GOOGLE PRIVACY POLICY

When you use our services, you're trusting us with your information. We understand that this is a big responsibility and we work hard to protect your information and put you in control.

This Privacy Policy is meant to help you understand what information we collect, why we collect it and how you can update, manage, export and delete your information.

If European Union or United Kingdom data protection law applies to the processing of your information, you can review the European requirements section below to find out more about your rights and Google's compliance with these laws.

Privacy Check-Up

Looking to change your privacy settings?

Take the Privacy Check-Up

Effective 16 October 2026

Archived versions

We build a range of services that help millions of people daily to explore and interact with the world in new ways. Our services include:

- Google apps, sites and devices, such as Search, YouTube and Google Home
- Platforms such as the Chrome browser and Android operating system

- Products that are integrated into third-party apps and sites, like ads, analytics and embedded Google Maps

You can use our services in a variety of ways to manage your privacy. For example, you can sign up for a Google Account if you want to create and manage content such as emails and photos, or to see more relevant search results. And you can use many Google services when you're signed out or without creating an account at all; for example, searching on Google or watching YouTube videos. You can also choose to browse the web in a private mode, like Chrome Incognito mode, which helps keep your browsing private from other people who use your device. And across our services, you can adjust your privacy settings to control whether we collect some types of data and how we use it.

To help explain things as clearly as possible, we've added examples, explanatory videos and definitions for key terms. And if you have any questions about this Privacy Policy, you can contact us.

INFORMATION THAT GOOGLE COLLECTS

We want you to understand the types of information we collect as you use our services

We collect information to provide better services to all our users – from figuring out basic stuff such as which language you speak, to more complex things like which ads you'll find most useful, the people who matter most to you online or which YouTube videos you might like. The information Google collects, and how that information is used, depends on how you use our services and how you manage your privacy controls.

Google also collects and uses data that is not associated with your account. For example, when you're not signed in to a Google Account, we store the information that we collect with unique identifiers tied to the browser, application or device that you're using. This allows us to do things like maintain your preferences across browsing sessions, such as your preferred language or whether to show you more relevant search results or ads based on your activity across devices.

When you're signed in, we also collect information that we store with your Google Account, which we treat as personal information.

Things that you create or provide to us

When you create a Google Account, you provide us with personal information that includes your name and a password. You can also choose to add a phone number or payment information to your account. Even if you aren't signed in to a Google Account, you might choose to provide us with information — like an email address to communicate with Google or receive updates about our services.

We also collect the content that you create, upload or receive from others when using our services. This includes things such as email you write and receive, photos and videos that you save, docs and spreadsheets you create and comments that you make on YouTube videos.

Information that we collect as you use our services

Your apps, browsers & devices

We collect information about the apps, browsers and devices that you use to access Google services, which helps us provide features such as automatic product updates and dimming your screen if your battery runs low.

The information that we collect includes unique identifiers, browser type and settings, device type and settings, operating system, mobile network information including operator name and phone number and application version number. We also collect information about the interaction of your apps, browsers and devices with our services, including IP address, crash reports, system activity, and the date, time and referrer URL of your request.

We collect this information when a Google service on your device contacts our servers – for example, when you install an app from the Play Store or when a service checks for automatic updates. If you're using an Android device with Google apps, your device periodically contacts Google servers to provide information about your device and

connection to our services. This information includes things like your device type and operator name, crash reports, which apps you've installed and, depending on your device settings, other information about how you're using your Android device.

Your activity

We collect information about your activity in our services, which we use to do things like recommend a YouTube video that you might like. The activity information that we collect may include:

- Terms that you search for
- Videos that you watch
- Views and interactions with content and ads
- Voice and audio information
- Purchase activity
- People with whom you communicate or share content
- Activity on third-party sites and apps that use our services
- Chrome browsing history that you've synced with your Google Account

If you use our services to make and receive calls or send and receive messages, we may collect call and message log information like your phone number, calling-party number, receiving-party number, forwarding numbers, sender and recipient email address, time and date of calls and messages, duration of calls, routing information and types and volumes of calls and messages.

You can visit your Google Account to find and manage activity information that's saved by your Activity controls.

Go to Google Account

Your location information

We collect location information when you use our services, which helps us offer features like driving directions, search results for things near you and ads based on your location.

Depending on the products that you're using and the settings that you choose, Google may use different types of location information to help make some services and products that you use more helpful. These include:

- GPS and other sensor data from your device
- IP address
- Activity on Google services; for example, from your searches or places that you label such as home or work
- Information about things near your device, such as Wi-Fi access points, cell towers and Bluetooth-enabled devices

The types of location data that we collect and how long we store it depend in part on your device and account settings. For example, you can turn your Android device's location on or off using the device's settings app. You can also turn on Timeline if you want to create a private map of where you go with your signed-in devices. And if your Web & App Activity setting is enabled, your searches and other activity from Google services, which may also include location information, is saved to your Google Account. Learn more about how we use location information.

In some circumstances, Google also collects information about you from publicly accessible sources. For example, if your name appears in your local newspaper, Google's Search engine may index that article and display it to other people if they search for your name. We may also collect information about you from trusted partners, such as directory services which provide us with business information to be displayed on Google's services, marketing partners who provide us with information about potential customers of our business services, and security partners who provide us with information to protect against abuse. We also receive information from partners to provide advertising and research services on their behalf.

We use various technologies to collect and store information, including cookies, pixel tags, local storage, such as browser web storage or application data caches, databases and server logs.

WHY GOOGLE COLLECTS DATA

We use data to build better services

We use the information that we collect from all our services for the following purposes:

Provide our services

We use your information to deliver our services, such as processing the terms you search for in order to return results or helping you share content by suggesting recipients from your contacts.

Maintain & improve our services

We also use your information to ensure that our services are working as intended, such as tracking outages or troubleshooting issues that you report to us. And we use your information to make improvements to our services – for example, understanding which search terms are most frequently misspelled helps us improve spell-check features used across our services.

Develop new services

We use the information we collect in existing services to help us develop new ones. For example, understanding how people organised their photos in Picasa, Google's first photos app, helped us design and launch Google Photos.

Provide personalised services, including content and ads

We use the information that we collect to customise our services for you, including providing recommendations, personalised content and customised search results. For example, Security Check-Up provides security tips adapted to how you use Google products. And, depending on your available settings, Google Play could use information like apps that you've already installed and videos that you've watched on YouTube to suggest new apps that you might like. You may choose to allow certain Google services, including services like Search or Gemini Apps, to access data from other Google services that you use, such as Google Photos and Workspace apps like Gmail and Drive, in order to provide you with a more personalised experience, subject to the policies and settings of the accessing service. For example, Search may process some of the data that you allow Search to access to personalise content, including ads.

Depending on your settings, we may also show you personalised ads based on your interests, activity or personalised content from Google services. For example, if you search for 'mountain bikes' in Search, you may see ads for sports equipment on YouTube. You can control what information we use to show you ads by visiting your ad settings in My Ad Centre.

- We don't show you personalised ads based on sensitive categories, such as race, religion, sexual orientation or health.
- We don't show you personalised ads based on your content from Drive, Gmail or Google Photos, unless you choose to make data from these services available to other Google services that support personalised ads.
- We don't share information that personally identifies you with advertisers, such as your name or email, unless you ask us to. For example, if you see an ad for a nearby flower shop and select the 'tap to call' button, we'll connect your call and may share your phone number with the flower shop.

Go to My Ad Centre

Measure performance

We use data for analytics and measurement to understand how our services are used. For example, we analyse data about your visits to our sites to do things like optimise product design. And we also use data about the ads that you interact with, including your related Google Search activity, to help advertisers understand the performance of their ad campaigns. We use a variety of tools to do this, including ad and analytics services. When you visit sites or use apps that use Google's ad or analytics services, those services may link information about your activity from that site or app with activity from other sites or apps that use our services.

