First Party Cookies

What are first party cookies? First party cookies are created by the website that you as the user visits. It saves the memory of visiting the site directly to your browser in order to help retain data of the website. Most commonly used, the first party cookies allow for the main site to create a subdomain of the main site. First Party Cookies are very flexible and can be used within the main domain but also used within the subdomain. On top of this First Party Cookies also allow for to serve ads to consumers and collect data within the DMP (digital-managem allows for the user to get recommended ads based off of their recent sear et you have hip of the more control over your own data. The more data that yo ocked by data you have. First Party Cookies are able to be deleted third-party blockers such as ad blockers. These types of c pared to other types of cookies. What are first party cookies? Firs hat you

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3rd Party Cookies

A third-party cookie is one that is placed on a user's computer by a Web site from a domain other than the one a user is visiting. These third-party cookies are placed so that a site can remember something about you at a later time, and are typically used to store surfing and personalization preferences and tracking information. Third-party cookies are often set by advertising networks that a site may subscribe to in the hopes of driving up sales or page hits. Third-party cookies are often blocked and deleted through browser settings and security settings such as same origin policy; by default. Blocking third-party cookies does not create login issues on websites (which can be an issue after blocking first-party cookies) and may result in seeing fewer ads on the Internet. Blocking third-party cookies increases user privacy and security but has created a problem for consumer tracking which often place ads that follow users around the Web. The main focus of these third party cookies are to source advertisments to consumers in order to help make profit to the page itself. A third-party cookie is one that is placed on a user's computer by a Web site from a domain other than the one a user is visiting. These third-party cookies are placed so that a site can remember something about you at a later time, and are typically used to store surfing and personalization preferences and tracking information. Third-party cookies are often set by advertising networks that a site may subscribe to in the hopes of driving up sales or page hits. Third-party cookies are often blocked and deleted through browser settings and security settings such same origin policy; by default Blocking third-party cookies does not create login issues on websites (which can be an incue after blocking irst-party cookies) and may result in seeing fewer ads on the Internet. Blocking the party cookies increases user privacy and security but has created a problem consumer tracking often place ads that follow users around the We. The main focus of these and party cooles are to source advertisments to consumers in order to help make profit to the page of f. A the party cookie is no that is placed on a user's computer by Website from a domain other than the one a use siting. These this party cookies are placed so that a sub can remember something about you at a later or e, and all type used to store advertising networks that a site may subscribe of in the hopes of driving op sales or page nits. Third-party cookies are often blocked ar in the cowser second courity settings such as same origin cookies does not solve on websites (which can be an policy; by default. Block and ma res in seeing . . . on the Internet. Blocking issue after blocking and security but screated a problem r consumer tracking third-party cooki d the Web I lain focus of these third party ookies are to which often place rofit to the page itself. A third-party cookie is source advertist domain other than the one a user is visiting. one that is plac These third-par ber something about you at a later time, and

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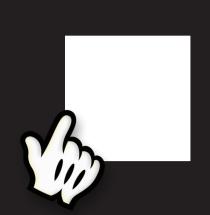


Flash Cookies

Flash cookies like all the other cookies work the same way in collecting data of the users such as browsing history, but are used solely for storage within the flash drive. This is something that most browsers cannot go in and track and delete. This means that built in brower control does not work on getting rid of these cookies due to Flash being an add-on component. Flash cookies were created due to the public finding out about what the other types of cookies do and companies devising a way to still track what a user does without them knowing or having control. Right now there is little known about Flash cookies to the public and how to completely rid of them at any one point time, but as of right now browers such as Firefox that don't locally store data. Flash cookies like all the other cookies work the same way in collecting data of the users such as browsing history, but are used solely for storage within the flash drive. This is something that most browsers cannot go in and track and delete. This means that built in brower control does not work on getting rid of these cookies due to Flash being an add-on component. Flash cookies were created due to the public finding out about what the other types of cookies do and companies devising a way to still track what a user does without them knowing or having control. Right now there is little known about Flash cookies to the public and how to completely rid of them at any one point time, but as of right now browers such as Firefox that don't locally store data. Flash cookies like all the other cookies work the same way in collecting data of the users such as browsing history, but are used solely for storage within the flash drive. This is something that most browsers cannot go in and track and delete. This means that built in brower control does not work on getting rid of these cookies due to Flash being an add-on component. Flash cookies were created due to the public finding out about what the other types of cookies do and companies devising a way to still track what a user does without them knowing or having control. Right now there is little known about Flash cookies to the public and how to completely rid of them at any one point time, but as of right now browers such as Firefox that don't locally store data. Flash cookies like all the other cookies work the same way in collecting data of the users such as browsing history, but are used solely for storage within the flash drive. This is something that most browsers cannot go in and tr elete. This means that built in brower control does not work on getting rid of these cookies d ing an add-on component. Flash cookies were created due to the public finding about w s of cookies do and companies devising a way to still track what a user does without the control. Right now there is little known about Flash cookies to the public and them at any one point time, but as of right now browers such a cookies like all the other cookies work the same way in college but are used solely for storage within the flash drive. This track and delete. This means that built in brower control to Flash being an add-on component. Flash cookies w what

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