

Busting five myths about Privacy & Google

When designing our products, we focus on three important principles: keeping your information safe, treating it responsibly, and putting you in control. Learn [more](#) about our continued work to protect users privacy and give them meaningful controls across our products and platforms.

Myth

“ Google keeps your data forever. ”

“ I don't have control over my data. ”

Fact

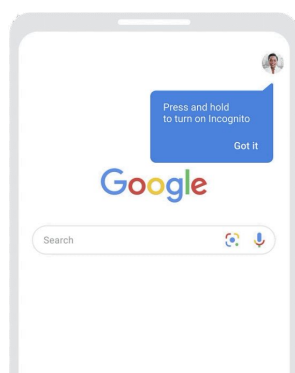
You can always set your data to self-destruct. We introduced [auto-delete controls](#) where users can choose to let Google automatically and continuously delete Location, Search and Voice Activity data — after 3 months or 18 months.

We've made auto-delete the default data retention setting for new users. Google will auto-delete Web & App Activity and Location History after 18 months when you turn it on for the first time, and soon, YouTube History after 36 months.

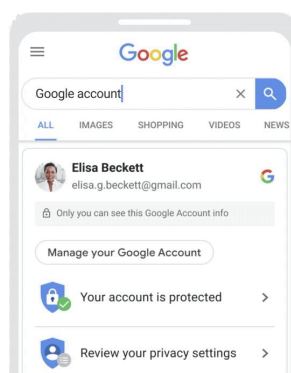
You are in control. We've developed [proactive tools for you to manage your information in Google Account](#). One of the tools is [My Activity](#), where users can rediscover the things they searched for, read, watched and can delete any or all these past activity.

We've made a few [updates](#) to make these proactive controls **easier to find and access in our products:**

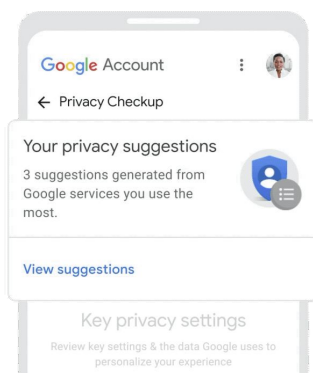
Hold and press your Google Account icon to turn on Incognito mode



[Google Account](#) controls soon directly accessible from Google Search



Proactive privacy recommendations added to [Privacy Checkup](#)



Myth

“Google is always listening to you.”

“Google only uses my information to make money.”

“Google sells my personal information.”

Fact

Google is not always listening to you. Google Assistant is built to wait in standby mode until you say, “Hey Google”.

You can always go to your [Google Account](#) to view or delete data that is collected from interactions with the Google Assistant. By default, we do not retain your audio recordings.

We use [information](#) to improve our products and services for you and for everyone. And we use [anonymous data in aggregate](#) to do so.

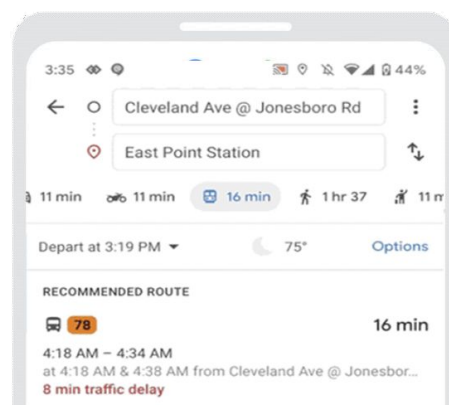
For example, it's what enables products like Google Maps to predict bus delays and provide users with more accurate travel times based on live traffic conditions.

A small subset of information is used to serve you relevant ads, but only with your consent. You can always [turn these settings off](#).

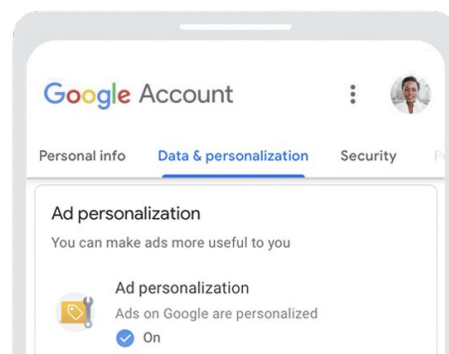
We also have some products like Gmail, Drive and Photos that are designed to safely store your personal content, and are never used to serve ads.

We do not sell your personal information — not to advertisers, not to anyone.

You can read more [here](#).



Live traffic delays for buses on Google Maps



Option to turn off ad personalization in Google Account