Communicate with you

We use information that we collect, such as your email address, to interact with you directly. For example, we may send you a notification if we detect suspicious activity, such as an attempt to sign in to your Google Account from an unusual location. Or we may let you know about upcoming changes or improvements to our services. And if you contact Google, we'll keep a record of your request in order to help solve any issues you might be facing.

Protect Google, our users and the public

We use information to help improve the safety and reliability of our services. This includes detecting, preventing and responding to fraud, abuse, security risks and technical issues that could harm Google, our users or the public.

We use different technologies to process your information for these purposes. We use automated systems that analyse your content to provide you with things like customised search results, personalised ads or other features tailored to how you use our services. And we analyse your content to help us detect abuse such as spam, malware, and illegal content. We also use algorithms to recognise patterns in data. For example, Google Translate helps people communicate across languages by detecting common language patterns in phrases that you ask it to translate.

We may use the information that we collect across our services and across your devices for the purposes described above. For example, depending on your available settings, if you watch videos of guitar players on YouTube, you might see an ad for guitar lessons on a site that uses our ad products. Depending on your account settings, your activity on

other sites and apps may be associated with your personal information in order to improve Google's services and the ads delivered by Google.

If other users already have your email address or other information that identifies you, we may show them your publicly visible Google Account information, such as your name and photo. For example, this helps people identify an email coming from you.

We'll ask for your consent before using your information for a purpose that isn't covered in this Privacy Policy.

YOUR PRIVACY CONTROLS

You have choices regarding the information we collect and how it's used

This section describes key controls for managing your privacy across our services. You can also visit the Privacy Check-Up, which provides an opportunity to review and adjust important privacy settings. In addition to these tools, we also offer specific privacy settings in our products – you can learn more in our Product Privacy Guide.

Go to Privacy Check-Up

Managing, reviewing, and updating your information

When you're signed in, you can always review and update information by visiting the services that you use. For example, Google Photos and Drive are both designed to help you manage specific types of content that you've saved with Google.

We also built a place for you to review and control information saved in your Google Account. Your Google Account includes:

Privacy controls

Activity Controls

Decide what types of activity you'd like saved in your account. For example, if you have YouTube History turned on, the videos that you watch and the things that you search for are saved in your account so that you can get better recommendations and remember where you left off. And if you have Web & App Activity turned on, your searches and activity from other Google services are saved in your account so that you can get more personalised experiences like faster searches and more helpful app and content recommendations. Web & App Activity also has a subsetting that lets you control whether some information about your activity on other sites, apps and devices that use Google services, such as apps that you install and use on Android, is saved in your Google Account and used to improve Google services.

Go to Activity Controls

Ad settings

Manage your preferences about the ads shown to you on Google and on sites and apps that partner with Google to show ads. You can modify your interests, choose whether your personal information is used to make ads more relevant to you, and turn on or off certain advertising services.

Go to My Ad Centre

About you

Manage personal info in your Google Account and control who can see it across Google services.

Go to About You

Shared endorsements

Choose whether your name and photo appear next to your activity, such as reviews and recommendations, which appear in ads.

Go to Shared Endorsements

Sites and apps that use Google services

Manage information that websites and apps using Google services, like Google Analytics, may share with Google when you visit or interact with their services.

Go to How Google uses information from sites or apps that use our services

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Ways to review & update your information

My Activity

My Activity allows you to review and control data that's saved to your Google Account when you're signed in and using Google services, like searches that you've done or your visits to Google Play. You can browse by date and by topic, and delete part or all of your activity.

Go to My Activity

Google Dashboard

Google Dashboard allows you to manage information associated with specific products.

Go to Dashboard

Your personal information

Manage your contact information, such as your name, email and phone number.

Go to Personal Info

When you're signed out, you can manage information associated with your browser or device, including:

- Signed-out search personalisation: Choose whether your search activity is used to offer you more relevant results and recommendations.

- YouTube settings: Pause and delete your YouTube Search History and your YouTube Watch History.

- Ad Settings: Manage your preferences about the ads shown to you on Google and on sites and apps that partner with Google to show ads.

Exporting, removing & deleting your information

You can export a copy of content in your Google Account if you want to back it up or use it with a service outside of Google.

Export your data

To delete your information, you can:

- Delete your content from specific Google services

- Search for and then delete specific items from your account using My Activity

- Delete specific Google products, including your information associated with those products

- Delete your entire Google Account

Delete your information

Inactive Account Manager allows you to give someone else access to parts of your Google Account in case you're unexpectedly unable to use your account.

And finally, you can also request to remove content from specific Google services based on applicable law and our policies.

There are other ways to control the information that Google collects whether or not you're signed in to a Google Account, including:

- Browser settings: For example, you can configure your browser to indicate when Google has set a cookie in your browser. You can also configure your browser to block all cookies from a specific domain or all domains. But remember that our services rely on cookies to function properly, for things such as remembering your language preferences.

- Device-level settings: Your device may have controls that determine what information we collect. For example, you can modify location settings on your Android device.

SHARING YOUR INFORMATION

When you share your information

Many of our services let you share information with other people, and you have control over how you share. For example, you can share videos on YouTube publicly or you can decide to keep your videos private. Remember, when you share information publicly, your content may become accessible through search engines, including Google Search.

When you're signed in and interact with some Google services, like leaving comments on a YouTube video or reviewing an app in Play, your name and photo appear next to your activity. We may also display this information in ads, depending on your Shared Endorsements setting.

When Google shares your information

We do not share your personal information with companies, organisations or individuals outside of Google except in the following cases:

With your consent

We'll share personal information outside of Google when we have your consent. For example, if you use Google Home to make a reservation through a booking service, we'll get your permission before sharing your name or phone number with the restaurant. We also provide you with controls to review and manage third-party apps and sites that you have given access to data in your Google Account. We'll ask for your explicit consent to share any sensitive personal information.

With domain administrators

If you're a student, or work for an organisation that uses Google services, your domain administrator and resellers who manage your account will have access to your Google Account. They may be able to:

- Access and retain information stored in your account, such as your email
- View statistics regarding your account, such as how many apps you install
- Change your account password
- Suspend or terminate your account access
- Receive your account information in order to satisfy applicable law, regulation, legal process or enforceable governmental request
- Restrict your ability to delete or edit your information or your privacy settings

For external processing

We provide personal information to our affiliates and other trusted businesses or persons to process it for us, based on our instructions and in compliance with our privacy policy and any other appropriate confidentiality and security measures. For example, we use service providers to help operate our data centres, deliver our products

and services, improve our internal business processes, and offer additional support to customers and users. We also use service providers to help review YouTube video content for public safety, and analyse and listen to samples of saved user audio to help improve Google's audio recognition technologies.

For legal reasons

We will share personal information outside of Google if we have a good-faith belief that disclosure of the information is reasonably necessary to:

- Respond to any applicable law, regulation,legal process or enforceable governmental request. We share information about the number and type of requests that we receive from governments in our Transparency Report.
- Enforce applicable Terms of Service, including investigation of potential violations.
- Detect, prevent or otherwise address fraud, security or technical issues.
- Protect against harm to the rights, property or safety of Google, our users or the public.

We may share non-personally identifiable information publicly and with our partners – such as publishers, advertisers, developers or rights holders. For example, we share information publicly to show trends about the general use of our services. We also allow specific partners to collect information from your browser or device for advertising and measurement purposes using their own cookies or similar technologies.

If Google is involved in a merger, acquisition or sale of assets, we'll continue to ensure the confidentiality of your personal information and give affected users notice before personal information is transferred or becomes subject to a different privacy policy.

