# Perplexity AI’s Comet browser sparks privacy backlash over data tracking



Perplexity AI has initiated the rollout of its innovative agentic web browser, Comet, to a select group of early testers. Designed to automate web tasks such as applying for jobs on platforms like LinkedIn and approving pull requests autonomously, Comet aims to operate with minimal user intervention. During a demonstration, the browser showcased its ability to navigate job applications in real time, executing a series of commands with little oversight. However, this impressive feature set raises pertinent questions about the browser's availability, particularly on iOS, as there has been no official confirmation regarding its mobile release. Currently, testing is primarily focused on desktop environments, leaving many iOS users in limbo amidst a growing demand for mobile automation solutions.

The potential of Comet to enhance digital workflows is evident, yet its capabilities bring to the forefront significant privacy concerns. Perplexity's CEO, Aravind Srinivas, stated that the browser would track "everything users do online" to facilitate highly personalised advertising. Such a revelation has sparked substantial controversy, with critics labelling the data practices as invasive and unethical. Early users have made note of Comet's data-gathering approach, which not only executes tasks but also monitors and learns from user behaviour. This raises alarm bells among those concerned about the implications of pervasive tracking, as shopping, browsing, and messaging activities could all be harnessed to create more targeted ads. The company's justification for this model is based on enhancing relevance, yet it neglects to confront broader ethical implications.

User feedback has been vocal, with one beta tester and frequent user of Perplexity Pro openly questioning the ethical trajectory of the company following the CEO's statements. Such criticism draws parallels to long-established controversial practices by tech giants like Google and Meta, indicating a potential step backward in the landscape of user privacy. While Comet shows promise as a powerful automation tool, the lack of transparency regarding user data protection protocols could threaten to undermine trust. Privacy-focused iOS users, in particular, may find themselves reluctant to engage with a browser that raises significant red flags about data exploitation.

In the broader context, the launch of Comet has intensified dialogues surrounding user surveillance and data privacy. Critics argue that the browser's extensive tracking of user interactions—including browsing history and content engagement—normalises invasive data collection under the guise of personalisation. This tension between advancing AI technologies and safeguarding user privacy is becoming increasingly critical as companies like Perplexity seek to revolutionise web interaction. While the Comet browser promises to push the boundaries of automated online tasks, its potential adoption is concomitant with significant ethical considerations that demand urgent attention.

As Comet continues to develop, it is essential for Perplexity to clarify its stance on user data protection. With ongoing legal battles concerning content usage and the inherent risks of privacy violations, the company faces not only technical challenges but also potential trust issues with its user base. Enhanced scrutiny of these developments is warranted, as the choices made in the coming months will likely shape the future of both Perplexity and its role in the evolving world of AI-driven web browsing.

## Reference Map:

* Paragraph 1 – [[1]](https://www.macobserver.com/news/perplexitys-comet-is-coming-but-is-it-for-ios/), [[2]](https://www.macobserver.com/news/perplexitys-comet-is-coming-but-is-it-for-ios/)
* Paragraph 2 – [[4]](https://www.1950.ai/post/perplexity-ai-s-comet-browser-the-next-evolution-in-ai-driven-internet-surfing), [[6]](https://www.technadu.com/perplexity-ais-new-browser-collects-user-data-for-advertising-purposes-raises-privacy-concerns/590399/)
* Paragraph 3 – [[3]](https://menafn.com/1109479033/AI-Browser-Shift-Sparks-Alarms-Over-Online-Privacy), [[5]](https://www.queencaffeineai.com/post/perplexity-ai-review-2025), [[7]](https://pcoutlet.com/software/browsers/perplexity-wants-you-to-use-their-browser-because-of-how-well-it-tracks-you)
* Paragraph 4 – [[6]](https://www.technadu.com/perplexity-ais-new-browser-collects-user-data-for-advertising-purposes-raises-privacy-concerns/590399/)

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## Bibliography

1. <https://www.macobserver.com/news/perplexitys-comet-is-coming-but-is-it-for-ios/> - Please view link - unable to able to access data
2. <https://www.macobserver.com/news/perplexitys-comet-is-coming-but-is-it-for-ios/> - Perplexity AI has begun rolling out its agentic web browser, Comet, to early testers. The browser automates web tasks, such as applying for jobs on LinkedIn or approving pull requests, executing commands autonomously in the background. However, there is no official confirmation regarding Comet's availability on iOS, leaving users uncertain about its mobile release. Additionally, concerns have been raised about the browser's data collection practices, as it tracks users' online activities to deliver hyper-personalized ads, sparking debates over privacy and data usage.
3. <https://menafn.com/1109479033/AI-Browser-Shift-Sparks-Alarms-Over-Online-Privacy> - Perplexity's launch of its AI-powered Comet browser has intensified debates over user surveillance and data privacy. The browser is designed to track nearly every user interaction, including browsing history and content engagement, raising concerns about pervasive surveillance under the guise of personalization. Critics argue that this approach could normalize extensive data collection, prompting discussions about the balance between AI innovation and privacy safeguards.
4. <https://www.1950.ai/post/perplexity-ai-s-comet-browser-the-next-evolution-in-ai-driven-internet-surfing> - Perplexity's Comet browser represents a paradigm shift in web interaction, aiming to automate research, summarize complex data, and provide deep contextual understanding. Expected features include agentic search, automation of online tasks, deep research integration, and visual AI search. However, challenges such as legal disputes over content usage, privacy and data security risks, and potential biases in AI-generated search results are significant considerations for the browser's development and adoption.
5. <https://www.queencaffeineai.com/post/perplexity-ai-review-2025> - A review of Perplexity AI's iOS app highlights frequent stability issues, including lost chat sessions and disruptive updates. The review also discusses the Comet browser's reliance on Chromium, which may limit the functionality of ad blockers and raise privacy concerns due to potential access to sensitive user information. Additionally, Perplexity's interest in acquiring TikTok could lead to unprecedented access to user data, compounding existing privacy issues.
6. <https://www.technadu.com/perplexity-ais-new-browser-collects-user-data-for-advertising-purposes-raises-privacy-concerns/590399/> - Perplexity AI's upcoming Comet browser is designed to collect extensive user data, including browsing and shopping habits, to build user profiles for targeted advertising. This approach raises privacy concerns, as the browser's data collection practices could deepen surveillance capitalism, prompting discussions about the balance between personalized user experiences and data privacy.
7. <https://pcoutlet.com/software/browsers/perplexity-wants-you-to-use-their-browser-because-of-how-well-it-tracks-you> - Perplexity's Comet browser aims to revolutionize web browsing with AI integration, offering features like agentic search and automation of online tasks. However, its approach to data collection, which includes tracking user behaviors across browsing sessions, raises significant privacy concerns. Critics argue that the browser's deep tracking could lead to unprecedented behavioral profiling, diminishing user control over personal data and challenging traditional notions of online privacy.