

Limit ad tracking on your iOS device (iOS 7 users)

Ad tracking can give you ads that are specific to you but this can also expose your information. You can't completely stop ad tracking but you can limit it on your iOS 7 device. Follow the steps below to limit this activity and give you a bit more privacy.

Step 1 - First click on the Settings app on your home screen.



Image courtesy of: [OSX Daily](#)

Step 2 - Next click on the Privacy option in the Settings menu.

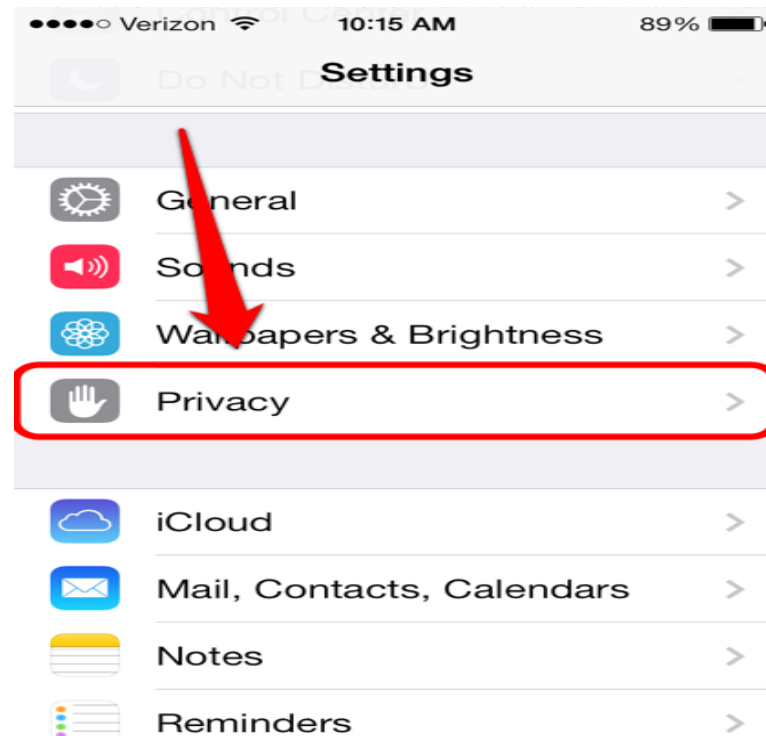


Image courtesy of: [Alex Pedicini](#)

Step 3 - Now in the Privacy menu click on the Advertising option.

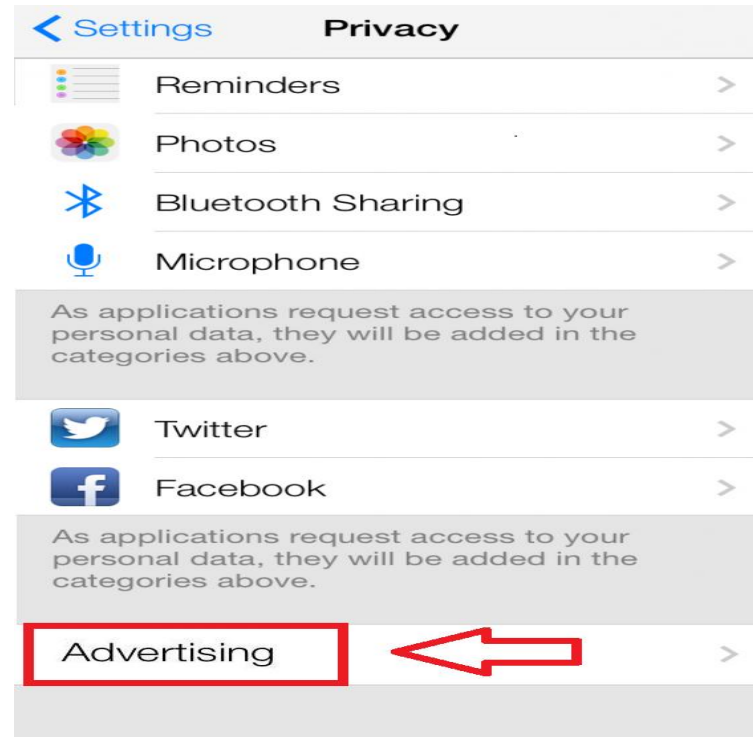


Image courtesy of: [Brian J Coleman](#)

Step 4

Finally next to the option Limit Ad Tracking slide the toggle to the on position.

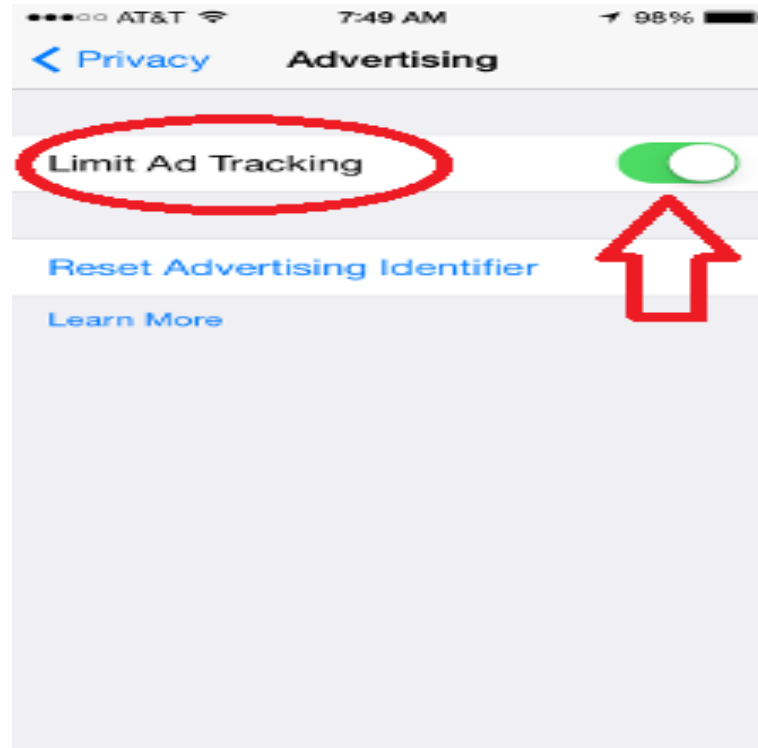


Image courtesy of: [Toms Guide](#)

Step 5

That's it, you're done! If you like targeted ads this option may not be for you, but if you prefer your privacy and you don't want advertisers to be able to find you so easily this is a simple way to limit how exposed you are. With just 4 simple steps you are done and now you can feel safer while using your iOS 7 device.



Image courtesy of: [Evasi](#)

Additional Resources

For more information follow the links below:

1. <http://www.tomsguide.com/faq/id-2351480/limit-tracking-ios-device-higher.html>
2. <https://www.youtube.com/watch?v=oKFZNzy1ffs>
3. <https://www.youtube.com/watch?v=bzAxnGsgJMQ>

References

1. <http://support.apple.com/en-us/HT202074>
2. <http://osxdaily.com/2013/06/12/preview-ios-7-on-iphone-no-install/>
3. <http://blog.ubersense.com/2013/09/25/turning-on-the-microphone-permission-in-ios-7/>
4. <http://www.brianjcoleman.com/how-to-use-apples-identifier-for-advertisers-idfa/>
5. <http://www.tomsguide.com/faq/id-2351480/limit-tracking-ios-device-higher.html>
6. <http://evasi0n.com/>

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