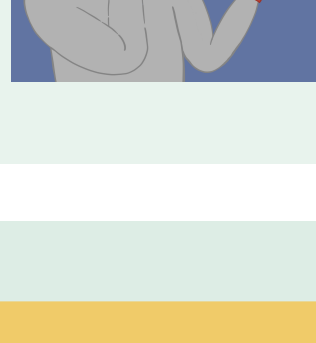


What could happen if you talk to a friend about buying a new laptop when your smart device is near you?

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?

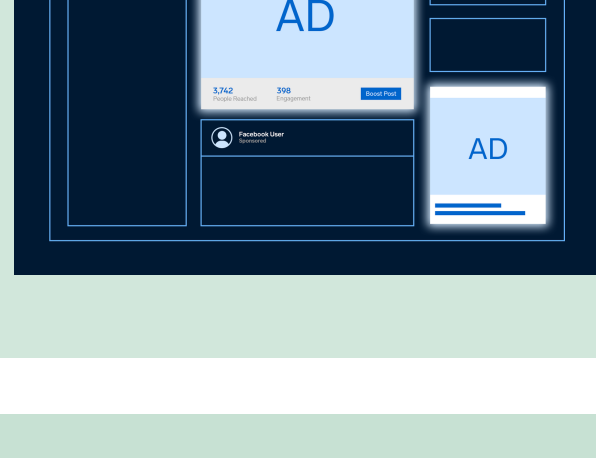


Don't worry!

Your phone is **NOT** spying on you!

BUT...

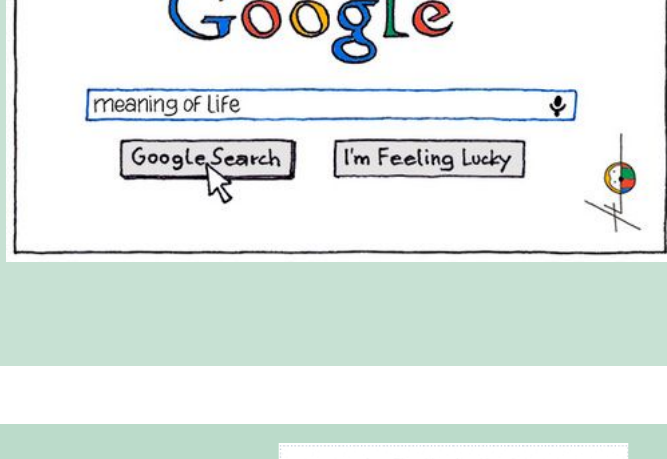
Companies are tracking your online activities



You are seeing is

TARGETED ADS

When you browse online, the companies who own the websites you visit track your activity



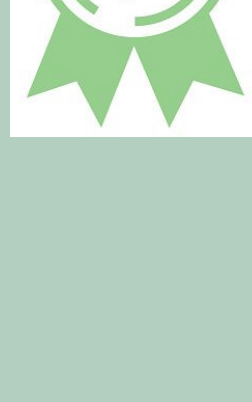
They do this with

COOKIES

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



Benefits



Cookies are helpful in personalizing your experience

With cookies, apps can make recommendations based on your preferences

Cookies help keep track of your shopping cart

Risks



Cookies collect personal information

Cookies follow your activities across websites

Cookies may lead to ads that might be inappropriate

Targeted Ads differ from person to person

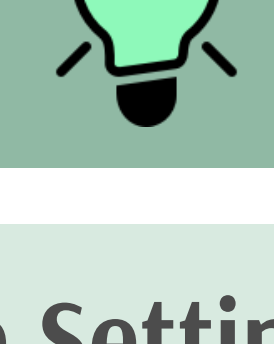
If you have been searching for a laptop, you will see ads for laptops.

If your friend has been looking for cars, they will see ads for cars.



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

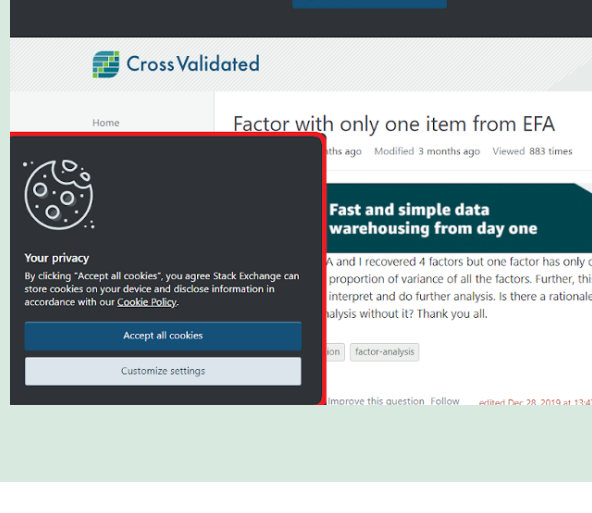
Some helpful tips:



