

A privacy reminder from Google

Scroll down and click “I agree” when you’re ready to continue to Search, or explore other options on this page.

To be consistent with data protection laws, we’re asking you to take a moment to review key points of Google’s Privacy Policy. This isn’t about a change that we’ve made – it’s just a chance to review some key points.

Data we process when you use Google

- When you search for a restaurant on Google Maps or watch a video on YouTube, for example, we process information about that activity – including information like the video you watched, device IDs, IP addresses, cookie data and location.
- We also process the kind of information described above when you use apps or sites that use Google services like ads, Analytics and the YouTube video player.

Why we process it

We process this data for the purposes described in [our policy](#), including to:

- Help our services deliver more useful, customised content such as more relevant search results;
- Improve the quality of our services and develop new ones;
- Deliver ads based on your interests, including things like searches you've done or videos you've watched on YouTube;
- Improve security by protecting against fraud and abuse; and
- Conduct analytics and measurement to understand how our services are used.

Combining data

We also combine data among our services and across your devices for these purposes. For example, we use data from trillions of search queries to build spell-correction models that we use across all of our services, and we combine data to alert you and other users to potential security risks.

Learn how Google uses data to improve your experience



When you use Google services like Maps, Search or YouTube, you generate information: places you go, stuff you like, and people you know. This information can help make Google products work better for you in many ways.

Decide how your data is used



You enjoy these benefits of a tailored Google experience because of technology like cookies (small pieces of data that help websites remember previous visits) and other data based on things that you do (for example, things that you've searched for or videos that you've watched).

But remember, you can control how Google uses this information. You can turn off your YouTube and Search history and opt out of seeing ads based on your interests. And you can learn how to manage cookies.

And of course, you can always [sign in](#) to your Google Account if you want to review and use all the tools and controls we offer to help you control your online experience.

More information

Visit www.google.com/policies to learn more about the technologies that we use to deliver our services (for example, how Google uses cookies), and how specific Google services process data.

Manage your Google privacy controls any time at myaccount.google.com.

Tip: If you [sign in](#) to your Google Account before agreeing, we'll remember your choice across all of your signed-in devices and browsers.