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

By Danny Dover in the form of a blog post titled 'The Evil Side of Google? Exploring Google’s User Data Collection'
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'

---

**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

SEOMOZ ©1996-2008
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'

- 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
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
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'

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
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'

- 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)
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'

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

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
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'

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 | GrandCentral | Postini
Advertising   | Groups      | Store
Apps          | Health      | Talk
Blogger       | iGoogle     | Toolbar
Calendar      | Maps        | Web Accelerator
Desktop       | Merchant Search Test | YouTube
Docs          | Mobile      | Youtube Google Privacy
Firefox Extensions | Orkut | Channel
Gmail         | Personalized Search |
GOOG-411      | Picasa      |