Smart TV

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Most modern TVs are Smart TVs, but they do more than just let you install apps or stream content.

Many of them include a feature called Automatic Content Recognition (ACR), built directly into the TV's operating system. ACR works by taking frequent snapshots (sometimes as often as every 10 milliseconds) of what's on your screen or the audio being played. These snapshots are turned into digital fingerprints, which are then compared against a massive database to identify what you're watching.

This allows manufacturers and third parties to know exactly what content is being viewed; valuable information that can be sold to advertisers and data brokers.

But it doesn't stop there. ACR continues to monitor activity even when you're using external devices like a game console or a PC. This means sensitive or private data could potentially be exposed.

In some cases, you can disable ACR, but the option is usually buried deep in the settings menu and disguised under vague or misleading names. Even if you turn it off, it might be re-enabled automatically after a software update.

One way to avoid this is to disconnect your TV from the internet and disable Wi-Fi. However, this can limit many smart features - and some TVs may still try to reconnect automatically to open Wi-Fi networks.

For more detailed information, check out the excellent research by Yash Vekaria and his team.
here

Dumb TV

There are still TV's that are not smart TV's.
Some large PC screens are the size of small TV, you can us them.
24, 27 inch and even 32 inch do exist.

You can use projectors, but some are also getting "smart".
So you need to verify the specifications.

You can also search for Non Smart Flat-Screen TV,
sometimes under the name of commercial displays.

Sceptre

is a producer who is known to make TV without (smart) additional software.

Maybe you want to use some function of a smart TV.
Mostly this will be the streaming apps.
You can buy Google Chromecast, know that this also send information to google for better "advertising". But you can disconnected it. And it wont know what other devices show on the TV.
Same for Fire Tv (Amazon) or Apple Tv (Apple).

KODI

My preferred option is using Raspberry PI with Kodi (kodi.tv

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It allows you to install streaming apps and many more.
And you have total control. Check it out.