

Tracking emails

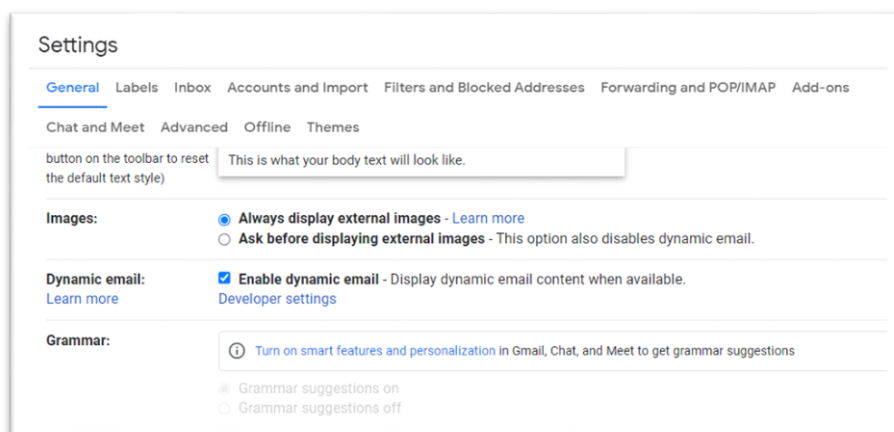
How to Tell Which Emails Quietly Track You

<https://www.wired.com/story/how-to-tell-which-emails-track-you/>

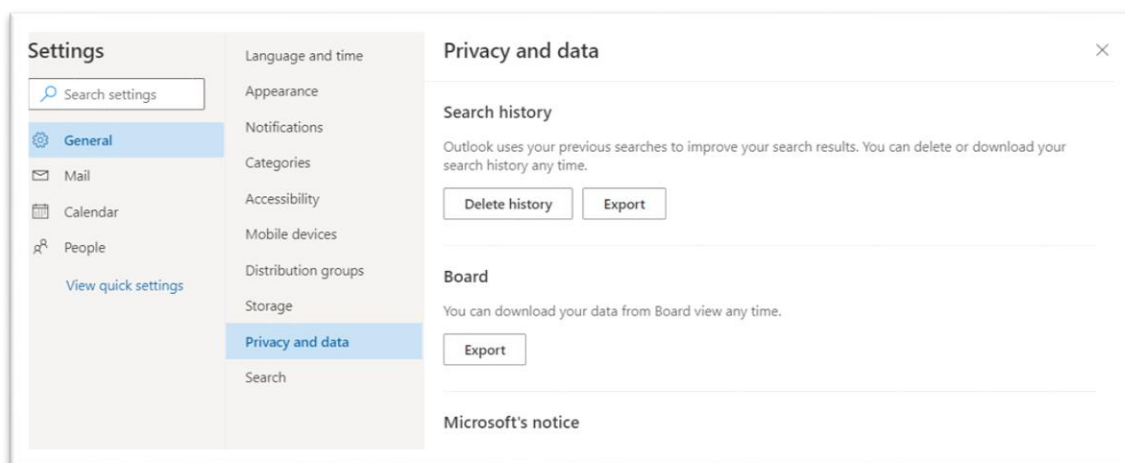
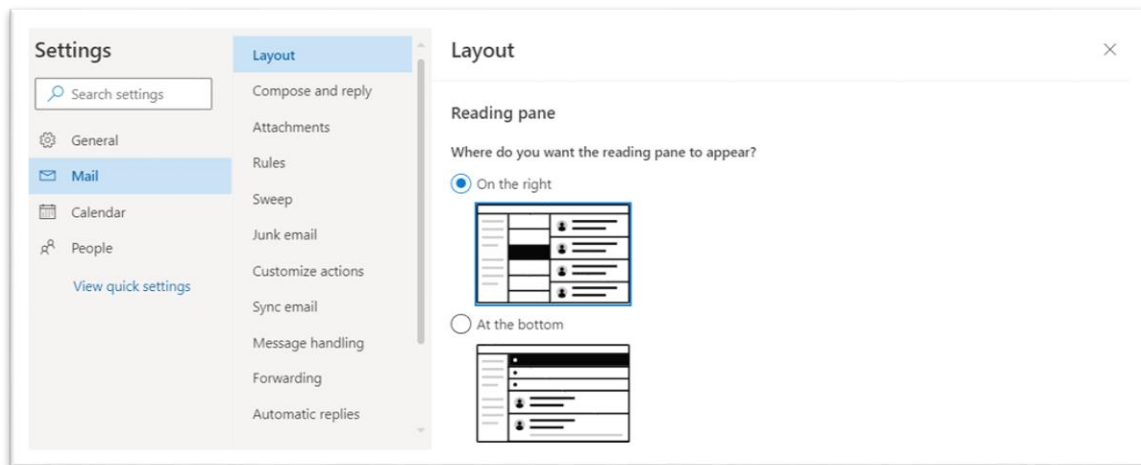
Your emails know more about you than you might think, like when you open them or when you forward them to others. But you can reclaim your privacy. (WIRED, 07/March/2021)

