

# Why I Deactivated Tracking in MailChimp

Since starting my [newsletter](#) in 2016, I have decided to use [MailChimp](#). A great tool that I can fully recommend. (By the way, it's free until you reach [2000 subscribers](#)).

Without thinking, I have used the default settings ever since:

- Tracking Opens
- Tracking Clicks

It seems innocent enough. Who wouldn't want to track these things?

But, those stats can be super creepy, and most readers have no idea how much data is collected. For example, I can see:

- How many times you opened each email, and when
- On which links you clicked how many times, and when
- Your location
- And the whole history of your interactions with my newsletters

So I asked myself some questions:

- Do I track regular emails like that? No, I don't.
- Do I use those stats in any meaningful way? No, I don't.
- Do I want to be tracked? No, I don't.
- So why am I using those tracking features again? Good question.

About a month ago, I deactivated all tracking. So now my campaign stats look like this:

	<p><b>Learn and Grow #103</b>          Regular · Remo Uherek's Personal Newsletter</p> <p>Sent So., März 22nd 5:00 nachm. to 1K recipients          by you</p>	Sent	N/A Opens	N/A Clicks
	<p><b>Learn and Grow #102</b>          Regular · Remo Uherek's Personal Newsletter</p> <p>Sent So., März 8th 5:00 nachm. to 1K recipients by          you</p>	Sent	N/A Opens	N/A Clicks

This not only feels much better, but it also more consistent with my values and the way I'd like to be treated.

## How to deactivate tracking in MailChimp

If you want to do the same, it's quite simple:

1. Log in to MailChimp
2. Click the Campaigns tab
3. Create a new campaign or click on an existing campaign draft
4. On the main campaign screen, scroll all the way down to Settings & Tracking
5. Click the Edit link
6. Uncheck all boxes
7. Save

### Settings & Tracking [Edit](#)

- You're not using Conversations to manage replies.
- Your embedded videos will not auto-convert into linked thumbnail images.
- ! • You're not tracking opens.
- ! • You're not tracking clicks.
- You're not tracking plain-text clicks.
- You're not tracking e-commerce link activity.