

## DIGITAL PRIVACY: INTERNET COOKIE TRACKING

Workshop created by Yusuf Ganyana (twitter.com/flesymz) for DiGITAL YOU 2022 (#DigitalYou)

**Time:** 90 minutes

### Essential question

Should I accept cookies from websites?

### Established Goal

In this session, the participants will learn what internet cookies are and how websites use them.

### Learning Outcomes

By the end of the lesson, participants will be able to:

- Describe an internet cookie, types and their characteristics.
- Understand what is meant by the term **third party tracker**.
- Learn what information third party cookies collect, how it affects us, and how to manage it

### Training Session Materials:

- Projector and presentation slides
- Handouts of presentation in case there is no projector
- Copies of workshop schedule
- Copies of handouts and instructions for activities
- Stationery: posters, markers, pens, notepads, sticky notes
- Copy of attendance sheet
- Copies of photo consent form
- Copies of evaluation/survey form

## LEARNING OVERVIEW

When browsing the internet, you will frequently come across the term "Accept cookies."

Many websites inform you about the use of cookies and request your permission, but some do not.

Cookies collect the personal data of the website visitors. The majority of us are opposed to online tracking and data collection without our explicit consent.

Cookies are not inherently dangerous to your computer however, users, on the other hand, must understand how the collection and processing of personal information affects them.

We'll go over what cookies are, what they do, and how they work in this workshop.

This workshop was inspired by Tactical Tech's [Digital Enquirer kit](#).

Workshop type: Offline



# FACILITATION NOTES

## 🕒 INTRODUCTION - 10 minutes

- The host explains housekeeping rules such as:
  - Location of bathrooms
  - Use of cellphones
  - Photo consent,
  - Signing the attendance sheet
  - Share the workshop schedule
- Host to welcome the facilitator(s)
- The facilitator(s) to introduced themselves, give a brief overview of the workshop i.e. title, objectives, and expected outcomes.
- Facilitator(s) to give a brief overview of Tactical Tech and the GOETHE INSTITUT.

## 🕒 ICEBREAKER - 5 minutes

**[NOTE]** You can use the sample icebreaker below or any other icebreaker that you are comfortable with and that the participants can relate to.

### **Who Stole the Cookies from the Cookie Jar?**

**[OBJECTIVE]** In this activity, participants get to know each other; when your name is mentioned, you become center of attention and must say someone else's name to unhook yourself.

**[NOTE]** *To begin, the participants quickly introduce themselves on first name basis.*

#### **[DEMONSTRATE]**

Group (sings): Who Stole the cookies from the cookie jar?

Facilitator: (insert name of participant) stole the cookies from the cookie jar!

Featured participant: Who, me?

Group: Yes, you!

Featured participant: Couldn't be!

Group: Then who?

## DIGITAL PRIVACY: INTERNET COOKIE TRACKING

Workshop created by Yusuf Ganyana ([twitter.com/flesymz](https://twitter.com/flesymz)) for DiGITAL YOU 2022 (#DigitalYou)

(Featured participant picks another participant's name) stole the cookies from the cookie jar!

[ENCOURAGE] them to start after the demo

The song continues until either all of the participants' names are sung or the time runs out.

# – MAIN LESSON –

🕒 60 minutes

[REMEMBER] **Pause periodically to make sure the concept is understood**

[ASK] *What is an internet cookie?*

### *Response sample*

Cookies are small files that contain information about you and are created by the websites you visit. Cookies are exchanged between a sender (a website) and a receiver (your device).

When you use the Internet, you leave a record (Digital footprint) of the websites you visit as well as the links you click. In order to track this information, many websites save a small piece of file known as a cookie that sit on your computer. In addition to cookies, many websites can track your browsing activity through your user accounts.

**Note:** *Tell a story to which they can relate*

### EXPLAIN

Tell them a story to help them understand what cookies are and how they work, such as how you can access a website you previously visited without having to enter a username or password because cookies help websites remember things, just as you wouldn't want people you frequently meet to constantly ask who you are and how you are related to them.

For children, visualize leaving their schoolbags at a library's bag check station and receiving a tag, which they must then present to the baggage handler when checking out in order to be identified and receive the correct bag.

[PAUSE] Questions?

