

# Privacy Terms Compared

## YouTube versus Vimeo

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YouTube (Google in general)	Vimeo
<p>Data Collected:</p> <ul style="list-style-type: none"> <li>- Terms searched for</li> <li>- Videos watched</li> <li>- Views and interactions with content and ads</li> <li>- Voice and audio information</li> <li>- Purchase activity</li> <li>- People with whom you communicate or share content</li> <li>- Activity on third-party sites and apps that use the services</li> <li>- Chrome browsing history</li> <li>- GPS and sensor data</li> <li>- IP Address</li> <li>- Wi-fi access points, cell towers</li> </ul> <p>Use of Data: (specific to ads)</p> <ul style="list-style-type: none"> <li>- Show targeted ads</li> </ul> <p>Privacy Choices:</p> <ul style="list-style-type: none"> <li>- Turn on or off YouTube history</li> <li>- Manage whether ads shown are personalized or not</li> </ul>	<p>Age Requirement: 16+</p> <ul style="list-style-type: none"> <li>- If using video creation software, tools like facial recognition keeps data for 48 hours</li> </ul> <p>Data Collected:</p> <ul style="list-style-type: none"> <li>- IP Address</li> <li>- Technical details (browser type, etc.)</li> <li>- Web page visited before Vimeo</li> <li>- Activities on site</li> </ul> <p>May use cookies to track activities (data is collected even without an account)</p> <p>Data is used (among other things) in marketing and advertising</p> <p>Data is sent to authorized vendors and advertisement</p> <p>Data is retained as long as an account is held</p> <p>Privacy Choices: (relevant to ads)</p> <ul style="list-style-type: none"> <li>- Limit use of cookies</li> </ul>

While most features are similar, one key privacy difference is that **only Vimeo allows you to post videos only viewable by followers:**

- "Vimeo allows its users to post videos that can only be seen by followers, specifically selected accounts, or watched with a required password."
- "YouTube only equips its users with three privacy settings: public, private, or unlisted. This only gives users the ability to create a shareable link to a private video."
- <https://www.lemonlight.com/blog/youtube-vs-vimeo-the-key-differences-in-2021>