



**GAZI UNIVERSITY**  
**FACULTY OF ENGINEERING – COMPUTER ENGINEERING**

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**CENG482 INTRODUCTION TO COMPUTER SECURITY**

**HOMEWORK 2**

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## **GOOGLE PRIVACY POLICY**

Google is an Internet-based service. It is a company specializing in areas such as searching on the Internet, advertising technologies, online information distribution, cloud computing. google.com is one of the most visited websites. Additionally, its users are said to generate an estimated 24 petabytes of data per day. In addition, it has more than one million servers in data centers around the World [1].

This assignment, which includes the data collected by Google, was made on the basis of Google's Privacy Policy.

Google services may be one of the services that people use most from their devices such as computers and phones in their daily lives. Because many platforms and activities such as a Google search, Youtube, Chrome browser are Google services. Google stores data in many ways with such services. The reasons for doing this are to provide, maintain, develop and improve their services as well as develop new services. Apart from these, it serves in a personal way, taking into account the information it collects while presenting content and advertisements. For example, if a search is made for trousers, Google may serve ads about clothes as an advertisement. However, data or credentials in Drive, Gmail, or Photos are not used when serving these ads. In addition, it can communicate with users in any unusual situation using their e-mail address information. It may also use the information it collects to protect users and the public from risks that may harm them.

It collects a lot of data about users using Google services. These are the language of the users, the items they bought, the budget, the location information, the places searched, the ones saved in Drive, all the mails in the inbox, the comments in YouTube, the views, the searches, the data in the Google Calendar content, the advertisements interacted with, the questions asked to the Google Assistant, the data such as interacted articles in Google News [2].

Information is stored on the browser or device even if a thing is attempted without logging into a Google Account. Google strives to improve its services accordingly. When you log in to this account while having a Google account, this time Google also stores our personal information in the account. Personal information is information such as name, surname, e-mail address or billing information that we have defined in our Google account. It is information that defines us [3].

It can be said that Google has many services and most people use any of these services at any time of their day. Most of the data obtained while using these services – mails sent, received etc. - is collected. In addition, information such as the device or browser used during access to these services may be collected and features aimed at increasing satisfaction may be offered. One of the information collected here is unique identifiers. A unique identifier is a collection of unique characters that identifies a browser or device [3].

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When using the Play Store service, which is a Google service, while having an Android phone, information is also collected as the servers will be communicated. In Android devices, this flow of information is regular. Here, information such as operator name, device type, device usage (battery level, frequency of use of applications, network connection quality, etc.) are shared with Google [3].

Since YouTube is a Google service, information may be collected from this activity when watching a video from this platform. Thanks to this information, relevant videos can be suggested. The information collected is: Terms you search for, videos 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 you've synced with your Google Account [3].

Some information is also collected if any service provided by Google is used to make/receive calls, send/receive messages. These are your phone number, the phone number of the person you are calling, the number of the person calling you, other forwarded numbers, sender-receiver

e-mail addresses, call and message dates, call durations, forwarding information, call and message logs such as the types and amounts of calls and messages [3].

Google can still access the location information of its users with some of its services. Users determine how long the location information will be stored within the restrictions they set. They do this from account or device settings. The purpose of collecting this information is for features such as location-based advertising and directions. When determining location, Google uses information about things near your device, such as GPS and other sensor data on the device, data such as IP address, searches made on Google services, places saved as home-work addresses, Wi-Fi access points, cell towers, and Bluetooth-enabled devices [3].

Google also stores information from publicly accessible sources [3].

I have 1.5 GB of data in my Google account. The Google services I use are more than 40. A few of them are Blogger, Calendar, Chrome, Classroom, Contacts, Drive, Fit, Google Photos, Google Play Books, Google Play Games Services, Google Play Movies & TV, Google Play Store, Groups, Hangouts, Mail, Maps, News, Tasks, YouTube and YouTube Music.

## REFERENCES

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