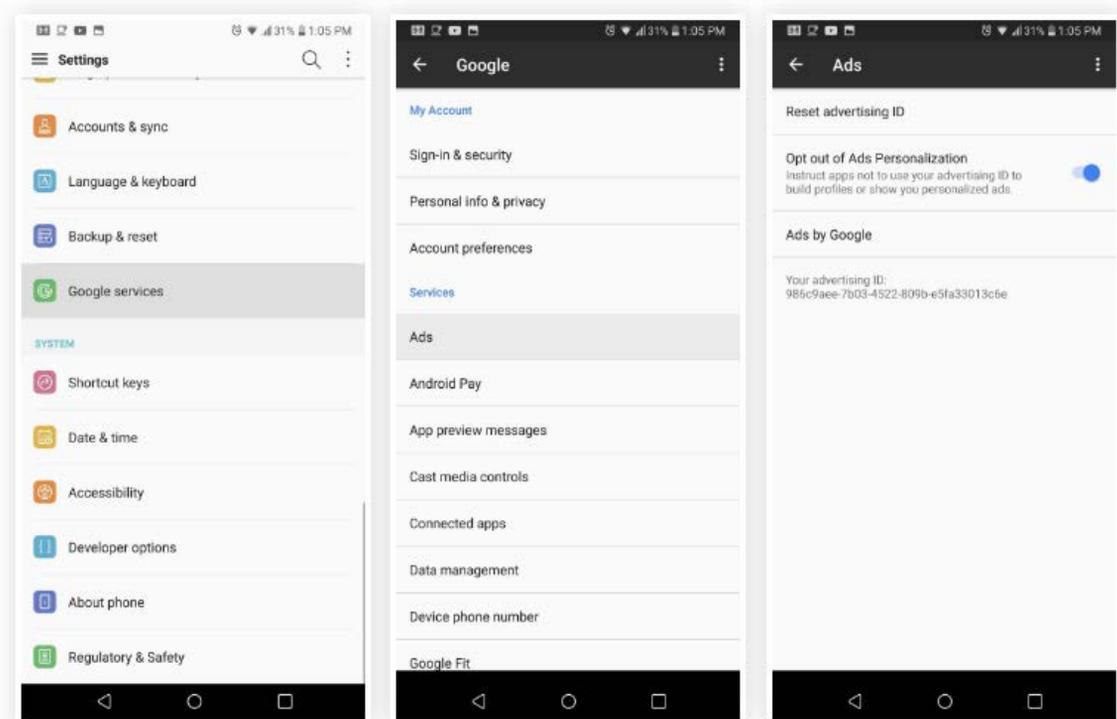


How to Limit Ad Tracking – Android/Google Mobile Devices*

Step 1: Opt out of Ad Tracking

To start, head to your phone's main Settings menu, then scroll down and select the "Google" option. Depending on your OEM skin, this entry may not be on the main page, but you can use the search feature at the top of the Settings menu to find it. From there, choose "Ads," then enable the switch next to "Opt out of Ads Personalization."



Now, your advertising ID won't be used by apps on your phone to build advertising profiles based on your usage. Enabling this setting will also prevent apps from displaying targeted ads. You are still tracked by Google, but random ads are shown instead.

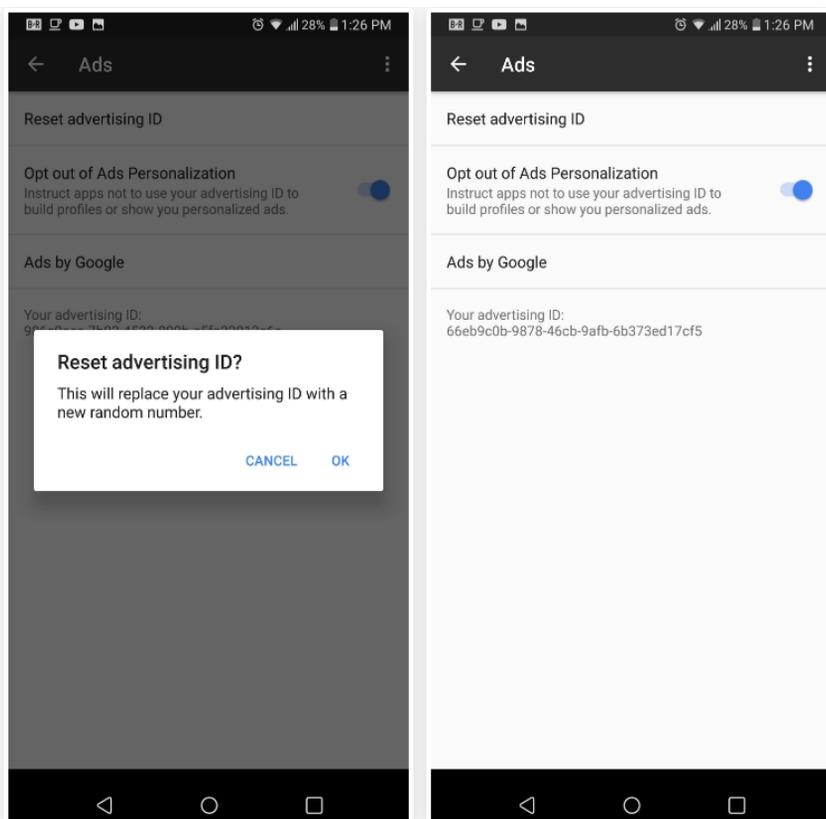
*Please note that this guide incorporates information obtained from device manufacturer websites, industry experts, and other sources. This information is not endorsed by any device manufacturer and is provided here for educational purposes only.

