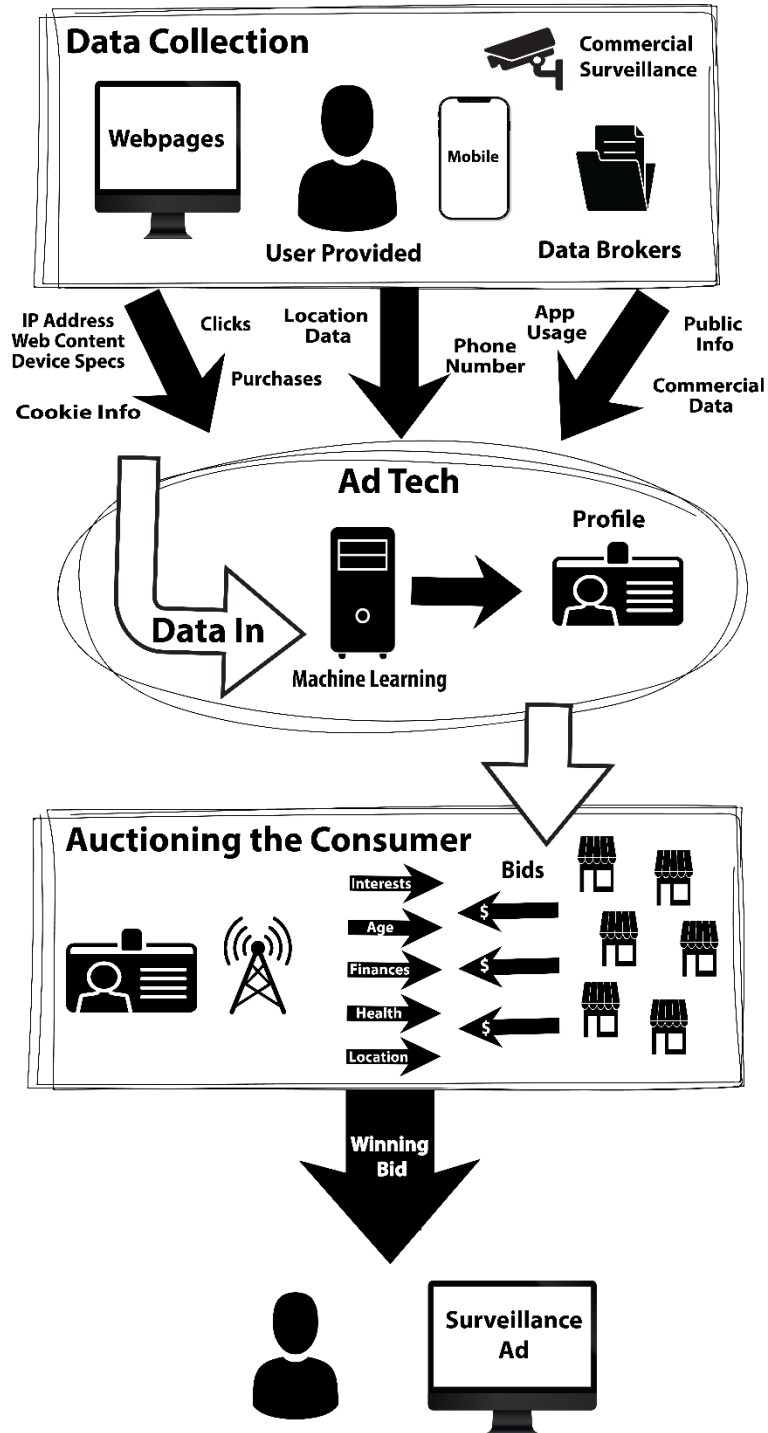




Surveillance Advertising: Diagram of How it Works

In surveillance advertising, individual consumers are shown different advertisements based on inferences drawn from tracking their activities over time and space. It's a complex and highly automated process. This diagram illustrates how it works from consumer tracking to ad delivery.



See <https://consumerfed.org/surveillance-advertising-factsheets/> for more information about surveillance advertising (August 2021).

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