Personal Data We Collect Personal Data We Collect

Microsoft collects data to operate effectively and provide you the best experiences with our services. You provide some of this data directly, such as when you create a Microsoft account, submit a search query to Bing, speak a voice command to Cortana, upload a document to OneDrive, or contact us for support. We get some of it by recording how you interact with our services by, for example, using technologies like [cookies](https://www.microsoft.com/en-us/privacystatement/default.aspx?Componentid=pspMainCookiesSimilarTechnologiesModule&View=Description), and receiving error reports or usage data from software running on your device. We also obtain data from third parties (including other companies).

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We also obtain data from third parties (including other companies). For example, we supplement the data we collect by purchasing demographic data from other companies. We also use services from other companies to help us determine a location based on your IP address in order to customize certain services to your location.

The data we collect depends on the services and features you use, and includes the following.

**Name and contact data.** We collect your first and last name, email address, postal address, phone number, and other similar contact data.

**Credentials.** We collect passwords, password hints, and similar security information used for authentication and account access.

**Demographic data.** We collect data about you such as your age, gender, country and preferred language.

**Interests and favorites.** We collect data about your interests and favorites, such as the teams you follow in a sports app, the stocks you track in a finance app, or the favorite cities you add to a weather app. In addition to those you explicitly provide, your interests and favorites may also be inferred or derived from other data we collect.

**Payment data.** We collect data necessary to process your payment if you make purchases, such as your payment instrument number (such as a credit card number), and the security code associated with your payment instrument.

**Usage data.** We collect data about how you interact with our services. This includes data, such as the features you use, the items you purchase, the web pages you visit, and the search terms you enter. This also includes data about your device and the network you use to connect to our services, including IP address, device identifiers (such as the IMEI number for phones), regional and language settings. It includes information about the operating systems and other software installed on your device, including product keys. And it includes data about the performance of the services and any problems you experience with them.

**Contacts and relationships**. We collect data about your contacts and relationships if you use a Microsoft service to manage contacts, or to communicate or interact with other people or organizations.

**Location data.** We collect data about your location, which can be either precise or imprecise. Precise location data can be Global Position System (GPS) data, as well as data identifying nearby cell towers and Wi-Fi hotspots, we collect when you enable location-based services or features. Imprecise location data includes, for example, a location derived from your IP address or data that indicates where you are located with less precision, such as at a city or postal code level.

**Content.** We collect content of your files and communications when necessary to provide you with the services you use. For example, if you receive an email using Outlook.com, we need to collect the content of that email in order to deliver it to your inbox, display it to you, enable you to reply to it, and store it for you until you choose to delete it. Examples of this data include: the content of your documents, photos, music or video you upload to a Microsoft service such as OneDrive, as well as the content of your communications sent or received using Microsoft services such Outlook.com or Skype, including the:

* subject line and body of an email,
* text or other content of an instant message,
* audio and video recording of a video message, and
* audio recording and transcript of a voice message you receive or a text message you dictate.

We also collect the content of messages you send to us, such as feedback and product reviews you write, or questions and information you provide for customer support. When you contact us, such as for customer support, phone conversations or chat sessions with our representatives may be monitored and recorded. If you enter our retail stores, your image may be captured by our security cameras.

You have choices about the data we collect. When you are asked to provide personal data, you may decline. But if you choose not to provide data that is necessary to provide a service, you may not be able to use some features or services.

Service-specific sections below describe data collection practices applicable to use of those services.











