

Privacy That Works for Everyone

Google's approach to privacy



CIPS Panel Discussion - 20 April 2020

Opinion | [THE PRIVACY PROJECT](#)

Google's Sundar Pichai: Privacy Should Not Be a Luxury Good

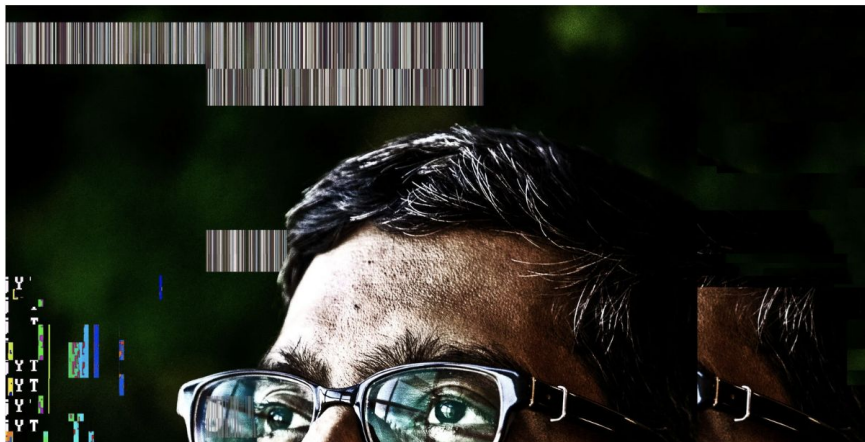
Yes, we use data to make products more helpful for everyone.
But we also protect your information.

Text

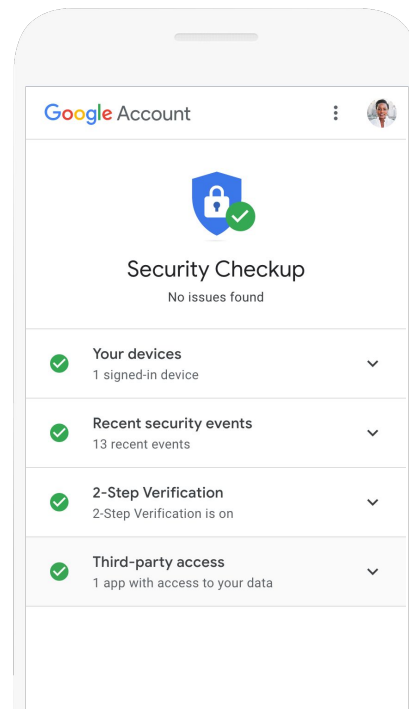
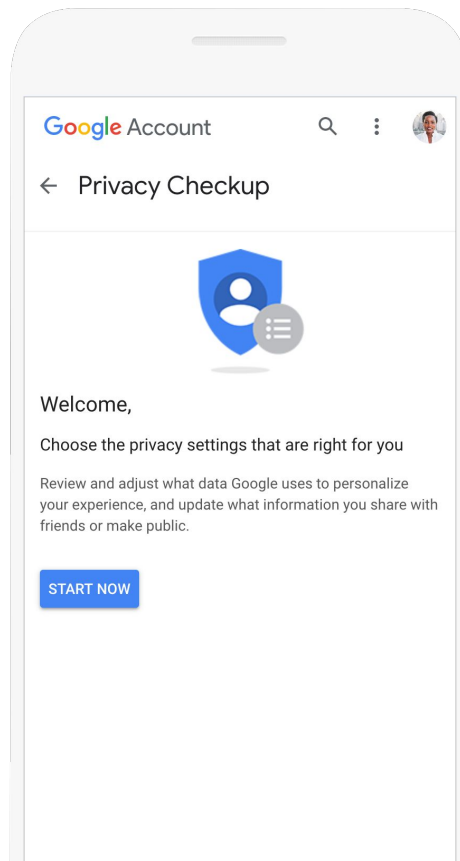
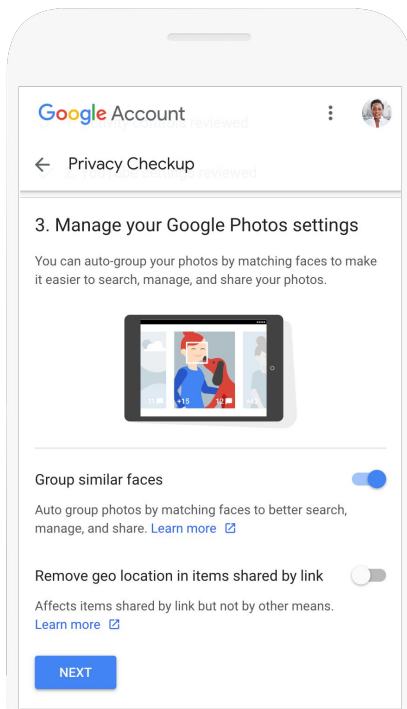
By Sundar Pichai

Mr. Pichai is the chief executive of Google.