[ASK] *What is inside a cookie file?*

## DIGITAL PRIVACY: INTERNET COOKIE TRACKING

Workshop created by Yusuf Ganyana ([twitter.com/flesymz](https://twitter.com/flesymz)) for DiGITAL YOU 2022 (#DigitalYou)

A cookie file may contain an e-mail address, user name, and password. If a site asks for more information, it may include your full name, address, phone number etc.

### **[ASK] *Where is a cookie stored***

Cookies are stored on the user's device until they are deleted or expire, and they serve two functions:

- **Authentication** - They keep track of who is logged in and under what name. Previous users are not required to remember site passwords.
- **Monitoring** - They collect information about multiple visits to the same website over time.

**[PAUSE]** Questions?

### **[ASK] *Types of internet cookies?***

#### ***Response sample***

- First-party cookies are stored directly by the website you are viewing.
- As the name implies, third-party cookies are created by websites other than the one you are currently viewing. And are generally used for online advertising and tracking purposes.

#### **[EMPHASIZE]**

Accepting cookie isn't always a bad thing. In fact, **first-party cookies** help tailor a website experience for you, track your browsing habits as you navigate the website, keep you signed in to the website, thus improve a website's usability; however, **third-party cookies** allow advertisers or analytics companies to track an individual's browsing history across the web on any sites that contain their advertisements.

**[PAUSE]** Questions?

### **[ASK] *What data do third-party (tracking) cookies collect?***

#### ***Response sample***

## DIGITAL PRIVACY: INTERNET COOKIE TRACKING

Workshop created by Yusuf Ganyana ([twitter.com/flesymz](https://twitter.com/flesymz)) for DiGITAL YOU 2022 (#DigitalYou)

When a website requests a third-party service, a third-party cookie is created. Advertisers use these cookies to track the behavior of visitors to their and other websites. They monitor and collect data on: -

- Users' clicks - Websites you frequently visit.
- Shopping preferences - Purchases or products in which you have shown an interest.
- Device specifications – The type of device you are using to browse the internet.
- Location – The region of the world from which you are browsing.
- Search history – Your digital footprint.

### EXPLAIN

Why the above data is important for targeted advertising and website analytics. Take, for instance, a visit to a website. You express your interest for a smartphone by clicking on it and reading the specifications. You navigate away from the website and to another that has nothing to do with the smartphone. However, the current website displays similar or advertisements for the smartphone you showed interest in as a result of third-party cookies placed by social media sites, advertisers, and marketers, who are the most common third-party entities.

[PAUSE] Questions?

**[ASK] *What impact do third-party cookies have on users?***

#### ***Response sample***

Third-party cookies pose significant privacy risks due to their privacy-invading nature; they can be used for gathering sensitive or private information. Third-party cookies primarily benefit advertisers by allowing them to better understand users and their interests in order to display personalized advertisements to them.

**[ASK] *Why do websites use cookies?***

### EXPLAIN

The function of a cookie with a relatable story. Perhaps you can compare a cookie to a restaurant owner; talk about how convenient it is to always eat at the same restaurant in your neighborhood. And how, over time, the owner learns your name, what you order, your preferences and makes recommendations based on this data, as well as serving you quickly. At the same time, you trust the owner not to share or sell this information to other restaurants.

## DIGITAL PRIVACY: INTERNET COOKIE TRACKING

Workshop created by Yusuf Ganyana ([twitter.com/flesymz](https://twitter.com/flesymz)) for DiGITAL YOU 2022 (#DigitalYou)

[SHARE] the following examples

- To recognize your computer
- To tailor the website experience to you
- To track your activity as you navigate the website
- To analyze your use of the website
- To enhance the website usability

[PAUSE] Questions?

[ASK] *What are some of the benefits of cookies to the user?*

[SHARE] the following examples

- Keep you signed in
- Remember your site preferences e.g. language setting, region etc.
- Suggested products or content
- Customization e.g. give you locally relevant content
- Form submission e.g. auto-fills the next time you're on the site.

[PAUSE] Questions?

