

Cookies

A Cookie is a term used to describe a text file that contains data. When a user visits a website, the latter leaves cookies in the device used. The cookies are added to the user's browser database automatically. It must be noted that these types of files do not spread viruses or any other threatening files or software to the computer or mobile device wherein the website had been accessed.

Why Cookies are Used?

Cookies were created with the aim of improving a website's performance. Through its usage, user needs are effectively complied with as it allows one to see information held interesting and relevant to him or her.

Simply, cookies make it easier for users to navigate through search engines and websites. For instance, cookies determine one's native language and locate his or her place of internet usage. While this is the case, cookies do not collect personal data or passwords. Without the user's consent, the website will not remember his or her username or email address and will not, in anyway, store the password.

Types of Cookies

Persistent Cookies

This pertains to the data about the user's region, native language, and about the modifications that he or she had performed on the website settings. Cookies also store notifications the users have read or closed.

Session Cookies

These types of cookies store authorization data. This is held as necessity in making sure that throughout a website's use, one account is not reset. When the browser is closed or within a certain span of time, the cookies are deleted automatically.

Third Party Cookies

These cookies include information regarding how one gets to the website and how one can navigate through its pages. The data from these cookies are analyzed to provide consistent, high-quality user experience. Other websites also store third-party cookies. These cannot be controlled or manipulated, but through this data, one can register on the website or lodge a comment through social media accounts.