

# Privacy Policy for Electronics Portal – Brand Sentineo

**Effective Date:** May 9, 2025

## 1. Introduction

Electronics Portal (“we”, “us”, “our”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, share, and protect your personal information when you use our website and services, including your rights and choices regarding your data. By using our site, you confirm that you are at least 18 years old and consent to the practices described in this policy, including the sharing of your browsing data for targeted advertising purposes.

## 2. Information We Collect

We may collect the following categories of personal information:

- **Contact Information:** such as your name, email address, and account credentials.
- **Browsing Data:** including pages viewed, links clicked, and other usage information collected via cookies and similar technologies.
- **Device Information:** such as IP address, browser type, device identifiers, and operating system.
- **Account and Profile Information:** data you provide when registering or updating your account.
- **Consent Data:** records of your consent for data processing and targeted advertising.

## 3. How We Use Your Information

We use your information to:

- Provide, maintain, and improve our services.
- Personalize your experience, including delivering targeted advertisements based on your browsing behavior, only after obtaining your explicit consent.
- Communicate with you regarding your account or our services.
- Ensure security and prevent fraud.
- Comply with legal obligations.

## 4. Sharing and Disclosure of Information

We may share your information with:

- **Advertising Partners:** for the purpose of providing targeted advertisements, only if you have given explicit consent<sup>2</sup>.
- **Service Providers:** who assist us in operating our website and services, under strict confidentiality agreements.
- **Legal Authorities:** if required by law or to protect our rights and safety.

We do **not** sell your personal data to third parties.

## 5. Use of Cookies and Similar Technologies

We use cookies and similar tracking technologies to collect browsing data and provide personalized experiences. You can manage your cookie preferences through your browser settings.

## **6. Legal Basis for Processing**

We process your personal data based on your explicit consent for targeted advertising and, where necessary, for the performance of our services or compliance with legal obligations. Consent for targeted advertising is not a condition of using our core services and is obtained via an opt-in mechanism.

## **7. Data Retention**

We retain your personal information only as long as necessary to fulfill the purposes outlined in this policy, unless a longer retention period is required by law. When no longer needed, your data will be securely deleted or anonymized.

## **8. Children's Privacy**

Our services are **not intended for children under the age of 18**. We do not knowingly collect personal information from individuals under 18. If we become aware that we have collected such information, we will take steps to delete it promptly. Parents or guardians who believe we have collected information from their child may contact us at the address below to request deletion.

## **9. Your Rights and Choices**

Depending on your jurisdiction, you may have the right to:

- Access, correct, or delete your personal information.
- Withdraw consent for targeted advertising at any time.
- Opt out of certain data processing activities.
- Request a copy of your personal data.
- Lodge a complaint with a supervisory authority.

To exercise these rights, please contact us using the details below.

## **10. Universal Opt-Out Mechanisms**

We honor universal opt-out mechanisms (such as browser-based signals) where required by law.

## **11. Security**

We implement appropriate technical and organizational measures to protect your personal data against unauthorized access, loss, misuse, or alteration.

## **12. Changes to This Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. We encourage you to review this policy regularly.

## **13. Contact Information**

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- **Address:** Incubation & Startup Center, National Institute of Engineering, Mysore (South Campus), Manandavadi Road, Mysuru - 570018
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