Policies & Principles

One policy, one Google experience

We're getting rid of over 60 different privacy policies across Google and replacing them with one that's a lot shorter and easier to read. Our new policy covers multiple products and features, reflecting our desire to create one beautifully simple and intuitive experience across Google.

This stuff matters, so please take a few minutes to read our updated Google Privacy Policy and Terms of Service now. These changes will take effect on March 1, 2012.

Easy to work across Google

Our new policy reflects our desire to create a simple product experience that does what you need, when you want it to. Whether you're reading an email that reminds you to schedule a family get-together or finding a favorite video that you want to share, we want to ensure you can move across Gmail, Calendar, Search, YouTube, or whatever your life calls for with ease.
Tailored for you

If you’re signed into Google, we can do things like suggest search queries – or tailor your search results – based on the interests you’ve expressed in Google+, Gmail, and YouTube. We’ll better understand which version of Pink or Jaguar you’re searching for and get you those results faster.

Easy to share and collaborate

When you post or create a document online, you often want others to see and contribute. By remembering the contact information of the people you want to share with, we make it easy for you to share in any Google product or service with minimal clicks and errors.

Protecting your privacy hasn’t changed

Our goal is to provide you with as much transparency and choice as possible, through products like Google Dashboard and Ads Preferences Manager alongside other tools. Our privacy
principles remain unchanged. And we'll never sell your personal information or share it without your permission (other than rare circumstances like valid legal requests).

Understand how Google uses your data

If you want to learn more about your data on Google and across the web, including tips and advice for staying safe online, check out Good to Know.

Got questions? We’ve got answers

Visit our FAQ to read more about the changes. (We figured our users might have a question or twenty-two.)

Notice of change

March 1, 2012 is when the new Privacy Policy and Google Terms of Service will come into effect. If you choose to keep using Google once the change occurs, you will be doing so under the new Privacy Policy and Terms of Service.
Policies & Principles

FAQ

Should I take the time to read the new Google Privacy Policy and Terms of Service?

Absolutely! Legal documents can make for dry reading, but these really matter. So whether you are new to Google or a long-time user, please take the time to get to know our practices. In case you’re pressed for time, here are answers to some of your questions.

What’s different about the new Privacy Policy?

First, we’ve rewritten the main Google Privacy Policy from top to bottom to be simpler and more readable. The new policy replaces more than 60 existing product-specific privacy documents. This all should make it easier for you to learn about what data we collect and how we use it.

Second, the new policy reflects our efforts to create one beautifully simple, intuitive user experience across Google. It makes clear that, if you have a Google Account and are signed in, we may combine information you’ve provided from one service with information from other services. In short, we can treat you as a single user across all our products.

What’s different about the new Google Terms of Service?

We’ve rewritten them, too—to make them more readable and to reduce the repetition and legalese. The terms explain more simply the legal terms associated with the use of our services, including how we treat content that users submit. We’ve also consolidated many of our terms, with most products now using the Google Terms of Service and dozens fewer products than before using additional or separate terms.
What’s staying the same with Google’s approach to privacy?

Our goal remains to provide you with as much transparency and choice as possible, and our privacy principles remain unchanged. That’s why we support products like Google Dashboard, Ads Preferences Manager, and other tools that help you understand and manage your data. Moreover, we never sell personal information or share it without your permission (other than in rare circumstances like valid legal requests).

What choices do I have to control how my information is used?

You still have choice and control. You don’t need to sign in to use many of our services, including Search, Maps and YouTube. If you’re signed in, you can still edit or turn off your Search history, switch Gmail chat to “off the record,” control the way Google tailors ads to your interests, use Incognito mode on Chrome, or use any of the other privacy tools we offer. The Google Dashboard is an excellent starting point if you want to understand the data associated with each product you use and control your personal data settings on Google.

Is Google collecting more information about me?

No, Google is not collecting more data about you. Our new policy simply makes it clear that we use data to refine and improve your experience on Google across the services you sign in to use. This is something we’ve already been doing and we plan to continue doing in the future so we can provide a simpler, more intuitive experience.

