

# Third party cookies

## What are they, why should you care, and how can you manage them?



If you have ever browsed the internet, you have probably encountered cookies. Cookies are small pieces of data that websites store on your browser to remember your preferences, login details, or browsing history. Cookies can be useful for personalising your online experience and saving you time.

But not all cookies are created equal. Some cookies are set by the website you visit, and these are called first party cookies. They are usually harmless and help the website function properly. However, some cookies are set by other websites or domains that are not directly related to the website you visit, and these are called third party cookies.

Third party cookies are often used by advertisers or analytics services to track your online behaviour. They collect information about your interests, preferences, demographics, and more, and then use this information to show you targeted ads or content that match your profile.

## Why should I care?

Third-party cookies can also pose a threat to your privacy and security. They can expose your personal data to unknown parties or malicious actors. They can also slow down your browser performance and consume your bandwidth. Moreover, they can undermine your consent and control over your own data.



# How can I manage them?

The steps to manage third-party cookies vary depending on the browser you use. Here are some examples:



In Chrome, you can block all third-party cookies by going to Settings > Privacy and security > Cookies and other site data and turning on the switch for Block third-party cookies.



In Microsoft Edge, you can block third-party cookies by going to Settings > Cookies and site permissions > Cookies and site data and turning on the switch for Block third-party cookies.



In Internet Explorer, you can block or allow third-party cookies by going to Tools > Internet options > Privacy > Advanced and choosing your preference.

You can also use privacy-oriented browsers such as Firefox, Safari or Brave, or extensions that prevent third party tracking. You can also opt out of interest-based advertising or data sharing on some websites.

By taking these steps, you can protect your privacy and security online and enjoy a better browsing experience without unwanted third party cookies.

If you would like more information, or you have any other issues you'd like to discuss, we'd love to hear from you.

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