USE COOKIES TO PERSONALIZE THE USER AHD THE ANALYSIS OF ITS BEHAVIOR

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When you visit websites and use the products, we can leave a small amount of information on your device. Such information includes a small text cookie files and other anonymous IDs, which may consist of a random set of characters used for the same purpose as that of a cookie. The main purpose of anonymous identifiers - improving the efficiency of the site and production, personalization and advertising to ensure the success of some of the features of sites and products. A cookie is needed for the normal operation of certain areas of the sites, such as e-commerce section, where proposed products and prices for the region. They also allow us to distribute the load on the servers that collect information about users' preferences regarding the use of the cookie. A cookie this category include both the session files, and a persistent cookie. Without these files our sites would properly or not working at all would work, so they are always used and regardless of the users' preferences. A cookie in this category are always set our sites, and not third-party domains [1].

The development of electronic commerce, in particular trading over the Internet is largely based on the use cookie. Cookie-file - is a small file stored on your computer. Cookie-files - useful for storing small amount of data for a short time. Using the Cookie-file information is transferred to your browser from the site that the user has visited, and with each new request to a web page information will be transmitted again. One way or another, but using the

Cookie-files is going to a brief description of the user, its purchases in the shop fix the financial situation and the availability of the online shopping experience. In turn, the website can remember user temporarily, for this purpose, "the cookie session-file", or to re-visit the customer site - "permanent the cookie-file." Most sites use the cookie-files to improve the user experience, which leads to less time-consuming to search for any information that is not necessary, so you can not worry every time you open sign for a site, all passwords are stored in encrypted form on about the intruders [2]. So, for a variety of purposes, some Internet users choose a web browser, but some Internet users use multiple web browsers. And each of these web browsers creates a profile. The site, which reads the profile, only has access to the profile generated by the web browser, which is open page of the site. If the user simultaneously opens the site in multiple web browsers, the site will receive these profiles and they will not be the same. That is for a single user on the site can form multiple profiles. Profile, which is created by a web browser (cookie-files) changes over time. Cookie-files have a shelf life (lifetime). Some Cookie-files are stored only during a single visit to the site and are deleted immediately after the browser is closed, and the other set, recorded in a special file and stored on the computer for a certain time. If the cookie-file has exhausted its life time, the web browser removes it from the computer. While performing the sites, including web browser can create new cookie-files, or modify existing at the opening site. That is the profile must not be considered as a constant and as a function of time. Sometimes Web sites use the cookie-files for advertising and marketing messaging, but during the online marketing campaign have to limit the number of impressions of advertising messages to a single user. This will allow the user to adjust the amount of exposure in the process of interaction with the advertising platform.

Literature:

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