Does this change mean Google plans to disclose information about me publicly?

Absolutely not. You still have choice and control in what you share. Our new policy simply makes it clear that when you’re signed in, we use data to refine and improve your own personal experience on Google. We’re making our policy simpler with this change and we’re trying to be upfront about it.
What should I expect to see change as a result of this?

Over time you can expect to see better search results, ads and other content when you’re using Google services. A more consistent user experience across Google might mean that we give you more accurate spelling suggestions because you’ve typed them before. Or maybe we can tell you that you’ll be late for a meeting based on your location, your calendar and the local traffic conditions. Google users still have to do too much heavy lifting, and we want to do a better job of helping them.

We’ll continue to work hard to make sure that any innovation is balanced with the appropriate level of privacy and security for our users, as we promise in our Privacy Principles.

What if I don’t want to use Google under the new Privacy Policy and Terms of Service?

If you continue to use Google services after March 1, you’ll be doing so under the new Privacy Policy and Terms of Service. If you’d prefer to close your Google Account, you can follow the instructions in our help center. We remain committed to data liberation, so if you want to take your information elsewhere you can.

Under the new Privacy Policy and Terms of Service, will my private information in Google services remain private?

Yes. As before, we won’t share our users’ personal information without their permission except in very limited circumstances like a valid court order. For more detail, please read the section of the new Privacy Policy called “Information we share.”

Will Google sell my personal information to third parties?

No. We don’t sell our users’ personal information. It’s simply not how we operate.

Why are you keeping privacy notices for some products, like Books and Chrome, but not others?
In some cases, such as for financial services like Google Wallet, a product may be regulated by industry-specific privacy laws and require detailed descriptions of our practices. In others, like Chrome, we simply wanted to explain our privacy practices specific to those products in more detail. In these cases we chose to keep product-specific notices rather than clutter up the main Privacy Policy.

**How can I see what Google knows about me?**

Google Dashboard is a good start. It shows you what information is stored in your Google Account and enables you to change your privacy settings for many products from one central location.

We try hard to be transparent about the information we collect, and to give you meaningful choices about how it is used. To learn about more of the tools Google offers to help you manage your privacy, visit [Good to Know](http://www.google.com/intl/en/policies/faq/).
This Privacy Policy will be effective March 1, 2012, and will replace the existing Privacy Policy. Please see our overview page for additional details.

1. How does Google protect my privacy?
2. Why does Google store search engine logs data?
3. Why are search engine logs kept before being anonymized?
4. How can I remove information about myself from Google’s search results?
5. Does Google use cookies?
6. What happens when different privacy laws in different countries conflict?
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8. How can I contact Google if I have a privacy question or complaint?
9. Key terms
   - Personal information
   - Google Account
   - Cookie
   - Anonymous identifier
   - IP address
   - Server logs
   - Sensitive personal information
   - Non-personally identifiable information
   - Pixel tag

How does Google protect my privacy?

At Google, we are keenly aware of the trust our users place in us, and our responsibility to protect their privacy. We believe transparency and choice are the foundations of privacy. To help you make informed decisions about your own privacy, we work to let you know what information we collect
when you use our products and services and how we use that information to improve your service. We also work to give you meaningful choices when possible about the information you provide to Google and to others. We encourage you to watch our videos, read our privacy policy and consult our Help Centers to find out more about privacy at Google.

**Why does Google store search engine logs data?**

We store this data for a number of reasons. Most importantly, we store data to improve our search results and to maintain the security of our systems. Analyzing logs data helps our engineers both improve your search quality and build helpful innovative services. Take the example of Google Spell Checker. Google’s spell checking software automatically looks at a user’s query and checks to see if that user is using the most common version of the word’s spelling. If we calculate a user is likely to get more relevant search results with an alternative spelling, we’ll ask “Did you mean: (more common spelling)?” In order to provide this service, we study the data in our logs. Logs data also helps us improve our search results. If we know that users are clicking on the #1 result, we know we’re probably doing something right, and if they’re hitting next page or reformulating their query, we’re probably doing something wrong. In addition, logs data helps us prevent against fraud and other abuses, like phishing, scripting attacks, and spam, including query click spam and ads click spam.

