□□ Privacy & Planet: Why Ethical Browsing Is the Future

Maria Cattini | 11/05/2025 | TOOLKIT

In today’s digital world, every click matters—not just for your data, but for the environment too. What if you could browse the web *without being tracked* and *plant trees* at the same time? Welcome to the era of **conscious browsing**.

□□ The Privacy Problem

Most mainstream search engines and browsers collect massive amounts of personal data. Your search history, preferences, and behavior are tracked, analyzed, and often sold to advertisers. The result? Personalized ads, manipulated choices, and the constant feeling of being watched.

But there’s a better way. Privacy-first browsers like **Brave**, **DuckDuckGo**, and **Firefox** are designed to:

Block ads and trackers by default

Prevent fingerprinting and cookie profiling

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Keep your browsing truly private

But what if you could do even more—protect your data *and* restore forests with every search?

□□ Ecosia: The Search Engine That Plants Trees

Ecosia is not your average search engine. It uses ad revenue to fund global **tree-planting projects**, with over **180 million trees** planted so far. But Ecosia is also **privacy-friendly**:

- No user profiling
- No data sold to advertisers
- Fully encrypted searches
- Powered by 100% renewable energy

□□ Ecosia University Students Program (EUSP)

Through the **EUSP**, Ecosia invites university students worldwide to become **climate ambassadors**. The goal is simple: encourage sustainable tech habits on campus by promoting Ecosia as the default search engine.

By joining the program, students:

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- Receive **training and support** for on-campus campaigns
- Become part of a **global eco-activist community**
- Build real-world skills in advocacy, event planning, and digital sustainability

□□ Ethical Browsing: A Daily Act of Change

Imagine if every web search could:

- **Protect your privacy**
- **Lower your digital footprint**
- **Support global reforestation**

That’s not a fantasy—it’s already happening.

□ 3 Easy Steps to Start Today:

Switch your browser to Brave or Firefox and install privacy plugins

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Set Ecosia as your default search engine

Join or launch campaigns to promote ethical digital tools in your community

□□ The Power of Conscious Clicks

How you browse matters. In a world where **privacy is exploited** and the **climate is in crisis**, ethical browsing is more than a tech choice—it's a personal and political statement.

Whether you're a student, professional, or casual web user, **changing the way you search is a simple act with global impact**.

□□ Useful Resources:

- □□ Join the EUSP by Ecosia
- □□ Explore Brave Browser

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- Try DuckDuckGo

- Test your online privacy with PrivacyTools.io

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