



MCAST

**Malvertising: Avoiding the security risks and annoyances of online ads**

**MCAST Freshers' Week 2021**



**MCAST  
HackSpace**

## Online ads

They are the what drives the Internet and keeps many services free.

To businesses ads offer a way to show targeted info to a very specific group of people.



Locations ⓘ

Everyone in this location ▼

United States

📍 **United States**

📍 Include ▼ Type to add more locations

**Browse**

[Add Locations in Bulk](#)

Age ⓘ

24 ▼

-

45 ▼

Gender ⓘ

All

Men

**Women**

Languages ⓘ

Enter a language...

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**Detailed Targeting** INCLUDE people who match at least ONE of the following ⓘ

ⓘ

Interests > Fitness and wellness

**Yoga**

Add demographics, interests or behaviors

**Suggestions**

**Browse**

[Exclude People or Narrow Audience](#)

☐

Expand interests when it may increase conversions at a lower cost per conversion. ⓘ

# What's wrong with online ads?

- Take up screen space
- Even the whole screen!
- Use up battery and data
- Slows down your browsing
- Might be a **security risk**



# What can you do?

- Support sites that you use
- Don't use a browser from people who sell ads (looking at you Google Chrome)
- Use Ad-blocking techniques
- Harden your browser settings
- Be careful!





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## Nine-year strategy to tackle Malta's construction waste unveiled

Construction drive produced unprecedented levels of waste - Environment Minister



Austria's Kurz steps down as chancellor amid graft claims

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Teenager placed under probation after admitting to thefts

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NEW RANGE  
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Marinades



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Seven COVID patients in hospital as 16 new cases detected

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PN loses two regional councils, as Gozo goes for independent candidate

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**Form**

Dining

FORM.COM.MT

Rimadesio

Advertisement

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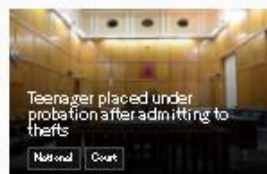
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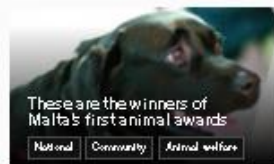
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Advertisement

# Recommended technology



uBlock Origin  
by [Raymond Hill](#)

Finally, an efficient wide-spectrum content blocker. Easy on CPU and memory.



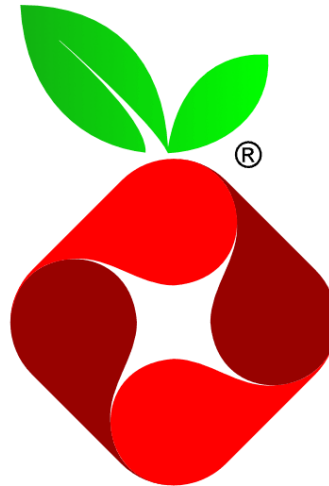
Adblock Plus  
by [Adblock Plus](#)

One of the most popular free ad blockers for Firefox. Block annoying ads on sites like Facebook, YouTube and all other websites.

Top Left:

<https://github.com/gorhill/uBlock>

Top Right: <https://adblockplus.org/>



Bottom Left:

<https://adguard.com/en/adguard-dns/overview.html>

Bottom Right: <https://pi-hole.net/>



## Enhanced Tracking Protection



Trackers follow you around online to collect information about your browsing habits and interests. Firefox blocks many of these trackers and other malicious scripts.

[Learn more](#)

[Manage Exceptions...](#)

### ☒ Custom

Choose which trackers and scripts to block.

☒ Cookies

All third-party cookies (may cause websites to break)



☒ Tracking content

In all windows



☒ Cryptominers

☒ Fingerprinters

#### Heads up!

This setting may cause some websites to not display content or work correctly. If a site seems broken, you may want to turn off tracking protection for that site to load all content. [Learn how](#)




# Reduce Tracking

- Avoid signing in with Facebook (or others).
- Use strong and unique passwords.
- Use a Password manager such as BitWarden, 1Password and LastPass.

 Sign in with Dropbox

 Sign in with Facebook

 Sign in with Github

 Sign in with Google

 Sign in with Instagram

 Sign in with LinkedIn

 Sign in with Microsoft

 Sign in with Reddit

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learn more about protecting  
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”

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