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Google Privacy Policy Overview (Link: <https://policies.google.com/privacy>)

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For this assignment, I will be looking at Google's privacy policy which is associated with Personal Identifiable Information. The policy details what kind of information they collect, how they use the information they collect, the information that you share as well as some information that they share. When analyzing this policy, I will try to explain any assumptions I make that guides my thoughts on it. I will also look at aspects such as the stakeholders that are involved, any risks involved, and consequences if the policy fails. After giving my review of the policy, I will then see if any improvements can be made to it and will make appropriate recommendations if there are.

I believe Google's privacy policy makes for a good example of how the privacy policy of any company that does similar things to Google should be. Google kept it relatively simple. The policy is not too long and provides information many people would want to know. Google recognizes that many of their services require giving them personal information. Google also discusses what kind of information they get from users of their service.

Information that Google obtains through its users includes data that is associated with any of their Google account, such as their device information, their log information, their location information, their cookies, etc. This is quite a bit of information, but they do not share it with any third parties typically. They only share personal information in a few cases such as with consent, for legal reasons, or for external processing.

The stakeholders of this policy include Google's management, employees, and any users of their services. The risks that are being mitigated by this policy include anger from users, lawsuits, and questions about how Google uses users' data. If this policy were to fail, millions of users' personal information could be at risk. It is crucial the policy remains upheld or Google could be under heavy fire. Company policies in today's work environment as a whole are essential for them to be transparent.

Regardless, Google's current privacy policy in April 2018 has some room for improvement in my opinion. I would recommend they make it easier for users to not have their data collected. For example, they mention that they may store users' search queries. To disable this, a user must navigate to Google's dashboard. I feel that Google can make it more clear that they are collecting certain user data *while* users are using their services. For example, a notification could pop up when a user starts using Google that explains what data is being collected and why. It could allow a user to opt in, opt out, or remind them later.

Also, Google mentions that they use user data to personalize advertisements towards the user. I suggest they provide a way for users to opt out of this, as there seems to be no way to do this at the moment.

In conclusion, Google's Privacy Policy is a well-written and transparent policy. I felt it was fair and any personal information they do share is for good reason. They are clear on the information they obtain, share, and how they use it. While I do believe my recommendations can help benefit user experience, overall this is an effective policy.