

Browser Extension (eg Ghostery, Disconnect.me)

These browser extensions can be installed in your web browser (Firefox, Chrome, Internet Explorer).

How it works

These extensions block the 'requests' (connections) that your browser makes to known tracking websites, preventing them from tracking you.

Pros

- Fairly simple to install
- Blocks most tracking

Cons

- Not available for older browsers
- Might not be installable on company or school equipment
- Sometimes need to be configured properly to block tracking (for instance; by default, Ghostery only reports tracking rather than blocking it).

Resources

<http://www.disconnect.me/>

<http://www.ghostery.com/>

Disable “third-party cookies” in your Web Browser

Browser settings can be changed to reject “third-party” cookies.

How it works

Prevents your web browser from storing the “cookies” that allow your computer to be identified across multiple visits to a website.

Pros

- Simple to do
- Doesn't require additional software

Cons

- Not always obvious how to do this without instructions
- Can break some websites that rely on third-party services
- Doesn't stop tracking that uses “fingerprinting” instead of cookies to track you
- May not work for websites that track you, but are also places you visit – like Facebook or twitter

Resources

<http://www.digitalcitizen.life/how-disable-third-party-cookies-all-major-browsers>

Ad Blockers

“Ad Blocker” browser extensions also block a lot of tracking, because they prevent requests to many of the websites that undertake tracking.

How it works

Ad blockers remove adverts from web pages that you visit, and often block the request to the advertising network itself.

Pros

- Fairly easy to install
- Also prevents you from seeing adverts, improving load speed and battery life

Cons

- Not available for older browsers
- Might not be installable on company or school equipment
- May not block all tracking
- Some websites prevent access to people using ad blockers

Resources

<https://adblockplus.org/>

<https://getadblock.com/>

Opt-out

Most advertising networks provide the ability for users to opt-out of tracking.

How it works

Opt-outs usually set a 'cookie' in your browser that tells the advertising network not to track you or display personalised ads.

Pros

- Can be used with any web browser
- Should not prevent any websites from working

Cons

- The opt-out cookies themselves are lost if you clear your cookies
- Not all trackers provide an opt-out mechanism
- There are hundreds of networks to opt-out from
- In practice, opt-outs often need to be restored/reset regularly.

Resources

<http://www.networkadvertising.org/choices/>

Do Not Track

Do not track is a technical standard that allows your web browser to request that websites don't track you.

How it works

Your web browser sends a "Do Not Track header" along with each connection it makes. The website at the other end then knows that you don't want to be tracked and can act accordingly.

Pros

- Simple to set up

Cons

- Many websites do not honour this setting, so in practice it may not work

Resources

<http://donottrack.us/>

Clearing Cookies

Clearing all of the cookies in your browser.

How it works

Clearing all of the cookies in your web browser removes the tracking cookies that are used to identify you each time you visit a website

Pros

- Will cause most tracers to “forget” about your computer
- Easy to do on all web browsers

Cons

- Some trackers use other means to identify you, such as fingerprinting
- Will cause you to be logged out of all websites and have to sign in again
- Some websites might forget personalisation settings
- Does not prevent tracking from taking place in future

Clearing Browser History

Clearing all of the history stored in your browser.

How it works

This doesn't actually affect tracking. The history collected by trackers is completely independent of the history that's stored in your browser.

Pros

- Prevents other people with access to your computer from seeing what you've looked at on the web

Cons

- Does not help protect against tracking

<h2>Tor Browser</h2>	
<p>Tor browser is a web browser that's designed to help you use the web anonymously, via the Tor anonymous routing network.</p>	
<h3>How it works</h3> <p>Tor browser includes many features to help keep you anonymous, and by doing so prevents tracking from taking place between web browsing sessions.</p>	
<h3>Pros</h3> <ul style="list-style-type: none">- Effective- Provides a great degree of anonymity beyond just blocking tracking	<h3>Cons</h3> <ul style="list-style-type: none">- Some features are disabled, and so some websites won't work- Tor browser, when used on top of the Tor network, is slower to load web pages- Tor browser has to be installed as a separate program- Tor browser automatically deletes cookies, so you might need to enter usernames and passwords more often
<h3>Resources</h3> <p>https://www.torproject.org/projects/torbrowser.html</p>	