How To Get Advertisers To Stop Tracking Your iPhone

Did you know that Apple [1] was tracking your engagement on the new iPhone [2] 5?

Well, it is. Luckily Apple's new iPhone 5 [3] operating system, iOS 6, has a feature that allows users to limit developers from tracking their every move for targeted advertising. (We knew there had to be a silver lining to default iOS 6 maps.)

But it's not easy to find.

Apple warned developers that their access to UDIDs (your unique iPhone identifier) would be severely limited in March [4] and now, with the switch of a button, that's finally the case. Apple, however, has simply replaced UDID with a new ad tracking system in iPhone 5.

If you've embraced the "do not track" movement — which, according to Pew [5], is the sentiment of 66 percent of the U.S. population — here's an easy step-by-step guide for how to limit ad tracking.

The process is really easy, albeit more counterintuitive than you'd think.

1. First, tap settings

2. Don't be tempted by the "Privacy" tab. Tap "General" instead.

3. Next, tap "About."

4. Scroll down and tap "Advertising"

5. Ta da! Slide "Limit Ad Tracking" to the right position.

Read more [6]

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