KEEPING YOUR INFORMATION SECURE

We build security into our services to protect your information

All Google products are built with strong security features that continuously protect your information. The insights we gain from maintaining our services help us detect and automatically block security threats from ever reaching you. And if we do detect something risky that we think you should know about, we'll notify you and help guide you through steps to stay better protected.

We work hard to protect you and Google from unauthorised access, alteration, disclosure or destruction of information we hold, including:

- We use encryption to keep your data private while in transit
- We offer a range of security features, like Safe Browsing, Security Check-Up and 2 Step Verification to help you protect your account
- We review our information collection, storage and processing practices, including physical security measures, to prevent unauthorised access to our systems
- We restrict access to personal information to Google employees, contractors and agents who need that information in order to process it. Anyone with this access is subject to strict contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations.

EXPORTING & DELETING YOUR INFORMATION

You can export a copy of your information or delete it from your Google Account at any time

You can export a copy of content in your Google Account if you want to back it up or use it with a service outside of Google.

Export your data

To delete your information, you can:

- Delete your content from specific Google services
- Search for and then delete specific items from your account using My Activity
- Delete specific Google products, including your information associated with those products
- Delete your entire Google Account

Delete your information

RETAINING YOUR INFORMATION

We retain the data that we collect for different periods of time depending on what it is, how we use it and how you configure your settings:

- Some data you can delete whenever you like, such as your personal info or the content that you create or upload, like photos and documents. You can also delete activity information saved in your account, or choose to get it deleted automatically after a set period of time. We'll keep this data in your Google Account until you remove it or choose to have it removed.
- Other data is deleted or anonymised automatically after a set period of time, such as advertising data in server logs.
- We keep some data until you delete your Google Account, such as information about how often you use our services.

- And some data we retain for longer periods of time when necessary for legitimate business or legal purposes, such as security, fraud and abuse prevention, or financial record-keeping.

When you delete data, we follow a deletion process to make sure that your data is safely and completely removed from our servers or retained only in anonymised form. We try to ensure that our services protect information from accidental or malicious deletion. Because of this, there may be delays between when you delete something and when copies are deleted from our active and backup systems.

You can read more about Google's data retention periods, including how long it takes for us to delete your information.

COMPLIANCE & COOPERATION WITH REGULATORS

We regularly review this Privacy Policy and make sure that we process your information in ways that comply with it.

Data transfers

We maintain servers around the world and your information may be processed on servers located outside the country where you live. Data protection laws vary among countries, with some providing more protection than others. Regardless of where your information is processed, we apply the same protections described in this policy. We also comply with certain legal frameworks relating to the transfer of data.

When we receive formal written complaints, we respond by contacting the person who made the complaint. We work with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of your data that we cannot resolve with you directly.

European requirements

How to exercise your rights and contact Google

If European Union (EU) or United Kingdom (UK) data protection law applies to the processing of your information, we provide the controls described in this policy so that you can exercise your rights to request access to, update, remove and restrict the processing of your information. You also have the right to object to the processing of your information or export your information to another service.

If you have additional questions or requests related to your rights, you can contact Google and our data protection office. And you can contact your local data protection authority if you have concerns regarding your rights under local law.

Data controller

Unless otherwise stated in a service-specific privacy notice, the data controller responsible for processing your information depends on where you are based:

- Google Ireland Limited for users of Google services based in the European Economic Area or Switzerland, located at Gordon House, Barrow Street, Dublin 4, Ireland.
- Google LLC for users of Google services based in the United Kingdom, located at 1600 Amphitheatre Parkway, Mountain View, California 94043, USA.

Google LLC is the data controller responsible for processing information indexed and displayed in services like Google Search and Google Maps regardless of your location. Google Ireland Limited is the data controller responsible for processing information to train Google's AI models for the purpose of deploying them in services provided by Google Ireland Limited in the European Economic Area or Switzerland.

Legal bases of processing

We process your information for the purposes described in this policy, based on the following legal grounds:

- We process your data in order to provide a service that you've asked for under a contract.
- We process your data for our legitimate interests and those of third parties while applying appropriate safeguards that protect your privacy.
- We process your data when necessary to protect the vital interests of you or another person.
- We process your data when we have a legal obligation to do so.
- We ask for your consent to process your data for specific purposes and you have the right to withdraw your consent at any time.

How you use Google services and your privacy settings will determine what data is processed, the purposes for which this data is processed and the legal bases for processing data. The table below explains these processing purposes, the kinds of data processed and the legal grounds for processing this data, in more detail.

Why and how we process data	What data is processed	Legal grounds
To provide Google services, products and features Examples of processing activities: • We process the terms that you search for in order to return results. • We use the IP address assigned to your device to send you the data that you've requested, such as loading a YouTube video. • We use unique identifiers stored in cookies on your device to help us	The information processed will depend on how you use Google services and your settings, but could include the following: • Things that you create or provide to us: • Content that you create, upload or receive (like photos, videos, emails, docs and spreadsheets). Google	The legal grounds for processing this information will depend on how you use Google services and your settings, but could include the following: • To **perform a contract** with you, such as loading a YouTube video or processing, fulfilling and delivering your order when you purchase services or physical goods from us. • When necessary for our **legitimate interests** and those

Why and how we process data	What data is processed	Legal grounds
authenticate you as the person who should have access to your Google Account. • Photos and videos that you upload to Google Photos are used to help you create albums, collages and other creations that you can share. • When you purchase services or physical goods from us, we use your delivery address or delivery instructions for things like processing, fulfilling and delivering your order, and to provide support in connection with the product or service that you purchase. • We process your payment information when you buy extra storage for Google Drive. • We can use contact info (like names and email addresses) of people that you interact with in Google products to make it easier to find who you're looking for when you want to share and communicate with these people in other	Dashboard allows you to manage information associated with specific products. • Personal information that you provide to us when you create a Google Account (like your name and password, phone number, date of birth or payment information). • Information that we collect as you use our services: • Information about your apps, browsers and devices, such as unique identifiers tied to the browser, application or device that you're using and information about the	of third parties, including to: • **Provide, maintain and improve services to meet the needs of our users**. For example, using contact info (like names and email addresses) of people that you interact with in Google products to make it easier to find who you're looking for when you want to share and communicate with these people in other Google services like Gmail, Photos and Assistant. • With your **consent**, such as when you choose to share your location with Google Location Sharing.

Why and how we process data	What data is processed	Legal grounds
Google services like Gmail, Photos and Assistant. • A flight confirmation email that you receive may be used to create a 'check-in' button that appears in your Gmail. • Google also collects information about you from publicly accessible sources. For example, if your name appears in your local newspaper, Google's search engine may index that article and display it to other people if they search for your name. Or, if your business' information appears on a website, we may index and display it on Google services. • We can help you to share your location using Google Location Sharing so that others can find you on a map or know your estimated time of arrival. • As described in the Sharing your information section, we'll share personal information outside of Google when we have your consent and provide you with controls to review and	interaction of your apps, browsers and devices with our services (like IP address, crash reports and system activity). • Information about your activity in our services, such as your search terms, Chrome browsing history that you've synced with your Google Account, your views and interactions with content and ads, and your activity on third-party sites and apps that use our services. You can review and control activity data stored in your Google Account in My activity.	

Why and how we process data	What data is processed	Legal grounds
manage third-party apps and sites that you have given access to data in your Google Account.	• Location information, such as may be determined by GPS, IP address and other data from sensors on or around your device, depending in part on your device and account settings. • Information from publicly accessible sources, such as information that's publicly available online (like if your name appears in a local newspaper article) or from other public sources. • Information from our trusted partners, such as from directory services who provide us with business information to be displayed on Google's services, or security partners who provide us	

Why and how we process data	What data is processed	Legal grounds
	with information to protect against abuse.	

To maintain and improve Google services, products and features
 	
To maintain the service so that it works as intended, such as debugging the service, tracking issues or troubleshooting issues.
 	