May 7, 2019



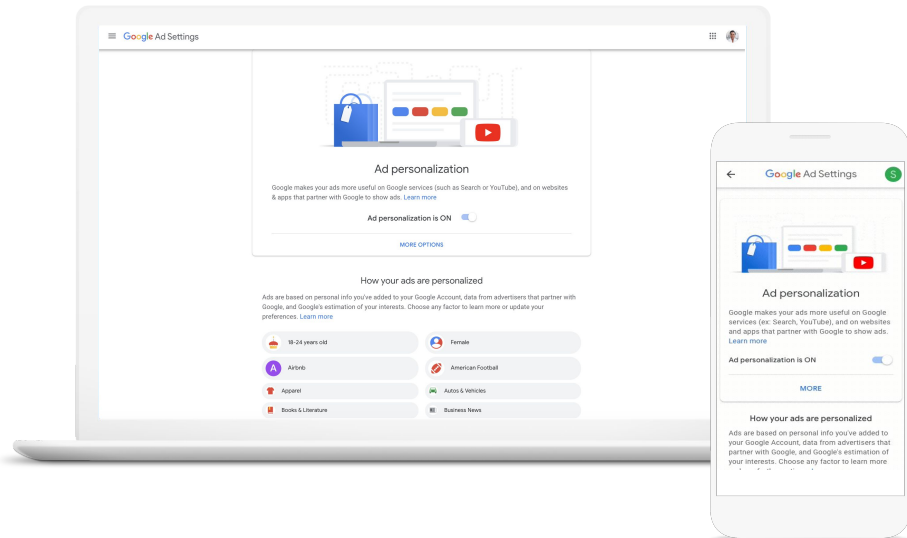
Privacy & Security Checkup



Ad Settings

Ad Settings gives users transparency and control over the information that Google uses to show them ads.

- Accessible through Google Account settings
- Simple opt-out switch
- Granular controls for advertising factors
- Every hour of every day, an average of over 30,000 people visit their Ad Settings controls.

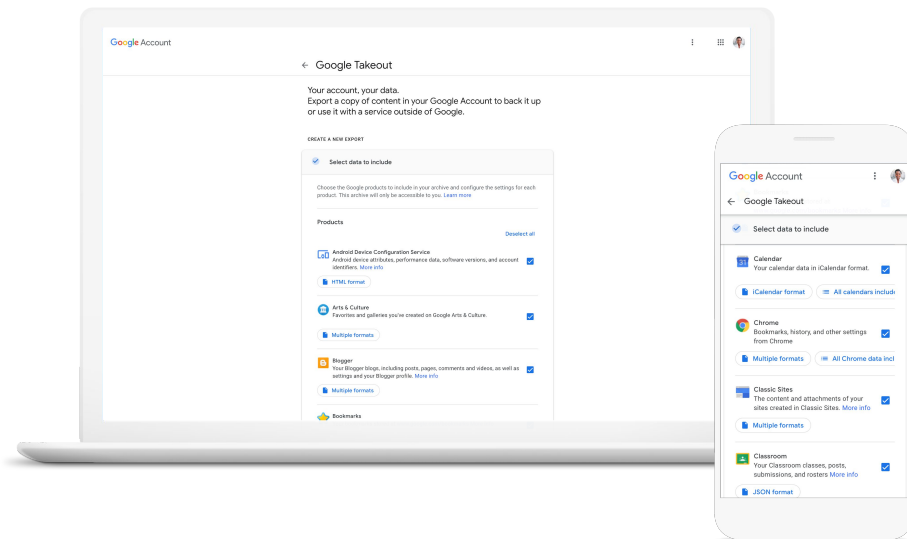


Download your data

Gives users control of the content stored in their Google Account, including the flexibility to download it and take it to another provider.

