Deleting cookies is pointless: This is the real way to stop tracking!

Modern tracking technology has evolved. Cookies are just one part of how websites identify you, display ads, and track you online.

For years, clearing browser cookies seemed like a small but significant step toward resetting privacy. You'd delete your data, reload the website, and feel like you'd gotten rid of the trackers that were following you online. That advice used to be perfectly reasonable.

Today, that simply isn't enough to protect privacy.

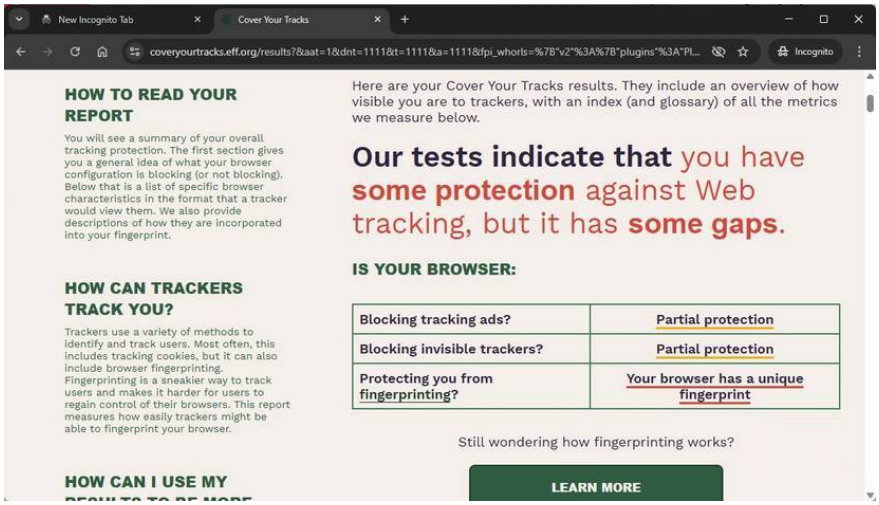
Modern tracking technology has evolved. Cookies are just one part of how websites identify you, display ads, and track you online . So, while deleting cookies doesn't actually create a problem, if you really want to minimize online tracking, you need to stop chasing cookies and start limiting the data your browser leaks in the first place.

Cookies are just one part of the privacy picture.

Other tracking methods need to be addressed.

Cookies have always been around. But they aren't the only privacy tracking tools that monitor you online. After all, there are several other ways your data is being collected, whether you want it to or not.

Browser fingerprinting



Browser fingerprinting works by observing the characteristics of a device instead of storing anything there. Screen resolution, operating system, installed fonts, graphics hardware, time zone, and even how your browser displays certain elements can be combined into a surprisingly unique profile.

However, this is something they don't tell you about cookies. Deleting them doesn't protect against fingerprint retention, and it doesn't erase fingerprints either. The same story applies to incognito browsing; while they offer privacy, they aren't very effective.

IP address and network level tracking

You've probably noticed that when you go to a new place, the ads change. Even just a few hours on the road can bring up more localized ads, and when you arrive in a new country, it changes completely.

That's because advertisers can use geolocation and network configuration to target ads to your specific location. It doesn't matter if the ad is actually easy for you to understand, but most of the time, geolocation and network data are combined with other information to display the most accurate ads wherever you are.

You've probably seen this many times on your devices. It's important to remember that this tracking can occur in many different places, far beyond the website you're visiting. Content delivery networks, analytics providers, and advertising exchanges can all detect behavioral patterns, even if cookies are regularly deleted.

Track the account

Your accounts are also doing their best to track you on the internet. Since most major platforms, like Google , Facebook , and Instagram , are simply advertising tools, this is understandable.

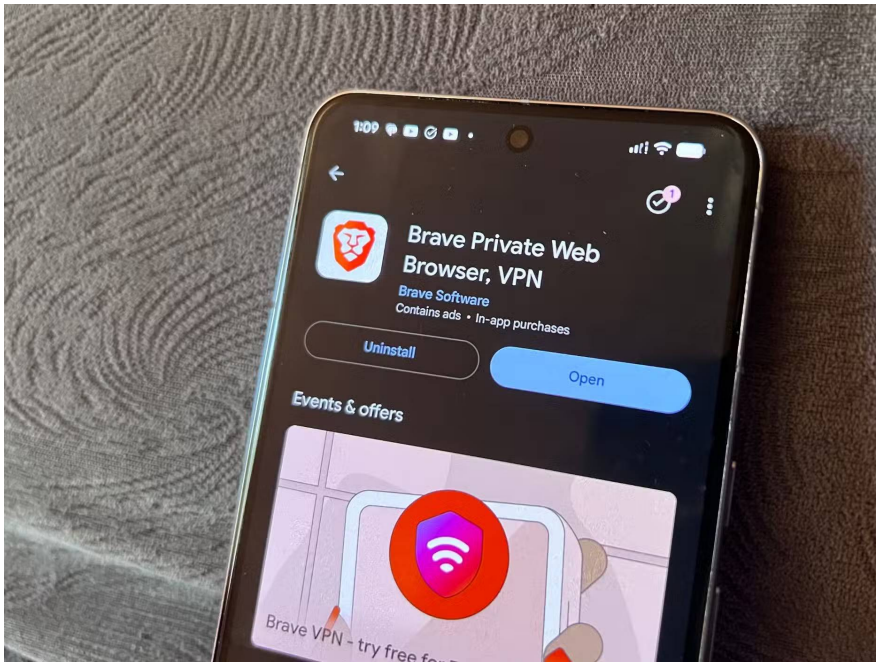
Cookies are part of the problem. But these giant publishers have many other tools as well, such as tracking pixels , embedded scripts, login buttons, etc. Each of these different tracking tools helps build a profile, even if you've deleted your cookies.

