# Article information:

<https://builtin.com/onboarding>

# Article summary:

1. When you visit a website, cookies are stored on your browser to collect information about you, your preferences, and your device.

2. You can choose to opt-out of certain types of cookies that are considered to be "sales" or "sharing" of personal information for targeted advertising purposes.

3. First Party Strictly Necessary Cookies cannot be opted out of as they are necessary for the proper functioning of the website.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article discusses the use of cookies on a website and how they collect personal information. The author provides information about different types of cookies and their purposes, including strictly necessary cookies, targeting cookies, and performance cookies. However, there are several potential biases and missing points of consideration in this article.

Firstly, the author does not provide any evidence to support the claim that cookies are mostly used to make the site work as users expect it to and to provide a more personalized web experience. This claim is subjective and may not be true for all websites or users. Additionally, the author does not explore counterarguments or alternative perspectives on the use of cookies.

Secondly, the article only briefly mentions that some cookies are considered to be “sales” or “sharing” of personal information for targeted advertising purposes. The author does not provide any further explanation or detail about how this works or what risks it may pose to users' privacy. This lack of information could be seen as a potential bias towards promoting the use of cookies without fully disclosing their potential risks.

Thirdly, while the article mentions that users have the right to opt-out of the sale/sharing of personal information via cookies, it does not note any possible risks associated with doing so. For example, opting out may result in less personalized ads but could also lead to more generic ads that are less relevant to users' interests.

Finally, there is a potential bias towards promoting targeted advertising through the use of cookies without presenting both sides equally. The article only briefly mentions that users can choose not to allow certain types of cookies but does not provide any further information about why someone might choose to do so.

Overall, while this article provides some useful information about different types of cookies and their purposes, there are several potential biases and missing points of consideration that should be addressed for a more balanced perspective on this topic.

# Topics for further research:

* Risks of targeted advertising through cookies
* Alternatives to using cookies for personalized web experiences
* Privacy concerns with cookie tracking
* Opting out of cookie tracking and its effects on personalized ads
* Ethical considerations of using cookies for targeted advertising
* Legal regulations on the use of cookies for collecting personal information

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