

DATA PRIVACY

RISK

Law

Protection

Breach

Record

Exposed

Regulations

Information

Authentication

Compliance

Metadatas

Anonymous

Search

Classification

digital


Privacy

Patient privacy

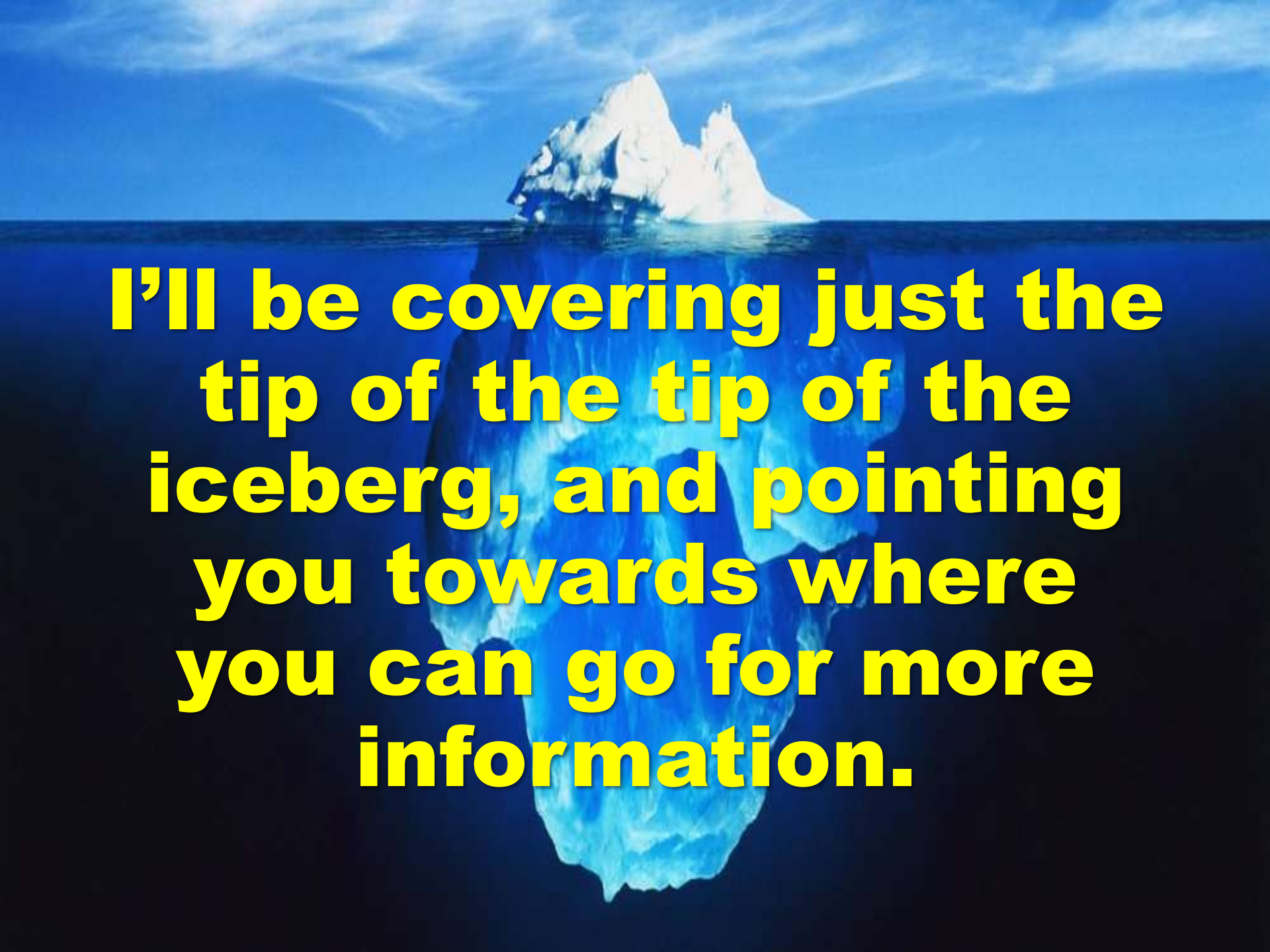
Sensitive

Privacy On the Internet

Agenda of our Privacy On the Internet Series:

