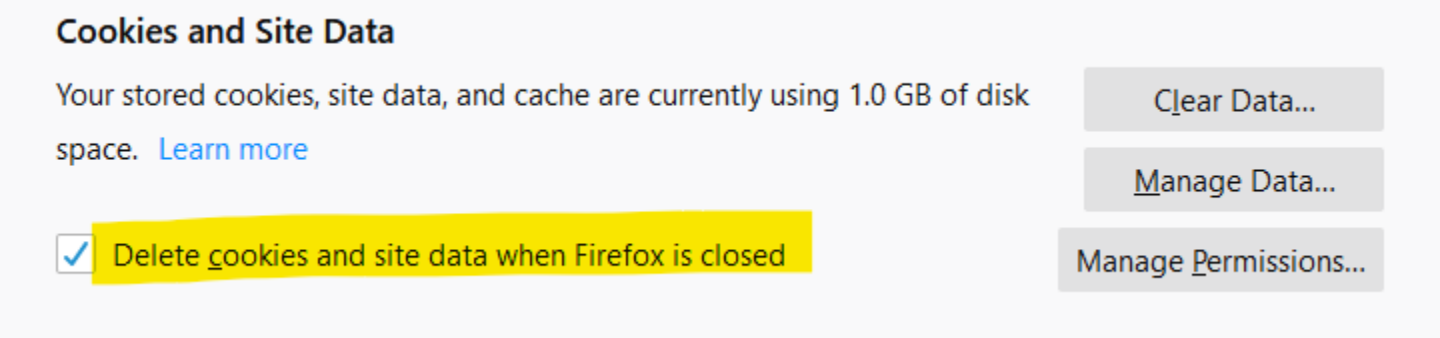
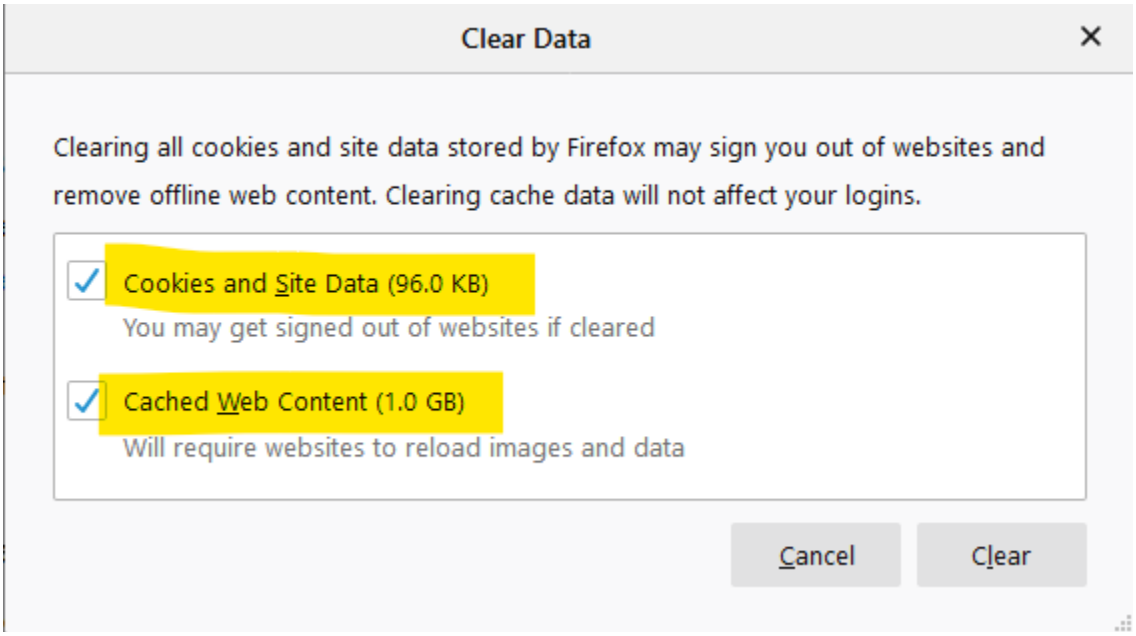
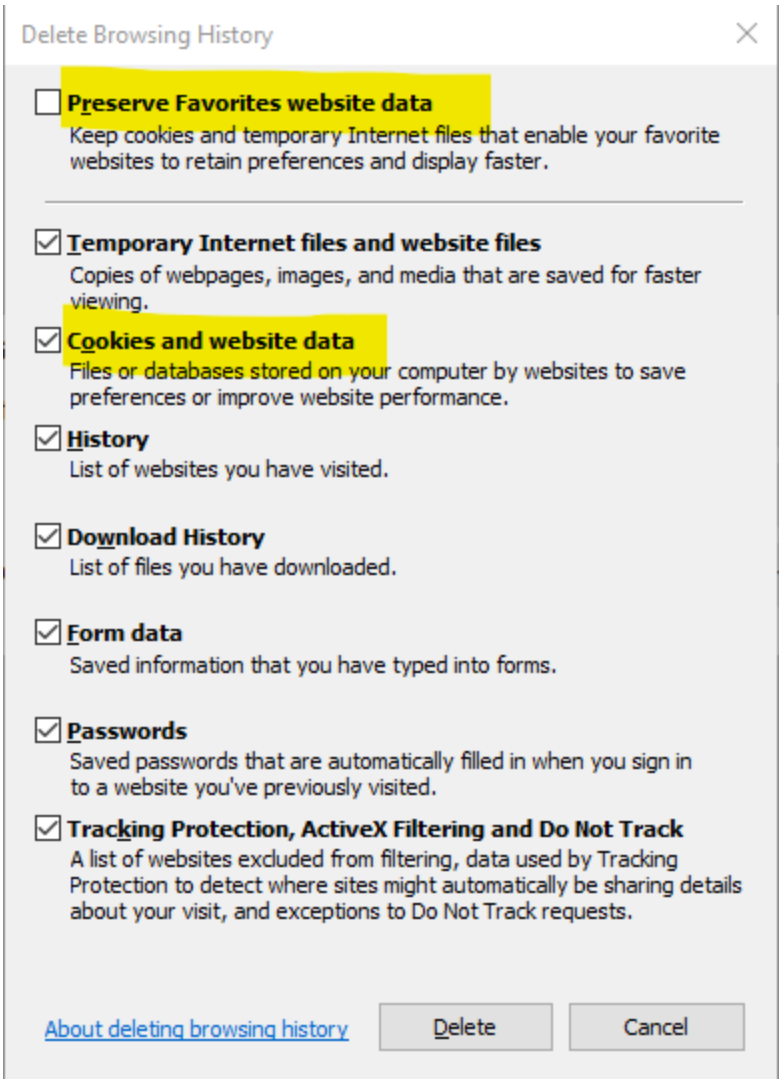
This is the option in Firefox under Options → Privacy & Security.

