



NPR: Planet Money

How the Cookie

Became a Monster

Summary

- 1994: Lou Montulli: created cookie for internet freedom
- DoubleClick: ad-network used cookies to profit from user data

COOKIES EXPLODE

- Legislators and Big Tech companies proposing alternatives to cookies

Perspectives

Sides:

- Idealists
- Capitalists
- Legislators
- Convenience consumers
- Dubious consumers
- Big Tech

Who is harmed:

- Internet users
- Consumers

Beneficiaries:

- Ad Networks
- Online Retailers
- Websites
- Big Tech

Prevention and Future

Prevention:

- Capitalism → Ecommerce & Data harvesting inevitable

Future:

- Battle has just begun
- Decades of controversial alternatives
- Divided nations?