- ✓ **Part One: VPN's (Virtual Private Networks)**
- ✓ **Part Two: Browsers and basic browser privacy settings**
- ✓ **Part Three: Search engines**
- ✓ **Part Four: Some of the ways you can be tracked**
-  • **Part Five: Anti-Tracking and Ad-Blocker software**
- **Part Six: The privacy policies of the internet giants and what they do with your information**
- **Part Seven: Can you remove all your personal info from the internet?**

Then we'll see where we go from there

A photograph of a large iceberg floating in the ocean. The iceberg is white and jagged, with a prominent peak. The water is a deep blue, and the sky is a lighter blue with some wispy clouds. The iceberg's reflection is visible in the water below the surface.

I'll be covering just the tip of the tip of the iceberg, and pointing you towards where you can go for more information.

**Let's have a quick look
at other anti-tracking
strategies**

‘Do Not Track’

There's a setting in many browsers called *‘Do Not Track’*.

This was supposed to be an easy way to opt-out of tracking, similar to how the National Do Not Call Registry was supposed to be an easy way to opt-out of telemarketing calls. Unfortunately, both efforts have failed to deliver.

There's no enforcement for *Do Not Track*. A website can choose to honor your setting or not, and you don't know if they are. So, we need to take other steps to limit tracking.

Cookie Management

You may have heard that you should delete all cookies or prevent your browser from accepting cookies to block trackers.

This isn't the solution, because companies are increasingly using methods other than cookies for tracking.

Preventing or deleting first-party cookies (a cookie from the website you're using at the moment) can break basic website functionality like the ability to be logged in to a site, or to keep a product in your shopping cart.

Cookie Management

Third-party cookies (a cookie from a website other than the website you're using at the moment) are mostly used for tracking, so blocking THEM is a different matter.

Most browsers have a setting to block third-party cookies. Use it!

Configure Your Browser to Limit Tracking

The place to start in blocking web tracking is your browser.

Most browsers have settings that can limit tracking, and some browsers offer more settings than others.

You can use one of the browsers that offer better privacy-protection, such as, Firefox, Brave and Safari (Apple).

Configure Your Browser to Limit Tracking

Here are some places to go to for info on configuring your browser:

Best Anti-Tracking Software – 2022 Roundup

<https://defendingdigital.com/best-anti-tracking-software/>

Google Chrome Security And Privacy Guide In 2022

<https://defendingdigital.com/google-chrome-security-privacy-guide/>

Search on 'configure (*name of your browser*) for privacy'

Differences Between Privacy Tools*

Features	VPN	Ad-Blockers	Incognito Mode	Avast AntiTrack
Tracking Alerts				✓
Reveals Tracker's Identity				✓
Anti-Fingerprinting Tech				✓
Evaluate Privacy Metrics				✓
Doesn't Break Websites				✓
Clears Browsing History and Cookies			✓	✓
Stops Targeted Ads		✓	✓	✓
Hides Your Location	✓			
Prevents Snooping on Public Wi-Fi	✓			
Unlocks Geo-Blocked Websites	✓			

* - Information from <https://geekflare.com/best-anti-track-software/> and Avast

Differences Between Privacy Tools

There's a great deal of overlap between configuring your browser, ad-blocker tools and anti-tracking tools.

We've looked at browser configuration. Now we'll look at ad-blockers.

