

FLASH CARDS

Ad trackers and surveillance

Terminology and quiz cards for the Take Back Your Bytes lesson on advertising trackers and what you can do about them.

What is in this set

40 cards: **24 term cards** (term on the front, definition on the back) and **16 quiz cards** (question on the front, answer on the back). Bracketed numbers on the backs, like [1], match the reference list on the last page and in the instructor guide.

How to print

1. Print double-sided on US Letter at 100% scale (no "fit to page").
2. Choose **flip on the long edge**. The backs are arranged so each answer lands behind its card.
3. Cut along the dashed lines. Each card is 3.75 by 2.5 inches.

How to use them

- **Self-test:** read the front, answer aloud, flip to check.
- **Pairs:** one reads the front, the other answers. Swap every five cards.
- **Boxes:** keep a "missed" pile and a "got it" pile. Re-test the missed pile after a break, then again the next day.
- **Warm-up:** deal a few quiz cards at the start of the next session.

Facts checked October 27, 2026. Tools and models change quickly, so confirm details against the current documentation. These materials are dedicated to the public domain under CC0 1.0 and shared for the public good. The PrivacySafe and PrivacySafe Foundation names and logos are trademarks and are not included in that dedication.

TERM

1 / 40

Tracker

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

2 / 40

First party

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

3 / 40

Third party

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

4 / 40

Cookie

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

5 / 40

Third-party cookie

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

6 / 40

Tracking pixel

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

7 / 40

Fingerprinting

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

8 / 40

SDK

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

2 / 40

The site or app you chose to visit.

[\[1\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

1 / 40

Code or a request that records what you do so it can be linked to you over time.

[\[1\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

4 / 40

A small piece of data a site stores in your browser. Some keep you signed in. Others track you.

[\[1\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

3 / 40

Another company whose code or content loads on a site or app you chose.

[\[1\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

6 / 40

A tiny, usually invisible image loaded from an outside company to log that you viewed a page or email.

[\[1\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

5 / 40

A cookie set by an outside company, which can recognize you across the sites it appears on.

[\[1\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

8 / 40

Software built into an app. Tracker SDKs send data about how the app is used.

[\[11\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

7 / 40

Telling browsers apart by their combination of details, such as fonts and screen size, without cookies.

[\[1\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

9 / 40

Advertising ID

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

10 / 40

Data broker

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

11 / 40

Profile

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

12 / 40

Behavioral advertising

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

13 / 40

Malvertising

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

14 / 40

Content blocker

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

15 / 40

Filter list

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

16 / 40

Learning blocker

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

10 / 40

A company that collects, combines and sells or licenses data about people.

[\[3\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

9 / 40

A resettable ID on your phone that apps can use for ads. Android lets you delete it.

[\[16\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

12 / 40

Ads chosen from a profile of your behavior over time.

[\[2\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

11 / 40

A collection of facts and guesses about you, built from tracking data.

[\[1\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

14 / 40

A browser extension that stops some requests or page parts, such as ads and trackers, from loading.

[\[5\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

13 / 40

Ads used to spread scams or malware, such as fake brand ads in search results.

[\[4\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

16 / 40

A blocker that spots trackers by behavior, such as one company tracking you across three sites.

[\[7\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

15 / 40

A list of rules that says which requests or page elements to block.

[\[5\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

17 / 40

Extension permissions

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

18 / 40

Global Privacy Control

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

19 / 40

Metasearch engine

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

20 / 40

Static analysis

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

21 / 40

Permission

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

22 / 40

Opt-out

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

23 / 40

Consent banner

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

24 / 40

Commercial surveillance

Say it in your own words, then flip.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

18 / 40

A browser signal that asks sites not to sell or share your data. Some laws require honoring it.

[\[9\]](#) [\[10\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

17 / 40

Access an extension asks for. Blockers need to read data on all sites, so install only from sources you trust.

[\[7\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

20 / 40

Examining an app's code without running it. Exodus Privacy uses it to find tracker code.

[\[11\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

19 / 40

A search service that gets results from other search engines on your behalf. SearXNG is an example.

[\[14\]](#) [\[15\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

22 / 40

Telling a company to stop selling, sharing or using your data for a purpose.

[\[10\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

21 / 40

Access an app asks for, such as location or contacts.

[\[11\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

24 / 40

The collection and use of personal data by companies to profile and target people.

[\[2\]](#) [\[3\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

TERM

23 / 40

A pop-up asking you to accept cookies. Its design can steer your choice.

[General](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

25 / 40

Name three ways trackers identify you.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

26 / 40

Why can ads be a security risk?

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

27 / 40

What does a list-based blocker do?

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

28 / 40

How does a learning blocker decide what to block?

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

29 / 40

What can each kind of blocker miss?

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

30 / 40

Why can strong blocking break a page?

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

31 / 40

What does an Exodus Privacy report show?

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

32 / 40

Does an Exodus report prove data was sent?

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

26 / 40

Criminals buy ads to impersonate brands and send people to scam or malware sites.

[\[4\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

25 / 40

Cookies, fingerprinting, tracker code in apps, and advertising IDs.

[\[1\]](#) [\[16\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

28 / 40

It blocks an outside company it sees tracking you across three or more sites.

[\[7\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

27 / 40

It blocks requests and page parts that match filter lists of ads and trackers.

[\[5\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

30 / 40

Some blocked requests are needed for fonts, videos, maps or checkout.

