



STARDUST

Data Privacy Focused Start-up Stardust Releases Phone App That Eliminates Cookie Pop-ups From The Web

App released Friday 12th November 2021

Stardust, a young Estonian start-up, has published a new free iPhone app, called Stardust Cookie Cutter, to save internet users time and nerves by automatically managing cookie consent pop-ups. Stardust users can now browse the web on mobile Safari browser undisturbed like they have done already for all browsers on desktop without sacrificing on data privacy.

By 2023, 65% of worlds population will have its personal data covered under some modern privacy regulations ([Source](#)). The introduction of GDPR in Europe, and similar regulations elsewhere, have brought an avalanche of consent pop-ups and banners to website across the globe. It's often heard that these banners make the web "unusable" because of frustrating and confusing "data choice" notifications that get in the way of what people are trying to do online. Even national and international organisations, e.g. [ICO](#) and [Google](#), outline the troubles with cookie pop-ups as consent inputs. This is what motivated two data privacy enthusiasts and now-founders of Stardust to propose an alternative solution.

Stardust's solution, the Stardust Cookie Cutter, is to keep consent data with the web visitor - the person, such that there's always a certain place on the visitor's browser that communicates these preferences to all websites. Giving people full overview and the ability to revise applied consents makes it a thorough solution for truly people-held personal data. "Instead of every website asking you the same question over and over again, Cookie Cutter enables websites to get your consents directly from your local browser hence rendering cookie pop-ups obsolete." says Stardust CTO Til Jordan.

On desktop, Stardust Cookie Cutter has been available for all major browsers since early summer this year, where by today the extension has saved the 2000-users community more than 24 days of simply not clicking on consent banners. In other words, this means more than half a million cookie banners have been removed from the web while every user has kept full control over their consent preferences.

"The issues with consent banners are multifaceted. On one hand, they are there to make sure visitors have consented to cookie usage which often relates to measuring and tracking for ad purposes. However, we learned that most people try at least once to opt for the consents they are truly okay with but because it's a forever repetitive task eventually the consents recorded do not match with people's actual consents. This is a terrible realisation as it contradicts the very cause the regulations were made for." says Stardust CEO Andrius Matšenas. The co-founder further explains: "On top of all that, cookie pop-ups create disruptive friction for web visitors when entering webpages which effects the bottom line of e-commerce, news, and blog sites due to lost or hindered web traffic."



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Unlike other browser add-ons that visually cut out pop-ups, Stardust Cookie Cutter handles underlying consents for users which functionally gets rid of banners and pop-ups in a blink. The Cookie Cutter has simple and intuitive controls where people can view all the websites they've visited and which consents were applied.

Cookie Cutter app extension is free and accessible to everyone using iPhone with iOS 15 and higher on the App Store. It's also available on desktop for Chrome, Firefox, Edge, Opera, and Brave browsers. The extension links and installation instructions can be found on get.stardust.today.

Stardust founders Andrius Matšenas and Til Jordan are Mathematics and Computer Science students (respectively) in the University of Southampton (UK). The Estonian and German friends started Stardust with the vision of building an infrastructure where users can own, control, and handle all their personal data online from one place. The two co-founders have previously demonstrated the benefits of personal data centred around the end-user in [Garage48 Cybersecurity Hackathon](#) in late 2020 where they achieved the 2nd runner-up award.

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About Stardust

Stardust's mission is to start a social movement towards a world where people have full control and overview of their personal data while being able to use the internet in the simplest and most convenient way. Currently, Stardust is saving people time and nerves by eliminating cookie pop-ups and applying custom preferences on websites with a browser tool called the Stardust Cookie Cutter.

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