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Your Data is being Grabbed by Web 'Trackers'

The number of trackers on the Web collecting your data is alarming, according to a study. At least one tracker was lurking in about 77.4 percent of the tested page loads, according to a study done by anti-tracking companies Cliqz and Ghostery. Cliqz, which is owned by Mozilla, acquired Ghostery earlier this year. “With the help of cookie or fingerprinting processes, these trackers tag along as users surf the Web, carefully recording their every move,” according to summary of the study, via Axios. The study notes that the data is typically used benignly by companies for “statistical and advertising purposes.” That said, the information is being culled and collected by people ultimately. Ten or more trackers that collect personal data were found on 21.3 percent of the sites covered by the study. Google and Facebook are some of the most prominent trackers, according to Ghostery.

Google is in the top ten of the most widely used trackers based on the various services the Internet giant uses, including Google Analytics and Google AdSense. Facebook is next with three. Google Analytics was found on almost half of all loaded pages at 46.4 percent, while Facebook Connect was on more than a fifth, coming in at 21.9 percent. Other companies that showed include comScore and Twitter. In a related but separate development this week, Google said it is making an effort to purge bad advertising players.

The company launched its "Better Ads Experience Program" this week, via VentureBeat. Starting on Feb. 15, the Google Chrome browser will remove all ads from sites that have a "failing" status in the Ad Experience Report for more than 30 days, the company said.