Customize Cookie Setting

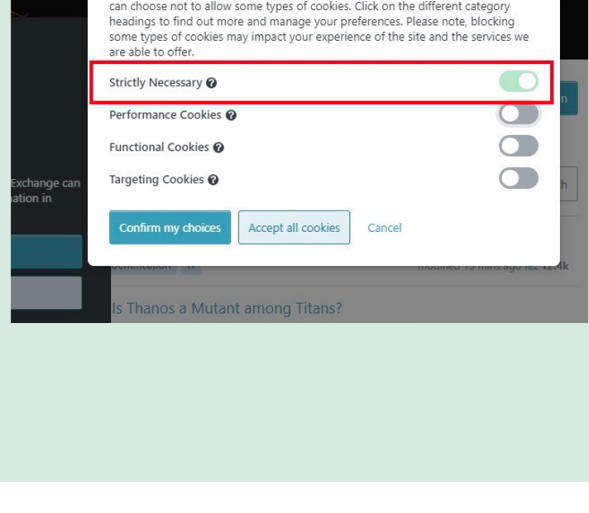
Step 1

Click on Customize settings



Step 2

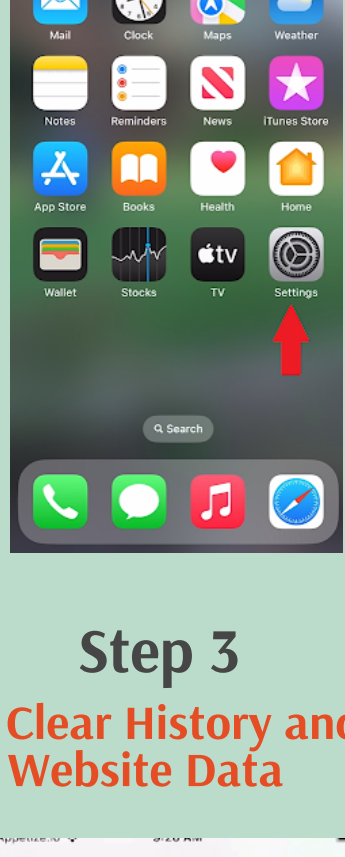
Select Strictly Necessary



Clear Browsing History

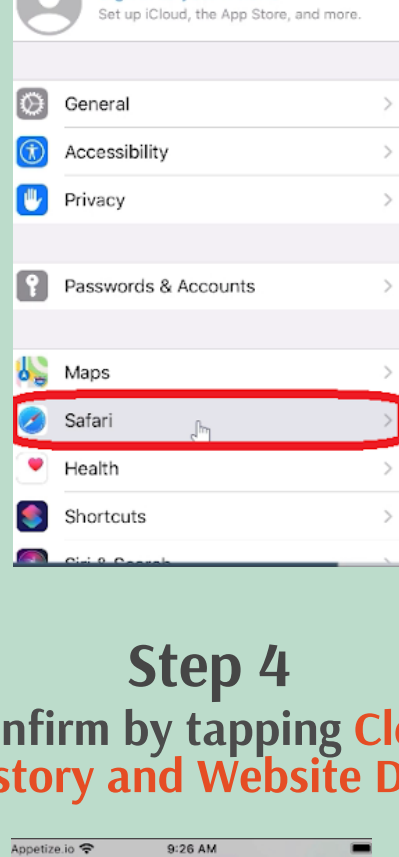
Step 1

Click on **Settings**



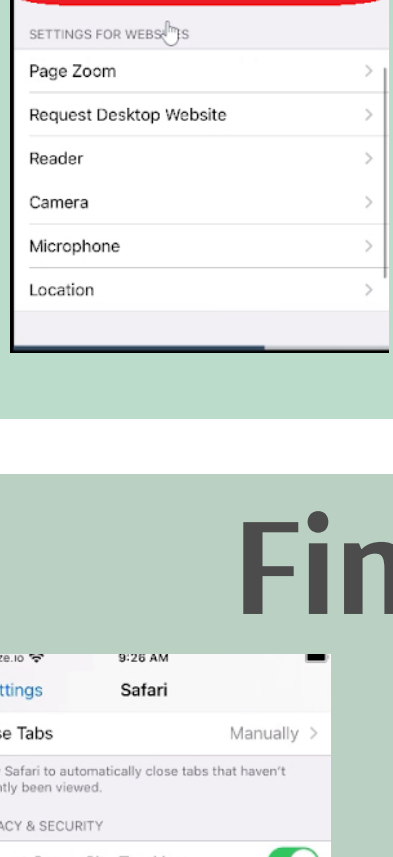
Step 2

Select **Safari**



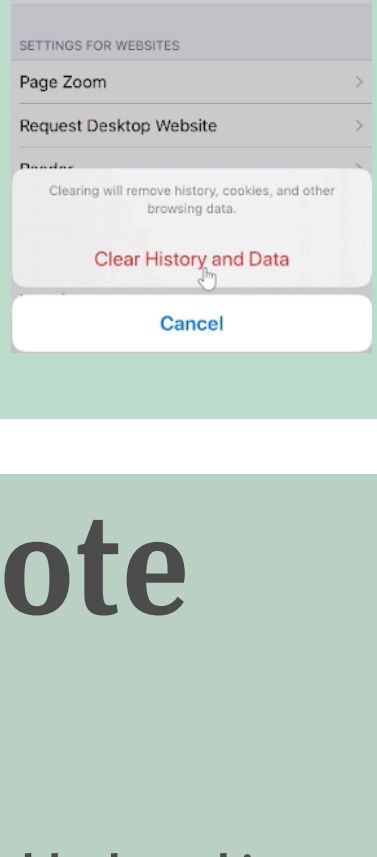
Step 3

Tap **Clear History and Website Data**

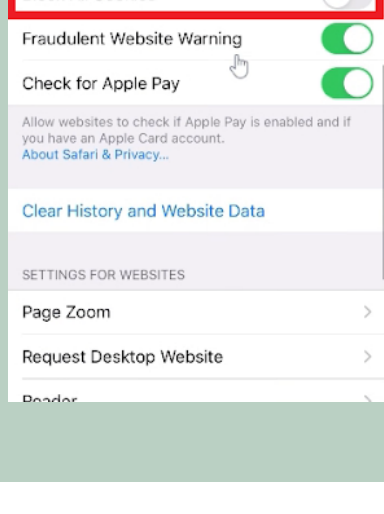


Step 4

Confirm by tapping **Clear History and Website Data**



Final Note



You can block cookies altogether in Safari using the same previous steps. Note that if you don't allow sites to save any cookies, many sites that require you to sign in won't work properly.