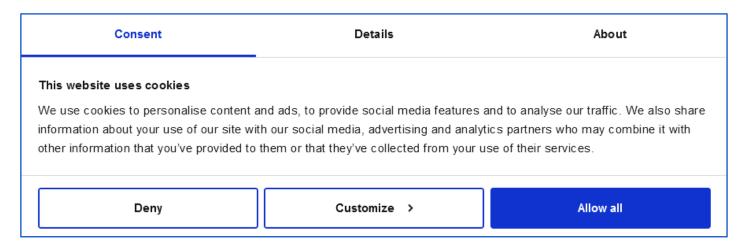# Tech Coach Column—Website Cookies

By LTCL Librarian Karen Scott

If you've visited any website recently, you have probably seen a pop-up asking you to allow "cookies." In short, cookies are little data trackers that serve two main purposes:

1. Cookies provide analytical data to website owners that display how and what type of users actually use the website.

2. Cookies keep track of your personal browser preferences and habits in order to provide you with a better internet experience (read: targeted ads).

For example, your cookies remember that you visited a site looking for a specific pair of shoes. After exiting this website and visiting an unrelated website you might receive an ad for the same shoes you were looking at earlier. It's important to keep in mind that cookies track your internet **habits** and not your **personal identity.**

Consent	Details	About

This website uses cookies

We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services.

Deny	Customize >	Allow all

When you visit a website, you might think you have to *allow all* cookies in order to access a website fully but that's not necessarily true. You can choose to manage your *cookie preferences*, even if you're not sure what cookies are in the first place. Selecting **Strictly Necessary Cookies** allows you to view a website's content and use its features, but websites will add other types of cookies for different purposes. The most common cookie types are listed below.

- **Third-Party Cookies** are placed on your device but not by the website you're on, aka the first party. Instead, they're put onto your device by advertisers, data partners, or any analytics tools that track visitors, usually at the request of that first party.
- **Preference Cookies, aka Functionality Cookies,** allow a website to remember data you typed in, for example: your user ID, password, delivery address, email, phone, and preferred method of payment.
- **Statistics Cookies, aka Performance or Analytical Cookies,** record how you used a website. Although these track links clicked and pages visited, your identity is not attached to these stats.

If you're worried about your habits being tracked, you may want to manage cookie settings when prompted and select *strictly necessary cookies* and deselect others. You can also delete cookies held in your web browser by visiting your browser settings.

Tech Coach Assistance

Tech Coaches are now providing individualized assistance in the library. Visit https://laketravislibrary.org/tech-coach for more info. Do you have other questions? Simply send an email to techcoach@laketravislibrary.org and one of our coaches will respond to assist you with any questions or challenges you may have!