

Task: Select two services - Read their privacy policies. Post the products you are reviewing and comment on one thing for each policy (what it is, why it's good or bad or what raises flags, in your opinion).

Save write up in: week_02_privacy/terms.pdf

Google	DuckDuckGo
<div data-bbox="207 520 506 646" data-label="Image"> </div> <p>Information it collects:</p> <ul style="list-style-type: none"> • Information created by the user when signing up for an account such as: name, photo, messages the user sends using Google services. • Information provided by the user in order to use Google services related to browser, device and apps used as well as the user activity on Google such as: searches, ads you interact with, visits to websites that use Google services and user location. • The user location is determined by GPS, IP address, sensor data from phone, information about things near your device, such as Wi-Fi access points, cell towers, and Bluetooth-enabled devices • When the user is signed in, Google treats all the information collected from the user as personal information: name, age, gender, language, primary/secondary email, address, phone, payment information, history purchase, biometric information 	<div data-bbox="917 480 1380 722" data-label="Image"> </div> <ul style="list-style-type: none"> • does not collect or share personal information • does not store your search history • does not log information about users' IP address, browser or operating system. • does not store cookies by default on browser or servers • In certain circumstances, it stores cookies but not in a personally identifiable way (for ex: when you change search settings) <p>How does the search work?</p> <p>When you click on a link in the search list, duckduckgo route (redirect) that request in such a way so that it does not send your search terms to other sites along with your IP or system info.</p> <p>The other sites will still know that you visited them, but they will not know what search you entered beforehand.</p> <p>One interesting setting is that you can choose your search region and then perform searches as they would be based on that region.</p>

<p>(fingerprint), searching terms and history, employment, and education information, ads interest category, etc)</p> <ul style="list-style-type: none"> • When the user is not signed in to any Google account, Google still collects info by using unique identifiers in order to collect information about the browser, app or device you are using. The company uses cookies, pixel tags, local storage, browser storage, application data cache, databases and server logs. <p>The activity information the company collect includes:</p> <ul style="list-style-type: none"> • Terms you search for • Videos you watch • Views and interactions with content and ads • Voice and audio information when you use audio features • 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 <p>“ If you use our services to make and receive calls or send and receive messages, we may collect</p>	<p>The privacy policy is signed by Gabriel Weinberg, the founder of the company.</p>
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call and message log information like your phone number, calling-party number, receiving-party number, forwarding numbers, sender and recipient email address, time and date of calls and messages, duration of calls, routing information, and types and volumes of calls and messages.”

On top of this, Google also receives information about users from any websites and apps you visit that use Google Services such as AdSense or Google Analytics.

Privacy controls

The user is able to manage several privacy controls through their Google account.

- Activity controls: lets you decide what type of activity you’d like saved to your account. (for ex: you can turn on location history in order to view updates about traffic predictions in your commute
- Ad settings: manage your preference about the ads shown on your Google account and their partner sites. You can opt out relevant ads but you will still get ads that may be less relevant to you.
- About you: this is where you control what others see about you. (your personal info, organization, your email, etc)
- Shared endorsements: Choose whether your name and photo appear next to your activity, like reviews and recommendations, that appear in ads.

The user can manage more settings on the

My Activity section, Dashboard, or personal information section.	
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Compare and contrast

While researching Google's privacy policy I got the impression at least for a moment that Google's main business is collecting data about people. The vast amount of data that Google collects requires lots of resources and security but also enables the company to be powerful on different levels. Google may know more about you than anybody else including family members or the government.

While Google collects an enormous amount of data, DuckDuckGo has a different approach and it's on the opposite side of the spectrum.

From my personal experience, searching on Google generated great results but the amount of personal and private data they collect is astonishing. Also, Google's privacy controls can be a little overwhelming to manipulate and time consuming to read. From this perspective, I choose to search on DuckDuckGo.

One striking thing I found about Google is that they potentially can report to the DOE , which is the site admin, all the data and metadata collected from the users including searches, Youtube watching or basically anything else about us. This would happen mostly if we search or do other online activities while we are logged in our doe account using google.