

ELIZA'S WORLD

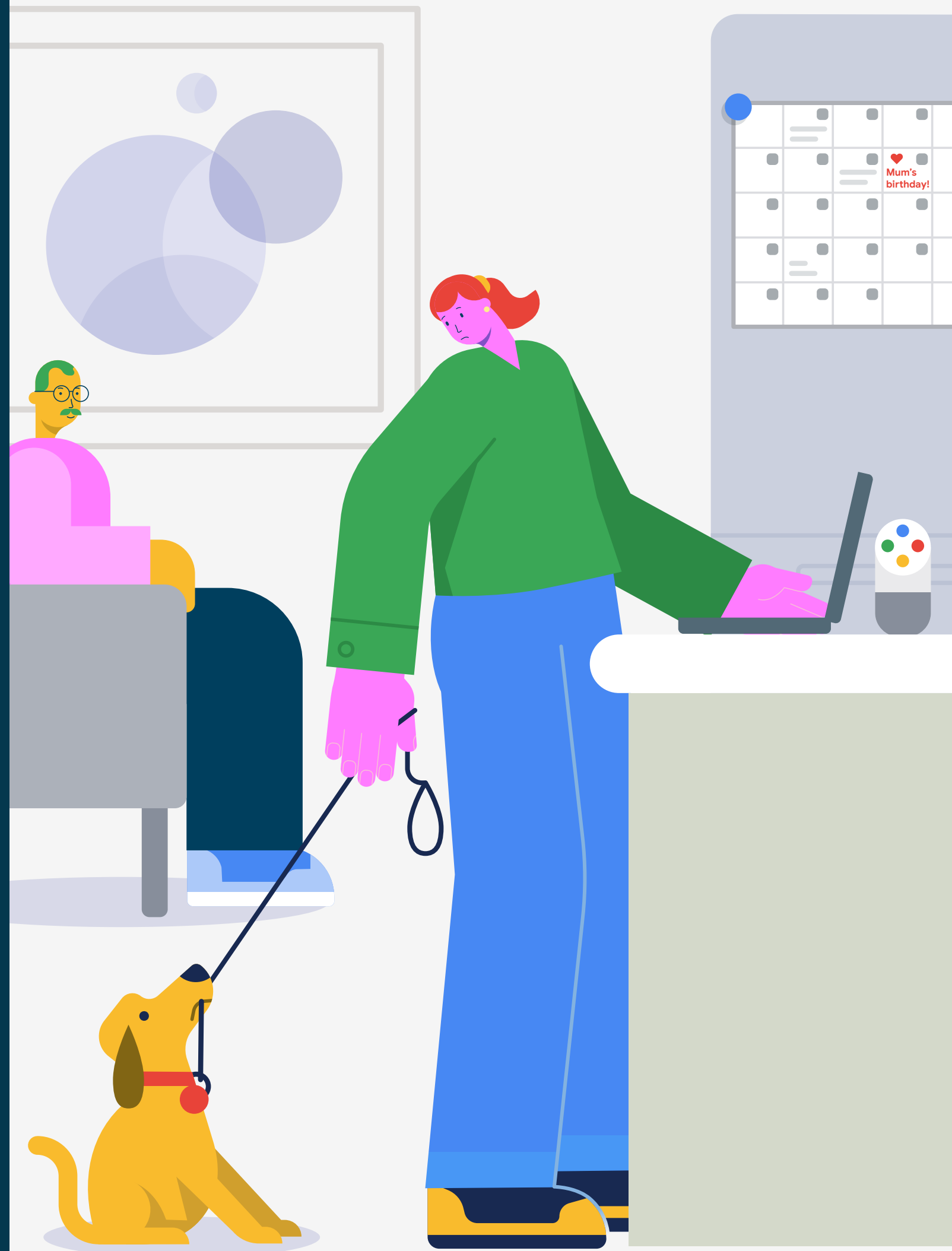
How Google keeps your information private



It's another busy day in Eliza's world!

