

Ad Blockers

May 19, 2020



Why use an ad blocker?





Pros

1. Remove annoyance, de-clutter
2. Better security (virus, malware, phishing)
3. Better privacy (tracking)
4. Increase performance (page load speed)
5. Decrease energy usage (battery)
6. Decrease data usage (cellular/home caps)

Cons

1. Important/wanted content may disappear
2. Have to manage (whitelisting)
3. Bad blockers may track you & sell your data
4. Ethical reasons (not supporting small publishers)

Built-in browser blocking

-  Safari (Intelligent Tracking Prevention)
-  Firefox (Enhanced Tracking Protection)
-  Chrome (Enhanced Safe Browsing)
-  Brave (Shields) - Rewards

Built-in browser blocking

 Pop-up blocking

 Social media trackers

Social networks place trackers on other websites to follow what you do, see, and watch online. This allows social media companies to collect data about your browsing history and improve their ad targeting. Even if you don't use a social network, that site can still collect data about your browsing habits.

 Cross-site tracking cookies (scripts, widgets or tiny, invisible images)

Data brokers, affiliate networks and advertising networks — use cookies, and other data tracking methods, to collect information about our browsing habits without our consent.

 Fingerprinters


























Collect settings from your browser and computer to create a profile of you. Using this digital fingerprint, they can create a unique profile of you to track you across different websites.

 Cryptominers

A type of malware that use your system's computing power to mine digital money. Cryptomining scripts drain your battery, slow down your computer, and can increase your energy bill.

Browser Extensions

- Safari iOS (not in 3rd party browsers)
- Safari Mac (extensions only from Mac App Store or apps)

1. Wipr   (\$1.99 each one-time)
2. 1Blocker   (free or subscription)
3. Disconnect      (free or subscription)
4. Ghostery      (free or subscription)
5. AdGuard      (free or subscription)
6. Privacy Badger    (free)
7. UBlock Origin    (free)



👉 Jeff



“Pi-hole in the cloud”



What is the advantage of using NextDNS over Pi-hole?

Advantages of using NextDNS:

1. Ease of installation and maintenance. You don't need to setup a Raspberry Pi and maintain a software up to date on your network.
2. Works outside of your home network by default.

Advantages of using Pi-hole:

1. You know who runs it. Keep in mind though, that all your unblocked DNS queries are still visible by your upstream DNS. So there is still someone you need to trust with your data.
2. It's free with no limits. You still have to pay about \$35 for a Raspberry Pi + an SD card, which is equivalent to several years of NextDNS subscription. After a few years though, yes, Pi-hole should become less expensive than NextDNS.