

Data Privacy in the Age of Third Party Cookies

What is a cookie?

A *cookie* is a tiny little file that's stored on your computer. It contains the address of the Website and codes that your browser sends back to the Web site each time you visit a page there (cookies for dummies).

Third Party cookie vs First Party cookie:

	First-Party Cookies	Third-Party Cookies
Setting and Reading the Cookie	Can be set by the publisher's web server or any JavaScript loaded on the website.	Can be set by a third-party server (e.g. an AdTech platform) via code loaded on the publisher's website.
Availability	A first-party cookie is only accessible via the domain that created it.	A third-party cookie is accessible on any website that loads the third-party server's code.
Browser Support, Blocking and Deletion	Supported by all browsers and can be blocked and deleted by the user, but doing so may provide a bad user experience.	Supported by all browsers, but many are now blocking the creation of third-party cookies by default. Many users also delete third-party cookies on a regular basis.

- **How do you feel about cookies on your computer?**



Cookies can allow for a better user experience, but if you wish to disable them there are instructions on the back of this page!

How to Disable Cookies on:

Chrome

1. Got to settings while in the web browser
2. Click on the privacy tab
3. Click on cookies
4. Choose your preferred cookies setting

Firefox

1. Click on the menu button in your browser
2. Click on options
3. Click on privacy and security settings
4. Go to the custom tab
5. Click the dropdown menu next to cookies
6. Choose your preferred cookies setting

Internet Explorer

1. Go to the settings while in the web browser
2. Click on internet options
3. Click on the privacy tab
4. Click on the advanced button
5. Choose your preferred cookies setting

Microsoft Edge

1. Click on the button with three dots
2. Click on the settings tab
3. Go to privacy and security
4. Click the drop-down menu below cookies
5. Choose your preferred cookies setting