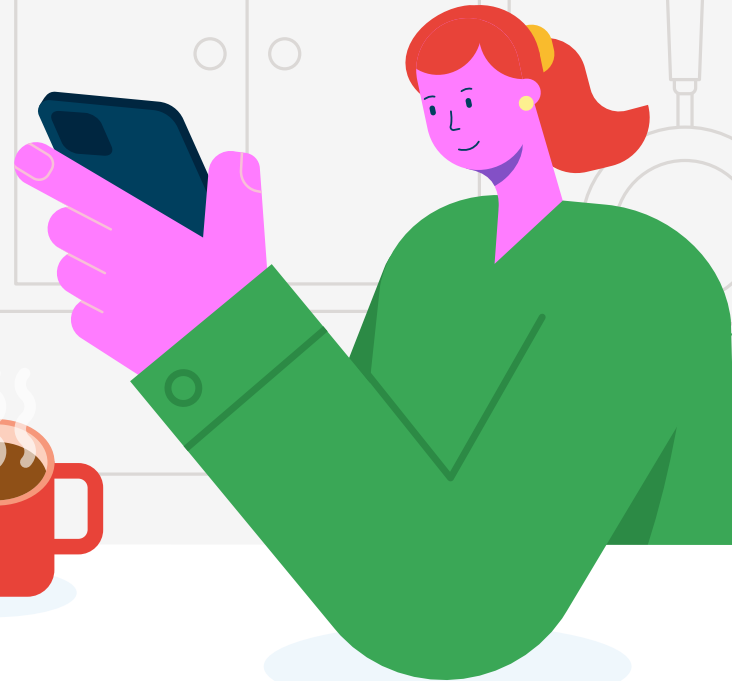
She's juggling work, family and everything in between! Like many of us, she uses technology to help her stay organized and get things done.

Follow along as we uncover how data plays a part in Eliza's interactions, making Google products and services more helpful for her everyday life. Learn more about how she, and everybody, can stay in control of their personal information.



HOW LOCATION INFORMATION CAN HELP YOU GET AROUND

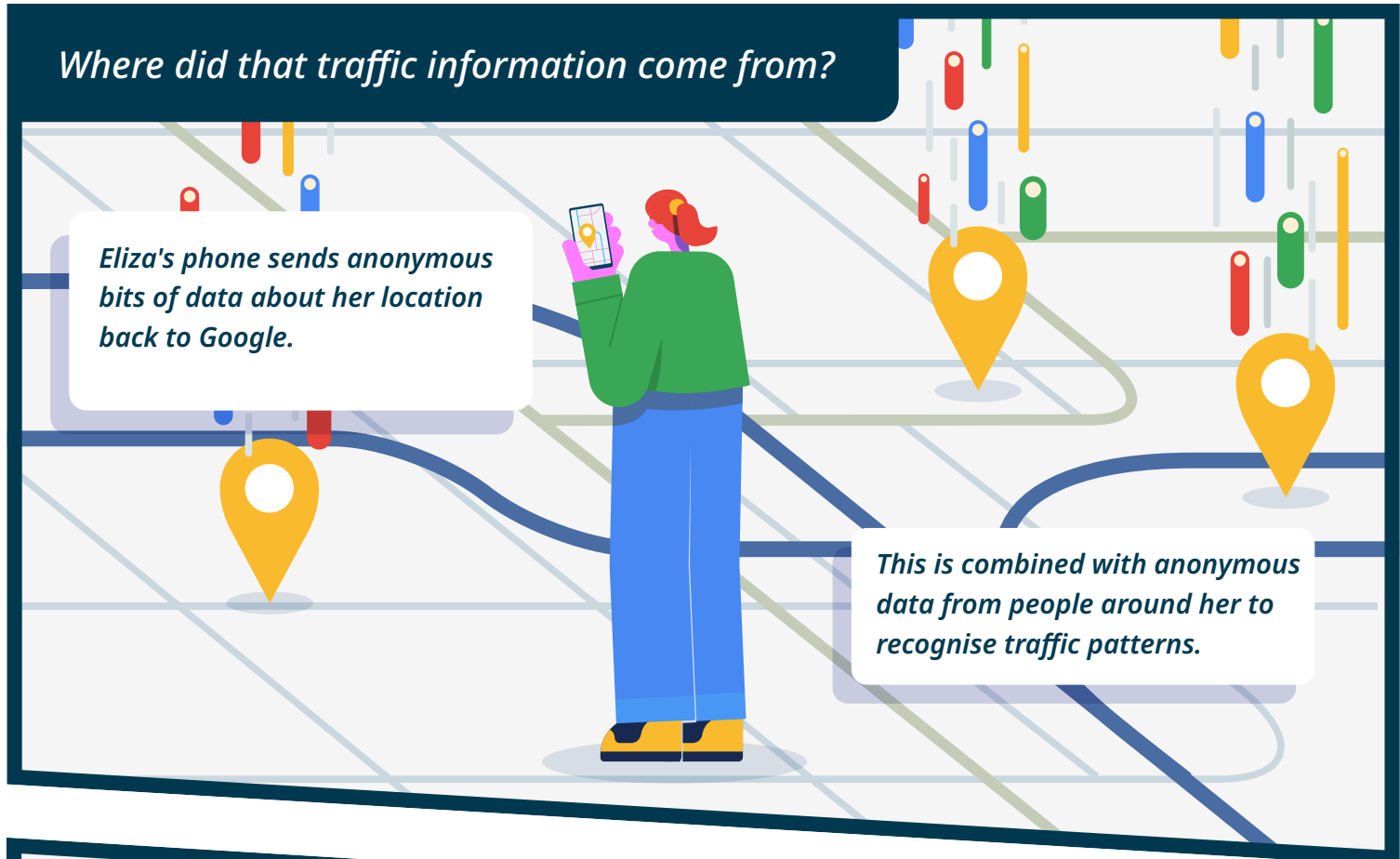
Eliza looks up traffic on Google Maps for her commute to work.



