

December 2025 – How to Stop Your TV from Spying on You

All smart TV's have a technology called automatic content recognition (**ACR**). It works by taking audio and visual data of what you're watching on TV. It tracks what show or movie it is, what medium you're watching it in, information on the cast, release date, and so on. This data can be used for a variety of purposes, including personalized recommendations, advertising campaigns, and even targeted political or health-related messaging. And sometimes, that data is sold on data-broker markets.

HOW TO DISABLE ACR ON YOUR TV

Samsung TVs: Press the Home button on your remote control, open the full menu, and enter the **Privacy Choices** submenu. Within that menu, select **Privacy Policy** and uncheck the box for **Viewing Information Services**.

LG TVs: Press the **Settings** button on your remote, open the **General** menu, navigate to the bottom to the **System** submenu, and then select **Additional Settings**. Uncheck the **Live Plus** option. Finally, find **Advertisement** within the same submenu and check the **Limit Ad Tracking** option.

Sony TVs: Press the **Home** button on your remote and go to the **Settings** menu and then the **Initial Setup** submenu. Find **Samba Interactive TV** and turn it off.

Hisense or TCL TVs (with Google TV): Press the **Home** button on your remote and go to the **Settings** menu. Select **System** and then **Privacy**. Uncheck **Viewing Information Services**.

Roku TVs: Press the **Home** button on your remote and go to the **Settings** menu. Find the **Privacy** submenu and navigate to **Smart TV Experience**. Uncheck **Use Info From TV Inputs**.

Amazon/Panasonic Fire TVs: Press the **Settings** button (gear icon) on your remote, find the **Preferences** submenu, and then go to **Privacy Settings**. Turn off **Automatic Content Recognition**.

Source: [How to Get Your Smart TV to Stop Spying on You | Reviews by Wirecutter](#)