



## Welcome to the Internet SIG



# Internet Tracking



# Discussion Topics

- What is tracking on the Internet?
- Why do sites track us?
- What are the biggest trackers?
- What data do websites collect?
- How do we get tracked?
- Can we stop tracking on the Internet?
- Final Thoughts

# What Is Tracking?

From Wikipedia

Web tracking is the practice by which operators of websites collect, store and share information about visitors' activities on the World Wide Web.

Analysis of a user's behavior may be used to provide content that enables the operator to infer their preferences and may be of interest to various parties, such as advertisers.

# Why Websites Track

- Gain insights about customers
- Tailor their content to each user
- Show targeted advertisements
- Website Analytics
- Because They Can

# Top Tracking Websites

There are lots of lists on the internet of sites that track you. I don't know how accurate they are.

- [Choose To Encrypt](#) – Most Prevalent Trackers
- [Who Tracks Me](#) – Tracker Market Share
- [The Verge](#) – 20 Biggest Third Parties
- [Digital Trends](#) – Top 100 Websites

# Data Collected

- IP Address
- Hardware and Software Details
- Type of Browser
- HTTP Referrer
- Browsing activity from different sites
- Your Location
- And More!

# How Websites Track

- [HTTP Referrer](#)
- Mouse Tracking
- Cookies – Next Weeks Topic
- Tracking Scripts
- Browser User Agent
- Browser Fingerprinting
- [EFF – Electronic Frontier Foundation](#)



# How to Avoid Tracking

- Keep Browsers Updated
- Use Browser Privacy Extensions
- Delete Cookies
- Log Out of Social Media Sites
- Hide Your IP Address
- Lie
- Don't Delete Your Data – Overwrite It

# Final Thoughts

- Did you notice I didn't talk about "Do Not Track"
- Did you notice I didn't mention Incognito or Private Browsing?
- Remember that you're tracked by more than your browser.
- We're going to be tracked. All we can do is try to lessen the amount of tracking.

---

**THANKS FOR LISTENING** 😊

---

Next Week: [Browser Cookies](#)

All Presentations Available for Download

PDF Format

[toxitman.com](http://toxitman.com)