**Why are search engine logs kept before being anonymized?**

We strike a reasonable balance between the competing pressures we face, such as the privacy of our users, the security of our systems and the need for innovation. We believe anonymizing IP addresses after 9 months and cookies in our search engine logs after 18 months strikes the right balance.

**How can I remove information about myself from Google’s search results?**

Like all search engines, Google is a reflection of the content and information publicly available on the web. Search engines do not have the ability to remove content directly from the web, so removing search results from Google or another search engine leaves the underlying content unaffected. If you want to remove something from the web, you should contact the webmaster of the site and ask him or her to make a change. Once the content has been removed and Google’s
search engine crawl has visited the page again, the information will no longer appear in Google's search results. If you have an urgent removal request, you can also visit our help page for more information.

**Does Google use cookies?**

Yes, like most websites and search engines, Google uses cookies to improve your experience and to provide services and advertising. Cookies help us keep a record of your preferences, like whether you want your search results in English or French, or if you use our SafeSearch filter. Without cookies, Google wouldn’t be able to remember what different people like. We also use cookies to provide advertising more relevant to your interests.

We’ve been told most users don’t want to re-set their computers every time they log on. If you don’t want to receive cookies you can change your browsers to notify you when cookies are sent and then refuse cookies from certain websites (or altogether). You can also delete cookies from your browser. Google’s search engine does work without cookies, but you will lose some functionality if you choose to disable cookies.

**What happens when different privacy laws in different countries conflict?**

Many countries approach privacy issues differently and there is no consistent global standard on which all countries agree. Google’s privacy policy is designed to be a single, clear, global statement of our approach to privacy, and our privacy practices under it are designed to meet applicable law around the world.

**How often are you asked by governments to provide data on users?**

Like other technology and communications companies, we receive requests from government agencies around the world to provide information about users of our services and products. To help increase transparency about these requests we have created the Government Requests Tool, which shows the number of requests that we have received that relate primarily to criminal investigations. For more information about the tool and the nature of these requests, please check [http://www.google.com/intl/en/policies/privacy/preview/faq/](http://www.google.com/intl/en/policies/privacy/preview/faq/)
How can I contact Google if I have a privacy question or complaint?

You can contact us any time through our privacy contact form. If you prefer, you can also write to:

Privacy Matters
c/o Google Inc.
1600 Amphitheatre Parkway
Mountain View, California, 94043
USA

Key terms

Personal information

This is information which you provide to us which personally identifies you, such as your name, email address or billing information, or other data which can be reasonably linked to such information by Google.

Google Account

You may access some of our services by signing up for a Google Account and providing us with some personal information (typically your name, email address and a password). This account information will be used to authenticate you when you access Google services and protect your account from unauthorized access by others. You can edit or terminate your account at any time through your Google Account settings.

Cookie

A cookie is a small file containing a string of characters that is sent to your computer when you visit a website. When you visit the website again, the cookie allows that site to recognize your browser. Cookies may store user preferences and other information. You can reset your browser to refuse all cookies or to indicate when a cookie is being sent. However, some website features or services may not function properly without cookies.
Anonymous identifier

An anonymous identifier is a random string of characters that is used for the same purposes as a cookie on platforms, including certain mobile devices, where cookie technology is not available.

IP address

Every computer connected to the Internet is assigned a unique number known as an Internet protocol (IP) address. Since these numbers are usually assigned in country-based blocks, an IP address can often be used to identify the country from which a computer is connecting to the Internet.

Server logs

Like most websites, our servers automatically record the page requests made when you visit our sites. These “server logs” typically include your web request, Internet Protocol address, browser type, browser language, the date and time of your request and one or more cookies that may uniquely identify your browser.