[ASK] *What are some of the disadvantages of cookies to the user?*

[SHARE] the following examples

- **Storage drain:** They can eventually take up quite a bit of space.
- **Invasion of privacy:** Your personally identifiable information may become public.
- **Data collection:** Sell of information gathered about you from cookies to third-parties.
- **Slow Internet performance**

[EMPHASIZE]

“Accept cookies” pop-ups are extremely irritating. It is not advisable to click "Accept all Cookies" out of frustration, as you may unknowingly allow third-party trackers to access your data across all sites you visit. You gain an advantage by being careful because you can control who has and does not have access to the data.

Break



## DIGITAL PRIVACY: INTERNET COOKIE TRACKING

Workshop created by Yusuf Ganyana (twitter.com/flesymz) for DiGITAL YOU 2022 (#DigitalYou)

**[PAUSE]** Take a break, alternatively engage participants in an energizer your choice.

### *Sample energizer*

#### **The counting game**

**[REMEMBER]** This is an individual but group exercise.

#### **[DEMONSTRATE]**

- Raise your right hand above your head and shake it four times.
- Raise your left hand above your head and shake it four times.
- Lift your right leg and shake it four times.
- Lift your left leg and shake it four times.
- Repeat the process, but this time reduce the count by one, so you count to three, followed by two then one.

Now **[INVITE]** the participants to participate.

**[REMINDE]** them that if any participant does it incorrectly, the countdown will begin again.

## Activity

***The Chrome Browser will be used in this context because it is widely used.***

#### **[PRO TIP!]**

Participants should remember their passwords before deleting their cookies because they will be logged out of their numerous accounts and prompted to log back in, and if they cannot remember their password, they may be permanently locked out.

*To clear all of Chrome's cookies, open it and use the keyboard shortcut Ctrl + Shift + Delete.*

**[DEMONSTRATE]** Follow the steps below.

- Open your browser
- Determine where cookies are stored, based on your browser
  - ❖ **Chrome browser:** Click Chrome Menu > Choose Preferences > Expand Advanced Settings > Select Privacy and Security > Open Content Settings > Select Cookies

## DIGITAL PRIVACY: INTERNET COOKIE TRACKING

Workshop created by Yusuf Ganyana (twitter.com/flesymz) for DiGITAL YOU 2022 (#DigitalYou)

### ❖ Chrome App:

- On your Android phone or tablet, open the Chrome app Chrome.
  - At the top right, tap More (Three dots on the top right) and then Settings.
  - Tap Site settings and then Cookies.
  - Turn Cookies on or off.
- Choose from a range of options to enable or ban the use of cookies on your browser

### [REMEMBER]

Blocking all cookies is not always a good idea. You can instruct them to choose a cookie setting that restricts the number and types of cookies they accept, or you can recommend that they install Privacy Badger - <https://privacybadger.org/> - a browser extension that can automatically block tracking cookies while allowing more benign customization cookies.

## Q&A

**[ASK]** *What questions do you have for me?*

**[INVITE]** and encourage the participants to ask questions or seek clarification to a point that wasn't clear or to some extent, unmet expectations.

## — CONCLUSION —

### 10 minutes

Is it safe to accept cookies from websites? What is the best way to proceed?

When you visit a website, small data files known as cookies are downloaded to your device. Cookies are useful because they allow a website to remember information such as your login status or preferences. They also allow websites to learn more about their visitors and their browsing habits. Although cookies are not viruses, allowing websites to store and access data on your computer poses a security risk because cookies can be used unethically. Adjust your browser's cookie settings accordingly; if you're using a public computer, you should avoid accepting cookies from websites. You should also exercise caution when using private computers. To protect your privacy, many browsers allow you to disable cookies; additionally, benign acceptance is recommended.

## DIGITAL PRIVACY: INTERNET COOKIE TRACKING

Workshop created by Yusuf Ganyana (twitter.com/flesymz) for DiGITAL YOU 2022 (#DigitalYou)

### Helpful Links to share

1. <https://clickclickclick.click>
2. <https://webkay.robinlinus.com/>
3. [Trackography!](#)
4. <https://myshadow.org/tracking-data-traces>
5. <https://myshadow.org/browser-tracking>
6. <https://digitalenquirer.org/>

### Wrap up

**[DISTRIBUTE]** the evaluation form and allow them time to complete it.

**[REMEMBER]** Gather the forms before they depart.

**[THANK]** them for their participation, and **[ENCOURAGE]** them to share what they have learned with family and friends.

- END