A Note On Reviews

- Info in the following slides comes from reviews by the sources noted in the supplied URL's.**
- Many of the review sites and articles are sponsored by one or more of the companies reviewed.**
- You need to look at several reviews to get a complete picture of a product.**
- The list of products listed in this presentation is by no means complete and does not list the products in any particular order.**

Ad-Blockers

Ad blockers, like their name suggests, block random push ads from appearing on our screen.

Technically, ad blockers do not block ads; they block requests that download content into your browser. They prevent third-party vendors from downloading ads on your browser, allowing web pages to load faster, thus providing you with a better experience.

Ad-Blockers

Benefits of using an Adblockers

- Get rid of unwanted ads for a smooth user experience**
- Improves page loading times**
- They restrict advertisers to track you across various online platforms**
- Helps in reduction of bandwidth and device battery usage**
- Blocks fake advertisements which can be misleading and harmful**
- Protect you from malware and spam attacks**

Ad-Blockers

Cons of using an Adblocker

- **Some adblockers may interfere with your online privacy as they may track your activity.**
- **Ad Blockers mainly work by preventing scripts from running when a website loads. This can prevent the page from loading correctly or showing incorrect data in your web analytics report.**
- **It may prevent you from enjoying the content that doesn't support Adblockers.**

A note on ad blockers and website revenue

Many websites rely on ad revenue to survive. While many websites are now diversifying their revenue streams (often because of increased ad blocker usage), ad revenue is still a major source of income for many websites. The use of ad blockers resulted in an estimated loss of \$15.8 billion for websites in recent years.

If you want to support your favorite websites you can ‘whitelist’ those sites in your ad blocker’s settings. Whitelisting is the opposite of blacklisting. Instead of telling your ad blocker to block certain sites, you’re telling it that the list of sites are ones you don’t want to block.

Whitelisting is a good way to help guarantee the sites you like and trust continue to get the ad revenue they need. Even if you never click on the advertisements, many sites get some revenue by page views, making it still beneficial for those websites if you allow their ads to show.

Ad-Blockers

Total AdBlock

This adblocker filters out the biggest advertising nuisances including pop-ups and auto-play ads.

Total AdBlock goes a step further than your typical adblocker. The company's website states that it blocks ads on YouTube, including the in-video ads. It also blocks ads on other video streaming sites that use free-with-ad models such as Crunchyroll and Tubi. It even removed the pop-up on Tubi requesting the users' age.

Total Adblock has versions for most Windows as well as versions for Android and iOS.

Ad-Blockers

Total AdBlock

The info on the previous slide was from a review of the PAID version Total Adblock Premium. It is unclear from their website what the free versions do or do NOT do. TotalAV lumps in a lifetime subscription to its award-winning virus software and its PC Tune-Up software with Total Adblock Premium.

	Free** Adblock	TOTAL Adblock Premium
Block Unwanted Ads	☑	☑
Eliminate Intrusive Trackers	☑	☑
Manage Trusted Websites	☑	☑
Manage Acceptable Ads Preferences	☑	☑
Remove Unwanted Browser Notifications		☑
Block Unlimited Ads (All ads, everywhere. Period.)		☑
Award-Winning Antivirus Protection		INCLUDED FREE

Ad-Blockers

AdBlock Plus

AdBlock Plus features a quick setup, loading preset filter lists that allow users to quickly block most ads, as well as the option to filter malware and social media buttons.

Users can chose additional block lists as well as set custom filters or whitelist their favorite sites to keep their ad revenue in the black. AdBlock Plus allows what it calls "non-intrusive advertising" through filters; that may irk some users, though this feature can be disabled in settings.

On Android, the [AdBlock Browser](#) provides a Firefox-based browser that blocks incoming advertising, while on iOS, the [AdBlock Plus app](#) integrates with the content blocker system to seamlessly block advertising on Safari with minimal setup.

Adblock Plus has received criticism for receiving money from online publishers to whitelist their ads. This seems to be a conflict of interest.

