Cookies are text files inside the browser’s memory remembering you, and your preferences when you access a website. Most commercial or media websites drop cookies, including The Guardian.

They do
- Keep you signed in
- Remember your settings on volume, language, shopping carts and streaming speeds
- Determine which advertising you will see on your screen
- Control the number of adverts you see

They don’t
- Personally identify you
- Scan through or harm your computer with viruses
- Send you spam
- See what you are typing

First party cookies
- The Guardian uses these to gain insights on how to best present content to our audience

- 2% Session browser cookies (Temporary)
  - Used mostly for: Analytics, Geo-targeting
  - Use: Mostly for: Advertising

- 5% Persistent browser cookies
  - Used mostly for: Analytics, Advertising

- 0% Flash cookies
  - Used mostly for: Advertising

- 93% HTML session storage cookies
  - Used mostly for: Data storage

Third party cookies
- Cookies dropped by other companies on The Guardian website

- They are an important revenue-generator for The Guardian

Types of companies that drop cookies on The Guardian website
- Social media
  - Twitter, Pinterest, Facebook
- Analytics and data aggregators
  - Foresee, Chartbeat, Datalogix, Nielsen
- Advertising and marketing
  - Google Adwords, Audience Science, Mediamath

Distribution of cookies
- 83% Third party
- 17% First party
- 64% Third party
- 36% First party

How to manage cookies
- Adjust your browser settings to remove cookies
- Online tools such as Ghostery will help you control your online privacy

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1. Data collected for one week, 9-15 August 2015.
2. Companies create cookies with various capacity for data collection.