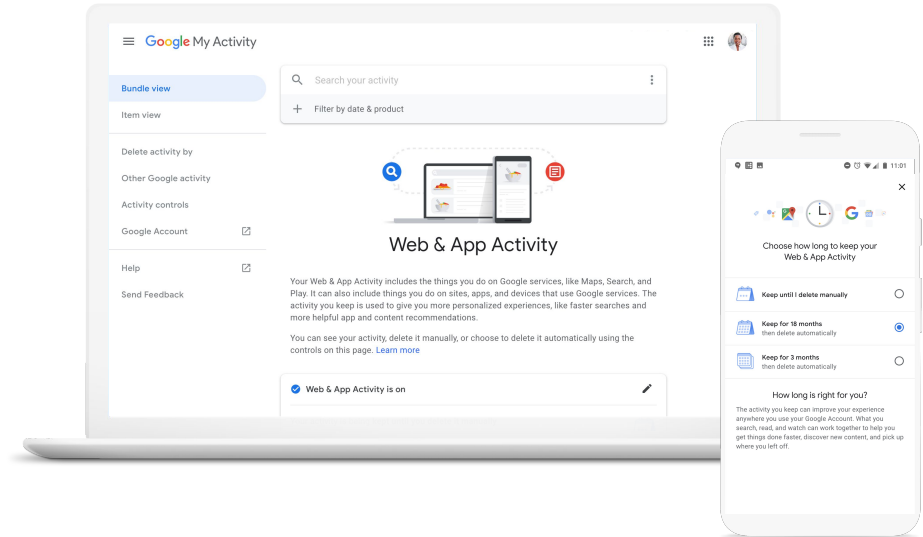
You can:

- Download the content you want
- Store an archive of your data wherever you choose
- Select specific data and formats



Auto Delete

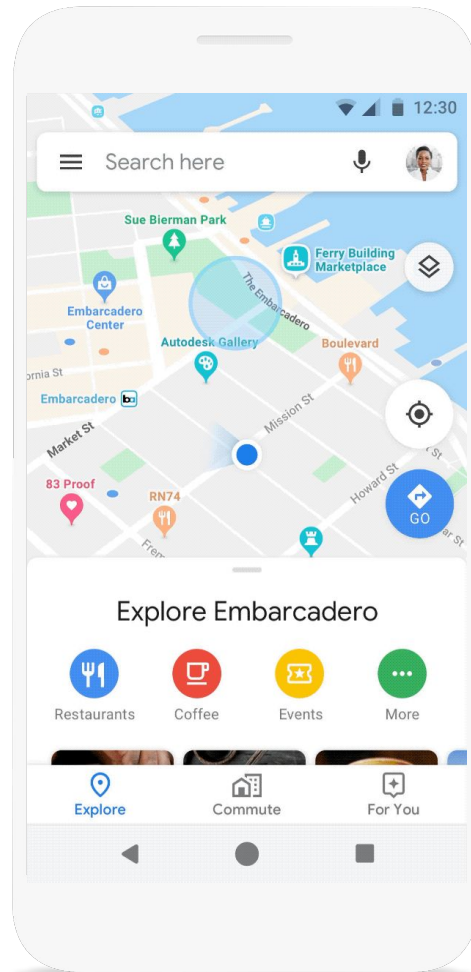
- In addition to manually deleting their data at any time, users can set a time limit for how long to store some data in their account
- Set a limit on saving activity data for 3 or 18 months. Any data older than that will be automatically deleted
- Currently available for Web & App Activity, Location History, and YouTube History, with more settings coming soon!



Incognito mode

First launched with Chrome in 2008, we are bringing Incognito mode to Google Maps

- When you turn on Incognito mode in Maps, your Maps activity on that device, like the places you search for, won't be saved to your Google Account and won't be used to personalize your Maps experience.
- You can easily turn on or off Incognito mode by selecting it from the menu that appears when you tap your profile photo,
- Incognito Mode is also available in Chrome, YouTube, Search in iOS.



