Stop Your TV from Spying on You

Here's a clear, brand-by-brand breakdown to help you disable **Automatic Content Recognition (ACR)** and other tracking features on major smart TVs. These steps will help you reclaim some privacy from ad-targeting and data collection systems built into modern televisions.

●What Is ACR?

ACR is a technology that identifies what you're watching—whether it's streaming, cable, or even Blu-ray—and sends that data to advertisers and third parties. Disabling it won't affect your ability to watch content, but it will reduce how much data your TV shares.

How to Disable ACR by Brand

●**Samsung (Tizen OS)**

1. Press the **Home** button on your remote.
2. Navigate to **Settings**.
3. Go to **Support** > **Terms & Policies**.
4. Select **Viewing Information Services**.
5. Uncheck the box to disable ACR.
6. Also disable **Internet-Based Advertising** if available.

● **LG (webOS)**

1. Press the **Settings** button on your remote.
2. Scroll down to **All Settings**.
3. Go to **General** > **User Agreements**.
4. Disable **Viewing Information** and **Voice Information**.
5. If available, turn off **Live Plus**, which uses ACR for recommendations.

● **Vizio (SmartCast)**

1. Press the **Menu** button on your remote.
2. Go to **System** > **Reset & Admin**.
3. Select **Viewing Data**.
4. Toggle it **Off** to disable ACR.

● **Sony (Google TV or Android TV)**

1. Press **Home** on your remote.
2. Go to **Settings** > **Privacy**.
3. Select **Usage & Diagnostics** and turn it **Off**.
4. Disable **Viewing Information Services** if listed.
5. Also go to **Ads** and reset your **Advertising ID**.

⬤ **Roku TVs (TCL, Hisense, Sharp, etc.)**

1. Press **Home** on your remote.
2. Go to **Settings** > **Privacy**.
3. Select **Smart TV Experience**.
4. Uncheck **Use info from TV inputs** and **Enable ACR**.
5. Also go to **Advertising** and reset your **Advertising Identifier**.

⬤ **Hisense**

1. Press **Home** on your remote.
2. Navigate to **Settings** > **System** > **Privacy**.
3. Look for **Viewing Information Services** or **Smart TV Experience**.
4. Toggle it **Off** to disable ACR.

⬤ **Amazon Fire TV**

1. Go to **Settings** > **Preferences**.
2. Select **Privacy Settings**.
3. Turn off **Device Usage Data** and **Collect App Usage Data**.
4. Go to **Advertising ID** and turn off **Interest-Based Ads**.

⬤ **Bonus Tips**

- **Reset your Advertising ID** regularly to reduce tracking.
- Consider using a **VPN** on your home network to mask IP-based tracking.
- Disable **voice recognition** features if you're not using them.

Created with Microsoft Copilot AI.