Here is an example of a typical log entry where the search is for “cars”, followed by a breakdown of its parts:

123.45.67.89 - 25/Mar/2003 10:15:32 -
http://www.google.com/search?q=cars -
Firefox 1.0.7; Windows NT 5.1 - 740674ce2123e969

- 123.45.67.89 is the Internet Protocol address assigned to the user by the user’s ISP; depending on the user’s service, a different address may be assigned to the user by their service provider each time they connect to the Internet;
- 25/Mar/2003 10:15:32 is the date and time of the query;
- http://www.google.com/search?q=cars is the requested URL, including the search query;
- Firefox 1.0.7; Windows NT 5.1 is the browser and operating system being used; and
- 740674ce2123e969 is the unique cookie ID assigned to this particular computer the first time it visited Google. (Cookies can be deleted by users. If the user has deleted the cookie from the computer since the last time s/he visited Google, then it will be the unique cookie ID assigned to the user the next time s/he visits Google from that particular computer).

Sensitive personal information
This is a particular category of personal information relating to confidential medical facts, racial or ethnic origins, political or religious beliefs or sexuality.

Non-personally identifiable information

This is information that is recorded about users so that it no longer reflects or references an individually identifiable user.

Pixel tag

A pixel tag is a type of technology placed on a website or within the body of an email for the purpose of tracking activity on websites, or when emails are opened or accessed, and is often used in combination with cookies.

What’s changing

- Privacy Policy
- Self Regulatory Frameworks
- Privacy FAQ
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**
    
    When you use our services or view content provided by Google, we may automatically collect and store certain information in **server logs**. This may include:
    
    - details of how you used our service, such as your search queries.
    - telephony log information like your phone number, calling-party number, forwarding numbers, time and date of calls, duration of calls, SMS routing information and types of calls.
    - **Internet protocol address**.
    - device event information such as crashes, system activity, hardware settings, browser type, browser language, the date and time of your request and referral URL.
    - cookies that may uniquely identify your browser or your Google Account.
  
  - **Location information**
    
    When you use a location-enabled Google service, we may collect and process
information about your actual location, like GPS signals sent by a mobile device. We may also use various technologies to determine location, such as sensor data from your device that may, for example, provide information on nearby Wi-Fi access points and cell towers.

○ Unique application numbers

Certain services include a unique application number. This number and information about your installation (for example, the operating system type and application version number) may be sent to Google when you install or uninstall that 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 mechanisms such as 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, and this may include sending one or more cookies or anonymous identifiers to your device. We also use cookies and anonymous identifiers when you interact with services we offer to our partners, such as advertising services or Google features that may 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, to develop new ones, and to protect Google and our users. We also use this information to offer you tailored content – like giving you more 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 Google Account. In addition, we may replace past names associated with your Google Account so that you are represented consistently across all our services. If other users already have your email, or other information that identifies you, we may show them your publicly visible 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 might be facing. We may use your email address to inform you about our services, such as letting you know about upcoming changes or improvements.

We use information collected from cookies and other technologies, like pixel tags, to improve your user experience and the overall quality of our services. For example, by saving your language preferences, we’ll be able to have our services appear 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 other Google services – for example to make it easier to share things with people you know. We will not combine DoubleClick cookie information with personally identifiable information unless we have your opt-in consent.

We will ask for your consent before using information for a purpose other than those that are set out in this Privacy Policy.

Google processes personal information on our servers in many countries around the world. We may process your personal information on a server located outside the country where you live.

**Transparency and choice**

People have different privacy concerns. Our goal is to be clear about what information we collect, so that you can make meaningful 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 indicate when a cookie is being set by us. However, it’s important to remember that many of our services may not function properly if your 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 publicly, it may be indexable by search engines, including Google. Our services provide you with different options on sharing and removing your 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 is wrong, we strive to give you ways to update it quickly or to delete it – unless we have to keep that information for legitimate business or legal purposes. When updating your personal information, we may ask you to verify your identity before we can act on your request.

