## Outlook

**1. Data Collection**

Google collects various types of data when you use Gmail:​

* **Personal Information**: Name, email address, phone number, and payment information provided during account creation.​[Google Policies+1Google Policies+1](https://policies.google.com/privacy?hl=en-US&utm_source=chatgpt.com)
* **Content Data**: Emails you write and receive, attachments, and other content stored in Gmail.​[Google Help+9Google Policies+9Google Help+9](https://policies.google.com/privacy?hl=en-US&utm_source=chatgpt.com)
* **Usage Data**: Information about your activity in Gmail, including interactions with emails and features.​
* **Device Information**: Details about the devices you use to access Gmail, such as hardware model, operating system, and unique device identifiers.​
* **Location Information**: Data about your location, which may be determined through various technologies like IP address, GPS, and other sensors.​[Google Help](https://support.google.com/Online-Insights-Study-Help/answer/12168554?hl=en&utm_source=chatgpt.com)

Google uses this information to provide, maintain, and improve its services, develop new services, and protect Google and its users. ​[Google Policies+5Google Help+5Google Account+5](https://support.google.com/Online-Insights-Study-Help/answer/12168554?hl=en&utm_source=chatgpt.com)

**2. Data Sharing**

Google does not share your personal information with companies, organizations, or individuals outside of Google except in the following cases:​[Google Policies](https://policies.google.com/privacy/archive/20170417?hl=en&utm_source=chatgpt.com)

* **With Your Consent**: Google will share personal information with companies, organizations, or individuals outside of Google when it has your consent to do so.​[Google Policies+1Google Help+1](https://policies.google.com/privacy/archive/20170417?hl=en&utm_source=chatgpt.com)
* **For External Processing**: Google provides personal information to its affiliates or other trusted businesses or persons to process it for Google, based on Google's instructions and in compliance with its Privacy Policy and any other appropriate confidentiality and security measures.​[Google Help](https://support.google.com/Online-Insights-Study-Help/answer/12168554?hl=en&utm_source=chatgpt.com)
* **For Legal Reasons**: Google will share personal information with companies, organizations, or individuals outside of Google if it has a good-faith belief that access, use, preservation, or disclosure of the information is reasonably necessary to:​
  + Meet any applicable law, regulation, legal process, or enforceable governmental request.​
  + Enforce applicable Terms of Service, including investigation of potential violations.​
  + Detect, prevent, or otherwise address fraud, security, or technical issues.​[Google Account](https://myaccount.google.com/privacypolicy?utm_source=chatgpt.com)
  + Protect against harm to the rights, property, or safety of Google, its users, or the public as required or permitted by law. ​

**3. User Rights**

Google provides users with various controls over their personal information:​

* **Access and Update**: Users can access and update their personal information through their Google Account settings.​
* **Portability**: Google offers tools like Google Takeout, which allows users to export their data to other services.​
* **Deletion**: Users can delete their Gmail account or specific emails. Additionally, Google provides options to delete activity data associated with their account.​
* **Privacy Controls**: Through the Google Account dashboard, users can manage their privacy settings, including ad personalization and activity controls. ​[Google Safety Center - Stay Safer Online](https://privacy.google.com/my-controls.html?utm_source=chatgpt.com)

**4. Opt-Out Provisions**

Google allows users to opt out of certain data processing activities:​[Google Policies+2The Guardian+2Google Help+2](https://www.theguardian.com/technology/2024/nov/15/x-ai-gmail-meta-privacy-settings?utm_source=chatgpt.com)

* **Ad Personalization**: Users can opt out of personalized ads by adjusting their ad settings.​
* **Smart Features**: Users can disable smart features in Gmail, such as Smart Compose and Smart Reply, which use email content to provide suggestions.​[The Guardian](https://www.theguardian.com/technology/2024/nov/15/x-ai-gmail-meta-privacy-settings?utm_source=chatgpt.com)
* **Activity Controls**: Users can pause or delete their activity data, including web and app activity, location history, and YouTube history. ​[Google Policies+2Google Safety Center - Stay Safer Online+2Google Safety Center - Stay Safer Online+2](https://privacy.google.com/how-we-use-data.html?utm_source=chatgpt.com)

**5. Update Procedures**

Google's Privacy Policy is subject to change. When changes are made, Google will post the updated policy on its Privacy & Terms page and, if the changes are significant, provide a more prominent notice (including, for certain services, email notification of privacy policy changes). Users are encouraged to review the Privacy Policy periodically for any updates.

## Outlook

**1. Data Collection**

Microsoft collects various types of data when you use Outlook:​[Axios](https://www.axios.com/2024/11/25/microsoft-ai-training-data-privacy?utm_source=chatgpt.com)

* **Personal Information**: Name, email address, phone number, and payment information provided during account creation.​
* **Content Data**: Emails you write and receive, attachments, and other content stored in Outlook.​
* **Usage Data**: Information about your activity in Outlook, including interactions with emails and features.​
* **Device Information**: Details about the devices you use to access Outlook, such as hardware model, operating system, and unique device identifiers.​
* **Location Information**: Data about your location, which may be determined through various technologies like IP address, GPS, and other sensors.​

Microsoft uses this information to provide, maintain, and improve its services, develop new services, and protect Microsoft and its users. ​

