



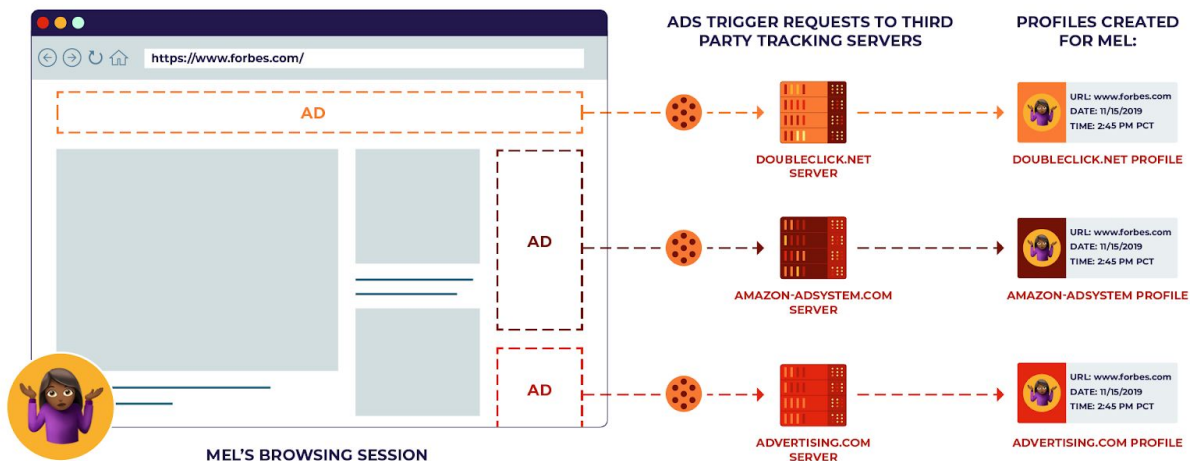
Press Kit: Privacy Badger



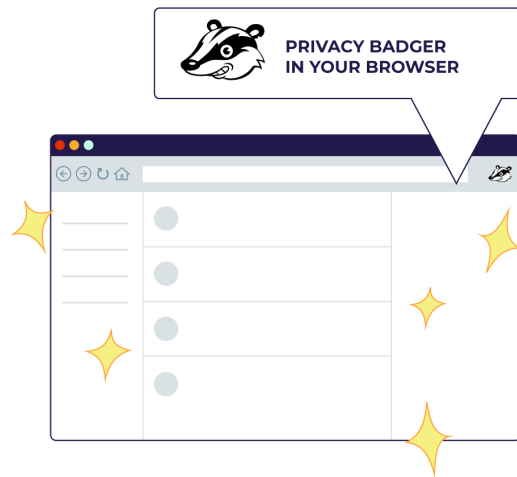
Privacy Badger is a browser add-on that stops third party trackers from gathering information about who you are and what you're doing online. Privacy Badger is developed and maintained by EFF, a 501(c)3 nonprofit that fights for user's rights.

The modern web hasn't been a collection of static HTML pages for a long time—it's an amalgam of dynamic content and resources fetched from many different places. Websites now include tools for placing advertisements, running analytics, and “**fingerprinting**” who the user is and how they're interacting with a website.

Sometimes these tools are harmless and merely informing the people running a website on how they can improve their product. However, often these tools are intentionally constructed to undermine the privacy of the user, secretly following people from site to site around the web. When the information that's collected from one site is pieced together with information about the same user on another site, and another, and so on, the value of that data increases. Therein lies the financial incentive for third-party trackers to build software that will uniquely identify a user and record their behavior across all sites, literally selling out what that user wants to keep private.



Privacy Badger is different from other tracker-blocking extensions because rather than working from just a pretrained list of known trackers, it learns to recognize and block that behavior in the wild. If it detects malicious tracking taking place on a given website, it will record the name of that tracker and look for it elsewhere. If that tracker comes up just two more times, it will be blocked from that point forward. In this way, each installation of Privacy Badger is unique and grows stronger over time.



Privacy Badger isn't an ad blocker: it doesn't target ads that don't track you. Yet you shouldn't be surprised to see Privacy Badger block many ads anyway. That's because there are countless ads riddled with trackers currently running on the Internet.

When a browser is armed with Privacy Badger, it creates a less noisy, more privacy-conscious browsing experience.

For more information or to schedule an interview, contact: press@eff.org