

UNBIAS

Ideas To Stop Companies Tracking Your Personal Data

This leaflet contains suggestions for tools that can help you to start thinking about alternatives to the default settings that allow people to track you online. Many other tools and solutions are available.



The Basics

Be aware that it is practically impossible to achieve full anonymity when you are online. Consider what you post and what you are comfortable sharing with others. And then:

- Regularly delete your search history and cookies.
- Activate 'do not track' features on your browsers.
- Install a browser plugin to track and block sites which are tracking you (such as www.ghostery.com or www.disconnect.me).
- URLs that begin with https: are encrypting information that you send them. Be careful of what you provide to sites without this, and try not to use a public wi-fi connection for shopping or banking.

Other things you can do:

Change your search engine

DuckDuckGo does not track you, protects your privacy and avoids personalized search results, showing all users the same search results for a given search term.

www.duckduckgo.com



DuckDuckGo

Qwant does not track users or filter posts, emphasising privacy and security. It runs on a social system based around community input, including trending stories and top news.

www.qwant.com



Qwant

Change your browser

Opera has a built-in ad blocker and a free Virtual Private Network (VPN). You can change your virtual location and stop sites from tracking you around the web.

www.opera.com



Firefox and other browsers also offer various VPN plug-ins and other add-ons to increase your online security.



Stop Google tracking you

Your Google settings have a tab for Ads Preferences where you can disable tracking for tailored ads and content:

<https://myaccount.google.com/privacy#ads>

However, their advertising cookie may still track you. There is a plugin available to opt-out of this:

<https://www.google.com/settings/ads/plugin>

You can also stop Google from using your browsing data and search history by 'pausing' their tracking:

<https://myaccount.google.com/activitycontrols>

Google may also be able to use reviews, likes, follows etc. that you have posted as endorsements for products. You can turn these off here:

<https://plus.google.com/settings/endorsements>

Stop companies tracking you through Facebook

Apps enabled through Facebook may have access to details you do not want to share, and ads target you based on things you like and share. Apps used by friends can also see your data. Opt out of ad tracking and remove permissions in the settings menus accessible through the arrow in the top right of Facebook.

<https://www.facebook.com/settings>

Opt-out of tracking by individual companies

This can be time consuming and tricky but there are a few tools that will help you.

The Digital Advertising Alliance Consumer Choice Page allows you to block many companies at once:

<http://www.aboutads.info/choices>

Your Online Choices provides a guide to 'behavioural advertising' where you can control your preferences:

<http://www.youronlinechoices.com>

Don't Forget Your Mobile!

You can also disable tracking through the Settings options on both Android and Apple mobile devices through privacy, account, and security options. You can change which information individual apps are allowed to access, which accounts you link to your mobile device, and limit ad tracking. Explore these options to make sure you know what data you are sharing with whom.

For more ideas and resources go online to <http://unbias.wp.horizon.ac.uk/>