

RESPECT...YOUR DIGITAL RIGHTS AND FOOTPRINT

7. HAVE SOME COOKIES



1 week



OUTCOME:

Learn how cookies work to show us ads and sponsored posts.



MATERIALS:

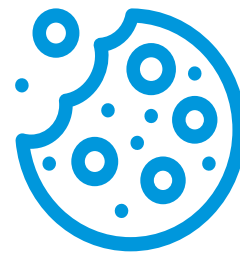
Digital device, notebook, pencil, notepad (See Tool: Example of Notepad below)

WHAT HAPPENS:

Computer cookies are small pieces of data that help websites keep track of your visits and activity. They also give advertisers insight into how you use the web. For example: when you click a link on Facebook or Instagram or search for a product on Google, these sites analyze your behavior – even after you've left those sites and are several clicks along on your internet journey. Marketers use this information to get their content and products in front of you and other people that could be interested.

Try this to understand how they work:

1. Select one or more of your social accounts. Go through your feed looking for advertisements. Note them down: what kind of products come up? Which brands?
2. Then, consult with your leader to think of something that you need to buy for your meeting place or a place you might want to visit with your group.
3. Conduct an online search on Google or any other search engine for it. Make sure you click on more than 5 results that come up and once again note the brands that you looked at, names/types of products etc.
4. For the next week notice and write down what type of ads come up on your social feed after this research. Have the ads changed since the first time? Are the ads appearing related to the online research you did?
5. Is there a way to delete cookies? Try to find out how.



Watch the video '[Cookies and Your Online Privacy](#)' to learn more about the way Cookies work.

DISCUSS with the group your thoughts and how you felt about any changes in the ads that appeared.



The computer cookie helps the website keep track of your visits and activity. This isn't always a bad thing. For example, when you shop online cookies keep track of what you put in your shopping cart. Cookies are also used to record login information or online web history. But sometimes cookies can hide security concerns, which is why a setting that controls or limits tracking them can help protect your privacy setting while still making it possible to carry on with your activities.

To manage your cookies open your browser and find where cookies are stored. Every browser gives you a range of options for enabling or deleting cookies. You can find more information for each browser [here](#).

7. HAVE SOME COOKIES (CONTINUED)

TOOL ★

Example of Notepad to keep track of your findings:

Date/action	Social account	Products	Brands	Thoughts/feelings
1/3/2021 - My feed	Instagram	Electric guitars	A, B, C	...
	TikTok
4/3/2021 - Research				

TAKE IT FURTHER



Learn more about advertisement online, through the activity '**Spot the ad**' in section Protect... yourself from online risks.