

ObscureIQ™ Privacy Guides

Find Your Mobile Advertising ID (MAID)



[iPhone](#) [Android](#)

An advertising ID is a unique, 34-digit alphanumeric string that allows advertisers to track user activity.

Your MAID will look like this: 38400000-8cf0-11bd-b23e-10b96e40000d

It's assigned by the device or operating system and stored directly on the device.

These IDs are the easiest ways to identify mobile users. And data brokers use them to tie you to location data and your consumer profile.

iPhone: Apple calls this MAID an **IDFA**

iPhones, iPads

To find your Apple IDFA:

Apple does not provide a way for you to see your device's advertising ID (IDFA) directly.

A third-party app is required. Several are available in the App Store that will display your IDFA. Unfortunately, they are all tools from mobile measurement companies.

Below is a list of apps..

- [Adjust Insights, by Adjust](#)
- [My Device ID, by AppsFlyer](#)
- [Branch – Device ID Finder, by Branch](#)
- My Device Identifiers, by Kochava
- Singular Device Assist, by Singular

You may need to enable Advertising temporarily in order for the ID to become visible. You may need to restart to App or even your phone after enabling advertising before the code to show up in the App.

- To temporarily turn on your Mobile Ad ID, go to Settings > Privacy & Security > Tracking > Allow Apps to Request to Track. Toggle this on.
- **Don't forget to toggle back off once you obtain your Mobile Ad ID.**
- **Delete the App you installed**

Android: Google calls this MAID an **AAID** or **GAID**

Android Phones, Pads

To find your **AAID** or **GAID**:

- Open Settings: Go to "Settings" on your Android phone.
- Scroll to "Google": Scroll down and tap on the "Google" option.
- Ads: In the Google menu, select "Ads."
- Advertising ID: Here, you'll see your Google Advertising ID (GAID), also known as the AAID on Android.

Note: Some devices have the option to reset your Advertising ID in the same menu. **Once reset, you MAID cannot be retrieved. It's better to just turn your MAID off.**

However, you should **always copy your MAID first** to make sure it is not lost, as there are very few ways to recover it. Data connected to a lost MAID is hard for us to delete but potentially easy for a data broker to connect to you.

Android Smart TVs

Some Android Smart TVs also have an advertising ID, but it can be harder to find depending on the TV manufacturer.

Here's a general approach:

- Open Settings.
- Navigate to Google or Privacy settings.
- Select Ads or Advertising.

You may find the GAID or an option to reset your advertising ID.

Note: Some devices have the option to reset your Advertising ID in the same menu. **Once reset, you MAID cannot be retrieved. It's better to just turn your MAID off.**

However, you should **always copy your MAID first** to make sure it is not lost, as there are very few ways to recover it. Data connected to a lost MAID is hard for us to delete but potentially easy for a data broker to connect to you.

Android Smart Watches

For Wear OS devices, the GAID is not as readily accessible through the user interface. However, developers can retrieve it programmatically using the Google Play services API on paired mobile devices. Contact Obscure for advice.