Framework for personal data protection

Scope

Clear & reasonable definition of personal data

Transparency

User consent, disclosure, and informed choices

Harms

Balance between the significance of harms,
measures and consequences

See our recommended framework for personal data protection

<https://www.blog.google/outreach-initiatives/public-policy/proposing-framework-data-protection-legislation/>

Privacy-first solutions at crisis times

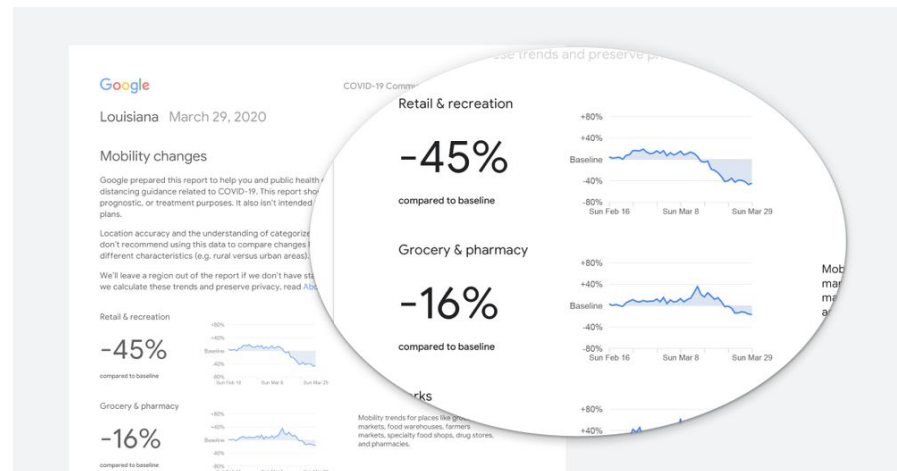
Community Mobility Reports

By selecting the Download PDF button, you agree to Google's [Terms of Service](#).

Reports updated Apr 2 at 12:21 AM EDT. Data is from approximately 2-3 days prior.

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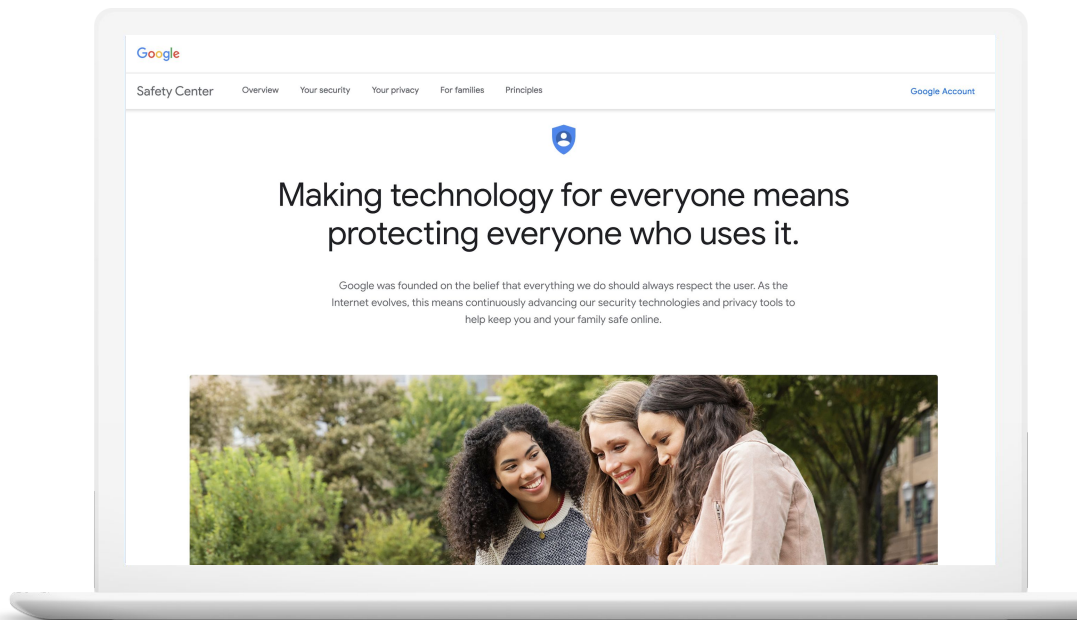


Showcasing movement trends over time by geography, across different categories of places such as retail and recreation, groceries and pharmacies, parks, transit stations, workplaces, and residential

Using aggregated, anonymized data showing how busy certain types of places are - as commonly found in GMaps

safety.google

- An informational site which demonstrates how we are helping make the Internet safer
- The site contains 3 sections of privacy:
 - How we are making it easy to understand what data we use and why
 - Privacy controls you have to choose the settings that are right for you
 - How we use data for more relevant ads, but never sell your personal information to anyone





Thank you