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[Helpcenter](#) > [Community](#) > [Verbetervoorstellen](#) > [Make tracking optional for an entire brand.](#)

Make tracking optional for an entire brand. **Open Discussion**

- Boaz Doornbos
- **Forum naam:** #Verbetervoorstellen

Please allow users to enable optional tracking at the entire brand level instead of configuring it per store. This is highly valuable for French and EU clients, as it simplifies GDPR compliance and respects user privacy choices globally across their entire brand, while significantly reducing manual setup time.