As you use a website, unseen techniques are usually gathering traces of your digital footprint. This is often done through entities known as cookies. Cookies are pieces of information generated by a web server and stored in a user’s computer. Files within a user’s browser silently collect data throughout your online journey, recording every click, scroll, and online interaction. Some of the things that may be recorded are your preferences, browsing history, and activities on a website. Cookies help customize your digital experience. Some of the positive aspects of cookies are that they enhance user experience by remembering login credentials and allow easy access to your favorite platform. It also helps websites provide personalized content and recommendations based on your interests and past browsing. Cookies are often used for analytic purposes, as well. They provide website owners with information on user behavior, traffic patterns, and conversion rates. Website owners can use this information to improve website usability and performance.

Although Cookies help a lot with personalizing and enhancing your online journey, it also comes with a few negative aspects. The use of cookies brings many concerns when it comes to privacy, security risks, user control, and data breaches. As a user on your online journey, you may access sensitive personal information, which may be recorded as your browsing habits. This sparks concern because no one knows how much information, or behaviors are being recorded without a user’s consent. Just like anything else on the internet, cookies can be exploited by malicious hackers causing personal data to be leaked and lead to crimes such as identity fraud. There may also be risks of data breaches in cookies that are not securely managed causing the misuse of users’ personal data by third parties. Between the positive and negative aspects of cookies, it brings up the question of whether cookies are ethical. In my opinion, the use of cookies can be ethical when it provides transparency, consent, security measures, and data minimization. If a user knows their information is being collected and agrees to it, then it shouldn’t be a problem.

<https://www.ibe.org.uk/cookies.html>