What is data points per user?

Data points per user refers to the distinct types or categories of information a company collects about an individual user. Each data point represents a specific piece of data, such as name, email address, location, search history, or purchase behavior. The more data points a company collects, the more detailed a profile they can build about you.

For example, a 2025 Security.org study found:

- **Google** collects 39 data points per user, including things like search queries, location history, and YouTube watch history.

- **Meta** collects 14 data points, like hobbies, interests, or relationship status.

- **Amazon** gathers 23 data points, such as purchase history or Alexa voice data.

These points don't reflect the volume of data (e.g., how many searches), but the variety of categories. So, a company with more data points has a broader scope of information about you, often used for ads, personalization, or analytics. If you want specifics on what types of data these include for a particular company, let me know!