

# 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!

## What are the google 39 data points?

The "39 data points" figure associated with Google's data collection comes from a 2022 study by StockApps, cited in sources like Moneycontrol and [Security.org](#), which claims Google collects 39 distinct types of data per user, more than other major tech companies like Meta (14), Amazon (23), or Apple (12). However, no definitive, up-to-date public list from Google or these studies explicitly details all 39 data points, as companies typically don't disclose precise breakdowns due to proprietary and privacy concerns. Based on available information from Google's privacy policies, reports, and analyses (including web sources like Mashable India and Clario), here's a comprehensive reconstruction of the types of data Google likely collects, aligning with the reported 39 data points as of June 2025.

### Likely Google Data Points

Google's data collection spans its ecosystem—Search, Gmail, YouTube, Maps, Android, Chrome, and more. The following list, informed by Google's Privacy Policy, [Security.org's](#) 2025 report, and other sources, covers 39 categories of data Google is known to gather:

1. **Name** - Personal identifier from Google Account.
2. **Email Address** - Primary contact info for account and services.
3. **Phone Number** - Used for account verification or contact.
4. **Date of Birth** - For age-based restrictions and personalization.
5. **Gender** - Optional, for targeted ads or personalization.
6. **Physical Address** - From Maps, delivery services, or account info.
7. **Search Queries** - Everything typed into Google Search.
8. **Browsing History** - URLs visited via Chrome or signed-in devices.
9. **IP Address** - Device identifier for location and security.
10. **Device Identifiers** - Unique IDs for phones, tablets, or computers.
11. **Location Data** - GPS, Wi-Fi, or cell tower data from Maps or Android.
12. **Email Content** - Scanned in Gmail for features like Smart Reply or ads.
13. **Calendar Events** - From Google Calendar for scheduling.
14. **Contacts** - Synced from phone or Gmail for communication.
15. **Photos/Videos** - Uploaded to Google Photos, scanned for metadata.
16. **Voice Recordings** - From Google Assistant or Voice Search.
17. **YouTube Watch History** - Videos watched or searched.
18. **YouTube Comments** - User interactions on videos.
19. **App Usage** - Activity on Android apps or Google services.
20. **Purchase History** - Transactions via Google Play or Pay.
21. **Payment Info** - Credit card details for Google services.
22. **Ad Interactions** - Clicks or views on Google Ads.

23. **Cookies Data** - Tracking user preferences across sites.
24. **Cross-Site Tracking** - Data from third-party sites via DoubleClick.
25. **Language Preferences** - Set in account or inferred from usage.
26. **Time Zone** - Based on device or account settings.
27. **Operating System** - Android, Windows, etc., for compatibility.
28. **Device Model** - Phone or computer type for optimization.
29. **Network Info** - Wi-Fi or carrier details for connectivity.
30. **Battery Level** - Device status for app performance.
31. **Screen Time** - Usage patterns on Android devices.
32. **Call Logs** - Synced from Android for Assistant features.
33. **Text Messages** - Synced for Android's Messages app.
34. **Fitness Data** - From Google Fit or connected wearables.
35. **Google Drive Files** - Documents, spreadsheets, or other uploads.
36. **Chrome Extensions** - Installed tools for personalization.
37. **Search Result Clicks** - Links clicked after searches.
38. **In-App Purchases** - Transactions within Android apps.
39. **Account Activity** - Logins, security events, or settings changes.

## Notes and Context

- **Sources:** The 39 data points figure originates from a StockApps study (Moneycontrol, August 2022) and is referenced in 2025 by [Security.org](https://www.security.org/). Google's Privacy Policy ([privacy.google.com](https://www.google.com/privacy/)) and Clario's Big Brother Brands report detail many of these categories but don't provide an exact count. The list above is a reasoned compilation based on these sources.
- **How Data Is Used:** Google uses these data points for personalized ads, service improvements, and features like Smart Replies or Maps suggestions. For example, location data enhances navigation, while email content fuels ad targeting.

- **Third-Party Tracking:** Unlike Meta, Google relies heavily on first-party data but also uses trackers like DoubleClick on third-party sites, found on 70 of 88 websites per a 2021 pCloud study.
- **Privacy Controls:** Users can manage data via My Activity ([myactivity.google.com](https://myactivity.google.com)), delete records, or opt out of personalization. However, some data (e.g., IP address) is collected for functionality.
- **Limitations:** Without Google confirming the exact 39 points, this list is an educated estimate. Some categories (e.g., email content vs. metadata) might be counted differently in studies, and new services like Gemini AI (announced at Google I/O 2025) may add data types like AI interaction logs.

