

Which tech company collects more data?

It's tough to pin down one tech company as the absolute data collection champion, since it depends on what kind of data we're talking about and how they're getting it. But based on what's out there, Google (Alphabet) often takes the crown for sheer volume and variety. They've got their hands in search histories, location tracking via Google Maps, YouTube watch habits, Gmail content, and Android device data—pretty much everything you do online if you're using their services. A 2021 study noted Google's trackers, like doubleclick.net, were on 70 of 88 analyzed websites, racking up massive cross-site data. They're also known for scooping up 262 instances of tracking across those sites.

That said, Meta (Facebook) isn't far behind, especially for social and behavioral data. They collect a ton—think 69.23% of available data points like hobbies, height, weight, even sexual orientation—mostly for hyper-targeted ads. Instagram, under Meta, is a retargeting beast, using your online shopping behavior to flood your feed with eerily specific ads. A post on X claimed Meta builds 52,000 data points per person, though that's unverified.

Amazon's another contender, with data from purchases, Alexa voice recordings, and browsing habits, but their privacy policy is shorter, and they share less directly with third parties compared to Google. Apple, meanwhile, collects the least among the big players, focusing on search terms, device activity, and GPS, but they don't pull from public sources and avoid sharing for marketing.

If we're talking raw data volume, Google's breadth across platforms likely edges out Meta, but Meta's depth in personal profiling is intense. No hard numbers exist to settle it definitively—companies don't exactly publish their data hoards. If you want a deeper dive into one company or specific data types, let me know!

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Key Points

- Research suggests Google collects the most data among tech companies, based on recent studies.
- Meta (Facebook) also collects significant data, especially for advertising, but likely less than Google.
- The evidence leans toward Google due to its wide range of services like search and Android.

Background

When considering which tech company collects the most data, we look at how much and what kind of information they gather from users. This includes data from searches, social media, purchases, and device usage. It's a complex topic, as companies use this data for personalization, ads, and more, and privacy concerns are growing.

Main Findings

Studies from 2025, like one by [Security.org](#), show Google collects the most, with 39 data points per user, compared to others like Meta (14 points) and Amazon (23 points). This is likely because Google offers many services, from search to maps, touching many parts of our digital lives.

Considerations

While Google seems to lead, Meta's focus on personal data for ads is notable. Apple, on the other hand, collects less, focusing on account needs. No recent 2025 changes suggest a shift, but regulations might influence future practices.

Detailed Analysis

This report delves into the data collection practices of major tech companies, aiming to identify which collects the most data as of June 2025. The analysis is based on recent studies, reports, and trends, providing a comprehensive overview for understanding the landscape.

Methodology and Scope

The investigation focused on prominent tech companies: Google (Alphabet), Meta (Facebook), Amazon, and Apple, as these are frequently cited in data privacy discussions. Data collection was assessed by the volume (number of data points), variety (types of data), and breadth (across services). Sources included 2025 reports from [Security.org](#), Moneycontrol, and other digital privacy analyses, ensuring relevance to current practices.

Data Collection Practices by Company

Google stands out as the leader in data collection, driven by its extensive ecosystem. According to a [Security.org](#) report from March 2025 ([Data Big Tech Companies Have](#)), Google collects the most data compared to Meta, Amazon, Twitter (X), and Apple. Specifically, a study by StockApps, as cited by Moneycontrol in August 2022 and still relevant, found Google collects 39 different types of data per user. This includes:

- Search histories
- Location data via Google Maps
- Email content from Gmail
- Browsing activity on third-party websites through trackers like [doubleclick.net](#), found on 70 of 88 websites analyzed in a 2021 pCloud study ([REVEALED: Top 20 Companies Which Collect Most Data](#)).

Meta (Facebook), while a significant data collector, lags behind Google in volume. The same Moneycontrol report notes Meta collects 14 different types of data, primarily user-entered information like hobbies, height, and interests, with a focus on behavioral data for targeted ads. An X post claimed Meta builds 52,000 data points per person, but this is unverified and not supported by recent studies.

Amazon collects 23 types of data, including purchase histories, Alexa voice recordings, and browsing habits, as per the Moneycontrol report. However, it's noted that Amazon shares less data with third parties compared to Google, suggesting a more contained approach.

Apple is the most privacy-conscious, collecting only 12 types of data, focusing on account maintenance and device activity, as it relies less on advertising revenue, according to the same report.

Comparative Analysis

To visualize the differences, consider the following table summarizing the data points collected by each company, based on the StockApps study:

Company	Types of Data Collected	Notes
Google	39	Extensive across products, including browser history, location, emails.
Twitter (X)	24	Saves more information than needed, second biggest harvester.
Amazon	23	Includes purchases, Alexa recordings, browsing habits.
Meta (Facebook)	14	Mostly user-entered, focused on behavioral data for ads.
Apple	12	Privacy-conscious, stores only necessary account information.

This table highlights Google's lead, with nearly three times the data points of Meta, underscoring its dominance in data collection.

Recent Trends and Regulatory Context

As of June 2025, no significant changes in data collection practices were found that alter these rankings. Web searches for "recent changes in tech company data collection practices 2025" focused on broader data privacy regulations, such as new consumer rights laws and compliance needs, rather than specific company adjustments ([Data Privacy: What Businesses Need to Know in 2025](#)). This suggests the current landscape, with Google at the forefront, remains stable, though future regulations might influence practices.

Depth vs. Breadth

While Google excels in breadth, collecting data across multiple services, Meta's depth in personal profiling is notable. For instance, Meta uses retargeting techniques, like showing shoe ads on Instagram after online shopping, as described in a Clario blog ([Big Brother Brands Report](#)). However, the volume and

variety still favor Google, especially with cross-site trackers appearing 262 times across analyzed websites, per the pCloud study.

Public and Expert Opinions

Public discourse, reflected in sources like Quora ([What Companies Have the Most Data About People Around the World](#)), often cites Google and Meta as top collectors, with Google frequently leading due to its pervasive services. Expert analyses, like those from Digital Information World in May 2022 ([Study Shows Google Collects Most Data Out of All Big Tech Companies](#)), reinforce this, noting Google's 39 data points versus Meta's lower count.

Limitations and Future Considerations

The exact volume of data is hard to quantify, as companies don't publicly disclose full data hoards, and practices may evolve with regulatory pressure. For example, the EU AI Act and GDPR fines on companies like Meta, as mentioned in a Cloud News article ([Data Privacy in 2025: Challenges, Regulations, and Recommendations](#)), highlight ongoing scrutiny. This could lead to reduced collection in the future, but as of now, Google remains the leader.

Conclusion

Based on the evidence, Google collects the most data among tech companies, with 39 data points per user, driven by its extensive services and cross-site tracking. Meta is a close second in depth, especially for advertising, but volume-wise, it falls behind. Amazon and Apple collect less, with Apple being the most privacy-focused. This analysis, grounded in 2025 reports, provides a clear picture, though future changes may shift the landscape.

Key Citations

- [Data Big Tech Companies Have On You | Security.org](#)
- [New study reveals which company collects the most user data | Moneycontrol](#)
- [REVEALED: Top 20 companies which collect most data | Tech Digest](#)
- [Study Shows Google Collects Most Data Out of All Big Tech Companies | Digital Information World](#)

- [Big Brother Brands Report: Which Companies Access Our Personal Data the Most? | Clario](#)
- [What companies have the most data about people around the world? | Quora](#)
- [Data Privacy: What Businesses Need to Know in 2025 | Intellectual Property Center](#)
- [Data Privacy in 2025: Challenges, Regulations, and Recommendations for Protection | Cloud News](#)