

# What is Safari Privacy Protection Ad Rating?

Apple uses privacy-protecting ad measurement to let advertisers know if their ads are effective, without tracking you or collecting your personal information.

When you search for something in Safari, ads appear everywhere you browse the web. The ads are personalized to enhance your Safari browsing experience. However, Apple uses privacy-protected ad measurement to let advertisers know if their ads are effective, without tracking you or collecting your personal information. Here's everything you need to know about privacy-protected ad measurement in Safari.

## Why use privacy-protecting ad ratings on Safari?

Privacy when browsing websites is something everyone cares about. Setting up privacy-protecting ad measurement in Safari strikes a balance so advertisers can still see how successful their campaigns are, but your personal information remains private.

When you interact with an ad while browsing the web, Safari will not identify anyone by name or personal information, but will only report that 'someone' interacted with the ad.

## How privacy-protecting ad reviews work

Apple uses a Differential Privacy technique to protect your identity.

When you interact with an ad in Safari, your device generates an anonymous code associated with that ad. This code doesn't include your name, email, or any personal information.

The device will mix your interaction data with data from many other users, making it impossible to distinguish individual actions.

Only summary information, like 'X number of users clicked on this ad' is sent to advertisers so you can't be tracked.

## How to enable Safari privacy ad review

This setting is enabled by default on Safari, and if you want to check it again, it's simple. We access the Application and select Safari. Then scroll down and select Advanced and see if the Safari Privacy Protection Ad Rating setting is enabled.



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Thu phóng trang >

Yêu cầu trang web cho máy tính >

Trình đọc >

Hồ sơ >

Camera >

Micrô >

Vị trí >

### Danh sách đọc

Tự động lưu ngoại tuyến



Tự động lưu tất cả các mục Danh sách đọc từ iCloud để đọc ngoại tuyến.

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## Nâng cao

Dữ liệu trang web >

### Quyền riêng tư

Phòng chống lấy dấu vân tay và theo dõi nâng cao >

Tất cả hoạt động duyệt

Chặn tất cả cookie

Đánh giá quảng cáo bảo vệ quyền riêng tư

Kiểm tra Apple Pay

Cho phép các trang web kiểm tra xem Apple Pay có được bật không và bạn có tài khoản Apple Card không.

[Safari & Quyền riêng tư...](#)

JavaScript

Trình kiểm tra web

Để sử dụng Trình kiểm tra web, hãy kết nối với Safari trên máy tính bằng cáp và truy cập iPhone của bạn từ menu Phát triển. Bạn có thể bật menu Phát triển

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