



Tracking Technologies in the Privacy Spotlight

A visual breakdown of how trackers work, why they matter, and where the risks lie.



What are online trackers?

Trackers are the backbone of Adtech.

They collect data about behavior, preferences, and demographics to deliver targeted advertising.

Trackers come in different forms:



Cookies

Store data in your browser.



Pixel tags

Invisible images tracking actions.



Device IDs

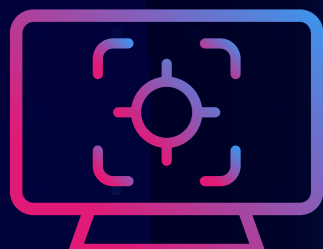
Unique mobile identifiers.



Fingerprinting

Profiling via browser & device settings.

How tracking fuels the digital ad machine



1. Track behavior across sites and devices
2. Segment audiences and infer demographics
3. Power Real-Time Bidding (RTB) in ad auctions
4. Fund free content with targeted ads
5. Refine campaigns with performance analytics



If you've ever seen an ad follow you across the internet, a tracker made it happen.

Why privacy pros are pushing back



Data Processing Risk

- Overcollection of personal data
- Weak transparency and user control



Litigation Risk

- Revival of wiretap laws (CIPA, MWA, FWA)
- Unauthorized disclosures under CCPA



Cross-Border Risk

- EU regulators cracking down on U.S. data transfers
- Cookies like Google Analytics under

"Even the EU Parliament got flagged for non-compliance." — EDPS



Trackers make ads personal.
But privacy makes trust possible.

What enforcement looks like right now

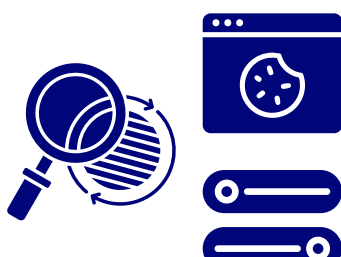


Examples of violations:

- Selling location data without consent
- Sharing health data for ads
- Misleading privacy policies
- Lacking safeguards for sensitive data

Fines, lawsuits, reputational damage — don't let trackers become liabilities.

The future of tracking is privacy by design



Adtech Today:

- Third-party cookies
- Limited transparency
- Complex consent flows



Adtech Tomorrow:

- Privacy-by-design
- Contextual targeting
- User-first controls
- DPIAs & DPOs as the norm



Privacy isn't the enemy of Adtech. Privacy is the evolution.

Simplify global tracker compliance with TrustArc

Stay compliant. Build trust. Maximize opt-ins.



Meet global consent requirements with TrustArc Cookie Consent Manager.

Smart consent for cookies, trackers, and adtech. Backed by privacy expertise.

Automated. Global. Scalable.

REQUEST A DEMO

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