PART 1:

a) In a word document write a short Narrative (one or two paragraphs) on how cookies can be used to record information about you as you use a web site.

- Cookies, unlike its name, is just a container of information. It discreetly captures and stores information about a user's interactions with a website. They remember your login credentials, allowing for a seamless and personalized user experience during subsequent visits. For example, most websites have an auto login feature where if the user visits the site multiple times a day it will remember the user's information so they don't have to manually type in their username and password. Cookies also play a pivotal role in targeted advertising. They collect information on user's interests and online activities, allowing advertisers to deliver more personalized and relevant content.

b) Discuss the positive and negative aspects of this.

Pros	Cons
Enhanced User Experience: More personalized online experience. Websites remember user preferences, login details, and past interactions	**Privacy Concerns:** Potential invasion of user privacy. Detailed tracking of online activities can create a comprehensive profile of users
Targeted Advertising: Find the advertisements more relevant to their interests and needs. In turn, can make the online experience more engaging and useful.	**User Consent and Control:** Lack of transparency in data collection practices
Analytics and Optimization: analyze user behavior and optimize platforms. Improve website functionality, identify popular content, and enhance overall user satisfaction.	**Security Risks:** Vulnerable to exploitation by malicious entities. Cookies may store sensitive information, making them targets for cyberattacks or unauthorized access.

c) You must answer the question: Is the use of cookies ethical?

- It depends on the site. Some sites will ask users if it's ok to use cookies, others won't give users a choice. I believe the sites that do ask users for permission are ethical but those that don't should not be allowed to collect user information. As a general rule of thumb sites should not collect user information.