Examples of processing activities:
• We continuously monitor our systems to look for problems. If we find something wrong with a specific feature, reviewing activity information collected before the problem started allows us to fix things more quickly.
• We log users' interactions with buttons on apps like Google Maps and Search to help us understand if they are functioning as intended.
 	
To make improvements to Google services and to help improve the safety and reliability of these services, such as to detect, prevent and respond to fraud, abuse,
	The information processed will depend on how you use Google services and your settings, but could include the following:
	• Things that you create or provide to us:
	  • Content that you create, upload or receive (like photos, videos, emails, docs and spreadsheets). Google Dashboard allows you to manage information associated with specific products.
	  • Personal information that you provide to us when you create a Google Account (like your name and password,
		The legal grounds for processing this information will depend on how you use Google services and your settings, but could include the following:
		• To **perform a contract** with you, such as using logs of interactions with Google apps to ensure that they are working as intended.
		• When necessary for our **legitimate interests** and those of third parties, including to:
		  • **Provide, maintain and improve services to meet the needs of our users.** For example, analysing which search terms are most frequently misspelled to help us improve spell-check features used across our services.

Why and how we process data	What data is processed	Legal grounds

security risks and technical issues that could harm the service or users.
 	
Examples of processing activities:
• We analyse data about your interactions with our services to help us build better products. For example, it may help us to discover that it's taking people too long to complete a certain task or that they have trouble finishing steps at all. We can then redesign that feature and improve the product for everyone.
• We analyse which search terms are most frequently misspelled to help us improve spell-check features used across our services.
• We analyse usage of Google Translate to improve translation quality and to increase the availability of Translate in more languages.
• We analyse queries on Google Shopping in order to determine which products, merchants and brands are relevant to
	phone number, date of birth or payment information).
	• Information that we collect as you use our services:
	  • Information about your apps, browsers and devices, such as unique identifiers tied to the browser, application or device that you're using and information about the interaction of your apps, browsers and devices with our services (like IP address, crash reports and system activity).
	  • Information about your activity in our services, such as your search terms, Chrome
		• **Understand how people use our services to ensure and improve the performance of our services.** For example, analysing usage of Google Translate to improve translation quality and increase the availability of Translate in more languages.
		• **Perform research that improves our services for our users and benefits the public.** For example, improving Google Translate's translation quality and increasing the availability of Translate in more languages.

Why and how we process data	What data is processed	Legal grounds
different kinds of queries. • Google Chrome's Safe Browsing feature can send information about suspicious websites between a user's browser and Google's servers to help protect against phishing, malware, malicious ads and more.	browsing history that you've synced with your Google Account, your views and interactions with content and ads, and your activity on third-party sites and apps that use our services. You can review and control activity data stored in your Google Account in My activity. • Location information, such as may be determined by GPS, IP address and other data from sensors on or around your device, depending in part on your device and account settings. • Information from publicly accessible	

Why and how we process data	What data is processed	Legal grounds
	sources, such as information that's publicly available online (like if your name appears in a local newspaper article) or from other public sources. • Information from our trusted partners, such as from directory services who provide us with business information to be displayed on Google's services, or security partners who provide us with information to protect against abuse.	

To develop new Google services, products and features
 	
Examples of processing activities:
• Understanding how people organised their photos in Picasa, Google's first photos app, helped us to design and launch Google Photos.
• Understanding how users view and
	The information processed will depend on how you use Google services and your settings, but could include the following:
	• Things that you create or provide to us:
	  • Content that you create, upload or receive (like photos,
		The legal grounds for processing this information will depend on how you use Google services and your settings, but could include the following:
		• When necessary for our **legitimate interests** and those of third parties, including to:
		  • **Develop new products and features that are**

Why and how we process data	What data is processed	Legal grounds
creators generate short-form content helped Google to develop new YouTube services. • Depending on your settings, we can save audio recordings of voice interactions with services like Google Search, Assistant, Maps and Gboard to develop and improve Google audio technologies. • We use publicly available information online or from other public sources to help train new machine learning models and build foundational technologies that power various Google products, such as Google Translate, Gemini Apps and Cloud AI capabilities. • We use your interactions with AI models and technologies like Gemini Apps to develop, train, fine-tune and improve these models to better handle your requests, and update their classifiers and filters including for safety, language	videos, emails, docs and spreadsheets). Google Dashboard allows you to manage information associated with specific products. • Personal information that you provide to us when you create a Google Account (like your name and password, phone number, date of birth or payment information). • Information that we collect as you use our services: • Information about your apps, browsers and devices, such as unique identifiers tied to the browser, application	**useful for our users.** For example, understanding how people used photos in Picasa, Google's first photos app, helped us design and launch Google Photos. Or using information that's publicly available online or from other public sources to help train Google's AI models and build products and features using these foundational technologies, like Google Translate, Gemini Apps and Cloud AI capabilities. • **Provide, maintain and improve services to meet the needs of our users.** For example, using information about your activity in our services, like your interactions with Gemini

Why and how we process data	What data is processed	Legal grounds
understanding and factuality.	or device that you're using and information about the interaction of your apps, browsers and devices with our services (like IP address, crash reports and system activity). • Information about your activity in our services, such as your search terms, Chrome browsing history that you've synced with your Google Account, your views and interactions with content and ads, and your activity on third-party sites and apps that use our services. You can review and control activity data	Apps, to train and improve machine learning models, and update their language understanding capabilities, safety classifiers and filters. • With your **consent**, such as saving audio recordings of voice interactions with Google Search, Assistant, Maps and Gboard to develop and improve Google audio technologies.

Why and how we process data	What data is processed	Legal grounds
	stored in your Google Account in My activity. • Location information, such as may be determined by GPS, IP address and other data from sensors on or around your device, depending in part on your device and account settings. • Information from publicly accessible sources, such as information that's publicly available online (like if your name appears in a local newspaper article) or from other public sources. • Information from our trusted partners, such as from directory services who provide us with business information to be displayed on	

Why and how we process data	What data is processed	Legal grounds
	Google's services, or security partners who provide us with information to protect against abuse.	

To provide personalised services, including content and ads
 	
To customise our services for you, including providing recommendations, personalised content and customised search results.
 	
Examples of processing activities:
• Google's Security Check-up feature provides security tips adapted to how you use Google products.
• Google News may provide you with local news results based on your approximate location.
• Google Search may provide you with results based on your approximate location.
• Google Assistant can use your contacts to send a message at your request, like 'Send a text to John Smith'.
	The information processed will depend on how you use Google services and your settings, but could include the following:
	• Things that you create or provide to us:
	  • Content that you create, upload or receive (like photos, videos, emails, docs and spreadsheets). Google Dashboard allows you to manage information associated with specific products.
	  • Personal information that you provide to us when you create a Google
		The legal grounds for processing this information will depend on how you use Google services and your settings, but could include the following:
		• To **perform a contract** with you, such as when Google Assistant uses your contacts to send a message at your request, like 'Send a text to John Smith'.
		• When necessary for our **legitimate interests** and those of third parties, including to:
		  • **Customise our services to provide you with a better user experience.** For example, displaying a Google Doodle on the Search homepage to celebrate an event specific to your country,

