

Yahoo vs. Gmail

As I read through the privacy policies, I thought I had a rough idea of what content these companies collect from us. As their business models are based on providing “free services” in exchange for user data, it is expected that they would collect some data from us. However, the type of data that they collect is really eye-opening.

For example, in Yahoo’s privacy policy, they state that they can collect not just information about our devices cookies, other signals our computers use to transmit information, but also content from our emails, messages, posts, videos, photos, attachments, and even financial information we use for transactions with Yahoo and its partner companies.

Google and Gmail’s business model is also based on providing services in exchange for user data. However, they present their privacy policies in a much more advantageous way for the user, stating the many benefits we receive through their policies such as a more personalized and tailored experience when we execute a Google search, more relevant ads, helping sync our data to our accounts and keep it updated, etc.

There are some big differences I found when it comes to these two services: Google/Gmail will never scan or read our Gmail messages to show us ads relevant to the content in those messages. They also have numerous ways to adjust the settings for the user when receiving content from Google and Gmail. Also, I feel they have better safeguard when it comes to detecting and reporting illicit activities on their platform, such as online child sex abuse. Yahoo’s statements were more general, stating that they detect and defend against fraudulent, abusive, or unlawful activity.