



## Google

### You should read this guide if:

- You are concerned about data that can directly or indirectly identify you.
- You would like to know how Google is utilising your data.
- You would like to know how you can access, download or modify your Google data.

### What data does Google collect about me?

The data that Google collects about you depends on which services you use, how you use them and your Google Account's privacy settings. Google has developed over 250 Services (including apps, sites, and devices, such as Search, Gmail, YouTube, and Google Home), platforms (such as the Chrome browser and Android operating system), and products that are integrated into third-party apps and sites (such as Ads and embedded Google Maps).

When you create a Google Account, you provide the company with data that can personally identify you, such as your name, email address and password, phone number, billing information, or other data that can usually be linked to such information by Google (such as the information that can be associated with your Google Account). More importantly, Google can collect information about you, irrespective of you having a Google Account; so, even when you're not signed in, or do not have a Google Account, the company collects and stores your information using unique identifiers (a string of characters that can be used to uniquely identify your browser, app, or device) as long as you're using their services. Some services, such as Google Chrome, allow you to use the service in Incognito mode. This service will soon be extended to Google Maps and Google Search.

This means Google can collect a range of data about you, some of which may include your Account details and other personal information (such as your, gender, age, hobbies, career, interests, relationship status and income), your search history, across all your devices, your location history and all your browsing and app usage details. Google also collects the content you create, upload, or receive from others when using their services, like the emails you write and receive or the documents and spreadsheets you create.

### How does Google collect my data?

Google can collect your data in a number of ways, such as:

- when you actively engage with its Services, platforms and products, either when you are signed in to your Google Account, or when not signed in to your Account, and even when you do not have a Google Account (using unique identifiers);
- from publicly accessible sources;

- from advertisers, partners and other third-party services.

Please note that Google may also combine all the information it collects about you depending on your interaction with their Services.

### **Why is Google collecting so much of my data?**

The company claims to be collecting your information to:

- provide and deliver their Services, platforms and products;
- maintain & improve their Services, platforms and products;
- develop new Services, platforms and products;
- provide personalised or customised services, like content (YouTube recommendations) and ads;
- measure performance of their services, platforms and products;
- communicate with you;
- for your and Google's safety and security;
- for legal reasons.

### **Where can I see all the data that Google has collected about me?**

To see all the information that Google has about you, you will first need a Google Account. Although Google collects your information if you interact with their Services, platforms and products even if you do not have a Google Account, you will not be able to access this information.

If you have an account, here are the steps you should follow to access and download your Google data:

1. Go to **myaccount.google.com** from your web browser.
2. Sign in to your Account.
3. Click on **Data and personalisation**. You can conduct a **Privacy Checkup** here.
4. To download or export your content, scroll down to **Download or delete your data** in the same section.
5. Click on **Download your data**
6. You should see all the Google services you can download your information from.
7. Select as many services as you like. You can also select how much data you want from each service. When you are done, click on the **Next step** button.
8. You will then be given a choice of: **File type** (either .zip or .tgz), **Archive size** (you can choose to split your downloadable file into many small files or one large file), and **Delivery method** (via email or add to Drive / Dropbox / OneDrive / Box).
9. Finally, click on the **Create Archive** button.

Please note that the process of creating a copy of your data (or Google Archive) may take some time, if you haven't done it before. Google will send you an email once a copy is ready.

### **Why should I download my Google data?**

You should download a copy of your Google data for 2 reasons:

1. The data can provide a personal back up or archive of your account in case you delete or lose control of your account.
2. You can check what data Google has about you. After going through the downloaded data, you may choose to alter your privacy settings or even change what information you provide to the company.

### **Can I upload this data somewhere else?**

While there are currently no known sites where you can directly upload all the files downloaded from Google, you can browse through your downloaded content and selectively choose to upload your data on other sites.

In addition, Google, along with Facebook, Microsoft and Twitter is part of the Data Transfer Project, which is trying to make it easier for ways for consumers to transfer their data between services.

### **Is this all the data that Google has on me?**

You will receive significant amounts of data you will receive once you've chosen to download your content from Google. However, you will not get any additional data they may have developed about you by combining existing data sources or by sourcing additional data from third party companies.

If you accessed Google's Services while you were not logged in to your Google Account, on any device, browser or app, this information may not be part your downloaded data file.

### **Can I do anything else to protect my data?**

- Pay attention when Google makes a public comment on issues relating to privacy and data. Consider if their corporate ethics align with your personal beliefs.
- Familiarise yourself with Google's privacy settings.
- Conduct a privacy check-up on your account every three months, as Google's policies and practices change regularly.
- You can delete or pause your history on services like Google Search and YouTube, even if you are not signed in.
- Consider using alternate companies for services like email, so your data is not controlled by one company.

**Please note:** This guide was based on the relevant privacy policy and supporting information available on March 15, 2019. Policies and practices may have changed in the meantime.