Why and how we process data	What data is processed	Legal grounds
• Google Play uses information like apps that you've already installed and videos that you've watched on YouTube to suggest new apps that you might like. • We may display a Google Doodle on the Search homepage to celebrate an event specific to your country. • Google can show you ads based on the context of the site that you're visiting, like ads for gardening equipment on a page about gardening tips. • When you're signed in to your Google Account and have the Web & App Activity control enabled, you can get more relevant search results that are based on your previous searches and activity from other Google services. **Depending on your settings, to show you personalised ads based on your interests.** Examples of processing activities: • If you search for 'mountain bikes' or	Account (like your name and password, phone number, date of birth or payment information). • Information that we collect as you use our services: • Information about your apps, browsers and devices, such as unique identifiers tied to the browser, application or device that you're using and information about the interaction of your apps, browsers and devices with our services (like IP address, crash reports and system activity). • Information about your activity in our services,	providing security tips adapted to how you use Google products or tailoring the experience to be age-appropriate, if relevant. • **Provide advertising, which allows us to offer many of our services without a fee.** For example, showing you ads based on the context of the site that you're visiting, like ads for gardening equipment on a page about gardening tips. (And when ads are personalised, we ask for your consent.) • With your **consent**, such as recommending apps on Google Play based on videos that you've watched on YouTube, or showing you personalised ads based on your interests, like ads that relate to baking

Why and how we process data	What data is processed	Legal grounds
watch videos of mountain biking, you may see an ad for sports equipment in your search results or on YouTube. • If you watch videos about baking on YouTube, you may see more ads that relate to baking as you browse the web. • You may also see personalised ads based on information from the advertiser. If you shopped on an advertiser's website, for example, they can use that visit information to show you ads.	such as your search terms, Chrome browsing history that you've synced with your Google Account, your views and interactions with content and ads, and your activity on third-party sites and apps that use our services. You can review and control activity data stored in your Google Account in My activity. • Location information, such as may be determined by GPS, IP address and other data from sensors on or around your device, depending in part on your device and	as you browse the web after watching videos about baking on YouTube.

Why and how we process data	What data is processed	Legal grounds
	account settings. • Information from publicly accessible sources, such as information that's publicly available online (like if your name appears in a local newspaper article) or from other public sources. • Information from our trusted partners, such as from directory services who provide us with business information to be displayed on Google's services, or security partners who provide us with information to protect against abuse.	
To measure performance – we use data for analytics and measurement to understand how our services are used. Examples of processing activities:	The information processed will depend on how you use Google services and your settings, but could include the following: • Things that you create or provide to us:	The legal grounds for processing this information will depend on how you use Google services and your settings, but could include the following: • When necessary for our **legitimate interests** and those

Why and how we process data	What data is processed	Legal grounds
• We analyse data about your visits to our sites to do things like optimise product design. • We use data about the ads that you interact with to help advertisers understand the performance of their ad campaigns. • We use data about which places users click most on Google Earth to understand which features are popular and to identify bugs. • Google Search measures the number of times that a particular query has been made, and how users perceive the quality of their search results, to make Search more useful. • Google Translate analyses data on the number of translations made and the number of times a translation is marked as poor quality, in order to identify potential new features and address issues that users are experiencing on the service.	• Content that you create, upload or receive (like photos, videos, emails, docs and spreadsheets). Google Dashboard allows you to manage information associated with specific products. • Personal information that you provide to us when you create a Google Account (like your name and password, phone number, date of birth or payment information). • Information that we collect as you use our services: • Information about your apps, browsers and devices, such as	of third parties, including to: • **Understand how people use our services to ensure and improve the performance of our services.** For example, analysing usage of Google Translate to improve translation quality and increase the availability of Translate in more languages. • **Detect, prevent or otherwise address fraud, abuse, security or technical issues with our services.** For example, monitoring usage patterns on Google Earth to identify bugs. • **Provide, maintain and improve services to meet the needs of our users.** For example, analysing the number of times that a

Why and how we process data	What data is processed	Legal grounds
• We may share non-personally identifiable information with our partners like content licensors to accompany royalty payments.	unique identifiers tied to the browser, application or device that you're using and information about the interaction of your apps, browsers and devices with our services (like IP address, crash reports and system activity). • Information about your activity in our services, such as your search terms, Chrome browsing history that you've synced with your Google Account, your views and interactions with content and ads, and your activity on third-party sites and apps that	translation is marked as poor quality on Google Translate in order to address issues that users are experiencing on the service. • **Develop new products and features that are useful for our users.** For example, analysing data on the number of translations made on Google Translate to identify potential new features. • **Fulfil obligations to our partners like developers and rights holders.** For example, providing reporting to content licensors to accompany royalty payments.

Why and how we process data	What data is processed	Legal grounds
	use our services. You can review and control activity data stored in your Google Account in My activity. • Location information, such as may be determined by GPS, IP address and other data from sensors on or around your device, depending in part on your device and account settings. • Information from publicly accessible sources, such as information that's publicly available online (like if your name appears in a local newspaper article) or from other public sources. • Information from our trusted partners, such as from directory	

Why and how we process data	What data is processed	Legal grounds
	services who provide us with business information to be displayed on Google's services, or security partners who provide us with information to protect against abuse.	

To communicate with you – we use information that we collect, like your email address, to interact with you directly.
 	
Examples of processing activities:
• We may send you a notification if we detect suspicious activity, like an attempt to sign in to your Google Account from an unusual location.
• We may let you know about upcoming changes or improvements to our services.
• If you contact Google, we'll keep a record of your request in order to help solve any issues that you might be facing.
• Google services like Photos may send you
	The information processed will depend on how you use Google services and your settings, but could include the following:
	• Things that you create or provide to us:
	  • Content that you create, upload or receive (like photos, videos, emails, docs and spreadsheets). Google Dashboard allows you to manage information associated with specific products.
	  • Personal information
		The legal grounds for processing this information will depend on how you use Google services and your settings, but could include the following:
		• To **perform a contract** with you, such as when you contact Google for support or sign up for communications about product updates.
		• When necessary for our **legitimate interests** and those of third parties, including to:
		  • **Provide, maintain and improve services to meet the needs of our users.** For example, informing you about our

Why and how we process data	What data is processed	Legal grounds
marketing communications about its product offerings like printing promotions, depending on your settings. • Google services like YouTube Premium and YouTube Music Premium may notify you about upcoming changes to your subscription.	that you provide to us when you create a Google Account (like your name and password, phone number, date of birth or payment information). • Information that we collect as you use our services: • Information about your apps, browsers and devices, such as unique identifiers tied to the browser, application or device that you're using and information about the interaction of your apps, browsers and devices with our services (like IP address, crash reports and system activity).	services, such as to let you know about upcoming changes or improvements to our services. • **Marketing to inform users about our services.** For example, emailing users of Photos about a printing promotion.

Why and how we process data	What data is processed	Legal grounds
	• Information about your activity in our services, such as your search terms, Chrome browsing history that you've synced with your Google Account, your views and interactions with content and ads, and your activity on third-party sites and apps that use our services. You can review and control activity data stored in your Google Account in My activity. • Location information, such as may be determined by GPS, IP address and other data from sensors on or around your device,	

Why and how we process data	What data is processed	Legal grounds
	depending in part on your device and account settings. • Information from publicly accessible sources, such as information that's publicly available online (like if your name appears in a local newspaper article) or from other public sources. • Information from our trusted partners, such as from directory services who provide us with business information to be displayed on Google's services, or security partners who provide us with information to protect against abuse.	
To protect Google, our users and the public **To help improve the safety and reliability of our services, including detecting, preventing and**	The information processed will depend on how you use Google services and your settings, but could include the following:	The legal grounds for processing this information will depend on how you use Google services and your settings, but could include the following:

Why and how we process data	What data is processed	Legal grounds

responding to fraud, abuse, security risks and technical issues that could harm Google, our users or the public.
 	