## Why Google Collects More

Google's 39 data points exceed Meta's 14 or Apple's 12 because of its vast ecosystem. Unlike Apple, which avoids ad-driven data, or Meta, which focuses on social inputs, Google's services touch nearly every digital interaction—search, email, navigation, video, and mobile OS. A 2022 Digital Information World report noted Google's lead due to this breadth.

If you want specifics on how to check or limit Google's data collection, or a comparison with another company's data points, let me know!

## Explain all the 39 points in details from the information below.

### 1. Name

- **What it is:** The full name provided when creating a Google Account.
- **How it's collected:** Entered during account creation or updated in account settings.
- **Why it's collected:** Used as a personal identifier for account management, personalization (e.g., greeting in Gmail), and for services requiring identity, such as Google Pay.
- **Potential uses:** Enhances user experience by personalizing emails, recommendations, or services; may be linked to targeted advertising profiles.

## 2. Email Address

- **What it is:** The primary email address associated with a Google Account.
- **How it's collected:** Provided during account creation or linked to services like Gmail.
- **Why it's collected:** Serves as a primary contact method, account recovery option, and login credential.
- **Potential uses:** Used for communication, account verification, and ad targeting; also shared with third-party services if the user authorizes it.

## 3. Phone Number

- **What it is:** A phone number provided for account or service purposes.
- **How it's collected:** Entered during account setup, two-factor authentication, or services like Google Pay or Maps.
- **Why it's collected:** Enhances security (e.g., SMS-based 2FA) and enables features like calling in Google Meet or location-based services.
- **Potential uses:** Can be used for targeted ads, fraud detection, or linking accounts across devices.

## 4. Date of Birth

- **What it is:** The user's birthdate, provided during account creation.
- **How it's collected:** Entered manually or inferred from other services (e.g., YouTube age restrictions).
- **Why it's collected:** Ensures compliance with age-based restrictions (e.g., COPPA for users under 13) and personalizes content.
- **Potential uses:** Used for age-targeted ads, content filtering, or restricting access to mature content.

## 5. Gender

- **What it is:** The user's gender, optionally provided in account settings.

- **How it's collected:** Selected during account setup or inferred from user behavior (e.g., search patterns).
- **Why it's collected:** Personalizes content and ads (e.g., fashion or health-related ads).
- **Potential uses:** Enhances ad targeting and demographic analysis for marketing.

## 6. Physical Address

- **What it is:** A home or business address provided by the user.
- **How it's collected:** Entered in Google Maps, Google Pay, or account settings for delivery or billing.
- **Why it's collected:** Enables location-based services like navigation, local search results, or e-commerce deliveries.
- **Potential uses:** Used for local ads, delivery tracking, or fraud prevention.

## 7. Search Queries

- **What it is:** Text or voice queries entered into Google Search.
- **How it's collected:** Captured directly from search inputs on [Google.com](https://www.google.com) or via apps.
- **Why it's collected:** Powers search results, improves algorithms, and personalizes user experience.
- **Potential uses:** Fuels targeted advertising, trend analysis, and query suggestions.

## 8. Browsing History

- **What it is:** URLs and websites visited while signed into a Google Account.
- **How it's collected:** Tracked via Chrome browser or other signed-in devices.
- **Why it's collected:** Improves search relevance, suggests sites, and personalizes ads.

- **Potential uses:** Builds user interest profiles for ad targeting and enhances Chrome features like autofill.

## 9. IP Address

- **What it is:** The unique address of a user's device on the internet.
- **How it's collected:** Automatically logged when accessing any Google service.
- **Why it's collected:** Used for security (e.g., detecting suspicious logins), location-based services, and network optimization.
- **Potential uses:** Enables geolocation for ads and fraud detection.

## 10. Device Identifiers

- **What it is:** Unique IDs for devices (e.g., IMEI, MAC address, or advertising ID).
- **How it's collected:** Gathered from Android devices, Chrome, or other Google apps.
- **Why it's collected:** Tracks devices for security, personalization, and app functionality.
- **Potential uses:** Links user activity across devices for consistent ad targeting and analytics.

## 11. Location Data

- **What it is:** Precise or approximate location from GPS, Wi-Fi, or cell towers.
- **How it's collected:** Captured via Google Maps, Android, or location-enabled apps.
- **Why it's collected:** Powers navigation, local search, and location-based recommendations.
- **Potential uses:** Enables hyper-local ads, traffic analysis, and location history tracking.

