

A Study on Privacy Risks and User Control in the Use of Cookies on the Internet

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Abstract: Cookies are small text files that are widely used on the internet to enhance the user experience by keeping track of preferences and providing personalized content and advertising. However, the use of cookies raises significant privacy concerns. Some of the problems with cookies in internet privacy include tracking, security, invasion of privacy, consent, and user control. Users often have limited control over cookies, and it can be challenging to delete them or prevent them from being used. So, it is essential for users to be aware of the risks and take steps to protect their privacy, such as using privacy-focused browsers and extensions, clearing cookies regularly, and being cautious about the information they share online. The major objective of the study is to explore the problems associated with the use of cookies in internet privacy and the extent to which users have control over their data. The research design followed here is empirical research. A total of 216 samples were collected through a convenient sampling method. The sample frame taken here is from cities like Trichy, Chennai, Madurai, Pondicherry, Dindigul, Coimbatore and Thanjavur through online surveys. Dependent variables here are gender, educational qualification, occupation and locality. Independent variables here are the most significant privacy risks associated with their use, current legal frameworks around the use of cookies, and how effective they are in protecting user privacy. The statistical tool used here is clustered bar graph and chi-square test. The findings of the study suggest that cookies pose significant privacy risks, and users have limited control over their data. To address these problems, it is important to increase awareness of the risks associated with cookies and to provide users with clear and accessible options for controlling their use.

Keywords: Cookies, privacy, internet, data storage and tracking

