**Tech-Talk Summary «*Tracking our online trackers*»**

Gary Kovacs is amazed, that two and a half billion of us around the world are connected through the internet together and at any point in time there are more than 30 percent of our population can go online to learn, to create and to share things. The amount of time each of us is spending on the internet is continuously growing. But the price that we are paying is our privacy. With every click on the mouse or every touch of a screen, we are leaving personal information in the big digital world. There is a big business in the internet called « behavioral tracking». With this tracking behavioral tracking, websites can collect data to understand the habits of the client and suggest certain products to the client with the idea of getting the customer buy this product. There is also an entire industry about following our data and compiling a profile of each internet user. With this data, they can do whatever they want to. This area has very few regulations and even fewer rules, except for some in the us and in Europe, this area of consumer protection is almost entirely naked. You can track your data with a tool called «Collusion», which is a experimental browser add-on. Then you can see on every visited website which information about our inputs or searchings are being used by such behaviour tracking’s.

**Personal opinion**

I already knew about this tracking style. I think in nowadays these trackings belong to the internet. With our data the companies behind websites earn money and can sell them to much bigger companies like Facebook or Google. Everybody should know that these things are happening and be prepared for finding information about yourself in the internet.