

Fly Your Privacy Flag with Global Privacy Control

An explainer for everyday people

What does GPC do?

When you send a Global Privacy Control (GPC) signal, you **tell websites that you don't want your personal information sold or shared.**

GPC is a flag raised wherever you surf the web. Every time you visit a website, the flag is shown to the website, via an HTML header or JavaScript code. The flag signals that you want your privacy to be protected, opting out of as much data sharing as possible.

Many websites watch for GPC signals and respect them. These sites will see your flag and make changes to the site to respect your privacy. This means they'll cut back on the collection and sharing of data.








Depending on where you live, the GPC flag will exercise your legal right to opt out. For example, if you live in California or Colorado, many sites are legally bound to respect your GPC signal by not selling your data.

How do I turn it on?

You can turn on GPC through web browsers. **Over 40 million people have already started flying the flag.** If you have multiple devices or browsers, you need to turn the flag on for each one separately.

Here's how to get started with some of the major browsers. For more options, see [the full list on the GPC site](#).

 Brave Enable in settings	 Chrome Download an extension	 DuckDuckGo Enable in settings	 Edge Download an add-on	 Firefox Enable in settings
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How do I tell if it's working? If you visit globalprivacycontrol.org, a banner will appear to confirm your GPC flag is flying. Some websites will also let you know that they saw your flag with a small indicator or banner.

Are there downsides?

If you are a fan of targeted advertising, you might be disappointed to miss out on targeted ads. There's a remote chance that the GPC flag could be misused by websites for [browser fingerprinting](#).

For more information, see globalprivacycontrol.org