We may reject requests that are unreasonably repetitive, require disproportionate technical effort (for example, developing a new system or fundamentally changing an existing practice), risk the privacy of others, or would be extremely impractical (for instance, 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 a disproportionate effort. We aim to maintain our services in a manner that protects information from accidental or malicious destruction. Because of this, after you delete information from our services, we may not immediately delete residual copies from our active servers and 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 one of the following circumstances apply:

- **With your consent**

  We will share personal information with companies, organizations or individuals outside of Google when we have your consent to do so. We require opt-in consent for the sharing of any sensitive personal information.

- **With domain administrators**

  If your Google Account is managed for you by a domain administrator (for example, for
Google Apps users) then your domain administrator and resellers who provide user support to your organization will have access to your Google Account information (including your email and other data). Your domain administrator may be able to:

- view statistics regarding your account, like statistics regarding applications you install.
- change your account password.
- suspend or terminate your account access.
- access or retain information stored as part of your account.
- receive your account information in order to satisfy applicable law, regulation, legal process or enforceable 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 it for us, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures.

- **For legal reasons**

  We will share personal information with companies, organizations or individuals outside of Google if we have a good-faith 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 or permitted by law.

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

If Google is involved in a merger, acquisition or asset sale, we will continue to ensure the
confidentiality of any personal 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 in Google Chrome.
- We review our information collection, storage and processing practices, including physical security measures, to guard against unauthorized access to systems.
- We restrict access to personal information to Google employees, contractors and agents who need to know that information in order to process it for us, and who are subject to strict contractual confidentiality obligations and may be disciplined or 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 offered on other sites (such as our advertising services), but excludes services that have separate privacy policies that do not incorporate this Privacy Policy.

Our Privacy Policy does not apply to services offered by other companies or individuals, including products or sites that may be displayed to you in search results, sites that may include Google services, or other sites linked from our services. Our Privacy Policy does not cover the information practices of other companies and organizations who advertise our services, and who may use cookies, pixel tags and other technologies to serve and offer relevant ads.

Enforcement

We regularly review our compliance with our Privacy Policy. We also adhere to several self regulatory frameworks. When we receive formal written complaints, we will contact the person who made the complaint to follow up. We work with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal data 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 explicit consent. We will post any privacy policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including, for certain services, email notification of privacy policy changes). We will also keep prior versions of this 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 that you may use:

- Chrome and Chrome OS
- Books
- Wallet

What’s changing

- Privacy Policy
- Self Regulatory Frameworks
- Privacy FAQ
Welcome to Google!

Thanks for using our products and services ("Services"). The Services are provided by Google Inc. ("Google"), located at 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States.

By using our Services, you are agreeing to these terms. Please read them carefully.

Our Services are very diverse, so sometimes additional terms or product requirements (including age requirements) may apply. Additional terms will be available with the relevant Services, and those additional terms become part of your agreement with us if you use those Services.

Using our Services

You must follow any policies made available to you within the Services.

Don't misuse our Services. For example, don't interfere with our Services or try to access them using a method other than the interface and the instructions that we provide. You may use our Services only as permitted by law, including applicable export and re-export control laws and regulations. We may suspend or stop providing our Services to you if you do not comply with our terms or policies or if we are investigating suspected misconduct.

Using our Services does not give you ownership of any intellectual property rights in our Services or the content you access. You may not use content from our Services unless you obtain
permission from its owner or are otherwise permitted by law. These terms do not grant you the right to use any branding or logos used in our Services. Don’t remove, obscure, or alter any legal notices displayed in or along with our Services.

Our Services display some content that is not Google’s. This content is the sole responsibility of the entity that makes it available. We may review content to determine whether it is illegal or violates our policies, and we may remove or refuse to display content that we reasonably believe violates our policies or the law. But that does not necessarily mean that we review content, so please don’t assume that we do.

In connection with your use of the Services, we may send you service announcements, administrative messages, and other information. You may opt out of some of those communications.

