




NAME: Cookie pop-up 

DATE: May 15, 2026 11:29 AM


DESCRIPTION OF TECHNOLOGY
 A dialog box that comes up when you enter any site which displays a banner for you to set your cookie (tracking for marketing via data placement in http protocols) settings.

HUMAN VALUES 


It can be said that this technology imposes you choices and does it constantly. This behavior can be interpreted as an aim to cause people make mistakes so their information can be accessed. At some point the user will likely to start to care less about their identity and develop fatigue.

TRANSPARENCY 


To make an analogy: You are being shown what props are used and what they are made of but there is no sure way to know personally what goes on behind the curtain for a planned act or who the real actors are. Acting continues behind the curtain yet even the theater only partially knows about the happenings.

IMPACT ON SOCIETY 


Private information use by marketing agencies is starting to become a hassle in online environment for the users. They are having difficulty viewing, setting and adjusting to individual notifications.

STAKEHOLDERS 


- Every net-browsing user.
- Website Owners/Operators: Collect data to remember user settings, manage shopping carts, and analyze site traffic using first-party tools.
- External Entities(!), consisting of: Advertisers and Marketing Networks, Analytics Services, Data Brokers

SUSTAINABILITY 


It is hard to tell if this category is associated with this tool but yes, a centralization if proposed can let conservation of energy possible, it is hard to say for sure to what amount.

HATEFUL AND CRIMINAL ACTORS 


Some sites doesn't give you much options or they deliberately hide the ways for you (make it really difficult) to not share private information. Some just access it and share it without even asking. Despite the very regulations against this.

DATA 


Many doesn't know how the personal data is being handled. This is one of the vital points, where third parties doesn't disclose what they do with it or which channels they share it with.

FUTURE 

People are starting to take action already. In Europe, Germany is spearheading against this and asking compliance to GDPR. In 2025 they announced their plan to implement: Die Einwilligungsverwaltungsverordnung (EinwV), which is a measure to centralize, standardize and making this process transparent to all the partaking stakeholders.

PRIVACY 

Authentication data: Usernames, passwords and login tokens.
 Personal details: Names, email addresses, phone numbers, residential addresses, and geolocation data.
 Browsing behavior: Pages visited, links clicked, search history, items added to shopping carts, and purchase history.
 Device and technical info: IP addresses, browser type, language preferences, and unique user IDs used for tracking.


INCLUSIVITY 

This tool assumes that every browser on one device are the same people for example. Another assumption is when you browse something you are interested in. And one other is when you buy something you are going to keep buying it. None of this are valid yet worked with.

FIND US ON [WWW.TICT.IO](http://www.tict.io)

THIS CANVAS IS PART OF THE TECHNOLOGY IMPACT CYCLE TOOL. THIS CANVAS IS THE RESULT OF A QUICKSCAN. YOU CAN FILL OUT THE FULL TICT ON WWW.TICT.IO

NAME: Cookie pop-up 

DATE: May 15, 2026 11:29 AM

DESCRIPTION OF TECHNOLOGY
A dialog box that comes up when you enter any site which displays a banner for you to set your cookie (tracking for marketing via data placement in http protocols) settings.

HUMAN VALUES 

How is the identity of the (intended) users affected by the technology?

To help you answer this question think about sub questions like:

- If two friends use your product, how could it enhance or detract from their relationship?
- Does your product create new ways for people to interact?...

TRANSPARENCY 

Is it explained to the users/stakeholders how the technology works and how the business model works?

- Is it easy for users to find out how the technology works?
- Can a user understand or find out why your technology behaves in a certain way?
- Are the goals explained?
- Is the idea of the technology explained?
- Is the technology company transparent about the way their...

IMPACT ON SOCIETY 

What is exactly the problem? Is it really a problem? Are you sure?

Can you exactly define what the challenge is? What problem (what 'pain') does this technology want to solve? Can you make a clear definition of the problem? What 'pain' does this technology want to ease? Whose pain? Is it really a problem? For who? Will solving the problem make the world better? Are you sure? The problem definition will help you to determine...

STAKEHOLDERS 

Who are the main users/targetgroups/stakeholders for this technology? Think about the intended context by...

When thinking about the stakeholders, the most obvious one are of course the intended users, so start there. Next, list the stakeholders that are directly affected. Listing the users and directly affected stakeholders also gives an impression of the intended context of the technology.

...

SUSTAINABILITY 

In what way is the direct and indirect energy use of this technology taken into account?

One of the most prominent impacts on sustainability is energy efficiency. Consider what service you want this technology to provide and how this could be achieved with a minimal use of energy. Are improvements possible?

HATEFUL AND CRIMINAL ACTORS 

In which way can the technology be used to break the law or avoid the consequences of breaking the law?

Can you imagine ways that the technology can or will be used to break the law? Think about invading someone's privacy. Spying. Hurting people. Harassment. Steal things. Fraud/identity theft and so on. Or will people use the technology to avoid facing the consequences of breaking the law (using trackers to evade speed radars or using bitcoins to launder...)

DATA 

Are you familiar with the fundamental shortcomings and pitfalls of data and do you take this sufficiently into...

There are fundamental issues with data. For example:

- Data is always subjective;
- Data collections are never complete;
- Correlation and causation are tricky concepts;
- Data collections are often biased;...

FUTURE 

What could possibly happen with this technology in the future?

Discuss this quickly and note your first thoughts here. Think about what happens when 100 million people use your product. How could communities, habits and norms change?

PRIVACY 

Does the technology register personal data? If yes, what personal data?

If this technology registers personal data you have to be aware of privacy legislation and the concept of privacy. Think hard about this question. Remember: personal data can be interpreted in a broad way. Maybe this technology does not collect personal data, but can be used to assemble personal data. If the technology collects special personal data (like...

INCLUSIVITY 

Does this technology have a built-in bias?

Do a brainstorm. Can you find a built-in bias in this technology? Maybe because of the way the data was collected, either by personal bias, historical bias, political bias or a lack of diversity in the people responsible for the design of the technology? How do you know this is not the case? Be critical. Be aware of your own biases....

FIND US ON WWW.TICT.IO

THIS CANVAS IS PART OF THE TECHNOLOGY IMPACT CYCLE TOOL. THIS CANVAS IS THE RESULT OF A QUICKSCAN. YOU CAN FILL OUT THE FULL TICT ON WWW.TICT.IO