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# Data Privacy - Cookies

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# What are cookies?

- “Cookies are simple uncompiled text files that help coordinate the remote website servers and your browser to display the full range of features offered by most contemporary websites.” [1]
- Allow websites to remember who you are
  - Hassle free automatic logins
  - Items in shopping carts
  - Personal preference settings

We use cookies to improve your experience. No personal information is gathered and we don't serve ads. [Cookies Policy.](#)

Got it!

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# Storing Data and Tracking Users

- Cookies themselves cannot dig and do research, they do store personal information
  - Text inputs that you put into forms
  - Payment Pages
- Most sites use SSL encryption to protect from hacking

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## Making money with cookies

- Google can sell you search results to advertisement companies
- When a user visits or reads particular content, that data is stored on their “profile”
- Then ads will pop up based on your previous browsing history



# ACM Code of Ethics

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## This website uses cookies

We occasionally run membership recruitment campaigns on social media channels and use cookies to track post-clicks. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services. Use the check boxes below to choose the types of cookies you consent to have stored on your device.

**Use necessary cookies only**

**Allow selected cookies**

**Allow all cookies**

Necessary

Preferences

Statistics

Marketing

Show details ▾



# Work Cited

1. Meyer, B. (2020, February 12). ISP selling data: Why you should actually care. Retrieved October 20, 2020, from <https://cybernews.com/privacy/isp-selling-data-why-you-should-actually-care/>
2. The Code affirms an obligation of computing professionals to use their skills for the benefit of society. (n.d.). Retrieved October 06, 2020, from <https://www.acm.org/code-of-ethics>