How to Reset Advertising ID – Android/Google Mobile Devices

Step 2: Reset Your Advertising ID

For additional protection, you can reset your advertising ID. By resetting your ID, you will remove the data that was already collected from your app and internet usage, but this isn't a permanent solution. The database of tracked information will simply return to zero, then new data will be collected using a new advertising ID. NOTE: This will not prevent all tracking, as many apps and advertising networks track you using other identifiers that cannot be reset.

Above the “Opt out of Ads personalization” setting in the same Google menu depicted in Step 1, you'll find an option labeled “Reset advertising ID.” When you tap this, your advertising ID (which is shown below the list of options) will change to a new ID.

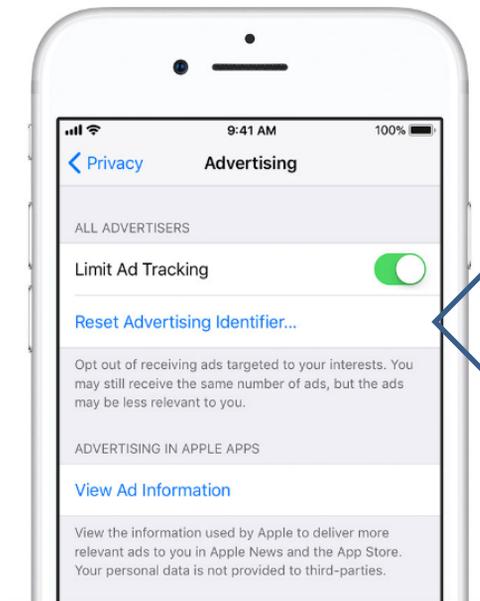


Depending on the frequency in which you reset your ID, you can minimize the amount of data collected about you. For example, if you reset your advertising ID daily, collected information is limited to 24 hours. Since Google will still track your ID even if you opt out of personalized ads, we strongly recommend resetting your ID on a weekly basis at minimum.

How to Limit Ad Tracking and Reset Advertising ID – Apple Mobile Devices

On your iPhone, iPad, or iPod touch

1. Go to Settings > Privacy > Advertising.
2. Turn on Limit Ad Tracking.



Reset your advertising identifier by hitting this.

On your Apple TV

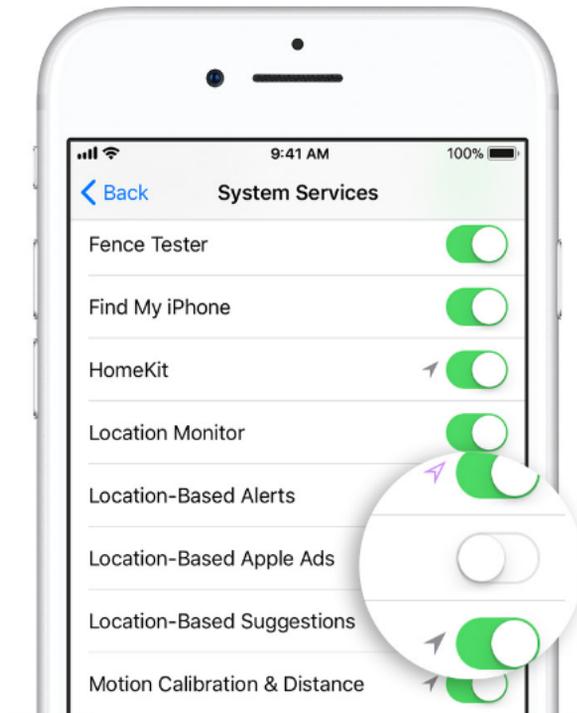
1. Go to Settings > General > Privacy.
2. Turn on Limit Ad Tracking.



How to Limit Ad Tracking – Apple Mobile Devices

Turn off location-based ads

1. Go to Settings > Privacy > Location Services > System Services.
2. Turn off Location-Based Apple Ads.



How to Limit Ad Tracking – Windows Mobile Devices

Interest-based ads in Windows

In your Windows Settings, you can turn off interest-based ads that appear in apps on this device. You'll still see ads, but they won't be interest-based anymore.

Windows 10



Windows 8.1



If you have a Windows mobile device



Go to **Settings** 

Tap on **Privacy** 

Tap on Advertising ID, and then turn off 'Let apps use my advertising ID for experiences across apps'.

How to Limit Ad Tracking – Blackberry Devices

For Blackberry Messenger (BBM) and devices running Blackberry OS or Windows OS visit:

<https://salesforce.services.blackberry.com/webforms/unsubscribe/index.php>

and enter your Blackberry ID-associated e-mail address:



Update Marketing Permissions

Please note that if you are using BlackBerry products and services, you will continue to receive service related communications from BlackBerry.

Hi,

Are you sure? We will miss you. If you opt-out now, you will miss out on:

- > Information regarding new product launches
- > Special offers
- > Events and more

Email



I'm not a robot



reCAPTCHA
Privacy - Terms

BlackBerry has a long-standing policy of protecting customer privacy. Please take a moment to read BlackBerry's Privacy Policy found [here](#).

Submit

For Blackberry devices running Apple iOS or Google Android, follow the Apple or Google instructions contained on previous pages.