Physics and Electronics

COOKIE POLICY

Website URL: **https://physicsandelectronics.com**
Effective Date: June 21, 2026
Jurisdiction Focus: Maharashtra, India (Global Compliance Alignment)

This Cookie Policy explains how Physics and Electronics ("we", "us", and "our") uses cookies and similar technologies to recognize you when you visit our website at **https://physicsandelectronics.com** ("Website"). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

> In compliance with global data protection frameworks (including the EU ePrivacy Directive, GDPR, and the Indian Digital Personal Data Protection Act), our website provides you with granular control over what optional analytical and marketing data you share with us. You can modify these choices at any time via our homepage consent framework.

1. What Are Cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information.

Cookies set by the website owner (in this case, Physics and Electronics) are called "first-party cookies". Cookies set by parties other than the website owner are called "third-party cookies". Third-party cookies enable third-party features or functionality to be provided on or through the website (e.g., advertising, interactive content, and analytics).

2. Why We Use Cookies

We use first-party and third-party cookies for several reasons. Some cookies are required for technical reasons in order for our Website to operate, and we refer to these as "essential" or "functional" cookies. Other cookies enable us to track and target the interests of our users to enhance the experience on our online platform, or to serve targeted advertisements. Third parties serve cookies through our Website for advertising, analytics, and other purposes described below.

3. Categories of Cookies We Use

When you visit our Website, our **Manage Consent** system gives you granular control over the following three groups of tracking technologies:

Category	Status	Description & Purpose
Functional	**Always Active**	These cookies are strictly necessary to provide you with services available through our Website and to use some of its features. This technical storage or access is strictly necessary for the legitimate purpose of enabling the use of a specific service explicitly requested by the user, or for the sole purpose of carrying out the transmission of a communication over an electronic communications network.
Statistics	**User Opt-In**	These cookies collect information that is used either in aggregate form to help us understand how our Website is being used (e.g., visitor numbers, page popularity) or how effective our content formatting is. This technical storage is used exclusively for anonymous statistical purposes via tools like Google Analytics.
Marketing	**User Opt-In**	These cookies are required to create user profiles to send advertising or to track the user on a website or across several websites for similar marketing purposes. We use these cookies to allow third-party systems like Google AdSense to serve relevant advertisements tailored to your educational and technical interests.

4. Specific Third-Party Services Operating on Our Platform

A. Google Analytics (Statistics Framework)

Our website utilizes Google Analytics, a web analytical tool provided by Google LLC. Google Analytics drops statistics cookies to understand user paths across our physics blogs, engineering project outlines, and theory applications. The data gathered remains entirely anonymous and aggregated. You can explicitly toggle this tracking off via our *Manage Consent* banner or by utilizing the Google Analytics Opt-out Browser Add-on.

B. Google AdSense (Marketing & Advertisement Tracking)

Google AdSense operates as a primary third-party advertisement vendor on Physics and Electronics. Google utilizes cookies (including the DoubleClick DART cookie) to serve advertisements to our visitors based on their browsing behavior on our platform and external properties across the wider internet. This tracking relies entirely on unique behavioral IDs and cookies, which you can opt out of via our consent dialog or through standard network advertising choice networks.

5. How Can You Control Cookies?

You have the absolute right to decide whether to accept or reject optional cookies. You can exercise your cookie rights through the following methods:

- **Website Consent Manager:** You can explicitly choose your precise preferences via our **Manage Consent** dialog box on the homepage. You can choose to click "Accept" to activate all functionalities, click "Deny" to keep only essential functional processes active, or click "View preferences" to adjust statistics and marketing toggles individually.
- **Browser Controls:** You can set or amend your web browser controls to accept or refuse cookies. If you choose to reject cookies via browser configurations, you may still use our website, though your access to some functionality and areas of our website may be restricted.

6. Updates to This Cookie Policy

We may update this Cookie Policy from time to time in order to reflect changes to the cookies we use or for other operational, legal, or regulatory reasons (such as updates to regional Indian privacy parameters or global ad network revisions). Please re-visit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.

7. Contact and Support

If you have any questions about our use of cookies or other tracking technologies, please do not hesitate to reach out to us directly:

Physics and Electronics
State of Maharashtra, India
Official Email Address: connect@physicsandelectronics.com