

Tech

After update, only 4 percent of iOS users in U.S. let apps track them



BY RACHEL KRAUS

3 WEEKS, 1 DAY

Stay updated with the latest in Tech, Science, Culture, Entertainment, and more by following our Telegram channel [here](#).

Apple [released iOS 14.5](#) to the public at the end of April, which included the ability to [stop apps from tracking your activity for ad targeting purposes](#). New data shows just how popular the feature is.

When a user opens, downloads, or updates an app for the first time after they download the new iOS, they have to opt in to letting that app track them.

According to Verizon Media-owned [Flurry Analytics](#), almost everyone is saying "no, thanks." Just around 4 percent of U.S. users have said "yes."

Flurry is an analytics tool that the company says is installed in 1 million apps. Since iOS 14.5's public launch, it has been tracking the opt-in rate every day using data from 2.5 million devices.

That rate has consistently been around 4 percent for users in the United States. It's significantly higher worldwide, with average daily opt-ins around 12 percent.

iOS users who never want to be tracked don't need to reject apps individually — they can simply go to Settings > Privacy > Tracking, and toggle "Allow Apps to Request to Track" off.

Flurry data shows that only about 3 percent of iOS users in the U.S. have taken advantage of that feature. That low rate makes sense. When asking if an app can track you, Apple presents users with a pop-up. Turning off tracking entirely, however, requires users to proactively change their settings.

Other companies, like Snapchat and Twitter, have acknowledged that the change will likely impact their business.

Whether you choose to opt out of targeted advertising tracking entirely, or be selective about who you give this access to, the blow to advertisers is a win for your privacy.

Follow Mashable SEA on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).