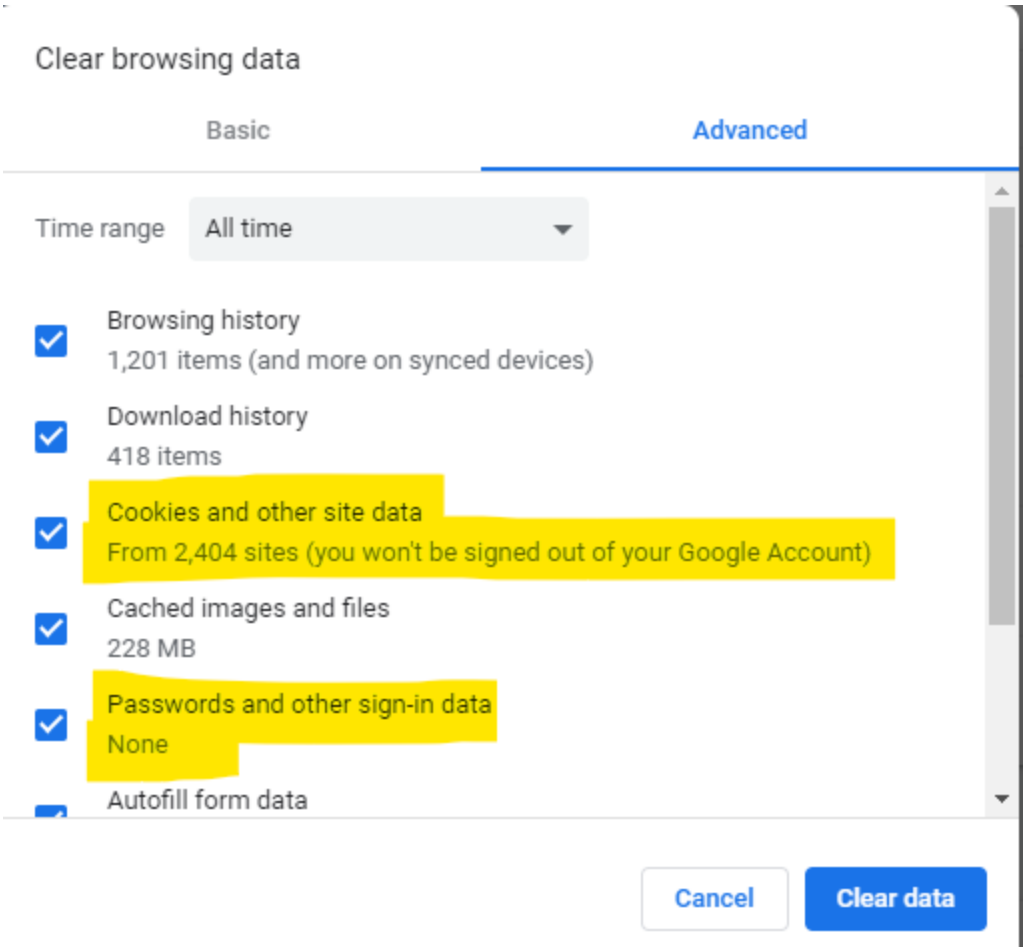




In Internet Explorer under Internet Options → Browsing History → Delete, they can uncheck Preserve Favorites website data and check Cookies and Website Data.



This is the option in Chrome under Settings → Advanced → Privacy and Security → Clear Browsing Data


Clear browsing data
Basic
Advanced
Time range
All time
Browsing history
1,201 items (and more on synced devices)
Download history
418 items
Cookies and other site data
From 2,404 sites (you won't be signed out of your Google Account)
Cached images and files
228 MB
Passwords and other sign-in data
None
Autofill form data
Cancel
Clear data