Many internet services track your search activity and the websites you visit. Our August “Guru” article explained how websites use your internet address to track your web activity. This month, we’ll explain how to reduce the likelihood that the websites you visit are tracking what you do.

Here are three ways you can prevent website tracking:

1. **Enable Built-in Browser Privacy Features**
   All popular browsers, including Firefox, Edge, and Chrome, offer privacy features that block tracking. To enable this protection, click the menu button in the upper right corner of the browser window and then “Settings” in the drop-down list. (See picture at right.) From there, you’ll find various options and privacy settings.

   Mac’s Safari browser blocks tracking by default. You can adjust these settings by clicking on the Safari Menu > Preferences > Privacy.

2. **Add the DuckDuckGo Browser Extension**
   Yes, it has a funky name, but DuckDuckGo’s browser extension, which is available for Safari, Edge, Chrome, etc., provides both a private search “engine” (à la “Google”) as well as website tracking prevention. You can download the extension at duckduckgo.com, along with instructions on how to add the extension to your browser.

   DuckDuckGo’s search engine isn’t as robust as Google, but it doesn’t track what you search for.

   When I visited Papa John’s website to order a pizza, DuckDuckGo blocked four trackers. (See picture at right).

3. **Install the Brave Browser**
   The Brave web browser looks like Chrome, but it keeps your web activities private. Brave blocked five tracking attempts on Papa John’s website (see picture at left).

   Brave is available for Windows and Mac computers at brave.com. It also offers a search engine that’s pretty good—and private.

**If You Need Help**
If you need help adjusting your browser settings, visit the PSRC website at [https://www.princetonsenior.org/technology-lab/](https://www.princetonsenior.org/technology-lab/), fill out one of our nifty tech help requests, and we’ll be in touch.

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1 “Extensions” are browser add-ons, such as ad-blockers, grammar-checkers, and so on, that enhance your browser’s capabilities.