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/