



Google privacy

With many of our clients working from home, most people are looking for things to do to keep sane. One of the things people turn to is the Internet; searching for interesting things, watching YouTube, buying things they normally wouldn't buy. And through it all, Google is watching.

You've probably heard that Google keeps track of the things you do when using their services, but you could be like many who don't know exactly what Google tracks and what, if anything, you can do about it. In this article, and our next one, we'll shine a light on just what Google's up to and steps you can take if you don't like it.

Google is watching!

There are probably some people in this country who don't use any google services, but most of them don't have a computer or a mobile phone. The rest of us rely on Google for everything, from searching the web to providing turn by turn navigation while we're driving. And while nearly every Google service we use is free (good), there is a trade off in compromised privacy (bad). Everything you do while using Google services is tracked, from the websites you visit to the things you say into the Google App microphone when you search using dictation. Even if you don't care what Google knows about you (*I've got nothing to hide*), you will probably still be surprised at just *how much* Google knows about you.

Can Google track me when I'm not signed in

Before we get to the good stuff, you should know that what Google tracks depends on whether you are signed into your Google account when you use their services. A Google Account gives you Google-wide access to most Google products, such as Google Ads, Gmail, and YouTube, using the same username and password. You may not have given this a thought, but if you have a Gmail account, you have a Google account, and you can use your Gmail address and password to access Google's other services as well. You can learn how to find out if you have a Google account [here](#).

If you're not logged in to a Google account, Google can still track some of your activity. If your browser or device doesn't have one already, Google will give it a unique cookie so it can anonymously keep track of your activity on Google sites. That enables Google to know your general location and that the same person (or at least the same browser) was used, which can be linked to Web searches, YouTube video views, and more. It does this by keeping track of your computer's IP address. Unfortunately, you can't turn off Google's efforts to assess your location by IP address since Google considers this action essential to providing their services.

What does Google think about me

Keep in mind Google obtains this information based, primarily, on your activity while logged into your Google account.

1. In order to serve relevant ads, Google collects data about you and creates a profile. You can control and review the information Google has on you here:

<http://www.google.com/settings/ads/>

Google also has a tool called Google Analytics, that helps publishers see what pages you have viewed on their website, how many times you have visited it, how long did you stay etc. You can opt out if you don't want this type of data to be collected:

<http://tools.google.com/dlpage/gaoptout>

2. Find out your location history

If you use Android, your mobile device may be sending your location to Google. You can see your entire location history here:

<https://maps.google.com/locationhistory>

3. Find out your entire Google Search history

Google saves every single search you have ever done. On top of that, they record every Google ad you have clicked on. This log is available in Google web history controls:

<https://www.google.com/history/>

4. Get a monthly security and privacy report from Google

Google offers an Account activity page that tells you about all the Google services you are using. You can even enable a monthly report that will be sent to your email:

<https://www.google.com/settings/dashboard>

5. Find out all the apps and extensions that are accessing your Google data

The Account activity page also offers a list of all the apps that have any type of access to your data. You can see the exact type of permissions granted to the app and revoke access to your data here:

<https://security.google.com/settings/security/permissions>

6. Export all of your data out of Google

Google lets you export all your data: bookmarks, emails, contacts, drive files, profile info, your youtube videos, photos and more here:

<https://www.google.com/takeout>

7. YouTube

Google also keeps a history of your YouTube searches. You can find it here:

https://www.youtube.com/feed/history/search_history

In our next article, we'll discuss how you can take control of Google's tracking of your activities by turning various tracking options on or off.

If you have questions or a comment, or would like to engage our services, we are eager to hear from you.

Referrals

TekResults owes much of our success to our loyal and enthusiastic clients. It's those of you who tell your friends about us that keep our company growing, and we'd like to say thanks. Just telling someone about us is all it takes. Just let us know you dropped our name and we'll drop a gift card in the mail for you to enjoy a great meal at a [Dante's restaurant](#). See... who said talk is cheap!

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