



Apple Makes Online Advertisers Step In The Right Direction

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Las Vegas, NV based SunSella, a leading provider of high quality kitchen accessories, has commented upon Apple's release of a feature which is forcing the online advertising industry to change. Mike Law, speaking on behalf of the company, says, "We believe that online advertisers have harvested far too much data from end users who are unaware of how that information is being used. We welcome Intelligent Tracking Prevention and hope other providers will take up the call for better privacy and more control over information agencies. Regardless of your browser, keep clearing those cookies and your browsing history."

Apple's Intelligent Tracking prevention feature has been available since 2017, and online advertisers have not been able to use cookies to target Apple's Safari browser users. Cookies have been the most common way for advertisers to track and gain insights into consumer behavior for more than 25 years. These small data files allow websites to write to the hard drive of any device as people use them, and advertisers collect that information. The public became aware of the threat to their privacy in 1996. The original intent of cookies, to remember users for individual websites, has been exploited by the unscrupulous to track virtually all user movements online, including their interests, spending habits and even routines and lifestyles.

Sunsella was recently featured on Next New Tech in an article in which they commented on Facebook Pay Opportunities. In it, Law is quoted, "We are always looking for ways to make it easier for anyone who wants to buy our innovative products to pay for them. We were excited by Facebook's release of their Catalogs feature on WhatsApp. It makes sense for Facebook to follow through with Facebook Pay as their cryptocurrency project may take longer than they expected to clear hurdles."

The article highlights that Sunsella has always sought to, "make it easy for anyone to purchase their high quality kitchenware accessories through their own online shop, which ships anywhere in the world, and through their Amazon storefront. In the US, they offer both free shipping and a 20% discount for ordering two or more items directly from the Sunsella website. Clever shoppers in the US appear to be following this trend as well—checking on Amazon to find the best product and then checking the store's own website to see if there are more bargains to be found."

One of the company's most reviewed items, with over 1,225 ratings, is the 100% Stainless Steel Vegetable Steamer, which now comes in two sizes. The smaller one expands from 5.3" to 9.3", whilst the larger one is sized from 6.4" to 10.4", enabling cooks to enjoy using them to fit virtually any pot. They can be used for crock pots, double boilers and more. Their collapsible design makes it easy to find space to store them between uses.

The larger sized Stainless Steel Steamer/Basket is a professional chef quality steamer that has earned the coveted Amazon's Choice designation. It comes with two separate screw-in posts that make it easy to extract the steamer from the pot; one is a sturdy ring and the other is a taller handle based one. It can be used in pots, pans and even pressure cookers. It is also dishwasher safe, making it even easier for those cleaning up after a meal.

Through Black Friday sales, Sunsella saw a huge demand for their popular products, including their three compartment Bento Lunch Box (which is large enough to hold a complete sandwich or main course securely). Their 4" Silicon Egg & Pancake Rings have also been a popular choice for those looking for the kind of holiday gifts which will be used time and time again.

Law concludes, "We want everyone to enjoy the making of their holiday meals as much as the meals themselves. In the run up to the end of the year, be sure you replace or upgrade all the stuff that's falling apart before those big meals and party foods. Check us out on Amazon or on our own online shop. You won't be disappointed and, if you have a problem, give us the opportunity to put it right for you. We wish everyone the best for the holidays."

Those who want to receive Sunsella's products ahead of preparing a big feast are advised to visit their Amazon Storefront or their online shop and order as soon as possible. Customers may check the Sunsella

website for more information about their full product range, fun recipes, and to learn more about their free shipping offers and discounts.

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Sunsella

The Sunsell range consists of high quality kitchen utensils and gadgets designed to improve your quality of life.

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