

Your TV is Watching YOU

<https://www.consumerreports.org/electronics/privacy/how-to-turn-off-smart-tv-snooping-features-a4840102036/>

Nearly all smart TVs track what you watch—even content from cable boxes, antennas, and Blu-ray players

ACR (Automatic Content Recognition):

- Technology that identifies every show, movie, and ad you watch
- Works across all inputs: streaming, cable, antenna, gaming consoles
- Data is used for targeted advertising and sold to third parties
- Enables "recommendations" but at the cost of your privacy

Vizio paid millions in fines in 2017 for collecting viewing data without user knowledge or consent. Now all TV makers ask permission—but it's buried in confusing menus.

What Your Smart TV Knows About You

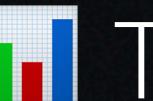
Viewing Data:

- Every channel and show you watch
- How long you watch each program
- When you pause, rewind, or fast-forward
- What you watch on ALL connected devices
- Enables "recommendations" but at the cost of your privacy

Device Data:

- Your IP address and location
- Which apps you open and use
- Voice commands (if enabled)
- Search history

Who Gets This Data?

-  The TV manufacturer (Samsung, LG, Vizio, etc.)
-  The smart TV platform (Roku, Fire TV, Google TV)
-  Third-party analytics companies (Samba TV, Nielsen, etc.)
-  Advertisers and data brokers