

# Surveillance Advertising

## Quick Facts

**1** Surveillance advertising is based on tracking your activities over time and space.

**2** Computer programs analyze that data to profile you.

**3** Ad companies auction your profile to businesses that want their advertisements to be shown to people like you.

**4** Surveillance advertising can result in discrimination, unfair treatment, and other harms.



**5** It's very difficult to avoid this tracking and profiling.

**6** The benefits of surveillance advertising for businesses are overblown.

**7** There are other ways to advertise that aren't as privacy-invasive and are just as effective for businesses.

For more information visit: <https://consumerfed.org/surveillance-advertising-factsheets/>



**Consumer Federation of America**