

Samsung TVs | Medium | 2 min read

Samsung TV privacy and ads settings: how to limit tracking

Please note: independent guidance. Vision Tech is not affiliated with the maker. Menus differ between models and software versions, so check the manual or on-screen help.

Smart TVs can collect information about what you watch and show personalised adverts. You can usually limit this, although the options differ between models.

What may be collected

A TV can record which apps and programmes you use and may use that to show adverts. Voice features may listen for commands. You may be asked to agree when you first set up the TV.

Where to look

On recent Samsung TVs, the privacy options are normally under **Settings > All Settings > General & Privacy**. Look for **Terms & Privacy** and then options such as **Privacy Choices**. Wording and location change between models and years, and we cannot give one exact path for every TV. Use the e-Manual or Settings search for "privacy" or "advertising".

Common options to look for

- **Interest-based advertising** or personalised adverts, which you can usually turn off
- **Viewing information services**, which collect what you watch, and which may be an option to switch off
- **Voice recognition** features
- **Internet connected features** for app suggestions

Switching off these options may reduce adverts, though you will probably still see some on the Home screen.

Tips

- Read each switch carefully. Turning off a service may remove a feature.
- Do not sign in to accounts you do not need.
- Check privacy settings again after big software updates, as they can change.

Voice and cameras

If your TV has a microphone switch or a voice setting, switch it off if you do not use it. If your TV has a camera, keep it covered or switched off when not needed.

If you want to be very private

You can keep the TV offline and use a separate streaming stick. This reduces what the TV can send, but you lose smart features.

Be careful of scams

Samsung will not phone you out of the blue asking for remote access to your TV or payment. See our scam guides.

When to get more help

If you cannot find the settings or are worried about what the TV is sharing, Vision Tech can help you work through the menus safely.

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.