What Your Smart TV Knows About You
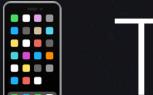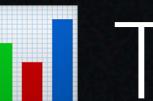
Viewing Data:

- 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

How to Stop Your TV from Spying

Turn Off ACR:

- **LG (webOS)**: Settings → Support → Privacy & Terms → Viewing Information

- **Samsung (Tizen)**: Settings → General & Privacy → Terms & Privacy → Viewing Information Services

- **Roku TV**: Settings → Privacy → Smart TV Experience → Use Info from TV Inputs

- **Sony (Google TV)**: Settings → All Settings → Samba Interactive TV

- **Vizio (SmartCast)**: Settings → Admin & Privacy → Viewing Data

- **Amazon Fire TV**: Settings → Preferences → Privacy Settings → Collect App Usage

⚠️ Note: Menus change by model year. Look for terms like "Viewing Data," "Content Recognition," or "Smart Interactivity."