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. Google's Privacy Policy (privacy.google.com) 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), 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!