

# **ADBLOCK PLUS WILL BLOCK ANNOYING ADS FROM THE WEB**

Adblock Plus blocks annoying ads on the web. It can block other things, like tracking, as well. With more than 300 million downloads, it is the world's most popular browser extension. It is available from: <https://adblockplus.org/en/internet-explorer>

## **HOW DOES ADBLOCK PLUS WORK?**

Adblock Plus itself has no functionality, in the sense that it does not block anything until it is "told" what to do by its filter lists. These filter lists are essentially an extensive set of rules, which tell Adblock Plus which elements of websites to block. Besides blocking advertisements, filter lists can also be used to block tracking and malware.

Out of the box, two filter lists are enabled:

- An ad-blocking list selected based on your language
- The Acceptable Ads exception list

You are free to disable these lists, add others or create your own.

## **WHAT ARE ACCEPTABLE ADS?**

Adblock Plus exists to save its users from annoying ads. However, not all ads are bad, and the application's authors are fully aware that website owners need them to survive. Therefore, they have established strict criteria to identify Acceptable Ads: unobtrusive ones that don't need to be blocked. Websites that are willing to comply with these criteria can apply to have their ads added to the Acceptable Ads exception list, which will unblock them for most users. Note that if you don't want to see any ads, you will always be able to opt out of this.