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Cookie Writeup

Cookies are very useful for engaging the user of a website. Interactivity is important when it comes to web design. When a website addresses a visitor by name it adds to the “friendliness” of the website and it makes it easier to address the needs of a user. Cookies allow you to better tailor your site to the wants and needs of a user.

On the other hand, cookies can be misused by hackers who may use them to gain access to personal information. There are major privacy concerns with cookies and the storing of that much user data. User personalization is important, but the user must also feel safe when using a website.

I believe cookie use is ethical if the use agrees to it, otherwise it can be invasive.