

Published on *Tux Machines* (<http://www.tuxmachines.org>)

[Home](#) > [content](#) > Hey advertisers, track THIS

---

# Hey advertisers, track THIS

By *Roy Schestowitz*

Created 26/06/2019 - 2:27am

Submitted by Roy Schestowitz on Wednesday 26th of June 2019 02:27:33 AM Filed under [Moz/FF](#) [1]

If it feels like the ads chasing you across the internet know you a little too well, it's because they do (unless you're an avid user of ad blockers, in which case this is not for you). Earlier this month we announced Enhanced Tracking

Protection on by default for new users in our flagship Firefox Quantum browser as a way to stop third-party cookies in their tracks. If you're still not sure why you'd want to block cookies, today we're launching a project called Track THIS to help you recognize what they do.

You're being followed across the web through cookies?small data files stored by your browser?that remember things like language preferences, sites you've visited, or what's in your shopping cart. That might sound generally fine, but it gets shady when data brokers and advertising networks also use cookies to collect information about your internet habits without your consent. You should still have control over what advertisers know about you?if they know anything about you at all?which can be tough when web trackers operate out of sight.

[2]

Also: [Once Again: It's Not Clear The Internet Needs Creepy Targeted Ads](#) [3]

[Moz/FF](#)

---

**Source URL:** <http://www.tuxmachines.org/node/125249>

**Links:**

[1] <http://www.tuxmachines.org/taxonomy/term/118>

[2] <https://blog.mozilla.org/firefox/hey-advertisers-track-this/>

[3] <https://www.techdirt.com/articles/20190620/23255442440/once-again-not-clear-internet-needs-creepy-targeted-ads.shtml>