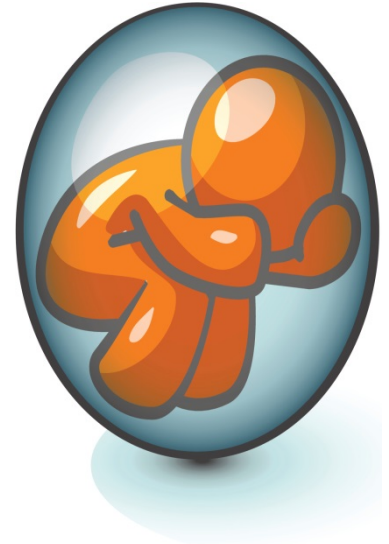


How to Pop Your Filter Bubble!

1. Keep Your Facebook Data Private

The information that you provide on Facebook gives search engines and advertisers loads of information about you that they can use to predict your information needs. One of the most important things that you can do is to hide your birthday because you are more easily identifiable by companies if you can be matched with your birthday. You should also turn off instant personalization and make your data private.

[Facebook Privacy Settings](#)
[Facebook Instant Personalization](#)



2. Delete Your Cookies and Web History

Cookies are small pieces of data that are transferred to your browser when you visit a website. They tell the website when you visit, how often and what you look at. They can also give this information to other websites and to search engines. Your web history tells search engines (like Google) exactly where on the internet you've been and what you've looked at. Both cookies and your web history affect the search results that you get. Deleting your cookies and web history on a regular basis will also improve the speed and performance of your computer.

Delete cookies and web history in [Internet Explorer](#) Delete cookies and web history in [Chrome](#)
Delete cookies and web history in [Firefox](#) Delete cookies and web history in [Safari](#)

3. Do Not Track

Using your browser's "do not track" option can help you cut down on advertising that uses your internet search habits to target you.

Do not track in [Internet Explorer](#) Do not track in [Chrome](#)
Do not track in [Firefox](#) Do not track in [Safari](#)

4. Use a Private Browser

You can keep your past searches from affecting any search results that you are doing now by using a private browser, like Duckduckgo, or the incognito mode in Chrome. Either of these options avoids creating a search history and maintains your search history privacy.

[Duckduckgo](#)

[Incognito mode in Chrome](#)