Online Advertising and Data Privacy

* Tracking Users – Cookies
  + Two types of cookies
    - Session
      * Evaporates when the web session closes
    - Persistent
      * Written to the hard disk
  + Expiration
    - First time they are accessed after the expiration date
    - Must access the domain of origin after the expiration date to remove
  + How Cookies track user behavior
    - HTTP request goes to publisher server
    - Server loads response to browser (Looks Normal)
      * Publisher simultaneously sets cookie on drive