Where did that traffic information come from?

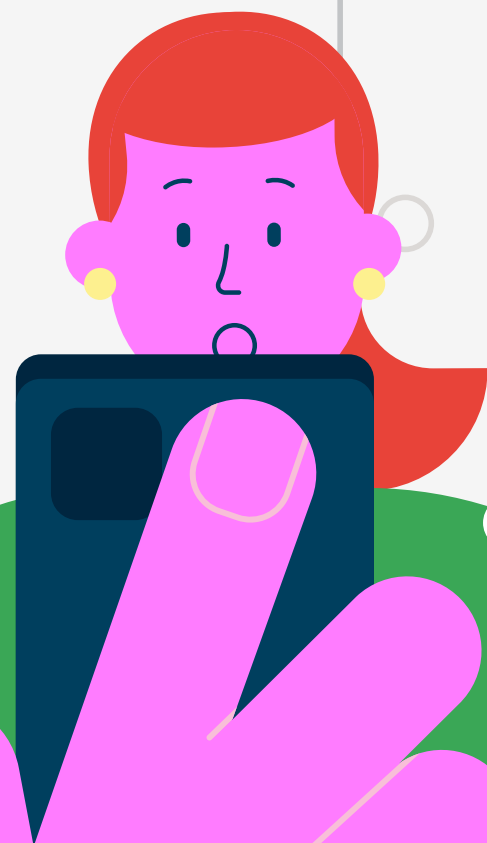
Eliza's phone sends anonymous bits of data about her location back to Google.

This is combined with anonymous data from people around her to recognise traffic patterns.



OH NO!

Looks like traffic is going to be heavy today! She better get moving!

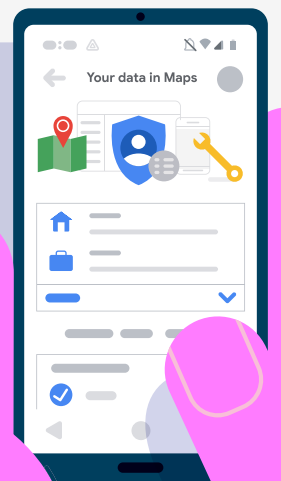


Eliza has chosen to turn [Location History](#) for her Google account on (it's off by default).



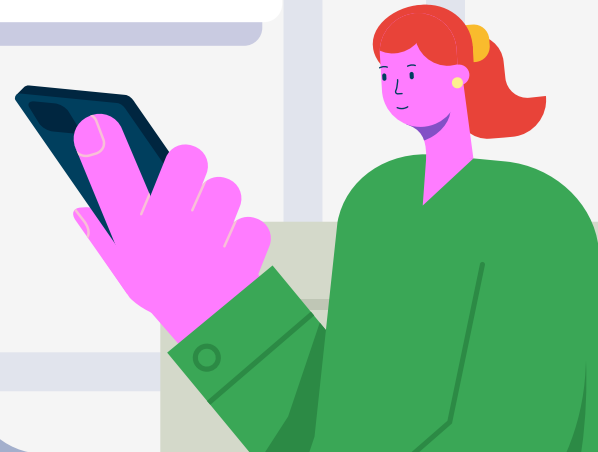
What if Eliza doesn't want Google to save her location information?

If she changes her mind, she can visit [Your Data in Maps](#) - a single place for people to manage Google account location settings.



HOW EMAILS STAY PRIVATE

On the bus, Eliza opens her Gmail app to check her emails.



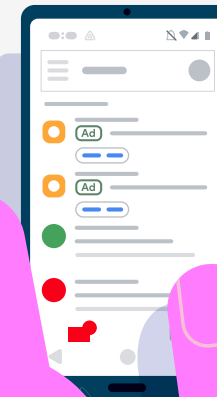
Eliza's inbox has some pretty sensitive stuff! It's for Eliza's eyes only, right?

Google

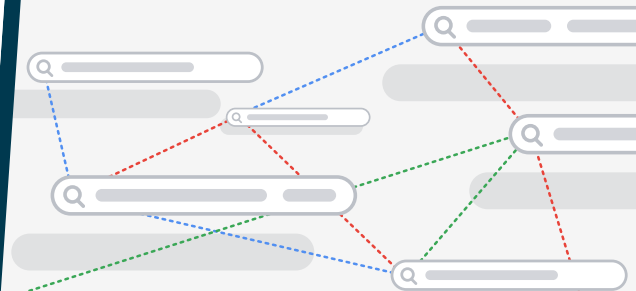
No one at Google reads or scans Eliza's emails to send her ads.



