

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."

Beyond ACR: More TV Privacy Steps

Additional Actions to Take:

-  **Disable voice recognition** if you're not using it
-  **Turn off interest-based advertising** (won't eliminate ads, just makes them less targeted)
-  **Reset your advertising ID** periodically to limit tracking
-  **Disable cameras** on TVs that have them
-  **Review app permissions** for streaming services
-  **Don't use your main** email for smart TV accounts

Go Nuclear:

Don't connect your TV to the internet at all. Use external streaming devices (Roku, Apple TV, Fire Stick) which are easier to control and can be unplugged when not in use.