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Pros:

The positive aspects of cookies cannot be understated. They streamline user experience,

enabling websites to remember login information, settings preferences, and browsing history,

which in turn makes for a more efficient and user-friendly internet. Whenever I go to canvas, it automatically logs me in if I already logged in by typing my username/password earlier. Although it may only save a couple of seconds but its the convenience to go straight to doing what you need to do. For businesses, cookies are invaluable in understanding consumer behavior, allowing for tailored marketing strategies and improved website functionality.

Cons:

However, this convenience comes with a price. Cookies can also infringe on privacy, collecting vast amounts of personal information, sometimes without explicit consent. This data can be used to build detailed profiles of users' browsing habits, which are often sold to advertisers. I believe we all notice this. I search for maybe a car I am interested in buying in the near future and then i go back to searching through google once im done. Next thing you know, I get a bunch of ads for the exact car I was looking at. This can be a bit daunting when thinking about it. The pervasive nature of this data collection raises concerns about user tracking and the potential for misuse of personal information, leading to targeted ads that can feel intrusive or even manipulative.

Ethical Considerations:

The ethicality of using cookies hinges on the balance between convenience and privacy. When used responsibly, cookies enhance the online experience, providing tangible benefits to users and businesses alike. However, ethics come into question when data is collected without transparent consent or used for purposes beyond the user's expectation, such as extensive tracking or selling information to third parties. Therefore, I believe that there are more Cons than Pros to using cookies. I believe convenience versus privacy is not even a discussion. Privacy is most important, not saving a couple of seconds when logging in or getting a better tailored google search. Regardless, the harsh truth is that people wont even know about the cons of cookies let alone cookies themselves. So no matter how much cons cookies have, they will continue to be used and people will overlook them.