Cookies can record your data to better or experience online. The positives include having a personalized experience while browsing and seeing ads that relate more to you. Also, it can save your credentials in sites so you wouldn’t have to manually enter them in every time.

Some of the negatives include privacy concerns, data risk concerns and depending on who is asked, the advertising is intrusive. Some people don’t like that their web browser collects their data such as, searches, recent items shopped for and their credentials. While it may be convenient, if a data leak were to occur, your data can be stolen and sold or used maliciously.

I think cookies can be ethical because you can either accept or decline them but if they were collected without the users consent then it would be unethical.