**Your Phone May Track What TV You Watch**

The start-up Alphonso collects viewing data for advertisers through mobile gaming apps that can track users on the devices’ microphones, even when the apps aren’t in use.

***The New York Times 12.29.17***

[***https://www.nytimes.com/2017/12/28/business/media/alphonso-app-tracking.html?rref=collection%2Fsectioncollection%2Fbusiness-media***](https://www.nytimes.com/2017/12/28/business/media/alphonso-app-tracking.html?rref=collection%2Fsectioncollection%2Fbusiness-media)

***Image source:***

[***http://stellar.ie/wp-content/uploads/2016/04/Girl-Using-An-iPhone.jpg***](http://stellar.ie/wp-content/uploads/2016/04/Girl-Using-An-iPhone.jpg)