

TVs, streaming & smart home | Medium | 2 min read

How to limit adverts and data tracking on your smart TV

Smart TVs often collect information about what you watch and use it for adverts. You can reduce this using settings, though what is available differs by brand and model. Never invent or hunt for options that are not on your TV, and take your time.

Why TVs do this

Many TVs use something called ACR (automatic content recognition) to work out what is on the screen. It is used to suggest programmes and show targeted adverts. It is usually switched on when the TV is first set up.

Where to look

1. Press **Settings** on your remote.
2. Look for **General, Support, System, Privacy** or **Terms and conditions**. The name varies by brand.
3. Look for items mentioning **Viewing information, Advertising, Personalised ads, Interest-based ads** or **Voice recognition**.
4. Switch off the ones you do not want.

If you cannot see these, search your TV's support page online using the TV model number, which is on the back or in **Settings** under **About**.

Home screen adverts

Some home screens show adverts or sponsored tiles. You often cannot turn these off completely, but you may be able to hide "recommended" or "promoted" rows in the home screen settings.

Other privacy steps

- Turn off the TV microphone or voice features if you do not use them.
- Review the permissions on apps, such as location or camera access.
- Only accept terms and conditions you are happy with. You can often say no to extras and keep the TV working.
- Sign out of apps you are not using.

A word of caution

Turning off some options may mean fewer suggestions, or certain smart features, such as voice search, may stop working. Do not switch off software update options, as updates keep the TV secure.

Streaming apps

Netflix, Disney+, Prime Video and others have their own privacy and advert settings in your account on their website.

When to get more help

Get in touch if you cannot find the settings, you are unsure what an option does, or you want to use a streaming stick with a simpler, less cluttered home screen.

Still stuck? Email admin@visiontech336.com and tell us what you can see on the screen. Menus and button names can differ slightly between versions and makes. If something does not match, stop and ask rather than guess. Please never send passwords or card details.