## 12. Email Content

- **What it is:** The body and attachments of emails in Gmail.
- **How it's collected:** Scanned automatically by Gmail's algorithms.

- **Why it's collected:** Enables features like Smart Reply, spam filtering, and calendar integration.
- **Potential uses:** Used for contextual ad targeting (e.g., travel ads based on flight confirmations).

### 13. Calendar Events

- **What it is:** Details of events, meetings, or reminders in Google Calendar.
- **How it's collected:** Entered by users or synced from emails or other apps.
- **Why it's collected:** Manages schedules and provides reminders or suggestions.
- **Potential uses:** Informs location-based services or contextual ads (e.g., event-related products).

### 14. Contacts

- **What it is:** Names, emails, or phone numbers of a user's contacts.
- **How it's collected:** Synced from Android devices, Gmail, or manual entry.
- **Why it's collected:** Powers communication features in Gmail, Google Contacts, or Meet.
- **Potential uses:** Enhances social features or suggests connections in Google services.

### 15. Photos/Videos

- **What it is:** Media files uploaded to Google Photos or other services.
- **How it's collected:** Uploaded manually or synced from devices.
- **Why it's collected:** Stored for user access; metadata (e.g., location, date) is analyzed.
- **Potential uses:** Enables facial recognition, location-based tagging, or ad personalization.

### 16. Voice Recordings

- **What it is:** Audio from Google Assistant, Voice Search, or Translate.



- **How it's collected:** Recorded when using voice-activated features.
- **Why it's collected:** Processes voice commands and improves speech recognition.
- **Potential uses:** Personalizes Assistant responses and may inform ad targeting.

## 17. YouTube Watch History

- **What it is:** Record of videos watched or searched on YouTube.
- **How it's collected:** Tracked when signed into a Google Account.
- **Why it's collected:** Personalizes video recommendations and improves algorithms.
- **Potential uses:** Drives targeted ads based on video interests.

## 18. YouTube Comments

- **What it is:** User comments or interactions on YouTube videos.
- **How it's collected:** Captured when users post comments while signed in.
- **Why it's collected:** Enhances community engagement and moderates content.
- **Potential uses:** Analyzes sentiment for ad targeting or content moderation.

## 19. App Usage

- **What it is:** Activity within Android apps or Google services.
- **How it's collected:** Tracked via Android OS or app interactions.
- **Why it's collected:** Optimizes app performance and personalizes recommendations.
- **Potential uses:** Informs app suggestions and targeted advertising.

## 20. Purchase History

- **What it is:** Records of transactions via Google Play, Pay, or other services.
- **How it's collected:** Logged during purchases or subscriptions.
- **Why it's collected:** Tracks payments and enables purchase-related features.

- **Potential uses:** Targets ads for related products or services.

## 21. Payment Info

- **What it is:** Credit card or bank details for Google services.
- **How it's collected:** Entered in Google Pay, Play Store, or subscriptions.
- **Why it's collected:** Facilitates payments and subscriptions.
- **Potential uses:** Secured for transactions; may inform financial ads.

## 22. Ad Interactions

- **What it is:** Clicks, views, or skips on Google Ads.
- **How it's collected:** Tracked across Google's ad network (e.g., Search, YouTube).
- **Why it's collected:** Measures ad performance and user engagement.
- **Potential uses:** Refines ad targeting and optimizes campaigns.

## 23. Cookies Data

- **What it is:** Small data files tracking user preferences across sites.
- **How it's collected:** Set by Google services or third-party sites using Google Ads.
- **Why it's collected:** Personalizes web experiences and tracks user sessions.
- **Potential uses:** Enables cross-site ad targeting and analytics.

## 24. Cross-Site Tracking

- **What it is:** Data collected from third-party sites via Google's ad tools (e.g., DoubleClick).
- **How it's collected:** Embedded trackers on non-Google sites.
- **Why it's collected:** Builds comprehensive user profiles for advertising.
- **Potential uses:** Enhances ad relevance across the web.

## 25. Language Preferences

- **What it is:** User's chosen or inferred language settings.
- **How it's collected:** Set in account or detected from device/usage.
- **Why it's collected:** Customizes content and interface language.
- **Potential uses:** Targets ads in the user's preferred language.

## 26. Time Zone

- **What it is:** User's time zone based on device or account settings.
- **How it's collected:** Detected from device or manually set.
- **Why it's collected:** Adjusts services like Calendar or search results.
- **Potential uses:** Informs time-sensitive ads or features.

## 27. Operating System

- **What it is:** The OS (e.g., Android, Windows) of the user's device.
- **How it's collected:** Detected when accessing Google services.
- **Why it's collected:** Ensures compatibility and optimizes performance.
- **Potential uses:** Targets OS-specific ads or app recommendations.