See all settings and General: next to Images, select Ask before displaying external images. In Mail on macOS, choose Mail, Preferences, Viewing and uncheck Load remote content in messages.

You can find similar settings on your phone. In Gmail for Android or iOS, tap the menu button (top left), then Settings, then your email account and Images. For Mail on iOS, open the main Settings app then choose Mail and turn off the Load Remote Images option. In Outlook for Android and iOS, tap your profile picture (top left), then the cog icon, then your email account—you can then enable the Block External Images option.



In the Outlook Mail program that comes with Windows 10, tap the cog icon at the bottom of the navigation pane, then pick Reading pane and make sure both Automatically download external images options are set to off.



Blocking images from loading by default is quite a blunt tool for your inbox, and more precise options are available if you want even more control.

The free and open-source **Ugly Email** <https://uglyemail.com/>

Read more

<https://chrome.google.com/webstore/detail/ugly-email/>

has been around for several years and is one of the best countermeasures to tracking pixels: it's an extension for Chrome and Firefox that works with Gmail in your browser.

The add-on will display an eye icon next to emails in Gmail that have tracking pixels in them, before you even open the email itself—you can opt to just steer clear of any messages with trackers in them. If you do open an email marked with an eye icon, Ugly Email will do its best to block the tracking pixel functionality.

Trocker is another impressive free extension for Chrome and Firefox, and as well as working with Gmail, it's also compatible with Yahoo and Outlook webmail. Like Ugly Email, tracking pixels are blocked, and emails that contain them will be marked with a small T icon in the

subject header when you open the message. You can also identify tracked links inside messages, and block them if necessary.

<https://trockerapp.github.io/>

<https://chrome.google.com/webstore/detail/trocker>

Pawned

<https://haveibeenpwned.com/>

Check if your email or phone is in a data breach

Digital Footprint Resources

Google

Manage & delete your Search history

When you search on Google with Web & App Activity turned on, Google saves activity like your Search history to your Google Account. We use your saved activity across Google services to give you more personalized experiences, like app and content

<https://support.google.com/websearch/answer/6096136?hl=en&co=GENIE.Platform%3DAndroid>

Understand & manage your location when you search on Google

When you search on Google, like with Maps, Search or Google Assistant, your current location is used to give you more helpful results. For example, if you search for coffee shops, you're likely searching for coffee shops near you. Your location helps to show you nearby results, even if you didn't include a location in your search.

https://support.google.com/websearch/answer/179386?hl=en&ref_topic=3378866

Find & control your Web & App Activity

If Web & App Activity is turned on, your searches and activity from other Google services are saved in your Google Account, so you may get more personalized experiences, like faster searches and more helpful app and content recommendations.

You can turn Web & App Activity off or delete past activity at any time.

https://support.google.com/websearch/answer/54068?hl=en&ref_topic=3378866

Facebook

Facebook really is spying on you, just not through your phone's mic

The accuracy of Facebook's ad targeting sometimes leads users to believe that Facebook is spying on them by tapping the microphones in their phones. Facebook has denied the practice - and is likely telling the truth because uploading and scanning the amount of audio data such a system would involve an unattainable amount of processing power to understand context.

It sounds believable: Joanna Stern's mother told her to buy the decongestant Sudafed in the morning, and by afternoon she sees an ad for it on Facebook.

<https://privacyinternational.org/examples-abuse/1985/facebook-really-spying-you-just-not-through-your-phones-mic>

Twitter

Twitter analytics

How to calculate Twitter Impressions and Reach

A Twitter impression is generated every time a person sees a tweet.

<https://www.tweetbinder.com/blog/twitter-impressions/>