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Is the use of cookies ethical?

Not many people even known what "cookies” are. Many people might think cookies are to eat which they are but are different when it comes to the internet. These small, digital entities discreetly record snippets of your online adventure, preserving information about your preferences, interactions, and activities on a website. Much like a diligent scribe, cookies maintain a log of your digital footprints, weaving a narrative that helps websites enhance user experience and tailor content to individual tastes. Which is a little creepy if you ask me. On a positive side, cookies play an important role to make users lives a little easier. They enable websites to remember your login credentials, language preferences, and personalized settings, offering a seamless and customized browsing experience. This personalized touch often translates into time savings and enhanced user satisfaction.

However, cookies takes a darker or rather creepy turn when we confront the negative aspects of their existence. This can become of potential caution for users when cookies are involved. Cookies illicit agents of surveillance, capable of tracking and sharing sensitive information without explicit consent. This is why many users might notice that when they search up things or talk about things out loud there is a recurrence of what was looked up. Or there are specialized ads or videos about what the user searched. That is how they tailor your internet use because they know you. The nature of cookies raises concerns about transparency, consent, and the potential for abuse. The ethical dilemma surrounding the use of cookies hinges on the balance between personalized user experiences and privacy rights. Ultimately, the ethicality of cookies lies in the hands of those who craft, deploy, and regulate them, as they strive to maintain the delicate balance between personalization and privacy in the vast expanse of the digital realm. Which is why for me as a user I always check off all the other cookies except for the necessary ones. It doesn’t help a lot but it does help some.