Products like Gmail, Drive and Photos are designed to safely store personal content, and this content is never used to show ads.



You may see ads in Gmail, but those ads are never based on the content of your emails.

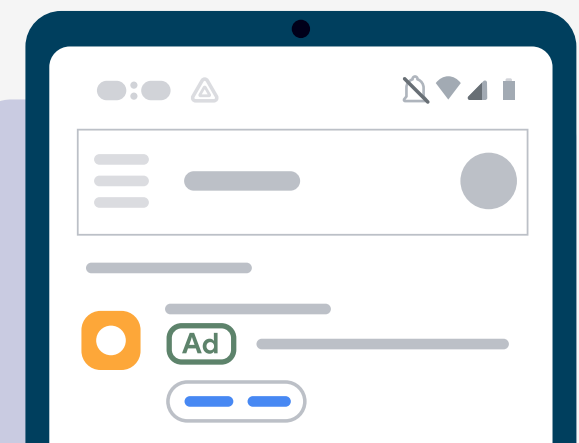


These ads are shown based on your online activity while you're signed into Google.

Eliza sometimes notices emails marked "Ad" on her Gmail. How does she control that?

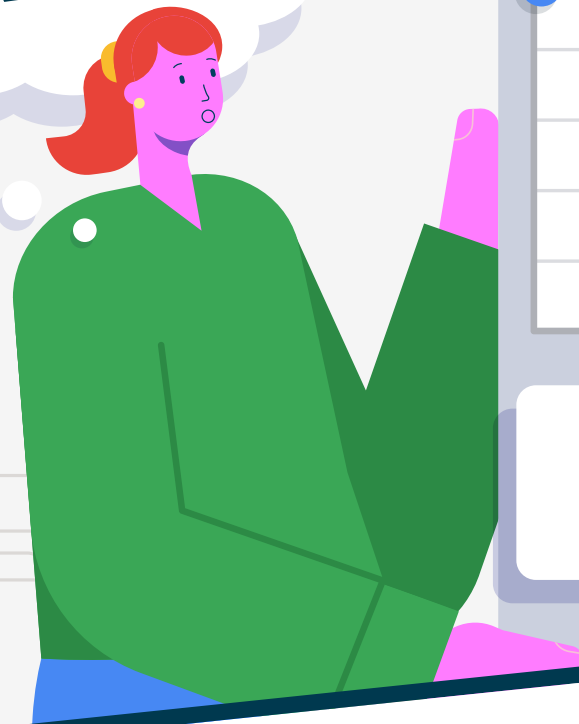
There's an email from a close friend, and an email from her financial advisor.

To opt-out of the use of personal information for personalized Gmail ads, Eliza can go to the [Ad Settings](#) page, then turn off [Ad Personalisation](#) at any time.

