



Policies & Principles

Preview: Privacy Policy

This Privacy Policy will be effective March 1, 2012, and will replace the [existing Privacy Policy](#). Please see our [overview page](#) for additional details.

Last modified: March 1, 2012 ([view archived versions](#))

There are many different ways you can use our services – to search for and share information, to communicate with other people or to create new content. When you share information with us, for example by creating a [Google Account](#), we can make those services even better – to show you more relevant search results and ads, to help you connect with people or to make sharing with others quicker and easier. As you use our services, we want you to be clear how we're using information and the ways in which you can protect your privacy.

Our Privacy Policy explains:

- What information we collect and why we collect it.
- How we use that information.
- The choices we offer, including how to access and update information.

We've tried to keep it as simple as possible, but if you're not familiar with terms like cookies, IP addresses, pixel tags and browsers, then read about these [key terms](#) first. Your privacy matters to Google so whether you are new to Google or a long-time user, please do take the time to get to know our practices – and if you have any questions [contact us](#).

Information we collect

We collect information to provide better services to all of our users – from figuring out basic stuff like which language you speak, to more complex things like which ads you'll find most useful or the people who matter most to you online.

We collect information in two ways:

- **Information you give us.** For example, many of our services require you to sign up for a Google Account. When you do, we'll ask for [personal information](#), like your name, email address, telephone number or credit card. If you want to take full advantage of the sharing features we offer, we might also ask you to create a publicly visible [Google Profile](#), which may include your name and photo.
- **Information we get from your use of our services.** We may collect information about the services that you use and how you use them, like when you visit a website that uses our advertising services or you view and interact with our ads and content. This information includes:

- **Device information**

We may collect device-specific information (such as your hardware model, operating system version, unique device identifiers, and mobile network information including phone number). Google may associate your device identifiers or phone number with your Google Account.

- **Log information**

- **Location information**

When you use a location-enabled Google service, we may collect and process information about your location, such as GPS signals sent by a mobile device. We may also use various technologies to determine location data from your device that may, for example, provide information on nearby Wi-Fi access points.

- **Unique application numbers**

Certain services include a unique application number. This number and information about you (including the operating system type and application version number) may be sent to Google when you use a service or when that service periodically contacts our servers, such as for automatic updates.

- **Local storage**

We may collect and store information (including personal information) locally on your device using browser web storage (including HTML 5) and application data caches.

- **Cookies and anonymous identifiers**

We use various technologies to collect and store information when you visit a Google service, including sending one or more cookies or anonymous identifiers to your device. We also use cookies and identifiers when you interact with services we offer to our partners, such as advertising services or Google services that appear on other sites.

How we use information we collect

We use the information we collect from all of our services to provide, maintain, protect and improve them and to protect Google and our users. We also use this information to offer you tailored content – like giving you relevant search results and ads.

We may use the name you provide for your Google Profile across all of the services we offer that require a name. In addition, we may replace past names associated with your Google Account so that you are represented consistently across services. If other users already have your email, or other information that identifies you, we may show their Google Profile information, such as your name and photo.

When you contact Google, we may keep a record of your communication to help solve any issues you may have. We may use your email address to inform you about our services, such as letting you know about upcoming changes.

We use information collected from cookies and other technologies, like pixel tags, to improve your user experience and the quality of our services. For example, by saving your language preferences, we'll be able to have our services in the language you prefer. When showing you tailored ads, we will not associate a cookie or anonymous identifier with sensitive categories, such as those based on race, religion, sexual orientation or health.

We may combine personal information from one service with information, including personal information, from another service.

choices about how it is used. For example, you can:

- [Review and control](#) certain types of information tied to your Google Account by using Google Dashboard.
- [View and edit](#) your ads preferences, such as which categories might interest you, using the Ads Preferences Manager. You can also opt out of certain Google advertising services here.
- [Use our editor](#) to see and adjust how your Google Profile appears to particular individuals.
- [Control](#) who you share information with.
- [Take information](#) out of many of our services.

You may also set your browser to block all cookies, including cookies associated with our services, or to allow only some cookies to be set by us. However, it's important to remember that many of our services may not function properly if cookies are disabled. For example, we may not remember your language preferences.

Information you share

Many of our services let you share information with others. Remember that when you share information online, it may be indexable by search engines, including Google. Our services provide you with different options on sharing content.

Accessing and updating your personal information

Whenever you use our services, we aim to provide you with access to your personal information. If that information changes, we strive to give you ways to update it quickly or to delete it – unless we have to keep that information for legal or other business purposes. When updating your personal information, we may ask you to verify your identity before we can make changes.

We may reject requests that are unreasonably repetitive, require disproportionate technical effort (for example, for a system or fundamentally changing an existing practice), risk the privacy of others, or would be extremely costly to fulfill (for example, requests concerning information residing on backup tapes).

Where we can provide information access and correction, we will do so for free, except where it would require disproportionate effort. We aim to maintain our services in a manner that protects information from accidental or malicious deletion. In this, after you delete information from our services, we may not immediately delete residual copies from our systems or may not remove information from our backup systems.

Information we share

We do not share personal information with companies, organizations and individuals outside of Google unless the following circumstances apply:

- **With your consent**

We will share personal information with companies, organizations or individuals outside of Google only with your consent to do so. We require opt-in consent for the sharing of any [sensitive personal information](#).

governmental request.

- restrict your ability to delete or edit information or privacy settings.

Please refer to your domain administrator's privacy policy for more information.

- **For external processing**

We provide personal information to our affiliates or other trusted businesses or persons to process instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and

- **For legal reasons**

We will share personal information with companies, organizations or individuals outside of Google 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.
- protect against harm to the rights, property or safety of Google, our users or the public as required by law.

We may share aggregated, non-personally identifiable information publicly and with our partners – like partners connected sites. For example, we may share information publicly to show trends about the general use of our

If Google is involved in a merger, acquisition or asset sale, we will continue to ensure the confidentiality of your information and give affected users notice before personal information is transferred or becomes subject to a different privacy policy.

Information security

We work hard to protect Google and our users from unauthorized access to or unauthorized alteration, disclosure or destruction of information we hold. In particular:

- We encrypt many of our services using SSL.
- We offer you two step verification when you access your Google Account, and a Safe Browsing feature.
- We review our information collection, storage and processing practices, including physical security practices, to protect against unauthorized access to systems.
- We restrict access to personal information to Google employees, contractors and agents who need access in order to process it for us, and who are subject to strict contractual confidentiality obligations and are terminated if they fail to meet these obligations.

Application

Our Privacy Policy applies to all of the services offered by Google Inc. and its affiliates, including services such as our advertising services, but excludes services that have separate privacy policies that do not

regulatory authorities, including local data protection authorities, to resolve any complaints regarding the that we cannot resolve with our users directly.

Changes

Our Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy without your consent. We will post any privacy policy changes on this page and, if the changes are significant, we will provide you with notice (including, for certain services, email notification of privacy policy changes). We will also keep previous versions of our Privacy Policy in an archive for your review.

Specific product practices

The following notices explain specific privacy practices with respect to certain Google products and services:

- [Chrome and Chrome OS](#)
- [Books](#)
- [Wallet](#)

What's changing

- Privacy Policy
- [Self Regulatory Frameworks](#)
- [Privacy FAQ](#)