



Personal digital data exercise

Overview

“The availability of personal contact information online can be jarring — and it can be used in harmful ways, including for unwanted direct contact or even physical harm. And people have given us feedback that they would like the ability to remove this type of information from Search in some cases...”

(Google, 2022)

Google Tools

Manage & delete your Search history

When you search on Google with Web & App Activity turned on, Google saves activity like your Search history to your Google Account. We use your saved activity across Google services to give you more personalized experiences, like app and content.

<https://support.google.com/websearch/answer/6096136?hl=en&co=GENIE.Platform%3DAndroid>

Google Tools

Understand & manage your location when you search on Google

When you search on Google, like with Maps, Search or Google Assistant, your current location is used to give you more helpful results. For example, if you search for coffee shops, you're likely searching for coffee shops near you. Your location helps to show you nearby results, even if you didn't include a location in your search.

https://support.google.com/websearch/answer/17938621?hl=en&f_topic=3378866

Additional Tools

Find & control your Web & App Activity

If Web & App Activity is turned on, your searches and activity from other Google services are saved in your Google Account, so you may get more personalized experiences, like faster searches and more helpful app and content recommendations.

You can turn Web & App Activity off or delete past activity at any time.

https://support.google.com/websearch/answer/54068?hl=en&ref_topic=3378866

Additional Tools

Twitter analytics

How to calculate Twitter Impressions and Reach. A Twitter impression is generated every time a person sees a tweet.

<https://www.tweetbinder.com/blog/twitter-impressions/>

Additional Examples

Facebook really is spying on you, just not through your phone's mic

The accuracy of Facebook's ad targeting sometimes leads users to believe that Facebook is spying on them by tapping the microphones in their phones. Facebook has denied the practice - and is likely telling the truth because uploading and scanning the amount of audio data such a system would involve an unattainable amount of processing power to understand context.

It sounds believable: Joanna Stern's mother told her to buy the decongestant Sudafed in the morning, and by afternoon she sees an ad for it on Facebook.

<https://privacyinternational.org/examples-abuse/1985/facebook-really-spying-you-just-not-through-your-phones-mic>

Questions and Comments