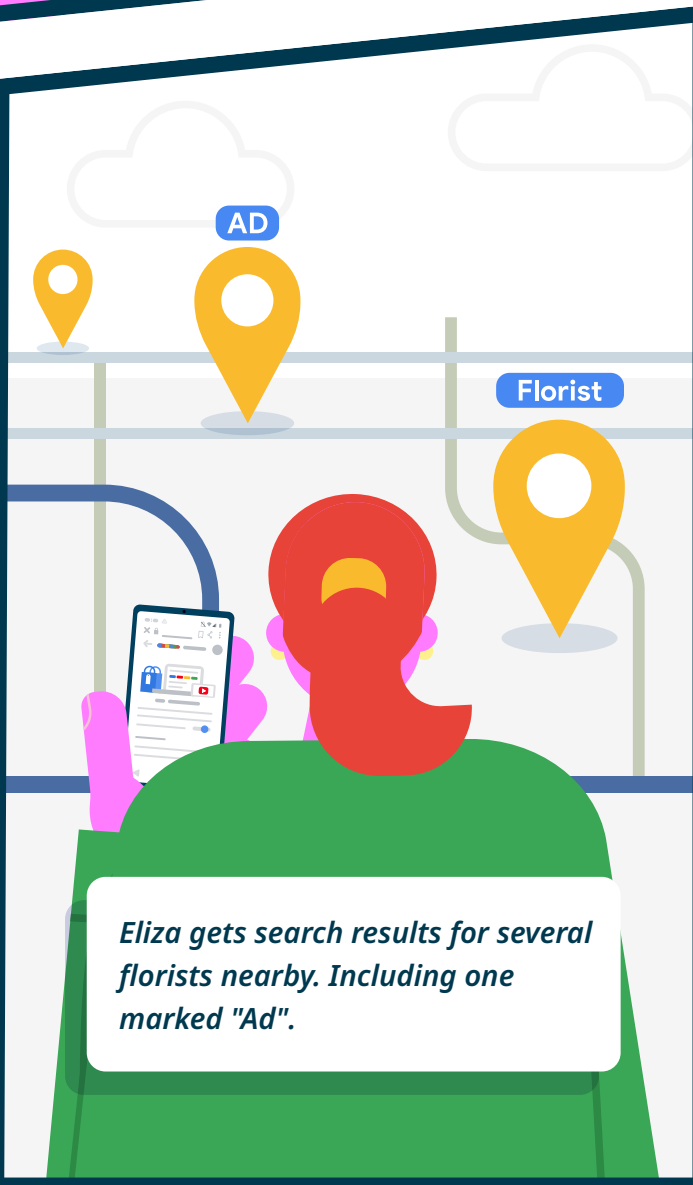


ADS IN SEARCH RESULTS

OH NO!?!

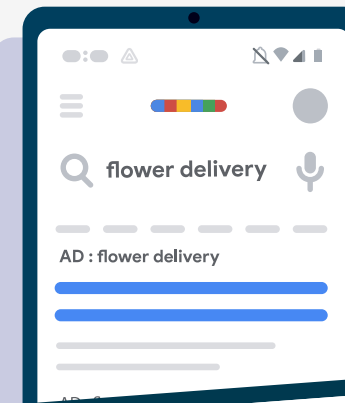


Eliza remembers it's her Mom's birthday today and she hasn't gotten a gift.



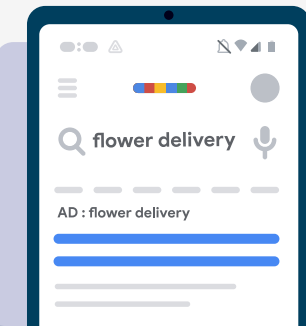
Eliza gets search results for several florists nearby. Including one marked "Ad".

Why are there ads mixed in with her Search results?

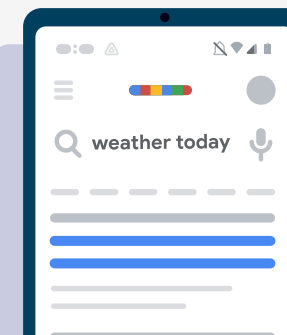


Search ads are always marked with a label like "Ad" or "Sponsored".

And on Search, we try to provide ads related to your search query - because based on what you searched for, there's a good chance you'd be interested in that product.

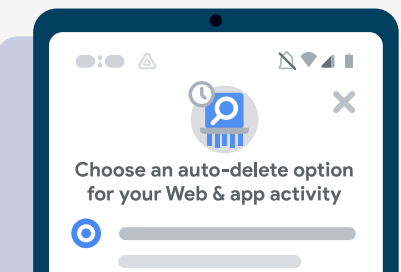
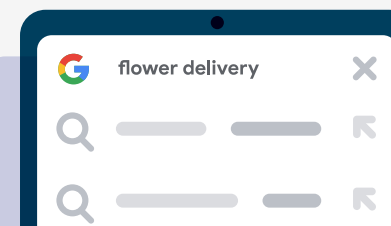


If there are no useful ads, we won't show any ads at all - which is actually the case for the large majority of searches.



This Search result is saved in Eliza's Google account. Why is that useful?

Eliza's search history can also help Google auto-complete her searches. In the future, if Eliza starts typing "flower..." we might suggest "delivery" even before she finishes typing



But if she doesn't want Google to do that, at any time, she can go to [My Activity](#) to [Delete that specific search query](#), delete all data from a certain period, or even set her data to auto-delete every 3 months, 18 months or 36 months.

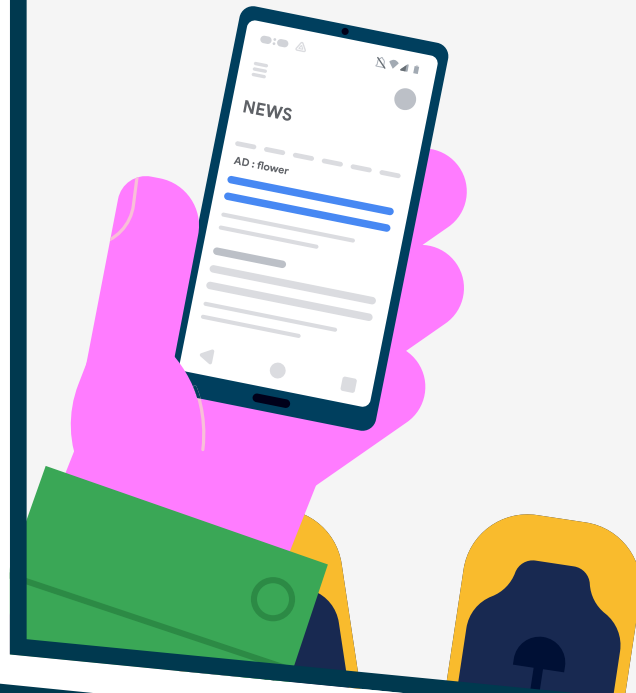
On her phone, she searches "flower delivery" to find something fast!

