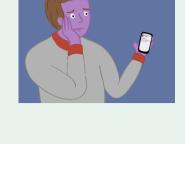


What could happen if you talk to a friend about buying a new laptop when your smart device is near you?

You may notice ads for new laptops in Facebook right after you had this conversation!

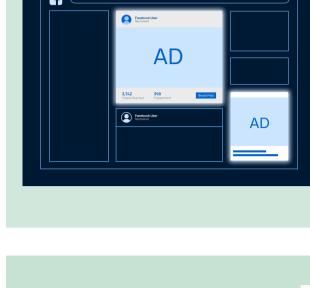
Is it possible that your device was listening to your conversation?



Don't worry! Your phone is **NOT** spying on

you!

Companies are tracking your online activities



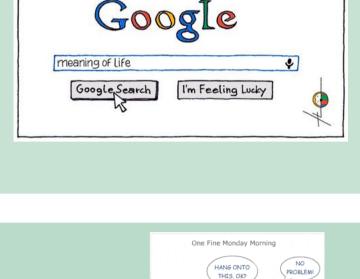
When you browse

online, the companies

TARGETED ADS

You are seeing is

who own the websites you visit track your activity They do this with



COOKIES Cookies are files created by the websites you visit that store your online activities

Benefits





With cookies, apps can make recommendations based on your

personalizing your experience

Cookies are helpful in

preferences

information

across websites

person to person

If you have been searching for If your friend has been looking

Customize Cookie Setting

Cookies help keep track of your shopping cart **Cookies collect personal**

Cookies follow your activities

Risks



a laptop, you will see ads for

laptops.

Cookies may lead to ads that might be inappropriate Targeted Ads differ from



Targeted ads can feel invasive or creepy, and companies can also use your information to engage in price discrimination.

for cars, they will see ads for

cars.

Factor with only one item from EFA

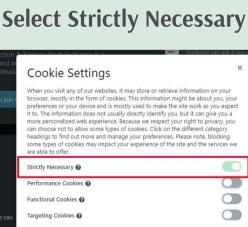
Fast and simple data

nterpret and do further analysis. Is there a rational slysis without it? Thank you all.

Step 1

Click on Customize settings

醒 Cross Validated

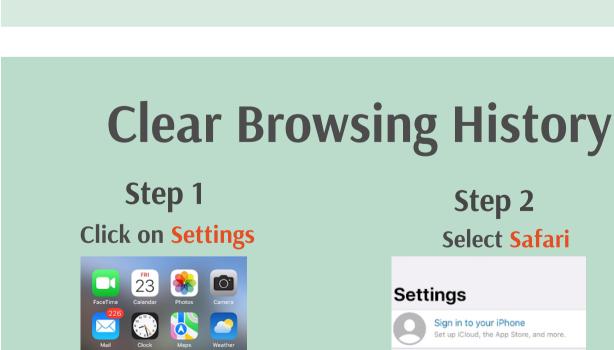


Step 2

Sign in to your iPhone Set up iCloud, the App Store, and more.

Select Safari

Step 2



Step 3

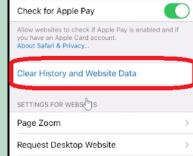
Tap Clear History and

Website Data

Settings

Block All Cookies

Fraudulent Website Warning



Camera Microphone Location Settings Safari Close Tabs

PRIVACY & SECURITY

Block All Cookies

Check for Apple Pay

SETTINGS FOR WEBSITES

Request Desktop Website

Page Zoom

Fraudulent Website Warning

Clear History and Website Data

Accessibility Privacy Passwords & Accounts 🌄 Maps Safari Health Shortcuts

Step 4

Confirm by tapping Clear

History and Website Data

Safari

Settings

General

Appetize.io 🗢

< Settings

Block All Cookies

Check for Apple Pay

Fraudulent Website Warning

Clear History and Website Data

Clearing will remove history, cookies, and other Clear History and Data Cancel



SETTINGS FOR WEBSITES Page Zoom Request Desktop Website **Final Note** Manually > Allow Safari to automatically close tabs that haven't recently been viewed. Prevent Cross-Site Tracking You can block cookies