Cookies are used to collect and save information on a website using the information that you put in. So next time you go back onto that website the data that’s saved to a server will confirm and use your data to personalize your webpage.

Positive:

* Speeds up the process of websites (don’t have to reenter all the data every time you reload the page)

Negative:

* Can store sensitive information that if in the wrong hands could lead to your information being leaked or used in a harmful way. (Potential for hack)

Cookies are ethical to the point that they don’t store information that can be used to directly harm you such as credit card information, addresses, and social security numbers. If the website is using cookies to store your name or email for example I don’t think its unethical and speeds up the process greatly