

# Cookie Policy of Jing Electronics

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This Cookie Policy explains how Jing Electronics ("we", "us", or "our") uses cookies and similar tracking technologies on our website (the "Site"). By accessing or using our Site, you agree to the placement and use of cookies as described herein.

## What Are Cookies?

Cookies are small text files stored on your device (computer, smartphone, or tablet) when you visit websites. They help websites recognize your device, remember your preferences, and improve your browsing experience. Cookies may be set by us ("first-party cookies") or by third-party service providers ("third-party cookies").

## Types of Cookies We Use

### 1. Essential Cookies

These cookies are strictly necessary for the operation of our Site and cannot be disabled. They enable core functionalities such as:

- Navigating between pages securely
- Processing transactions and order submissions
- Maintaining session information during your visit
- Accessing your account (if logged in)

Without these cookies, certain features of our Site may not function properly.

### 2. Functional Cookies

These cookies enhance your experience by remembering your preferences, including:

- Language and region settings
- Product filtering preferences
- Items saved in your shopping cart
- Login details for future visits (with your consent)

These cookies do not track your activity on other websites.

### 3. Analytical Cookies

We use these cookies to analyze how visitors interact with our Site, helping us improve performance and content. They collect information such as:

- Pages visited and time spent on each page
- Popular product categories and search queries
- Technical details (browser type, device, operating system)
- How you arrived at our Site (e.g., via search engines or links)

We use services like Google Analytics for this purpose. You can opt out of Google Analytics tracking via their [opt-out tool](<https://tools.google.com/dlpage/gaoptout>).

### 4. Marketing Cookies

These cookies help us deliver relevant content and advertisements, both on our Site and third-party platforms. They may:



- Track your browsing activity to understand product interests
- Display personalized product recommendations
- Measure the effectiveness of marketing campaigns
- Limit repeated exposure to the same advertisements

Third-party advertisers may use these cookies to target ads based on your interests.

#### Cookie Duration

- Session cookies: Expire when you close your browser (used for temporary session management).
- Persistent cookies: Remain on your device for a set period (days to years) or until manually deleted (used for remembering preferences).

#### Managing Your Cookie Preferences

You can control cookies through your browser settings. Most browsers allow you to:

- View, delete, or block specific cookies
- Disable third-party cookies
- Receive notifications when new cookies are placed
- Clear all cookies stored on your device

Note: Disabling essential cookies may break Site functionality. For browser-specific instructions:

- Chrome: Settings > Privacy and security > Cookies and other site data
- Firefox: Options > Privacy & Security > Cookies and Site Data
- Safari: Preferences > Privacy > Manage Website Data
- Edge: Settings > Cookies and site permissions > Cookies and site data

#### Third-Party Cookies

Our Site may include cookies from trusted third parties, such as:

- Payment processors (e.g., to secure transactions)
- Social media platforms (e.g., for sharing features)
- Advertising networks (e.g., for targeted promotions)

These third parties have their own cookie policies, which we recommend reviewing for details on their data practices.

#### Updates to This Policy

We may revise this Cookie Policy periodically. Changes will be posted on this page with an updated "Last Updated" date. Your continued use of the Site after changes take effect constitutes acceptance of the revised policy.

#### Contact Us

For questions about our cookie practices, please contact:

Jing Electronics

Email: [info@jingelectronics.com](mailto:info@jingelectronics.com)