Examples of processing activities:
• We collect and analyse IP addresses and cookie data to protect against automated abuse. This abuse takes many forms, such as sending spam to Gmail users, stealing money from advertisers by fraudulently clicking on ads or censoring content by launching a Distributed Denial of Service (DDoS) attack.
• The 'last account activity' feature in Gmail can help you find out if and when someone accessed your email without your knowledge. This feature shows you information about recent activity in Gmail, such as the IP addresses that accessed your mail, the associated location and the date and time of access.
• We analyse your content to help us
	• Things that you create or provide to us:
	  • Content that you create, upload or receive (like photos, videos, emails, docs and spreadsheets). Google Dashboard allows you to manage information associated with specific products.
	  • Personal information that you provide to us when you create a Google Account (like your name and password, phone number, date of birth or payment information).
	• Information that we collect as you use our services:
	  • Information about your
		• When necessary for our **legitimate interests** and those of third parties, including to:
		  • **Enforce legal claims, including investigation of potential violations of applicable Terms of Service.** For example, analysing content to help us detect abuse such as spam, malware and illegal content.
		  • **Detect, prevent or otherwise address fraud, abuse, security or technical issues with our services.** For example, collecting and analysing IP addresses and cookie data to protect against automated abuse.
		  • Protect against harm to the rights, property or safety of Google, our users or the

Why and how we process data	What data is processed	Legal grounds
detect abuse such as spam, malware and illegal content. For example, YouTube Likeness detection helps users find and report potential abuse by detecting faces in YouTube videos that appear to be altered or generated by AI. • We process information about requests to remove content from our services under Google's content removal policies or applicable law to assess the request, and to ensure transparency, improve accountability and prevent abuse and fraud in these practices. **To meet any applicable law, regulation, legal process or enforceable governmental request.** Examples of processing activities: • Like other technology and communications companies, Google regularly receives requests from governments and courts around the world to disclose user data. Respect for the	apps, browsers and devices, such as unique identifiers tied to the browser, application or device that you're using and information about the interaction of your apps, browsers and devices with our services (like IP address, crash reports and system activity). • Information about your activity in our services, such as your search terms, Chrome browsing history that you've synced with your Google Account, your views and interactions with content and ads, and	public, including disclosing information to government authorities. For example, disclosing limited data to law enforcement authorities whenever appropriate for the purpose of preventing, detecting or investigating crimes. • **Perform research that improves our services for our users and benefits the public.** For example, processing information about requests to remove content from our services to educate the public, facilitate research and provide transparency about these requests. • When necessary to protect the vital interests of you or another person. For

Why and how we process data	What data is processed	Legal grounds
privacy and security of data that you store with Google underpins our approach to complying with these legal requests. For more information about how Google responds to such requests, see our data disclosure policies. • Certain laws require us to share information with regulators and third parties, such as researchers and authorised out-of-court dispute bodies. • Legal obligations sometimes require us to retain certain information for purposes like financial record-keeping, such as information about a payment that you've made to Google for tax or accounting purposes. • Various laws and regulations require us to put in place measures to confirm that our users are old enough to use our services. To help determine your age, we process the date of birth that you provide. We also process information about	your activity on third-party sites and apps that use our services. You can review and control activity data stored in your Google Account in My activity. • Location information, such as may be determined by GPS, IP address and other data from sensors on or around your device, depending in part on your device and account settings. • Information from publicly accessible sources, such as information that's publicly available online (like if your name appears in a local newspaper article) or from other public sources.	example, processing data to detect and combat online child sexual abuse or disclosing data to law enforcement authorities where we have a good faith belief that it is necessary and appropriate for the purpose of preventing an imminent threat to life and the disclosure complies with applicable law. • When we have a legal obligation to do so, such as retaining certain information for purposes like financial record-keeping, processing and retaining information to help ensure that users are old enough to use our services or disclosing certain data in response to legal requests from government authorities, regulators and courts in compliance with applicable law.

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your activity in our services, both when you're signed in to a Google Account or signed out, and use machine learning technology to determine if you are likely over 18. In certain cases, if we cannot confirm that you are old enough to use our services by other means, we can request other information to verify your age, like your government ID, credit card, a photo of you or your phone number.	• Information from our trusted partners, such as from directory services who provide us with business information to be displayed on Google's services, or security partners who provide us with information to protect against abuse.	

Linking your Google services

If you're a user in the EU, we offer you the choice to keep certain Google services linked. You can learn more about your linked services and how to manage your choices at About DMA and your linked services.

ABOUT THIS POLICY

When this policy applies

This Privacy Policy applies to all of the services offered by Google LLC and its affiliates, including YouTube, Android, and services offered on third-party sites, such as advertising

services. This Privacy Policy doesn't apply to services that have separate privacy policies that do not incorporate this Privacy Policy.

This Privacy Policy doesn't apply to:

- The information practices of other companies and organisations that advertise our services
- Services offered by other companies or individuals, including products or sites they offer that may include Google services to which the policy applies, or products or sites displayed to you in search results, or linked from our services

Changes to this policy

We change this Privacy Policy from time to time. We will not reduce your rights under this Privacy Policy without your explicit consent. We always indicate the date when the last changes were published and we offer access to archived versions for your review. If changes are significant, we'll provide a more prominent notice (including, for certain services, email notification of Privacy Policy changes).

RELATED PRIVACY PRACTICES

Specific Google services

The following privacy notices provide additional information about some Google services:

- Payments
- Fiber
- Gemini Apps

- Google Fi
- Google Workspace for Education
- Read Along
- YouTube Kids
- Google Accounts Managed with Family Link, for Children under 13 (or applicable age in your country)
- Family Link privacy guide for children and teens
- Voice and audio collection from children's features on the Google Assistant

If you're a member of an organisation that uses Google Workspace or Google Cloud Platform, learn how these services collect and use your personal information in the Google Cloud Privacy Notice.

Other useful resources

The following links highlight useful resources for you to learn more about our practices and privacy settings:

- Your Google Account is home to many of the settings you can use to manage your account
- Privacy Check-Up guides you through key privacy settings for your Google Account
- Google's safety centre helps you learn more about our built-in security, privacy controls and tools to help set digital ground rules for your family online
- Google's teen privacy guide provides answers to some of the top questions that we get asked about privacy
- Privacy & Terms provides more context regarding this Privacy Policy and our Terms of Service

- Technologies includes more information about:
    - How Google uses cookies
    - Technologies used for Advertising
    - How Google uses information from sites or apps that use our services

Key terms

Affiliates

An affiliate is an entity that belongs to the Google group of companies, including the following companies that provide consumer services in the EU: Google Ireland Limited, Google Commerce Ltd, Google Payment Corp and Google Dialer Inc. Learn more about the companies providing business services in the EU.

Algorithm

A process or set of rules followed by a computer in performing problem-solving operations.

Application data cache

An application data cache is a data repository on a device. It can, for example, enable a web application to run without an Internet connection and improve the performance of the application by enabling faster loading of content.

Browser web storage

Browser web storage enables websites to store data in a browser on a device. When used in 'local storage' mode, it enables data to be stored across sessions. This makes data retrievable even after a browser has been closed and re-opened. One technology that facilitates web storage is HTML 5.

Cookies

A cookie is a small file containing a string of characters that is sent to your computer when you visit a website. When you visit the site again, the cookie allows that site to recognise your browser. Cookies may store user preferences and other information. You can configure your browser to refuse all cookies or to indicate when a cookie is being sent. However, some website features or services may not function properly without cookies. Learn more about how Google uses cookies and how Google uses data, including cookies, when you use our partners' sites or apps.

Device

A device is a computer that can be used to access Google services. For example, desktop computers, tablets, smart speakers and smartphones are all considered devices.

Google Account

You may access some of our services by signing up for a Google Account and providing us with some personal information (typically your name, email address and a password). This account information is used to authenticate you when you access Google services and protect your account from unauthorised access by others. You can edit or delete your account at any time through your Google Account settings.

IP address

Every device connected to the Internet is assigned a number, known as an Internet Protocol (IP) address. These numbers are usually assigned in geographic blocks. An IP address can often be used to identify the location from which a device is connecting to the Internet. Learn more about how we use location information.