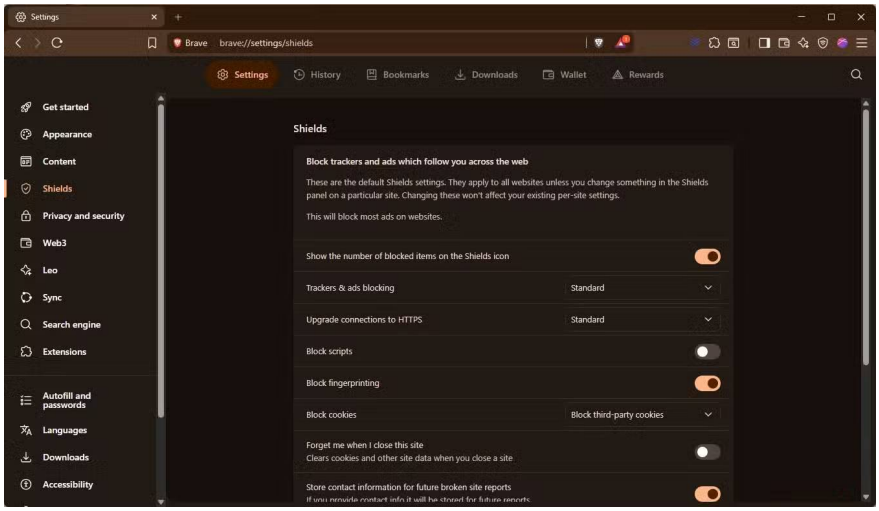
The core issue is preventing data collection in the first place.

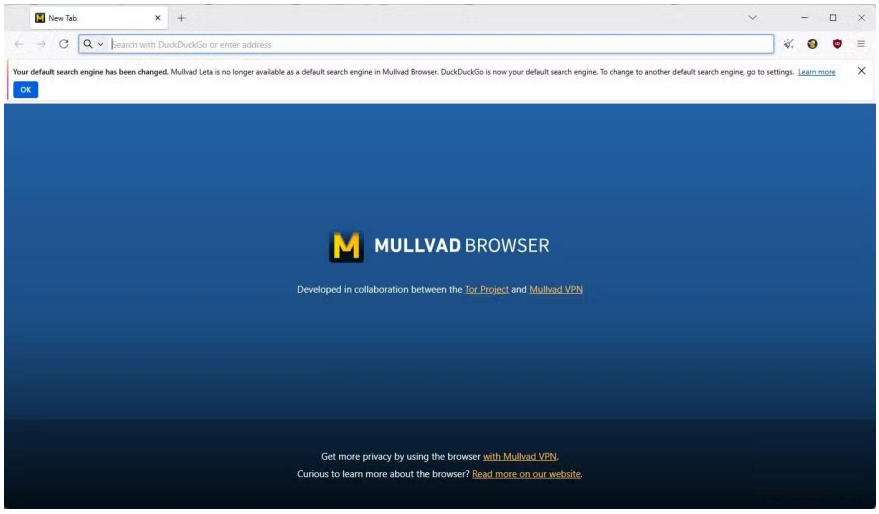
You need a multifaceted approach to protecting privacy.

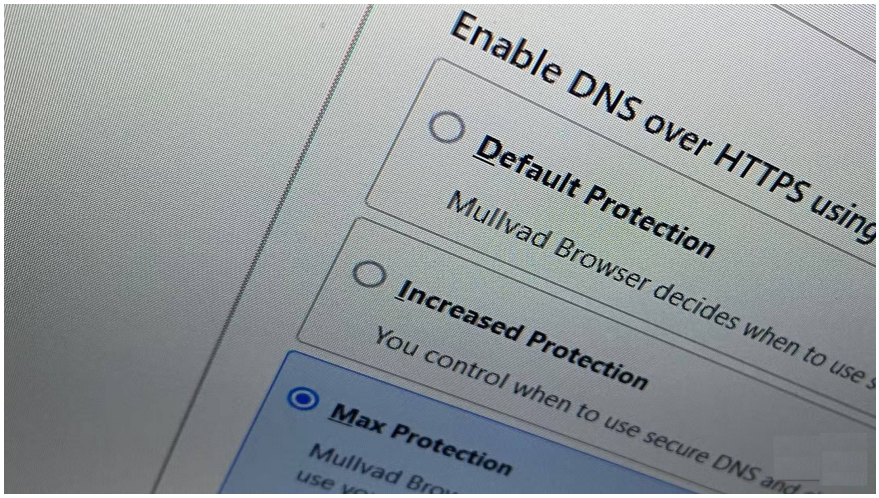
Like many things in life, protecting your privacy is a multi-layered process. Unfortunately, there isn't a single, one-size-fits-all button you can press to solve every problem. However, don't despair, because enhancing your privacy isn't difficult; it just requires a little thought.

