

🔍 **PRIVACY OR COOKIES, WHICH TASTES BETTER?**

**WHAT ARE COOKIES ?**

**Technical aspects**

- 1 When you visit a page → browser sends a **HTTP** (= HyperText Transfer Protocol) **request** to the server hosting the page
- 2 Server sends back a **HTTP response** including a **cookie-header file** which contains a session ID (that tells you who are) and a value (which tells what you did)
- 3 If you revisit the page in the future, your browser will automatically re-open the same cookie header-file, and upload it with new information.

**Types of cookies**

- Session cookies** ("temporary cookies"):
  - Help websites recognise users and the information provided when they navigate through a website → are **deleted** once you close the browser
- Permanent cookies** ("persistent cookies"):
  - Remember **login details/passwords**
  - Remain in operation even after closing browser, and should be deleted by sites after 12 months according to regulations
- First-party cookies**:
  - Directly installed by the website
  - Enable website owners to : **collect** analytics data, **remember** language settings, **calculate** page views, etc.
- Third-party cookies**:
  - Not directly installed by sites, linked to **advertisements** found on the page
  - **Track** users and save their information: **custom behavioural targeting**
- Flash cookies**:
  - Independent of the web browser
  - Designed to be **permanently** stored on a user's computer

👍 **Advantages**

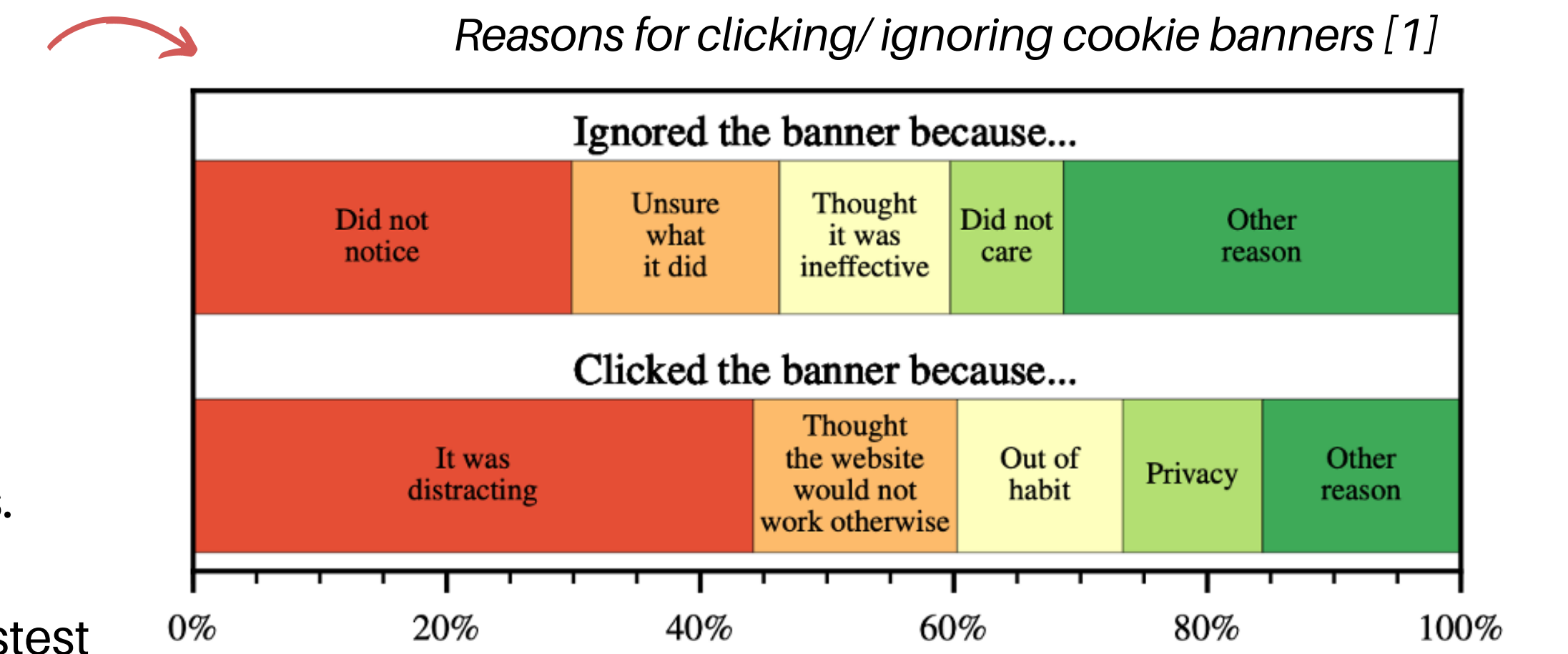
- Cookies consist of **text files** — they are not actual **running programs** : there are **no significant costs** to the producer other than the little time required building them.
- Cookies show great **potential** in their applications for **e-commerce** or **browsing** by improving the convenience of browsing on the customer's side :
  - → No waste of time constantly re-entering billing informations or filling identification forms.
  - → Customers gain time since cookies retain informations about their last searches on the browser to suggest them again in their next session.
- Cookies have an ability to **store information** on customer : they can be useful to the producer for **targeted advertisement**.