SEEING ADS FOR PREVIOUS SEARCHES

On her way back home, Eliza decides to read the news.

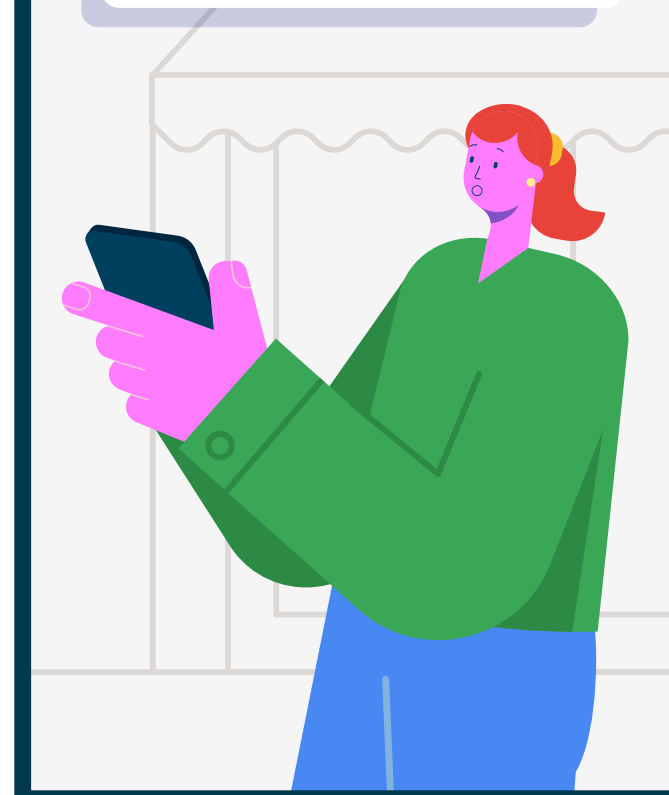


As she's scrolling the news site, she sees an ad for a florist.



That was surprising! How can Eliza find out more?

Eliza is caught by surprise by the ad!



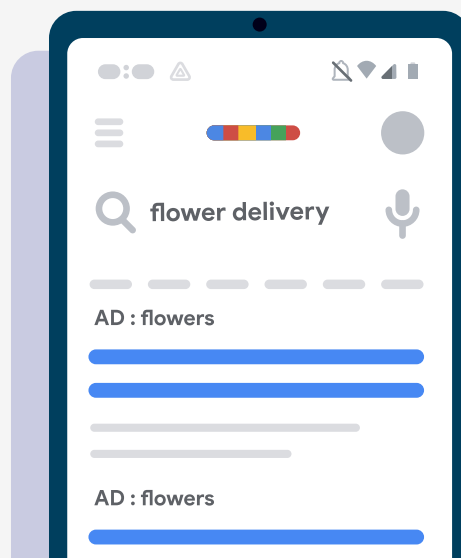
She sees "[Why this ad](#)" next to it and clicks on it - this is a feature that allows you to learn why you are seeing an ad.

? Why this ad ?

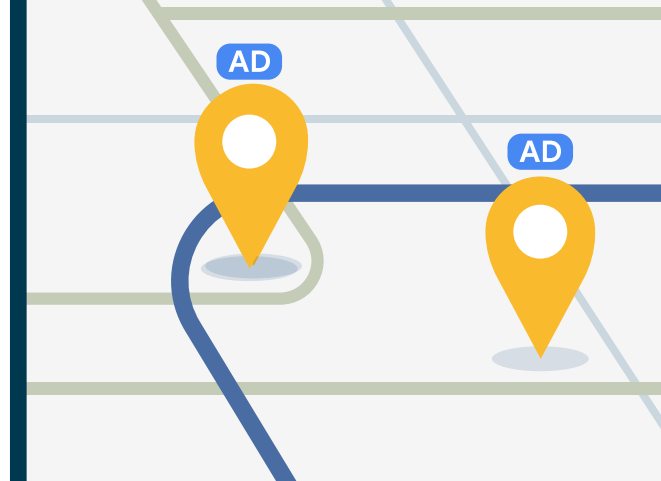


Wait, how did that happen?