Use a privacy-focused browser.









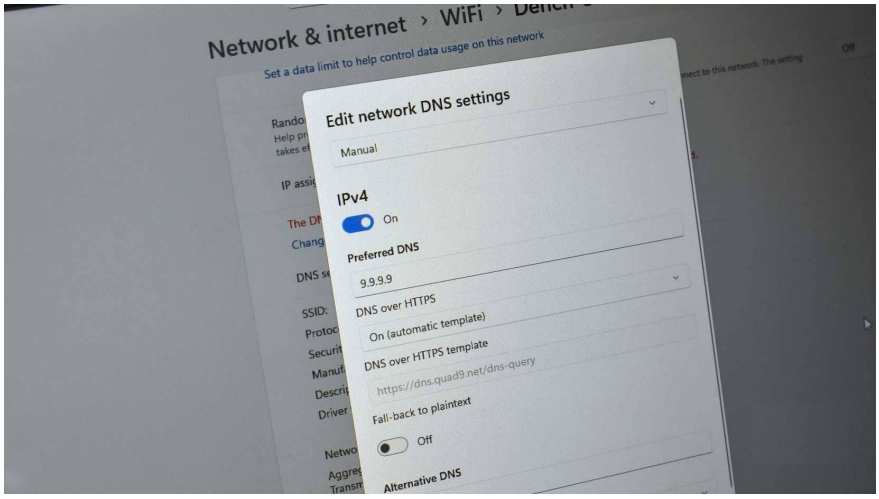
Google Chrome is currently the most popular browser in the world. But it's not the most privacy-focused browser. Given that Google's primary business focus is selling advertising, that's almost self-evident.

There are several browsers specifically designed to protect privacy, such as Brave and Firefox , without compromising your browsing experience. (Although Firefox's focus on artificial intelligence has raised some

concerns about its security!)

Both browsers include privacy-focused safeguards such as cookie partitioning, script isolation, and automatic blocking of known fingerprint identification.

Use a privacy-focused DNS provider.



Another convenient and easy privacy enhancement measure is to change your DNS provider.

The Domain Name System (DNS) is essentially the backbone of the Internet, converting the text we type into the address bar into numerical IP addresses to find data, websites, or other information. Each time you do this, you make a DNS request to find the data you need.

However, most of these DNS requests are sent as plain text, meaning your Internet service provider (ISP), network administrator, or similar authority can view your requests and figure out what you're doing. And that's why an encrypted DNS provider is necessary.

You can also enable DNS over HTTPS in your browser, or even better, for your entire operating system, to better protect data sent and received on your system.

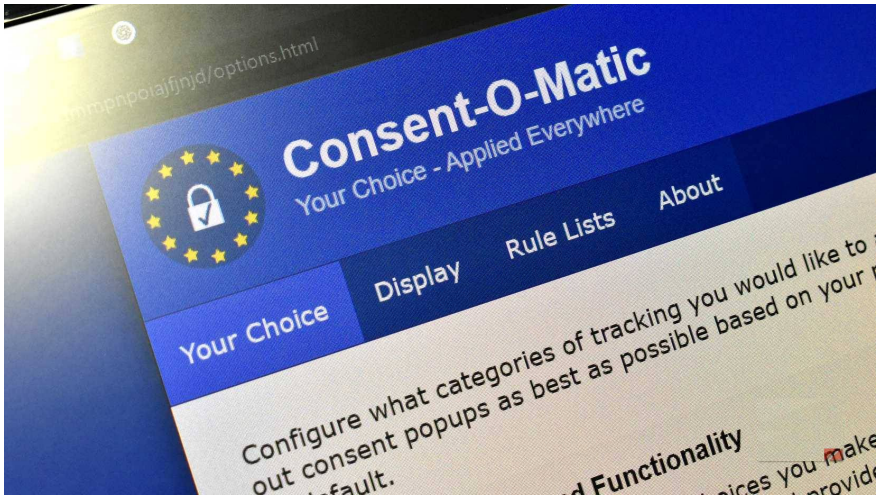
Change browser settings

If changing browsers isn't possible, you can take some additional steps to protect your privacy by adjusting certain settings.

For example, there are many settings you can change in Microsoft Edge to enhance your privacy, whereas if you have to use Google Chrome, there are several browser extensions that will protect you.

It's helpful to remember that none of these measures will make you completely invisible online. But taking some extra steps will enhance your privacy, reduce your surface area exposed, and provide fewer distinct signals from your devices.

Automatically reject cookies if possible.



Cookie pop-up windows are really persistent, aren't they? They're certainly a nuisance in everyone's life, as people spend around 8 to 10 hours a day online researching, writing, etc.

That's why they started using a small browser extension to automatically reject cookies, which helps push back some of those pop-up windows.