**Your Google Account**

You may need a Google Account in order to use some of our Services. You may create your own Google Account, or your Google Account may be assigned to you by an administrator, such as your employer or educational institution. If you are using a Google Account assigned to you by an administrator, different or additional terms may apply and your administrator may be able to access or disable your account.

If you learn of any unauthorized use of your password or account, follow these instructions.

**Privacy and Copyright Protection**

Google’s privacy policies explain how we treat your personal data and protect your privacy when you use our Services. By using our Services, you agree that Google can use such data in accordance with our privacy policies.

We respond to notices of alleged copyright infringement and terminate accounts of repeat infringers according to the process set out in the U.S. Digital Millennium Copyright Act.

We provide information to help copyright holders manage their intellectual property online. If you think somebody is violating your copyrights and want to notify us, you can find information about submitting notices and Google’s policy about responding to notices in our Help Center.
Your Content in our Services

Some of our Services allow you to submit content. You retain ownership of any intellectual property rights that you hold in that content. In short, what belongs to you stays yours.

When you upload or otherwise submit content to our Services, you give Google (and those we work with) a worldwide license to use, host, store, reproduce, modify, create derivative works (such as those resulting from translations, adaptations or other changes we make so that your content works better with our Services), communicate, publish, publicly perform, publicly display and distribute such content. The rights you grant in this license are for the limited purpose of operating, promoting, and improving our Services, and to develop new ones. This license continues even if you stop using our Services (for example, for a business listing you have added to Google Maps). Some Services may offer you ways to access and remove content that has been provided to that Service. Also, in some of our Services, there are terms or settings that narrow the scope of our use of the content submitted in those Services. Make sure you have the necessary rights to grant us this license for any content that you submit to our Services.

You can find more information about how Google uses and stores content in the privacy policy or additional terms for particular Services. If you submit feedback or suggestions about our Services, we may use your feedback or suggestions without obligation to you.

About Software in our Services

When a Service requires or includes downloadable software, this software may update automatically on your device once a new version or feature is available. Some Services may let you adjust your automatic update settings.

Google gives you a personal, worldwide, royalty-free, non-assignable and non-exclusive license to use the software provided to you by Google as part of the Services. This license is for the sole purpose of enabling you to use and enjoy the benefit of the Services as provided by Google, in the manner permitted by these terms. You may not copy, modify, distribute, sell, or lease any part of our Services or included software, nor may you reverse engineer or attempt to extract the source code of that software, unless laws prohibit those restrictions or you have our written permission.

Open source software is important to us. Some software used in our Services may be offered under an open source license that we will make available to you. There may be provisions in the
open source license that expressly override some of these terms.

**Modifying and Terminating our Services**

We are constantly changing and improving our Services. We may add or remove functionalities or features, and we may suspend or stop a Service altogether.

You can stop using our Services at any time, although we'll be sorry to see you go. Google may also stop providing Services to you, or add or create new limits to our Services at any time.

We believe that you own your data and preserving your access to such data is important. If we discontinue a Service, where reasonably possible, we will give you reasonable advance notice and a chance to get information out of that Service.

**Our Warranties and Disclaimers**

We provide our Services using a commercially reasonable level of skill and care and we hope that you will enjoy using them. But there are certain things that we don't promise about our Services.

**OTHER THAN AS EXPRESSLY SET OUT IN THESE TERMS OR ADDITIONAL TERMS, NEITHER GOOGLE NOR ITS SUPPLIERS OR DISTRIBUTORS MAKE ANY SPECIFIC PROMISES ABOUT THE SERVICES. FOR EXAMPLE, WE DON'T MAKE ANY COMMITMENTS ABOUT THE CONTENT WITHIN THE SERVICES, THE SPECIFIC FUNCTION OF THE SERVICES, OR THEIR RELIABILITY, AVAILABILITY, OR ABILITY TO MEET YOUR NEEDS. WE PROVIDE THE SERVICES “AS IS”.**