[General](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

29 / 40

A list can miss a tracker not yet listed. A learner can miss one it has not yet seen on three sites.

[\[5\]](#) [\[7\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

32 / 40

No. It lists signatures found by static analysis, which is not proof of activity.

[\[11\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

31 / 40

Tracker code and permissions found in an Android app.

[\[11\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

33 / 40

How do you delete the advertising ID on Android?

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

34 / 40

What is the Global Privacy Control?

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

35 / 40

What should you check before installing an extension?

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

36 / 40

Is private browsing the same as blocking trackers?

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

37 / 40

What does a metasearch engine do?

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

38 / 40

Why might a search without a profile feel different?

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

39 / 40

Name one fair counterpoint to blocking ads.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

40 / 40

Name one step from the take-back plan.

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

34 / 40

A browser signal that opts you out of the sale or sharing of your data. It asks, it does not block.

[\[9\]](#) [\[10\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

33 / 40

Settings, Privacy, Ads, Delete advertising ID. Menus vary by phone.

[\[16\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

36 / 40

No. It mostly stops your device saving history. Sites and trackers can still see your activity.

[General](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

35 / 40

Who maintains it, whether it is open source, what permissions it asks for, and that it comes from the official source.

[\[7\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

38 / 40

Results are less personalized, because there is no profile to personalize from.

[\[14\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

37 / 40

It sends your query to other search engines on your behalf and returns the results.

[\[14\]](#) [\[15\]](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

40 / 40

For example: add a blocker from the official source, change search, check app trackers, delete the advertising ID, review in three months.

[General](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

QUIZ

39 / 40

Ads pay for many sites you value. You can support them in other ways, such as paying or donating.

[General](#)

Ad trackers and surveillance

PrivacySafe Foundation | CC0 1.0

Reference list

Links were checked on October 27, 2026.

#	SOURCE	WHAT IT SUPPORTS
[1]	Electronic Frontier Foundation, Behind the One-Way Mirror: A Deep Dive Into the Technology of Corporate Surveillance https://www.eff.org/wp/behind-the-one-way-mirror	How third-party tracking, pixels, fingerprinting and data sharing work, with tips for users.
[2]	Electronic Frontier Foundation, FTC Report Confirms: Commercial Surveillance is Out of Control https://www.eff.org/deeplinks/2024/09/ftc-report-confirms-commercial-surveillance-out-of-control	A summary of the FTC's 2024 findings on data collection by large platforms.
[3]	U.S. Federal Trade Commission, A Look Behind the Screens: Examining the Data Practices of Social Media and Video Streaming Services (staff report, September 2024) https://www.ftc.gov/reports/look-behind-screens-examining-data-practices-social-media-video-streaming-services	Findings on data collection, retention, sharing and protections for teens.
[4]	FBI Internet Crime Complaint Center, Public Service Announcement PSA221221 https://www.ic3.gov/PSA/2022/PSA221221	Criminals buying search ads to impersonate brands, and the advice to check URLs and to use an ad blocking extension when searching.
[5]	uBlock Origin on GitHub https://github.com/gorhill/uBlock	A free, open-source, wide-spectrum content blocker that uses filter lists. Advises against stacking similar blockers.
[6]	Wikipedia, uBlock Origin https://en.wikipedia.org/wiki/UBlock_Origin	Background, and how Manifest V3 changed browser support, including the reduced uBlock Origin Lite.
[7]	Privacy Badger (Electronic Frontier Foundation) https://privacybadger.org/	How it learns to block trackers, the three-site rule, Global Privacy Control, and its extension permissions.
[8]	Privacy Badger source code on GitHub https://github.com/EFForg/privacybadger	License (GPL) and the description of what it sends and blocks.
[9]	Global Privacy Control https://globalprivacycontrol.org/	The browser signal for opting out of the sale or sharing of personal data.
[10]	California Attorney General, announcement of the Sephora settlement as part of ongoing CCPA enforcement https://oag.ca.gov/news/press-releases/attorney-general-bonta-announces-settlement-sephora-part-ongoing-enforcement	California's position that businesses must honor user-enabled global privacy controls.
[11]	Exodus Privacy, Frequently Asked Questions https://exodus-privacy.eu.org/en/page/faq	Static analysis of APKs, matching against a list of trackers, "not a proof of activity", and the tracker and permission count colors.
[12]	Exodus Privacy, report platform https://reports.exodus-privacy.eu.org/	Searchable reports listing trackers and permissions found in Android apps.
[13]	Exodus Android app on F-Droid https://f-droid.org/app/org.eu.exodus_privacy.exodusprivacy	The app that shows trackers and permissions for apps installed on a phone.
[14]	PrivacySafe Search, About https://privacysafe.is/info/en/about	The service's description: hosted in Iceland, built on SearXNG, does not generate a profile, results may be less personalized.
[15]	SearXNG documentation https://docs.searxng.org/	How the metasearch engine software works.
[16]	Google, Play Console Help: Advertising ID https://support.google.com/googleplay/android-developer/answer/6048248	Resetting or deleting the Android advertising ID in Settings, Privacy, Ads.
[17]	PrivacySafe Foundation https://privacysafe.foundation/	The Take Back Your Bytes education campaign and the Foundation's other work.
[18]	Creative Commons, CC0 1.0 Universal https://creativecommons.org/publicdomain/zero/1.0/	The public-domain dedication that covers these lesson materials.