

Macintosh Learning Center

--- Shell Weinberg

Laguna Woods Town Centre

Laguna Woods Village Community Center, 3rd floor

Hours: 9:00 a.m. to 3:00 p.m., Monday thru Friday



Have a cookie... delicious or suspicious

The other day, while on the Internet searching for some investment information, I clicked on a link that took me to the “*All Things Digital*” page. This site publishes columns and reports written by **Walt Mossberg**, a respected and highly regarded technology maven.

Apparently he honestly wants to help fellow computer users understand one of the somewhat hidden aspects of researching on the Web so he has written, together with Katie Boehret, an informative column titled, “*A note about tracking cookies*”.

From the beginning of my learning about the computer I have always been intrigued by the concept of “**cookies**”. I have read descriptions of this function in the past... but it was never explained as thoroughly as Walt’s column.

And so I am going to quote the complete treatise. Keep in mind, this appears on the web site as a kind of warning re information offered on the site, and the term “we” refers to the authors of the column and the web site.

“A note about tracking cookies...”

Some of the advertisers and Web analytics firms used on this site may place “tracking cookies” on your computer. We are telling you about them right upfront, and we want you to know how to get rid of these tracking cookies if you like.

Tracking cookies are small text files that can tell such companies what you are doing online, even though they usually don’t record your name or other personally identifiable information. These cookies are used by these companies to try and match ads to a user’s interests. They are used all over the Web, but in most cases, their presence is only disclosed deep inside privacy policies.

We want you to know how to get rid of these tracking cookies if you like. Below are 2 links to pages where you can **opt out** of the cookies set by our ad-placement contractor and our analytics contractor.

We’d prefer a totally opt-in system, but, as far as we know, the ad industry doesn’t have a practical one as of now.

If you want to clean out all tracking cookies from all your Web sites, below are 3 links where you can download programs that can clean out tracking cookies. (*Note: These products appear to be for PC users only.*)

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