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Google vs. Duck Duck Go

Google Policy Reflection:

https://policies.google.com/privacy?hl=en-US

Positives:

- Users of some of their products do not necessarily need to have an account to access some of their services. In addition you can use many Google services when you're signed out of an account that you have created on their platform. You can also use incognito mode.
- The privacy policy makes it very clear that they are, in fact, tracking you
- They do have options for deleting your account info

Negatives:

- Even when a user is not signed in to a Google Account, Google stores information with unique identifiers tied to the browser, application, or devices used to maintain preferences across browsing sessions or ads based on the users activity.
- Data collected includes your location, IP address, searches, preferences, and when a user signs in Google collects information about a users activity on their services and stores it with the users Google Account. Google collects information about the apps, browsers, and devices users use to access Google services and information about things near a user's device such as Wi-Fi access points, cell towers, and Bluetooth-enabled devices.
- Even if a user deletes their Google Account, they can keep information about how often you used Google. Also some

data Google retains for longer periods of time when "necessary for legitimate business or legal purposes, such as security, fraud and abuse prevention, or financial record-keeping."

Their policy is so long and hard to wade through, you get the impression that they have pretty much covered themselves to use your info as much as possible, even if you don't want them to.

Duck Duck Go Policy Reflection:

https://duckduckgo.com/privacy

They say they do not collect or share personal information.

Positives:

- When you are searching and clicking - it automatically redirects to the http**s** as opposed to the http- they used and modeled firefox code for this.
- They never track your search history - thus making you untrackable
- They do not store your IP address, user agent and don't install cookies
- Ads are based on your key search words rather than your browsing or purchasing history

Negatives:

- No history means you have to remember where you went and when if you are trying to find something
- There are more features to allow you to sort of track yourself without anyone else being able to, but these options are not easy to sort out for the average consumer.

- Microsoft owned Bing provides the search software used by DuckDuckGo
- "DuckDuckGo's founder and CEO, Gabriel Weinberg, admitted that they could not block its trackers as per Microsoft's agreement. He further added that the company would be talking with Microsoft about modifying the clauses in the contract to maintain users' privacy and confidentiality."
- The Microsoft Bing connection makes their claims to privacy a bit suspect