your online experience more efficient and/or enjoyable.

Analytics. If you wish to opt out of Google Analytics, you can download and install an opt-out browser add-on for certain browsers at the following link: <https://tools.google.com/dlpage/gaoptout>.

Advertising. Some third-party advertising networks may use cookies and similar technologies to collect information about your browsing activities to deliver tailored ads. Certain devices and browsers allow you to reset your advertising identifier at any time by accessing the privacy settings on your device in order to restrict the delivery of tailored in-application advertisements. Consult your device’s documentation for more information about how to do this.

In addition, the DoubleClick ad network allows you to opt out of its online behavioral advertising by following the instructions at the link posted above <https://code.google.com/archive/p/google-opt-out-plugin/>.

HOW TO CONTACT US

If you have any questions about this cookie policy or how we use cookies, please contact us at Privacy@belf.com.