Download for [Firefox](#), [Chrome](#), [Safari](#), [Opera](#), [Edge](#)
Also available for Android, iOS

Ad-Blockers

AdBlock

AdBlock (no relation to AdBlock Plus) is probably the most popular of the ad-blockers. AdBlock uses a series of filter lists to automatically block ad content coming from known ad servers and providers. Users can stick with the default block lists, subscribe to additional ones, or even create their own, as well as whitelist their favorite websites.

Download for [Chrome](#), [Firefox](#), [Safari](#), [Edge](#)

Ad-Blockers

Poper Blocker

Rather than be an all-in one blocking solution, Poper Blocker (aka Pop Up Blocker For Chrome), is designed to complement other adblockers.

In this case, Poper Blocker focuses on blocking pop-ups, pop-unders, overlays, timed and scroll pop-ups, and other varieties that might slip past other ad-blocking extensions. Small notifications tell you when pop-ups are blocked. You also can view your blocking stats, but otherwise, you can generally just keep Poper Blocker running in the background with minimal impact alongside other adblocker extensions.

Download for [Chrome](#)

Ad-Blockers

Stands Fair AdBlocker

For a fast and light ad-blocking plugin, Chrome users can turn to Stands Fair AdBlocker. The extension does precisely what it promises, blocking ads and pop-ups from cluttering up your browser view while also preventing any tracking from going on.

Stand's Fair AdBlocker gives you control over the type of ads you can block, specifying everything from autoplay video ads, YouTube ads, expanding ads and more. It can even block Facebook ads if you want.

The "Fair" part of AdBlocker comes into play by giving you the ability to allow certain types of ads or even whitelist ad-supported websites you don't want to shortchange of badly needed revenue. This is one ad blocker that doesn't take a scorched earth approach to its stated purpose.

Download for [Chrome](#)

Ad-Blockers

Adblocker for YouTube

YouTube has gotten more aggressive with ads, so the makers of ad-blocking extensions have followed suit.

Adblocker for YouTube is a Chrome extension that promises to automatically block YouTube ads, whether we're talking about the pre-roll ad appearing before your video or any text and banner ads that appear on the video itself.

If you prefer Firefox to Chrome, there's also an AdBlocker for YouTube extension that works on that browser. Same name, different developer apparently, but the functionality of stripping out video and display ads remains. This version works on Android devices too.

Download for [Chrome](#), [Firefox](#)

Ad-Blockers

AdGuard

Uses looking for a more robust experience can try out the subscription-based AdGuard, which provides desktop and mobile options to reduce the ads you see when surfing online.

AdGuard on Windows and Mac covers popular browsers, with highly configurable options for ads, content, and tracker blocking, as well as a parental controls module for restricting adult content.

AdGuard for Android is a no-root ad-blocker that blocks advertising on apps and games, though you'll have to install it from AdGuard's site instead of through Google Play. AdGuard for iOS works with Safari to effectively filter ads on the default browser.

Download for [Windows](#), [Mac](#), [Android](#), [iOS](#)

Anti-Tracking Tools

Once your browser is set to limit tracking as much as possible you might want additional protection besides just an ad-blocker. Then it's time to add one or more anti-tracking tools. Depending on how you slice it and dice it, some of these anti-tracking tools are listed in some reviews as ad-blockers,

Some of these tools are browser extensions and are available depending on the browser you use. Others are stand-alone tools that may also add extensions to your browser.

They have varying levels of configurability, ranging from a few settings to a mind-boggling number.

Anti-Tracking Tools

[*DuckDuckGo Privacy Essentials*](#)

This is Defending Digital's top recommendation because of its balance of power and simplicity. It blocks third-party trackers and shows a privacy grade for websites. If you notice that it prevents a website from working properly, you can whitelist that site, temporarily or permanently.

Download for [Chrome](#), [Safari](#), [Firefox](#).

Anti-Tracking Tools

[Privacy Badger](#)

This is basically a set-it-and-forget-it option. There's nothing to configure, because it learns as it goes.