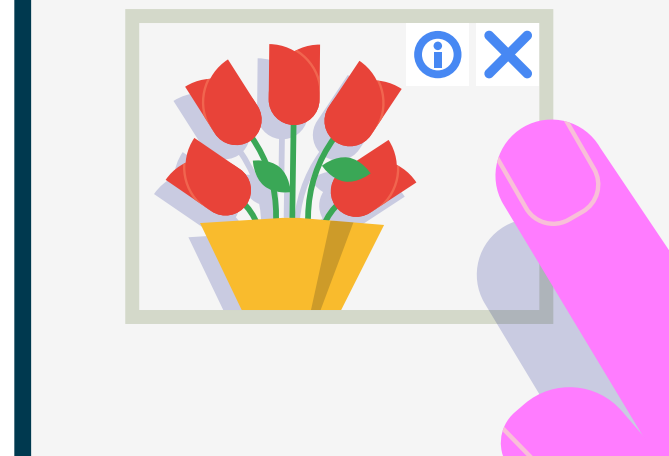
Since Eliza searched for "flower delivery" earlier, she may be interested in more flower delivery options.



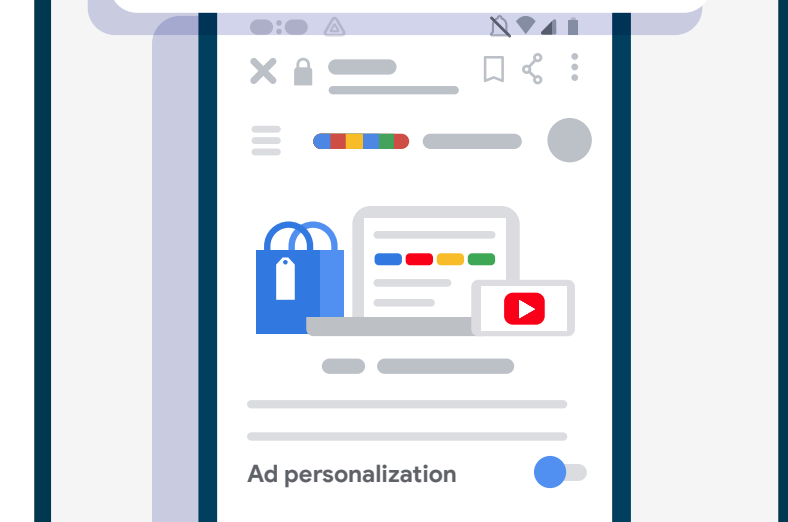
So Eliza may see an ad for florists on a Google site or on websites and mobile apps that partner with Google and earn money by selling advertising space, like the news site Eliza was on.



She already bought flowers and decides she doesn't want to see this again. She decides to [Mute the ad](#) by clicking "x" in the corner of the ad.

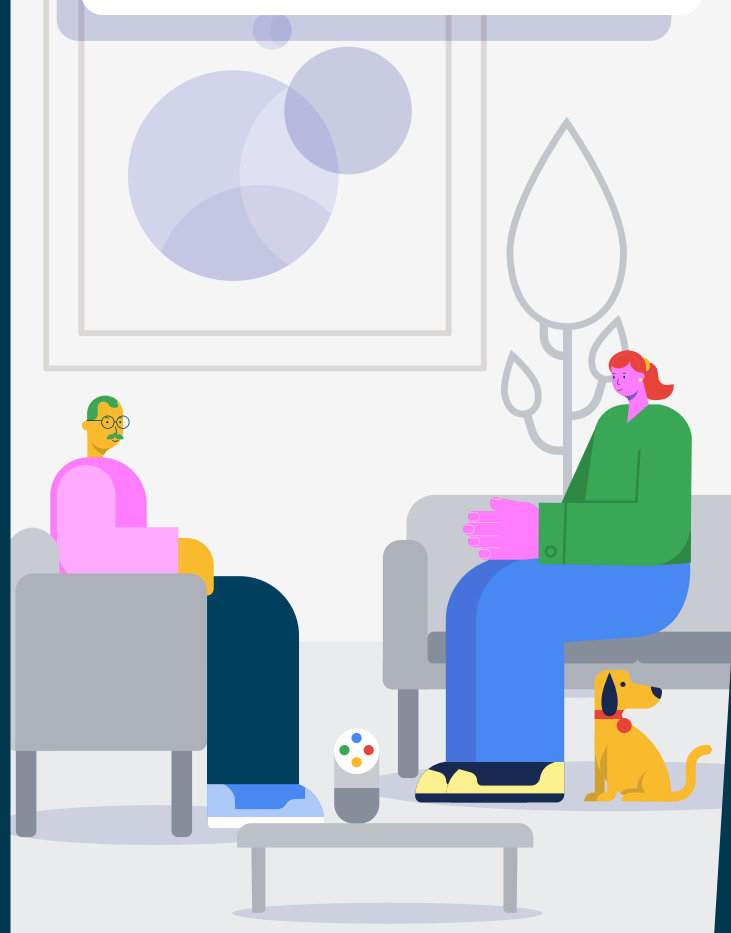


This experience makes her curious about her account settings. She goes to [Ad Settings](#) and decides to turn off [Ad Personalisation](#) completely. This means she will no longer see personalized ads, but the ads she does see may be less useful or relevant to her.