**ACCEPT ALL ?** ➔

In this age of Digital Surveillance, why do most people **willingly consent** to get their private data exploited? (i.e "Accept all cookies" and ignore the policies) → it's an **unconscious** habit

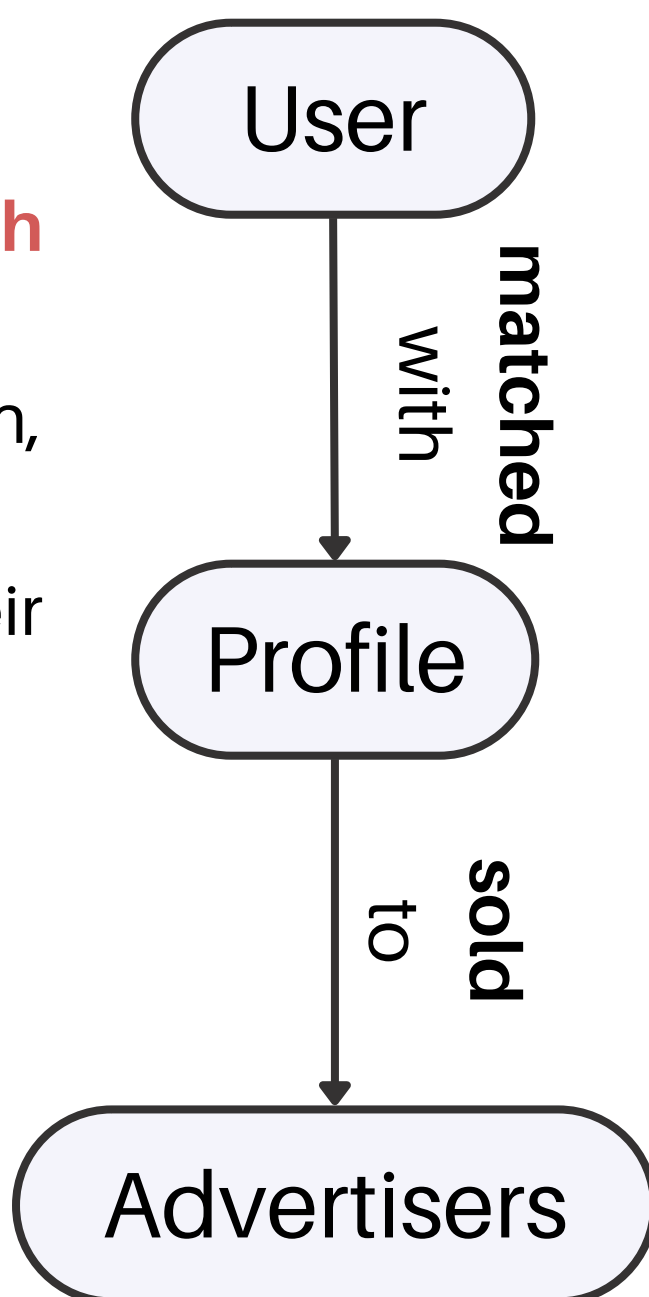
HOWEVER, **enticement** to accept is **embedded into the website design** itself