Non-personally identifiable information

This is information that is recorded about users so that it no longer reflects or refers to an individually identifiable user.

Personal information

This is information that you provide to us which personally identifies you, such as your name, email address or billing information, or other data that can be reasonably linked to such information by Google, such as information we associate with your Google Account.

Pixel tag

A pixel tag is a type of technology placed on a website or within the body of an email for the purpose of tracking certain activity, such as views of a website or when an email is opened. Pixel tags are often used in combination with cookies.

Referrer URL

A Referrer URL (Uniform Resource Locator) is information transmitted to a destination web page by a web browser, typically when you click a link to that page. The Referrer URL contains the URL of the last web page the browser visited.

Sensitive personal information

This is a particular category of personal information relating to topics such as confidential medical facts, racial or ethnic origins, political or religious beliefs or sexuality.

Server logs

Like most websites, our servers automatically record the page requests made when you visit our sites. These “server logs” typically include your web request, Internet Protocol

address, browser type, browser language, the date and time of your request, and one or more cookies that may uniquely identify your browser.

A typical log entry for a search for 'cars' looks like this:

```
123.45.67.89 - 25/Mar/2003 10:15:32 -
http://www.google.com/search?q=cars -
Chrome 112; OS X 10.15.7 -
740674ce2123e969
```

- `123.45.67.89` is the Internet Protocol address assigned to the user by the user's ISP. Depending on the user's service, a different address may be assigned to the user by their service provider each time they connect to the Internet.
- `25/Mar/2003 10:15:32` is the date and time of the query.
- `http://www.google.com/search?q=cars` is the requested URL, including the search query.
- `Chrome 112; OS X 10.15.7` is the browser and operating system being used.
- `740674ce2123a969` is the unique cookie ID assigned to this particular computer the first time it visited Google. (Cookies can be deleted by users. If the user has deleted the cookie from the computer since the last time they've visited Google, then it will be the unique cookie ID assigned to their device the next time they visit Google from that particular device).

Unique identifiers

A unique identifier is a string of characters that can be used to uniquely identify a browser, app or device. Different identifiers vary in how permanent they are, whether they can be reset by users and how they can be accessed.

Unique identifiers can be used for various purposes, including security and fraud detection, syncing services such as your email inbox, remembering your preferences and providing personalised advertising. For example, unique identifiers stored in cookies help sites display content in your browser in your preferred language. You can configure your browser to refuse all cookies or to indicate when a cookie is being sent. Learn more about how Google uses cookies.

On other platforms besides browsers, unique identifiers are used to recognise a specific device or app on that device. For example, a unique identifier such as the Advertising ID

is used to provide relevant advertising on Android devices, and can be managed in your device's settings. Unique identifiers may also be incorporated into a device by its manufacturer (sometimes called a universally unique ID or UUID), such as the IMEI-number of a mobile phone. For example, a device's unique identifier can be used to customise our service to your device or analyse device issues related to our services.

Additional Context

Activity on Google services

If you're signed in to your Google Account and have Web & App Activity turned on, your activity data on Google sites, apps and services may be saved in your account's Web & App Activity. Some activity may include information about the general area that you were in when using the Google service. When you search for something using a general area, your search will use an area of at least three sq. km, or expand until the area represents the locations of at least 1,000 people. This helps protect your privacy.

In some cases, areas that you have searched from in the past may be used to estimate a relevant location for your search. For example, if you search for coffee shops while in Chelsea, Google might show results for Chelsea in future searches.

You can view and control your Web & App Activity at My Activity.

activity on third-party sites and apps that use our services

Websites and apps that integrate Google services like ads and analytics share information with us.

This information is shared regardless of which browser or browser mode that you use. For example, although Incognito mode in Chrome can help keep your browsing private from other people who use your device, third-party sites and apps that integrate our services still share information with Google when you visit them.

You can learn more about some of the ways that you can control the information that is shared when you visit or interact with sites and apps that use Google services.

ads that you'll find most useful

For example, if you watch videos about baking on YouTube, you may see more ads that relate to baking as you browse the web. We also may use your IP address to determine your approximate location, so that we can serve you ads for a nearby pizza delivery service if you search for 'pizza'. Learn more about Google ads and why you may see particular ads.

advertising and research services on their behalf

For example, merchants may upload data from their loyalty-card programmes so that they can include loyalty information in search or shopping results, or better understand the performance of their ad campaigns. We only provide aggregated reports to advertisers, which don't reveal information about individual people.

Android device with Google apps

Android devices with Google apps include devices sold by Google or one of our partners and include phones, cameras, vehicles, wearables and televisions. These devices use Google Play Services and other pre-installed apps that include services such as Gmail, Maps, your phone's camera and phone dialler, text-to-speech conversion, keyboard input and security features. Learn more about Google Play services.

appropriate safeguards

For example, we may anonymise data, or encrypt data to ensure it can't be linked to other information about you. Learn more

benefits the public

For example, we process information about requests to remove content from our services to educate the public, facilitate research and provide transparency about these requests.

customised search results

For example, when you're signed in to your Google Account and have the Web & App Activity control enabled, you can obtain more relevant search results that are based on your previous searches and activity from other Google services. You can learn more here. You may also get customised search results even when you're signed out. If you don't want this level of search customisation, you can search and browse privately or turn off signed-out search personalisation.

Customising our services

For example, we may display a Google Doodle on the Search homepage to celebrate an event specific to your country.

data controller responsible for processing your information

This means the Google affiliate that is responsible for processing your information and for complying with applicable privacy laws.

deliver our services

Examples of how we use your information to deliver our services include:

- We use the IP address assigned to your device to send you the data you requested, such as loading a YouTube video
- We use unique identifiers stored in cookies on your device to help us authenticate you as the person who should have access to your Google Account
- Photos and videos that you upload to Google Photos are used to help you create albums, collages and other creations that you can share.
- A flight confirmation email that you receive may be used to create a 'check-in' button that appears in your Gmail
- When you purchase services or physical goods from us, you may provide us information like your delivery address or delivery instructions. We use this information for things like processing, fulfilling and delivering your order, and to provide support in connection with the product or service that you purchase.

detect abuse

When we detect spam, malware, illegal content (including child sexual abuse and exploitation material) and other forms of abuse on our systems in violation of our policies, we may disable your account or take other appropriate action. In certain circumstances, we may also report the violation to the appropriate authorities.

devices

For example, we can use information from your devices to help you decide which device you'd like to use to install an app or view a movie that you buy from Google Play. We also use this information to help protect your account.

ensure and improve

For example, we analyse how people interact with advertising to improve the performance of our ads.

ensure our services are working as intended

For example, we continuously monitor our systems to look for problems. And if we find something wrong with a specific feature, reviewing activity information collected before the problem started allows us to fix things more quickly.

information about things near your device

If you use Google's Location services on Android, we can improve the performance of apps that rely on your location, such as Google Maps. If you use Google's Location services, your device sends information to Google about its location, sensors (like accelerometer) and nearby cell towers and Wi-Fi access points (such as MAC address and signal strength). All these things help to determine your location. You can use your device settings to enable Google Location services. Learn more

legal process, or enforceable governmental request

As with other technology and communications companies, Google regularly receives requests from governments and courts around the world to disclose user data. Respect for the privacy and security of data that you store with Google underpins our approach to complying with these legal requests. Our legal team reviews each and every request, regardless of type, and we frequently push back when a request appears to be overly broad or doesn't follow the correct process. Find out more in our Transparency Report.

make improvements

For example, we use cookies to analyse how people interact with our services. And that analysis can help us build better products. For example, it may help us discover that it's taking people too long to complete a certain task or that they have trouble finishing steps at all. We can then redesign that feature and improve the product for everyone.

may link information

For example, a customer may want to use its Google Analytics data to create more relevant ads, or to further analyse its traffic. Using our systems, data generated through Google Analytics can be linked by the Google Analytics customer and by Google to cookies and other technologies that are related to visits to other websites and apps. Learn more

our users

For example, to prevent abuse and increase transparency and accountability over our online content moderation practices, Google shares data about requests for removal of content from our services with Lumen, which collects and analyses these requests to facilitate research to help Internet users understand their rights. Learn more.

partner with Google

There are over two million non-Google websites and apps that partner with Google to show ads. Learn more

payment information

For example, if you add a credit card or other payment method to your Google Account, you can use it to buy things across our services, such as apps in the Play Store. We may also ask for other information, such as a business tax ID, to help process your payment. In some cases, we may also need to verify your identity and may ask you for information to do this.

