



# Web Tracking

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- **Web Tracking** is the practice by which websites identify and collect information about users.
- **First-Party Tracker**: The website you're visiting tracks the user clicks and behaviour
- **Third-Party Tracker**: entity, other than the website directly visited by the user, that tracks the user's visit to the website.

## Tracking Mechanisms:

- Cookies
- Browser Fingerprinting
- Tracking Pixel (Web Beacon)