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PROTECTING YOUR ONLINE PRIVACY

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UNDERSTANDING BROWSER TRACKING

When internet is used a record of visited websites are recorded along with everything that was click. To track this information many websites save some piece of data, which is known as a **cookie** to your web browser, in addition to cookies many browsers use people's users account to track browsing activities.

UNDERSTANDING BROWSER TRACKING

It's important to understand how your online data is tracked and used.

There are many reasons a website might track your browsing activity. In some cases, it's simply to make your browsing experience faster and more convenient. But this data can also be used to determine your browsing habits and preferences.

Examples of when a website might track your online activity.

- Video sites like **YouTube** and **Netflix** collect information on the videos you watch, which helps them suggest more videos you might like.

- Online stores like **Amazon** and **eBay** keep a record of the different items you view and purchase, which helps them suggest other products you may want to buy.

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Examples of when a website might track your online activity.

Search engines like **Google** keep a record of the things you search for. This can help them suggest more relevant searches, but it can also be used for advertising purposes.

HOW COOKIES WORK

Cookies store specific information on the websites you visit and the things you click on different sites. If you don't have an account on a particular site, this information is typically saved in a cookie to your web browser.

For example, a news website might use cookies to see if you've previously visited its site—and what articles you read on your last visit—so it can suggest more articles based on your previous choices.

HOW TO AVOID COOKIE

There are a few different ways to avoid cookie tracking. Some websites actually give you the option to **disable cookie tracking** on their site, although this may also disable certain site features.

If you want to opt out of cookies entirely, you could try enabling the **Do Not Track** setting in your browser. Most web browsers disable this feature by default, but it can usually be activated from the privacy settings.

HOW TO AVOID COOKIE

Do Not Track program is **voluntary**, so some sites may not honor this request. If you'd prefer to avoid cookies altogether, you could use a **private browsing mode** whenever you go online. This will prevent any cookies from being saved to your web browser.