**SOME JURISDICTIONS PROVIDE FOR CERTAIN WARRANTIES, LIKE THE IMPLIED WARRANTY OF THE MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND NON-INFRINGEMENT. TO THE EXTENT PERMITTED BY LAW, WE EXCLUDE ALL WARRANTIES.**

**Liability for our Services**

**WHEN PERMITTED BY LAW, GOOGLE, AND GOOGLE’S SUPPLIERS AND DISTRIBUTORS, WILL NOT BE RESPONSIBLE FOR LOST PROFITS, REVENUES, OR DATA, FINANCIAL LOSSES OR INDIRECT, SPECIAL, CONSEQUENTIAL, EXEMPLARY, OR PUNITIVE DAMAGES.**
TO THE EXTENT PERMITTED BY LAW, THE TOTAL LIABILITY OF GOOGLE, AND ITS SUPPLIERS AND DISTRIBUTORS, FOR ANY CLAIM UNDER THESE TERMS, INCLUDING FOR ANY IMPLIED WARRANTIES, IS LIMITED TO THE AMOUNT YOU PAID US TO USE THE SERVICES (OR, IF WE CHOOSE, TO SUPPLYING YOU THE SERVICES AGAIN).

IN ALL CASES, GOOGLE, AND ITS SUPPLIERS AND DISTRIBUTORS, WILL NOT BE LIABLE FOR ANY LOSS OR DAMAGE THAT IS NOT REASONABLY FORESEEABLE.

Business uses of our Services

If you are using our Services on behalf of a business, that business accepts these terms. It will hold harmless and indemnify Google and its affiliates, officers, agents, and employees from any claim, suit or action arising from or related to the use of the Services or violation of these terms, including any liability or expense arising from claims, losses, damages, suits, judgments, litigation costs and attorneys’ fees.

About these Terms

We may modify these terms or any additional terms that apply to a Service to, for example, reflect changes to the law or changes to our Services. You should look at the terms regularly. We’ll post notice of modifications to these terms on this page. We’ll post notice of modified additional terms in the applicable Service. Changes will not apply retroactively and will become effective no sooner than fourteen days after they are posted. However, changes addressing new functions for a Service or changes made for legal reasons will be effective immediately. If you do not agree to the modified terms for a Service, you should discontinue your use of that Service.

If there is a conflict between these terms and the additional terms, the additional terms will control for that conflict.

These terms control the relationship between Google and you. They do not create any third party beneficiary rights.

If you do not comply with these terms, and we don’t take action right away, this doesn’t mean that we are giving up any rights that we may have (such as taking action in the future).

If it turns out that a particular term is not enforceable, this will not affect any other terms.
The laws of California, U.S.A., excluding California’s conflict of laws rules, will apply to any
disputes arising out of or relating to these terms or the Services. All claims arising out of or relating
to these terms or the Services will be litigated exclusively in the federal or state courts of Santa
Clara County, California, USA, and you and Google consent to personal jurisdiction in those
courts.

For information about how to contact Google, please visit our contact page.
Policies & Principles

Preview: Self Regulatory Frameworks

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

Google complies with the US-EU Safe Harbor Framework and the US-Swiss Safe Harbor Framework as set forth by the US Department of Commerce regarding the collection, use and retention of personal information from European Union member countries and Switzerland. Google has certified that it adheres to the Safe Harbor Privacy Principles of notice, choice, onward transfer, security, data integrity, access and enforcement. To learn more about the Safe Harbor program, and to view Google’s certification, please visit the Safe Harbor website.

Google is a member of the Network Advertising Initiative (NAI), a cooperative of companies committed to building responsible advertising policies across the Internet. Using a tool created by the NAI, you can learn more about other ad-serving companies and opt out from their use of cookies at the NAI website.

Google also adheres to the UK Internet Advertising Bureau Good Practice Principles for Online Behavioural Advertising, the Australian Best Practice Guideline for Online Behavioural Advertising and IAB Europe’s European Framework for Online Behavioural Advertising.

What’s changing

- Privacy Policy
- Self Regulatory Frameworks
- Privacy FAQ