

Cookie Policy for EkkShunya Solutions

Last Updated: [1 May 2026]

1. What Are Cookies?

Cookies are small text files that are placed on your device (computer, smartphone, or tablet) when you visit a website. They are widely used to make websites work more efficiently, provide information to the website owners, and enhance your browsing experience.

Cookies can be "persistent" (stored on your device until they expire or you delete them) or "session" cookies (which expire when you close your browser).

2. How We Use Cookies

At **EkkShunya Solutions**, we use cookies for the following purposes:

- **Essential Operations:** To enable core website functions such as navigation, security, and accessing secure areas.
- **Performance and Analytics:** To understand how visitors interact with our website (e.g., which pages are visited most often) and to improve our services.
- **Functionality:** To remember your preferences (such as language or region) so we can provide enhanced, personalized features.
- **Marketing and Advertising:** To deliver content relevant to your interests and to limit the number of times you see an advertisement.

3. Types of Cookies We Use

A. Strictly Necessary Cookies

These cookies are essential for the website to function properly. They enable basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

- *Example:* Session cookies that keep you logged in during your visit.

B. Performance and Analytics Cookies

These cookies collect information about how visitors use our website, such as which pages they go to most often and if they get error messages. These cookies do not collect information that identifies a visitor. All information these cookies collect is aggregated and anonymous.

- *Example:* Google Analytics cookies used to track site traffic.

- **C. Functionality Cookies**

These cookies allow the website to remember choices you make (such as your user name, language, or the region you are in) and provide enhanced, more personal features.

- *Example:* Remembering your preferred font size or text-to-speech settings.

- **D. Targeting and Advertising Cookies**

These cookies may be set through our site 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 sites. They do not store directly personal information but are based on uniquely identifying your browser and internet device.

4. Third-Party Cookies

In addition to our own cookies, we may also use various third-party cookies to report usage statistics of the Service, deliver advertisements on and through the Service, and so on. These third parties may include:

- **Analytics Providers:** (e.g., Google Analytics, Hotjar)
- **Advertising Networks:** (e.g., Google AdSense, LinkedIn Insight Tag)
- **Social Media Platforms:** (e.g., Facebook Pixel, Twitter Tags)

We do not control these third-party cookies. We encourage you to review the privacy policies of these third parties to understand how they handle your data.

5. Managing Your Cookie Preferences

You have the right to decide whether to accept or reject cookies. You can exercise your cookie preferences by:

1. **Using Our Cookie Consent Banner:** When you first visit our website, a banner appears allowing you to "Accept All," "Reject Non-Essential," or "Manage Preferences."
2. **Browser Settings:** You can set your web browser to refuse all cookies or to indicate when a cookie is being sent. However, some parts of the Site may not function properly if you disable cookies.
 - **Chrome:** Settings > Privacy and Security > Cookies and other site data
 - **Firefox:** Options > Privacy & Security > Cookies and Site Data
 - **Safari:** Preferences > Privacy > Block all cookies
 - **Edge:** Settings > Cookies and site permissions > Manage and delete cookies
3. **Opt-Out Tools:** You can opt out of specific third-party tracking services, such as Google Analytics, by visiting the Google Analytics Opt-out Browser Add-on.

6. Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in our practices or for legal reasons. We will notify you of any significant changes by posting the new policy on this page and updating the "Last Updated" date.

7. Contact Us

If you have any questions about our use of cookies or this policy, please contact us:

- **Email:** [Ekkshunya@gmail.com]
- **Address:** [EkkShunya Solutions - Devnampiya 27, Bheem Nagar, Narmada Road, Jabalpur, Madhya Pradesh - 482008]