## 28. Device Model

- **What it is:** The make and model of the user's device (e.g., Pixel 6, MacBook).
- **How it's collected:** Detected via Android, Chrome, or app interactions.
- **Why it's collected:** Optimizes app and service performance.
- **Potential uses:** Targets device-specific ads or accessories.

## 29. Network Info

- **What it is:** Details about Wi-Fi or mobile network connections.
- **How it's collected:** Gathered from Android or app connectivity.
- **Why it's collected:** Optimizes service delivery and troubleshooting.
- **Potential uses:** Informs network-related ads or diagnostics.

## 30. Battery Level

- **What it is:** Device battery status, particularly on Android.
- **How it's collected:** Monitored by Android OS or apps.
- **Why it's collected:** Optimizes app performance (e.g., low-power modes).
- **Potential uses:** May inform device usage patterns for analytics.

## 31. Screen Time

- **What it is:** Time spent on apps or services on Android devices.
- **How it's collected:** Tracked via Android's Digital Wellbeing feature.
- **Why it's collected:** Provides usage insights and supports user controls.
- **Potential uses:** Informs app recommendations or behavioral ads.

## 32. Call Logs

- **What it is:** Records of calls made or received on Android devices.
- **How it's collected:** Synced via Android's Phone app or Assistant.
- **Why it's collected:** Enhances Assistant features or contact management.
- **Potential uses:** May inform communication-related ads.

## 33. Text Messages

- **What it is:** SMS or RCS messages on Android devices.
- **How it's collected:** Synced via Messages app or backups.
- **Why it's collected:** Supports messaging features and backups.
- **Potential uses:** Analyzes content for contextual ads (e.g., promotions).

## 34. Fitness Data

- **What it is:** Activity, heart rate, or step counts from wearables.
- **How it's collected:** Synced via Google Fit or connected devices.
- **Why it's collected:** Tracks health and fitness goals.

- **Potential uses:** Targets fitness-related ads or product recommendations.

## 35. Google Drive Files

- **What it is:** Documents, spreadsheets, or other files stored on Drive.
- **How it's collected:** Uploaded or created by users.
- **Why it's collected:** Stores and organizes user content.
- **Potential uses:** Analyzes metadata for productivity or ad insights.

## 36. Chrome Extensions

- **What it is:** Add-ons installed in the Chrome browser.
- **How it's collected:** Tracked when installed or used.
- **Why it's collected:** Personalizes browsing and tracks extension usage.
- **Potential uses:** Suggests related extensions or ads.

## 37. Search Result Clicks

- **What it is:** Links clicked after performing a Google Search.
- **How it's collected:** Tracked when users interact with search results.
- **Why it's collected:** Improves search algorithms and relevance.
- **Potential uses:** Refines ad targeting based on user interests.

## 38. In-App Purchases

- **What it is:** Transactions within Android apps via Google Play.
- **How it's collected:** Logged during app purchases or subscriptions.
- **Why it's collected:** Processes payments and tracks subscriptions.
- **Potential uses:** Targets ads for related apps or services.

## 39. Account Activity

- **What it is:** Logins, security events, or changes to account settings.
- **How it's collected:** Monitored across Google services.

- **Why it's collected:** Enhances security and tracks account usage.
  - **Potential uses:** Detects fraud or informs personalized features.
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## Additional Context

- **Why 39 Data Points?** The 2022 StockApps study likely aggregated these categories based on Google's disclosed practices and industry analyses. Google's Privacy Policy (updated periodically) outlines broad categories like "personal information," "activity," and "device information," which encompass these points. The exact list may vary slightly depending on user settings (e.g., opting out of ad personalization).
- **How Google Uses This Data:** Primarily for improving services (e.g., search relevance, app performance), personalizing experiences (e.g., recommendations, ads), and ensuring security. Most data fuels Google's advertising ecosystem, which generates the majority of its revenue.
- **Privacy Controls:** Users can manage data via Google's "My Activity" dashboard, delete specific data points, or disable features like location tracking or ad personalization. However, some data (e.g., IP address) is inherently collected for functionality.
- **Comparison to Others:** The 39 data points are higher than Meta (14, e.g., posts, likes, friends), Amazon (23, e.g., purchase history, Alexa commands), or Apple (12, e.g., app usage, device info), reflecting Google's broader ecosystem and ad-driven model.

If you'd like me to generate a chart comparing Google's data points to other companies or dive deeper into any specific point, let me know!