PRIVACY ON GOOGLE ASSISTANT

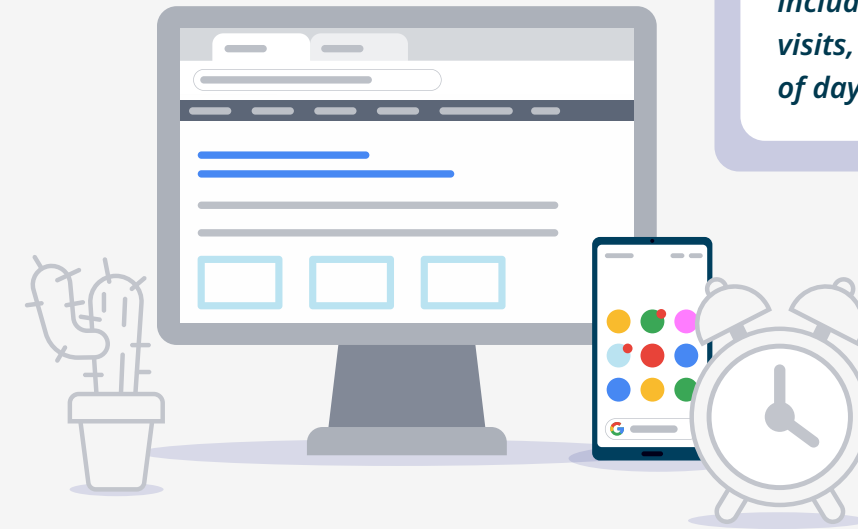
Eliza is relaxing at home with her family. She tells them about some yummy chocolate a friend gave her.



Later on, she sees an ad for that chocolate while reading an article.

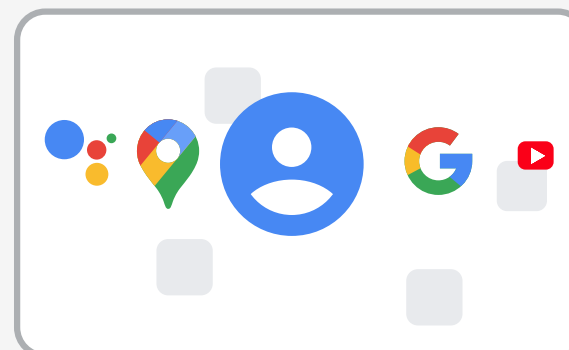


There are a number of reasons why she might have seen the chocolate ad, including the types of websites Eliza visits, the apps she uses or even the time of day.



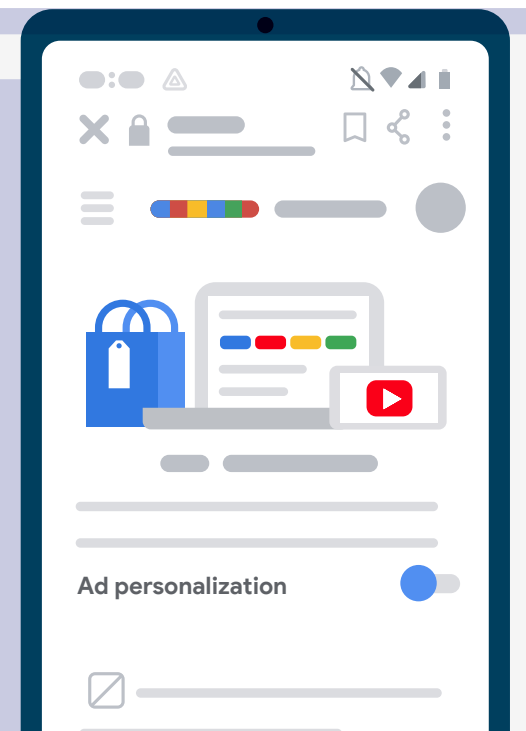
How can Eliza find out more about her data on Google Assistant?

Eliza can always go to **My Activity** in her **Google Account** to view or delete data that is collected from interactions with the Google Assistant.



By default, we do not retain your audio recordings.

Eliza can also turn off **Ad Personalisation** in her **Ad Settings**. She'll still see ads but they may be less useful to her.



What?! How did that happen! Was it her Google Assistant listening to their conversation?

No, Google wasn't listening in!



Google Assistant is built to wait in standby mode until you say, "Hey Google" or "Ok Google".

Thanks for following along!

If you want to find out more information about how Google uses data and how you can stay in control, visit safety.google.com

