

# Should Internet Cookies Be Further Regulated by the Government?

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Research Presentation by Kaitlin Burdick

# Overview

- Background
  - Arguments For the Regulation of Cookies
  - Arguments Against the Regulation of Cookies
  - Conclusion
  - Questions
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# Background Information

- Why is this important?
    - In 2013 74.4% of Americans used the internet (File and Ryan 2).
  - What are cookies?
    - Small text files stored on a user's computer (Gervais).
  - Why were they created?
    - To fix the inconvenient memory problem of the World Wide Web (Schwartz).
  - What information do cookies store?
    - Non-identifying information.
  - What are the current regulations on the usage of cookies?
    - Informed usage of cookies and ability for user to control cookies (Hoofnagle *et al.*).
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# Argument For Increased Government Regulation

- Regulations were made in 2010
- Invasion of Privacy
  - Advanced “respawning” cookies
  - Third-party data collection



# Advanced Cookies

- Flash cookies “respawn” upon deletion by the user.
  - Often hard to detect or find on a user’s computer.
  - Loophole in current regulations.
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# Third-Party Data Collection

- Tracking over many websites by outside companies
- Information is sold
- Often can reveal sensitive information



Strauss, Valerie. "The Astonishing Amount of Data Being Collect About Your Children". *The Washington Post*. 12 Nov. 2015. Web. 28 Apr. 2016.

# Arguments Against Increased Government Regulation

- Specialization of advertisements
  - Expected services and applications would be lost
  - Free market argument
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# Specialization of Advertisements


- Allows ads suited to user.
  - Ads would become flashier
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# Lost Expectations

- Autofill
- Loss of Virtual Shopping Carts
- “If there is no information collected, it would be like a constant exchange with an amnesiac,” – David Berkowitz (Learmonth).

## Register for a Detailed Image Account

Returning customer? [Click here to sign in.](#) 

### Billing Address

*First Name	<input type="text" value="Adam"/>	
*Last Name	<input type="text" value="McFarland"/>	OK
Business Name <small>Only required if you plan on shipping to a business address</small>	<input type="text"/>	
*Address	<input type="text" value="123 Testing Street"/>	OK
<small>Please note: we do not ship to APO or PO Box addresses</small>	<input type="text" value="Apt 22"/>	
*City	<input type="text" value="Albany"/>	OK
*State	<input type="text" value="NY - New York"/>	OK
*Zip Code	<input type="text" value="12205"/>	OK
*Phone	<input type="text" value="5187894533"/>	OK

McFarland, Adam. 29 May 2013. Web. 7 April 2016.

# Free Market Argument

- Advertisement companies believe consumers are not capable of making informed decision about cookies.
  - Believe that government regulation is “paternalistic” (Hoofnagle *et al.*).
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# Conclusion

- Important to understand the background and both sides of an argument before coming to a conclusion.

## Arguments For:

- Privacy
  - “Respawning” Cookies
  - Third-Party Cookies

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## Arguments Against:

- Specialization of Advertisements
- Lost Expectations
- Free Market Argument

Questions?



# Works Cited

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