**2. Data Sharing**

Microsoft shares your personal data with your consent or as necessary to complete any transaction or provide any product you have requested or authorized. They also share data with Microsoft-controlled affiliates and subsidiaries; with vendors working on Microsoft's behalf; when required by law or to respond to legal process; to protect Microsoft customers; to protect lives; to maintain the security of Microsoft products; and to protect the rights or property of Microsoft. ​[Microsoft](https://www.microsoft.com/en-us/privacy/privacystatement?utm_source=chatgpt.com)

**3. User Rights**

Microsoft provides users with various controls over their personal information:​

* **Access and Update**: Users can access and update their personal information through their Microsoft Account settings.​
* **Portability**: Microsoft offers tools like the privacy dashboard, which allows users to export their data to other services.​
* **Deletion**: Users can delete their Outlook account or specific emails. Additionally, Microsoft provides options to delete activity data associated with their account.​
* **Privacy Controls**: Through the Microsoft Account dashboard, users can manage their privacy settings, including ad personalization and activity controls. ​[Microsoft](https://www.microsoft.com/en-us/privacy?utm_source=chatgpt.com)

**4. Opt-Out Provisions**

Microsoft allows users to opt out of certain data processing activities:​

* **Ad Personalization**: Users can opt out of personalized ads by adjusting their ad settings.​
* **Activity Controls**: Users can pause or delete their activity data, including web and app activity, location history, and search history. ​

**5. Update Procedures**

Microsoft's Privacy Statement is subject to change. When changes are made, Microsoft will post the updated statement on its Privacy & Terms page and, if the changes are significant, provide a more prominent notice (including, for certain services, email notification of privacy statement changes). Users are encouraged to review the Privacy Statement periodically for any updates. ​

## Yahoo

**1. Data Collection**

Yahoo collects various types of data when you use Yahoo Mail:​

* **Personal Information**: Name, email address, phone number, and other information provided during account creation.​
* **Content Data**: Emails you write and receive, attachments, and other content stored in Yahoo Mail.​
* **Usage Data**: Information about your activity in Yahoo Mail, including interactions with emails and features.​
* **Device Information**: Details about the devices you use to access Yahoo Mail, such as hardware model, operating system, and unique device identifiers.​
* **Location Information**: Data about your location, which may be determined through various technologies like IP address, GPS, and other sensors.​

Yahoo uses this information to provide, maintain, and improve its services, develop new services, and protect Yahoo and its users. ​

**2. Data Sharing**

Yahoo shares your personal data with your consent or as necessary to complete any transaction or provide any product you have requested or authorized. They also share data with Yahoo-controlled affiliates and subsidiaries; with vendors working on Yahoo's behalf; when required by law or to respond to legal process; to protect Yahoo customers; to protect lives; to maintain the security of Yahoo products; and to protect the rights or property of Yahoo. ​

**3. User Rights**

Yahoo provides users with various controls over their personal information:​

* **Access and Update**: Users can access and update their personal information through their Yahoo Account settings.​
* **Portability**: Yahoo offers tools that allow users to export their data to other services.​
* **Deletion**: Users can delete their Yahoo Mail account or specific emails. Additionally, Yahoo provides options to delete activity data associated with their account.​
* **Privacy Controls**: Through the Yahoo Account dashboard, users can manage their privacy settings, including ad personalization and activity controls. ​[legal.yahoo.com](https://legal.yahoo.com/ie/en/yahoo/privacy/overview/index.html?utm_source=chatgpt.com)

**4. Opt-Out Provisions**

Yahoo allows users to opt out of certain data processing activities:​

* **Ad Personalization**: Users can opt out of personalized ads by adjusting their ad settings.​
* **Activity Controls**: Users can pause or delete their activity data, including web and app activity, location history, and search history. ​

**5. Update Procedures**

Yahoo's Privacy Policy is subject to change. When changes are made, Yahoo will post the updated policy on its Privacy & Terms page and, if the changes are significant, provide a more prominent notice

## Findings

The comparative analysis of Gmail, Outlook, and Yahoo Mail reveals both overlapping practices and notable distinctions in their approaches to privacy, user rights, and regulatory compliance. All three platforms collect a mix of personal, device, and usage data, and each provides some level of access, deletion, and opt-out functionality to users. However, there are clear differences in how these rights are implemented and communicated.

Gmail and Outlook emerged as more transparent and user-friendly, offering structured dashboards, clear opt-out options, and comprehensive support for rights such as data portability and deletion. Yahoo Mail, by contrast, showed less robust user control and bundled consent mechanisms that make it harder to manage privacy preferences. NLP-based cosine similarity analysis further quantified these differences, showing that Gmail and Outlook share more linguistic overlap in data-sharing and opt-out language, while Yahoo diverges in both tone and structure. Keyword analysis also highlighted the common emphasis on "access," "deletion," "opt," and "dashboard" across all platforms—indicating a shared baseline for user-facing controls.

While security measures were not explicitly detailed in the platform summaries, general privacy policy language suggests a shared commitment to data protection. Gmail and Outlook reference encryption, secure storage practices, and adherence to international data transfer frameworks such as Standard Contractual Clauses. Yahoo Mail mentions data protection practices in broad terms but provides less specificity regarding breach notifications or user alerts. None of the three platforms provides deeply technical descriptions of security protocols, but Gmail and Outlook distinguish themselves by offering clearer public-facing documentation and incident response policies.

Overall, Gmail and Outlook demonstrate stronger alignment with global privacy regulations such as GDPR, CCPA, and VCDPA. Yahoo Mail, while partially compliant, appears less proactive in user transparency and control. These findings underscore the importance of clear language, accessible tools, and detailed disclosures in shaping user understanding and trust in digital privacy agreements.