A cookie is a small text file stored by the browser that remembers information about the user even after the client and server are no longer connected. The use of cookies gives lots of convenience to users, such as remembering user’s login information, storing progress made in games, or remembering personalization options made on sites. Cookies allow developers to personalize a site for each user in an easy way. However, cookies have many unethical uses such as tracking people across multiple websites or collecting data to sell to advertisers. Cookies can be used to gather data on a user over a long period of time and build up a profile on a user, usually for an advertising profile. These can violate the user’s privacy and cause other concerns.

Although cookies provide a lot of convenience for users, I think the privacy tradeoff is not worth the small of time saved by remembering preferences or login information. Cookies have far outstripped their intended purpose and their use to collect advertising data is neither ethical nor useful to users.

Source: <https://www.kaspersky.com/resource-center/definitions/cookies>