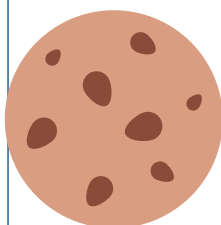


# PRO-Tip Series

## What are Cookies & why do they matter?

### What are cookies?



A cookie is like a folder that collects all the information about a computer users actions on your website and stores it the users browser. The next time a user visits your site the cookie interacts with the server and enables the website to adjust to the users preferences. There are two types: 1st and 3rd party cookies.

### What are they good for?

- For website settings and preferences
- When using shopping baskets
- Automating logins



### Why are they dangerous?

- Security concerns
- Privacy Concerns- sending sensitive browsing information to third parties without your consent

3rd Party Cookies are being phased out by Safari ,Chrome, and Fire Fox in 2022 and Goggle, by 2023.

### Why are 3rd Party Cookies going away?



This was in response to consumer demanding increased privacy. Third-party cookies, pose a significant data security risk, and are viewed by some as infringing on user privacy rights. Cookies are not dangerous by themselves, but they can be hacked and used to to gain information.

### Why does this matter?



If you do not prepare for this change you may not be able to gather information about your website visitors that will help you to target your consumer effectively.



## How to Prepare

Your ability to track your customers will greatly be decreased when 3rd party cookies are eliminated.

The following are a few things you can do to prepare:

1. Circulate content in email newsletters.
2. Launch targeted ads on social media.
3. Test out contact list retargeting.
4. Leverage email marketing data.
5. Use your CMS or website first party data.
6. Consider Google's Privacy Sandbox (still in the works).

### Questions?

If you have any questions please contact the Cayuga County Office of Toursim at [info@tourcayuga.com](mailto:info@tourcayuga.com)