If as you browse the web, the same source seems to be tracking your browser across different websites, then Privacy Badger springs into action, telling your browser not to load any more content from that source.

If it observes a single third-party host tracking you on three separate sites, Privacy Badger will automatically disallow content from that third-party tracker.

[Download for](#) Chrome, Firefox, Opera.

Anti-Tracking Tools

Ghostery

This is another blocker with fairly simple options. It also anonymizes your data, and lets you customize blocking.

It lets you block trackers in 8 categories. You can also individually trust websites, to allow all trackers from a particular site to load.

[Download for](#) Chrome, Firefox, Edge, Opera, and Ghostery Lite for Safari.

Anti-Tracking Tools

[uBlock Origin](#)

This is great if you're very technical and want something with more controls. It can use a large number of filter lists (lists of domains), which you can enable or disable.

It only takes a couple of clicks to enable or disable uBlock Origin on a particular website.

uBlock Origin automatically blocks known malware sites.

Note: this is not the same as uBlock (without "Origin" behind it).

Download for [Chrome](#), [Firefox](#), [Edge](#), [Opera](#).

Anti-Tracking Tools

[Malwarebytes Browser Guard](#)

Malwarebytes Browser Guard stops unwanted and unsafe content. It is the first browser extension that can identify and stop tech support scams.

They claim to speed up how fast web pages display by blocking third-party ads and other unwanted content.

[DOWNLOAD FOR CHROME, FIREFOX, EDGE](#)

Anti-Tracking Tools

[Disconnect](#)

This is another one that can function as set-it-and-forget-it, but you can configure it if you'd like. By default, it blocks a wide range of trackers. You can manually allow certain trackers, or all trackers on a website.

Disconnect's Visualize page feature is unique; it shows a graph of third parties that Disconnect is blocking. This is only available on Chrome and Safari.

[Download for](#) Chrome, Firefox, Safari, Opera.

Anti-Tracking Tools

Avast AntiTrack Premium

Avast AntiTrack shields you against website tracking. You can also set it to clean your browsing data periodically.

It is a full anti-tracking tool that installs extensions in some of your browsers as part of its operation.

It feeds fake data to trackers, so they don't see your true digital fingerprint. It also deletes tracking cookies and other tracking data. It says it does all this without breaking sites, which can happen when blocking trackers.

You can whitelist trustworthy websites to function normally. And you can improve your on-device security by restricting the installed applications to collect data about you.

Avast AntiTrack is paid software that you can try risk-free for 30-days.

[Download for](#) Chrome, Firefox, Safari, Edge, Internet Explorer, Opera.

Anti-Tracking Tools

AVG AntiTrack

AVG AntiTrack is a lookalike of Avast AntiTrack Premium. They have the same parent company, trial period, and features.

Anti-Tracking Tools

[Norton AntiTrack](#)

Norton AntiTrack comes from the same stable as Avast and AVG. But, it doesn't have a free trial. Instead, it comes with a 60-day money-back guarantee.

Some places to get more info

You can check your browser fingerprint at [Cover Your Tracks](#)

Best Anti-Tracking Software In 2022

<https://defendingdigital.com/best-anti-tracking-software/>

6 Best AntiTrack Software for Better Online Privacy

<https://geekflare.com/best-anti-track-software/>

The best free ad blockers in 2022

<https://www.comparitech.com/blog/vpn-privacy/best-free-ad-blockers/>

11 Best Ad Blockers for Google Chrome and Firefox

<https://geekflare.com/best-ad-blockers-chrome-firefox/>

4 Best (and 2 Worst) Ad Blockers for Any Browser in 2022

<https://www.vpnmentor.com/blog/the-best-and-worst-ad-blockers/>

Privacy On the Internet

So this session we've looked at Anti-tracking and ad-blocker software

Next session:

Part Six: The privacy policies of the internet giants and what they do with your information