We may also use payment information to verify that you meet age requirements, if, for example, you enter an incorrect date of birth indicating that you're not old enough to have a Google Account. Learn more

Performance of their ad campaigns.

Learn more about the technologies used for advertising.

personalise content

If you choose to allow certain services to process data from other services, including for features such as Personal Intelligence, the same data may be used to personalise your experience. For example, if you ask Search a question about a recent hotel booking, Search may use information about booking details from an email to help suggest things to do near your hotel. Learn more about Personal Intelligence.

personalised ads

You may also see personalised ads based on information from the advertiser. If you shopped on an advertiser's website, for example, they can use that visit information to show you ads. Learn more

phone number

If you add your phone number to your account, it can be used for different purposes across Google services, depending on your settings. For example, your phone number

can be used to help you access your account if you forget your password, help people find and connect with you and make the ads you see more relevant to you. Learn more

Places that you label like home and work

You might choose to save places that are important to you, such as your home or your work, to your Google Account. If you set your home or work addresses, they can be used to help you do things more easily, such as getting directions or finding results closer to your home or work, and for ads.

You can edit or delete your home or work addresses at any time in your Google Account.

protect against abuse

For example, information about security threats can help us notify you if we think your account has been compromised (at which point we can help you take steps to protect your account).

publicly accessible sources

For example, we may collect information that's publicly available online or from other public sources to help train Google's AI models and build products and features like Google Translate, Gemini Apps and Cloud AI capabilities. Or, if your business' information appears on a website, we may index and display it on Google services.

rely on cookies to function properly

For example, we use a cookie called 'lbcs' that makes it possible for you to open many Google Docs in one browser. Blocking this cookie would prevent Google Docs from working as expected. Learn more

remove

For example, as described above, you can request to remove content, including content that may contain your information, from specific Google services, based on applicable

law (including data protection law) and our policies.

safety and reliability

Some examples of how we use your information to help keep our services safe and reliable include:

- Collecting and analysing IP addresses and cookie data to protect against automated abuse. This abuse takes many forms, such as sending spam to Gmail users, stealing money from advertisers by fraudulently clicking on ads or censoring content by launching a Distributed Denial of Service (DDoS) attack.

- The 'last account activity' feature in Gmail can help you find out if and when someone accessed your email without your knowledge. This feature shows you information about recent activity in Gmail, such as the IP addresses that accessed your mail, the associated location and the date and time of access. Learn more

sensitive categories

When showing you personalised ads, we use topics that we think might be of interest to you based on your activity. For example, you may see ads for things such as 'Cooking and Recipes' or 'Air Travel'. We don't use topics or show personalised ads based on sensitive categories such as race, religion, sexual orientation or health. And we require the same from advertisers who use our services.

Sensor data from your device

Your device may have sensors that can be used to better understand your location and movement. For example, an accelerometer can be used to determine your speed and a gyroscope to work out your direction of travel. Learn more about how we use location information.

servers around the world

For example, we operate data centres located around the world to help keep our products continuously available for users.

services to make and receive calls or send and receive messages

Examples of these services include:

- Google Voice, for making and receiving calls, sending text messages and managing voicemail
- Google Meet, for making and receiving video calls
- Gmail, for sending and receiving emails
- Google Chat, for sending and receiving messages
- Google Duo, for making and receiving video calls and sending and receiving messages
- Google Fi, for a phone plan

show trends

When lots of people start searching for something, it can provide useful information about particular trends at that time. Google Trends samples Google web searches to estimate the popularity of searches over a certain period of time and shares those results publicly in aggregated terms.

Similar information related to your physical or mental health

If you use fitness products and apps that we offer, such as Fitbit, Pixel Watch, Nest or Google Fit, we collect data that you provide, like your height and weight. We also collect information from these apps and devices, such as your sleep patterns, heart rate, skin temperature, calories burned and steps taken.

specific Google services

For example, you can delete your blog from Blogger or a Google Site you own from Google Sites. You can also delete reviews that you've left on apps, games and other content in the Play Store.

specific partners

For example, we allow YouTube creators and advertisers to work with measurement companies to learn about the audience of their YouTube videos or ads, using cookies or similar technologies. Another example is merchants on our shopping pages, who use cookies to understand how many different people see their product listings. Learn more about these partners and how they use your information.

synced with your Google Account

Your Chrome browsing history is only saved to your account if you've enabled Chrome synchronisation with your Google Account. Learn more

the people who matter most to you online

For example, when you type an address in the To, Cc or Bcc field of an email you're composing, Gmail will suggest addresses based on the people you contact most frequently.

the public

For example, we process information about requests to remove content from our services under Google's content removal policies or applicable law to assess the request, and to ensure transparency, improve accountability, and prevent abuse and fraud in these practices.

third parties

For example, we process your information to report usage statistics to rights holders about how their content was used in our services. We may also process your information if people search for your name and we display search results for sites containing publicly available information about you.

use the information that we collect across our services

Depending on your available settings, some examples of how we use the information we collect across our services include:

- When you're signed in to your Google Account and search on Google, you can see search results from the public web, along with relevant information from the content that you have in other Google products, such as Gmail or Google Calendar. This can include things such as the status of your upcoming flights, restaurant and hotel reservations or your photos. Learn more

- If you have communicated with someone via Gmail and want to add them to a Google Doc or an event in Google Calendar, Google makes it easy to do so by auto-completing their email address when you start to type in their name. This feature makes it easier to share things with people you know. Learn more

- The Google app can use data that you have stored in other Google products to show you personalised content, depending on your settings. For example, if you have searches stored in your Web & App Activity, the Google app can show you news articles and other information about your interests, for example sports scores, based on your activity.

- If you connect your Google Account to your Google Home, you can manage your information and get things done through the Google Assistant. For example, you can add events to your Google Calendar or get your schedule for the day, ask for status updates on your upcoming flight, or send information like driving directions to your phone. Learn more

- If you're a user in the EU, the decisions that you make on linking services will affect how certain Google services can use the data across our services.

Views and interactions with content and ads

For example, we collect information about views and interactions with ads so that we can provide aggregated reports to advertisers, like telling them whether we served their ad on a page and whether the ad was likely to have been seen by a viewer. We may also measure other interactions, such as how you move your mouse over an ad or if you interact with the page on which the ad appears.

Voice and audio information

For example, you can choose whether you want Google to save an audio recording to your Google Account when you interact with Google Search, Assistant and Maps. When your device detects an audio activation command, like 'Hey Google', Google records your voice and audio plus a few seconds before the activation. Learn more

your activity on other sites and apps

This activity might come from your use of Google services, for example from syncing your account with Chrome or your visits to sites and apps that partner with Google. Many websites and apps partner with Google to improve their content and services. For example, a website might use our advertising services (like AdSense) or analytics tools (like Google Analytics), or it might embed other content (such as videos from YouTube). These services may share information about your activity with Google and, depending on your account settings, and the products in use (for instance, when a partner uses Google Analytics in conjunction with our advertising services), this data may be associated with your personal information.

Find out more about how Google uses data when you use our partners' sites or apps.