- Websites **benefit** from cookies (data, targeted ads, etc...) → strive for consent
  - **Dark patterns**:
    - meticulously designed user interface aimed at subtly **influencing** users to engage in certain actions.
  - **Have you ever noticed how cookie banners are crafted?** :
    - **"Accept"** is salient and welcoming (psychologically fosters acceptance) => the easiest and fastest option
    - **"Reject"** is tedious to find, hidden
- **Unawareness** and subconscious **persuasion** make cookies thrive



**Privacy** 📹

- Personal information collected through cookies :
- Track users and their behaviour : which creates a **high privacy concern**
  - Used to create a **user profile** : age, gender, location, income, purchasing habits, and more
  - Users may not be comfortable with the **tracking** of their every move



**Targeted advertising** 🛒

Commercial purposes of cookies :

- Provide **new marketing techniques**
- Ads can be showcased to users **based on topics that might raise their interest**
- **Intrusive** and **invasive** : cookies can follow users and display ads elsewhere even after they have left the site
- Transformation of the way businesses relate to consumers

📄 **Regulations**

on **collection** and **usage** of personal data as an attempt to solve these overwhelming privacy issues

**EU General Data Protection Regulation (GDPR)** [since 2018] → enforces robust regulations that empower users to exercise control over their data

- Demand **explicit consent** (click on "accept button") before the website can actually get insights into their online behaviors
- Specific **information** on data tracked by each cookie is available to users
- Option for users to **withdraw** their consent and still be able to access the site

**SOLUTIONS**

**YOUR responsibility**

**Solid Project**

**Tim Berner's Lee Solid Project**: giving the choice to the user over the sharing of his personal information

- The **easiest solution** is to **enable additional privacy settings** and **block cookie tracking** on your browser.
- The **most reliable solution** is to **read websites' cookies settings** and **be selective on what you agree** upon.

**CONTACT US**

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**BUT FIRST, COOKIES**

We use cookies to provide you with the best possible experience (and we know you won't even bother reading our [Privacy Policy](#))



**SOURCES**

[1] Michael Kretschmer, Jan Pennekamp (2021), "Cookie Banners and Privacy Policies: Measuring the Impact of the GDPR on the Web", Article 20, <https://doi.org/10.1145/3466722>  
 [2] Jan Michael Bauer (2021) "Are you sure you want a cookie?", Computers in Human Behavior Vol 120 <https://doi.org/10.1016/j.chb.2021.106729>  
 [3] John Frow (2019), "Cookie", Cultural Studies Review, University of Sidney, UTS ePRESS  
 [4] Daniel E. Palmer (2005), "Pop-Ups, Cookies, and Spam: Toward a Deeper Analysis of the Ethical Significance of Internet Marketing Practices", Journal of Business Ethics  
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 [7] David M. Kristol (2001), "HTTP Cookies: Standards, Privacy, and Politics", ACM Transactions on Internet Technology  
 [8] Weihong Peng, Jennifer Cisma (2000), "HTTP Cookies - a promising technology", Online Information Review, Volume 24  
 [9] Europa: Respect de la vie privée en ligne: [https://europa.eu/youreurope/business/dealing-with-customers/data-protection/online-privacy/index\\_fr.htm](https://europa.eu/youreurope/business/dealing-with-customers/data-protection/online-privacy/index_fr.htm)  
 [10] Agence Nationale de la sécurité des systèmes d'informations: MENACES LIEES AUX VOLS DE COOKIES ET CONTRE-MESURES: <https://www.cert.ssi.gov.fr/uploads/CERTFR-2022-CTI-005.pdf>