Cookies are stored text files on a computer. These text files may include usernames or passwords used to identify yourself on computer while on a network. If a browser adds a pop up requesting a user to “accept cookies to continue using the site,” cookies are used to reidentify and store specified information about the user. users. Thus, when a user accepts cookies when they return/continue to use the browser, the webpage may remember information such as user’s preferences and name. The pros to this are an improved user experience. Cookies were made to seamlessly transition on visit to another future visit. However, this leads to the cons: the ethical dilemma with cookies. Cookies involve storing user information. This may lead to breaches of privacy.