

WORKOUT 04

Disable Ad ID Tracking on iOS and Android



An Ad identifier on your mobile device is the “key” that enables most third party tracking on mobile devices. Disabling Ad ID Tracking on your mobile device will make it harder for advertisers and data brokers to track you.

Your Next Steps

Steps for Apple iOS Users (iPhone or iPad)

- Go to your Settings
- Click “Privacy & Security”
- Click “Tracking”
- Make sure “Allow Apps to Request to Track” is turned off (the toggle should be gray)
- Click back to the “Privacy & Security” page
- Find “Apple Advertising”
- Turn off “Personalized Ads”

Steps for Android Users

Your steps might be slightly different depending on the version of Android phone you have. We've included steps below that should work for most versions. Note, the goal for all Android bootcampers is to delete your advertising ID and toggle off ad topics. Any issues, reach out to community.cr@consumer.org

- Click into Settings
- Find the "Search Settings" bar near the top of your screen
- Type into the search bar "Ads"
- Click into the "Ads" page
- Select "Delete Advertising ID"
- Go back to the "Ads" page
- Click into "Ad Privacy"
- Select "Ad Topics"
- Toggle off "All Ad Topics"

Why is this important?

- By disabling these settings you are reducing - but not eliminating - the amount of your information about you that leaks from your usage of mobile apps.
- This will make it harder for advertisers and data brokers to track you.
- Because mobile device tracking is a national security risk.

You can read more about disabling your AD ID Tracking by reading this awesome EFF article — [How to Disable Ad ID Tracking on iOS and Android, and Why You Should Do It Now](#) | [Electronic Frontier Foundation](#)