



Somebody Is Watching Me

If you own a Samsung smart TV, there's a good chance it's collecting data about what you watch. Many modern TVs use a feature called Automatic Content Recognition (ACR), which tracks viewing habits, including cable, streaming apps, and even devices plugged into HDMI ports.

That data can be used for targeted advertising and shared with third parties. While Samsung states this improves recommendations and ad relevance, most users don't realize it's turned on by default. The good news? You can turn it off.

How to Disable Data Collection on Samsung TVs

Menus can vary slightly by model, but these steps work for most recent Samsung smart TVs:

Step 1: Open Settings

Press the **Home** button on your remote.
Go to **Settings** (gear icon).

Step 2: Go to Privacy Settings

Navigate to: **General** → **Privacy Choices**
(or on some models: **Support** → **Terms & Privacy**)

Step 3: Turn Off Viewing Information Services

Look for options like these and turn them off:

- **Viewing Information Services**
- **Interest-Based Advertising**
- **Voice Recognition Services**

Step 4: Disable ACR (Automatic Content Recognition)

If available, turn off the following:

- **ACR**
- **Smart Interactivity**
- **Content Recognition**

Step 5: Reset Advertising ID (Optional but Recommended)

Under Privacy settings, choose:

- **Reset Advertising ID**

This clears previously associated tracking identifiers.

Your TV shouldn't be quietly building an advertising profile on you. Most smart devices collect data by default but that doesn't mean you have to accept it. Take five minutes, check your settings, and turn off what you don't need. Stay aware. Stay private.