

The Comprehensive List of All the Data Google Admits to Collecting from Users

By [Danny Dover](#) in the form of a blog post titled '[The Evil Side of Google? Exploring Google's User Data Collection](#)'

Cookies and logs are used in addition to the methods used below to track users. *Note: a few of the items below require a user to opt in.*

Google (Normal Search)

- Search Engine Result Pages
- Country Code Domain
- Query
- IP address
- Language
- Number of results
- Safe search
- Additional Preferences Can Include
 - Street Address
 - City
 - State
 - Zip/Postal Code
- Server Log
 - Query
 - URL
 - IP Address
 - Cookie
 - Browser
 - Date
 - Time
- Clicks

Google Personalized Search

- Logs every website visited as a result of a Google Search.
- Content analysis of visited websites

Google Account

- Used as resource to compile information on individual users
- Sign Up
 - Sign up date
 - Username
 - Password
 - Alternate E-mail
 - Location (Country)
- Personal Picture
- Usage
 - Friends
 - Google Services Usage
 - Amount of Logins

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Toolbar

- All Websites Visited
- Unique application number
- Sends all visited 404s to Google
- Toolbar Synchronization function
 - Stores autofill info with Google account.
 - Sends structure of web forms to Google.
- Safe Browsing
 - Stores Response to Security Warnings
- Stores Autofill Forms Data
- Spellcheck sends Data to Google servers

Web History

- Every website visited from Google SERP
- Date
- Time
- Search Query
- Ads clicked
- Which Service

Translate

- All text sent to Google servers

Google Finance

- Stock Portfolio
 - User's Stocks
 - Amount of shares
 - Date/Time Bought
 - Bought at price

Google Checkout

- Buyers
 - Full Legal Name
 - Credit Card Number
 - Debit Card Number
 - Card Expiration Date
 - Card Verification Number (CVN)
 - Billing Address
 - Phone Number
 - E-mail Address
- Sellers
 - Bank Account Number
- Personal Address
- Business Category

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- Government-issued identification number
 - Social Security Number
 - Taxpayer Identification Number
 - Sales Volume
- Transaction Volume
- Business Information from Dun & Bradstreet
- Transactions
 - Amount
 - Description of product
 - Name of Seller
 - Name of Buyer
 - Type of Payment used
- User Trend Data
 - Web Beacons
- Referrer Data

Youtube

- Youtube SERP data
- Registered User Data
 - Videos Uploaded
 - Comments Posted
 - Videos Flagged
 - Subscriptions
 - Channels
 - Groups
 - Favorites
 - Contacts
 - All videos watched
 - Frequency of data transfers
 - Size of data transfers
 - Click location data
 - Information display data
- E-mail
 - Web Beacons for tracking
 - E-mail opened or discarded
- Account Basics
 - E-mail
 - Password
 - Username
 - Location (Country)
 - Postal Code
 - Birthdate

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- Gender

Gmail

- Stores, Processes and Maintains all messages
- Account Activity
 - Storage Usage
 - Number of Log-ins
- Data displayed
- Links clicked
- Stores all e-mails
- Contact Lists
- Spam trends
 - Gchat
 - All conversations and who they involve.
 - When service is used
 - Size of contact list
 - Contacts communicated with
- Frequency of data transfers
- Size of data transfers
- Clicks

Calendar

- Name
- Default Language
- Time Zone
- Usage Statistics
 - How long the service is used for
 - Frequency of data transfers
 - Size of data transfers
 - Number of events
 - Number of Calendars
 - Clicks
 - Deletes every 90 days
- All events
 - Who is going
 - Who was invited
 - Comments
 - Descriptions
 - Date
 - Time

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Desktop

- Indexes and Stores
 - Versions of your files
 - Computer Activity
 - E-mails
 - Chats
 - Web History
- Mixed with web search results
- Content analysis of data on computer for integration into SERPs (Opt-in)
- Unique application number.
- Application interacts with Google's servers
- Number of searches and response times.

Goog 411

- Phone Number
- Time of call
- Duration of call
- Options selected
- Phone number used as identifier
- Records all voice commands

iGoogle

- Settings stored in Cookies
- Settings linked to Google Account

Blogger

- User photo
- Birth date
- Location
- Frequency of data transfers
- Size of data transfers
- Clicks
- Blogger Mobile
 - Phone Number
 - Associates with Google Account
 - Device Identifiers
 - Hardware Identifiers

Google Docs

- E-mail Address
- Number of logins
- Actions taken
- Storage Usage
- Clicks

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- All collaborators
- All text
- All images
- All changes (previous versions)

Groups

- E-mail password
- Contents of posts
- Contents of custom pages
- Contents of external files
- Account Activity
 - Groups joined
 - Groups Managed
 - List of members
 - List of invitees
 - Ratings made
 - Preferred settings

Orkut

- Name
- Gender
- Age
- Location
- Occupation
- Religion
- Friend Graph
- Hobbies
- Interests
- Photos
- Invites
- Messages
- Orkut Mobile
 - Phone Number
 - Wireless Carrier
 - Content of message
 - Date
 - Time
- Everything a user writes
- Every blog post a user reads

Picasa

- Friend Graph
- Favorite Lists
- Clicks (Almost all google services track all clicks)

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- All photos
- Geotags (Exif data),
- People who subscribe to albums.

Mobile

- Phone Number
- Device Type
- Request Type
- Carrier
- Carrier User ID
- Content of request
- Maps for Mobile
 - Location Information (GPS)
 - Address
- Websites visited if user asks Google to transcode
- Voice commands

Web Accelerator

- Web requests
- Cache of websites before you go to them

Double Click/Adwords

- Ads clicked
- Age
- Sex
- Location
- Trends of past visited websites
- IP Address

Health

- Medical Records
 - Doctors
 - Conditions
 - Prescriptions
 - Age
 - Sex
 - Race
 - Blood Type
 - Weight
 - Height
 - Allergies
 - Procedures
 - Test Results
 - Immunizations

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Postini

- E-mail address
- Traffic patterns
- Clicks

GrandCentral

- Credit Card
- Credit Card Expiration Date
- Credit Card Verification Number
- Billing Address
- Stores, process and maintains
 - Voicemail messages
 - Recorded Conversations
 - Contact lists
- Storage Usage
- Number of log ins
- Data displayed
- Clicks
- Telephony log information
 - Calling-party phone number
 - Forwarding numbers
 - Time of calls
 - Date of calls
 - Duration of calls
 - Types of calls

Google Merchant Search

- Name
- Contact information
 - E-mail address
 - Phone Number

Notebook

- Stores, processes and maintains
 - All content in notebook
 - Nickname
 - Storage Usage
 - Number of log-ins

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Google Web Services That Conveniently Don't Have Individual Privacy Policies Disclosing What User Data is Collected

- Webmaster Tools
- Google Analytics
- Adwords
- Adsense
- Alerts
- Reader
- Earth
- FeedBurner (Technically has one, but it is useless)

Search Verticals

- Image Search
- Map search
- Blog search
- Book search
- News search
- Patent search
- Product search
- Scholar search
- Special search
- Video search
- Code Search

Sources:

[3D Warehouse](#)

[Advertising](#)

[Apps](#)

[Blogger](#)

[Calendar](#)

[Desktop](#)

[Docs](#)

[Firefox Extensions](#)

[Gmail](#)

[GOOG-411](#)

[GrandCentral](#)

[Groups](#)

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