

# Privacy Policy

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INFR11158/11230 Usable Security and Privacy

Dr. Jingjie Li

19/03/2026



THE UNIVERSITY  
*of* EDINBURGH

## Ancestry Detail



## Ancestry Composition



East Asian 58.6%

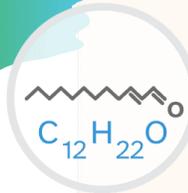
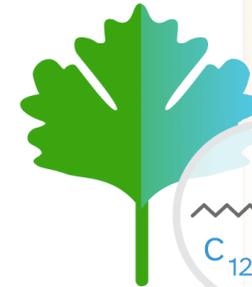
● Vietnamese 46.3%  
Ho Chi Minh City, Vietnam  
+ 1 Regions

● Indonesian, Thai, Khmer & Myanmar 7.0%

## Cilantro Taste Aversion

OUR RESULT

You have slightly higher odds of disliking cilantro.



Your genotype

AA

Marker rs2741762

**What are the security and privacy concerns of genetic testing?**

## Heart Health

Learn how your DNA insights can help you **care for your heart.**

YOUR RESULTS

- Atrial Fibrillation**  
TYPICAL LIKELIHOOD
- Coronary Artery Disease**  
TYPICAL LIKELIHOOD
- High Blood Pressure**  
INCREASED LIKELIHOOD
- LDL Cholesterol**  
TYPICAL LIKELIHOOD

## Health Action Plan

BASED ON YOUR GENETICS

Activities and insights for a healthier you, based on your current lifestyle and genetic reports.

★ Highest priority

- Check your cholesterol levels**  
Get a comprehensive blood test to check your cholesterol and other lipid levels to assess your heart health.  
[GET STARTED](#)
- Know your baseline blood pressure**  
It's important to check your blood pressure regularly, since high blood pressure often has no symptoms.  
[IN PROGRESS](#)

Activities

- Exercise for three songs**  
[IN PROGRESS](#)
- Unwind with a body scan meditation**

## Health Tracks

Type 2 Diabetes | High Blood Pressure | Coronary

Up to date | [Table view](#)

How lifestyle and your genetics impact the likelihood of Type 2 Diabetes over time

Healthy lifestyle	Your lifestyle	Unhealthy lifestyle
10%	12%	15%

Age 20 | Today | Age 80

[Learn more about Health Tracks](#)

[Help us improve this page!](#)

# Millions of people's DNA up for sale as 23andMe goes bankrupt

Customers urged to consider deleting their data after genetic testing company collapses

Millions of people will have their DNA data put up for sale after major at-home testing company 23andMe filed for bankruptcy.

The company, which has tested more than 15m people's genetic makeup using post-in saliva kits, including more than 250,000 in the UK, announced that it had entered US bankruptcy protection in an attempt to sell the company.

It said that data privacy would be an "important consideration" but added that it was seeking to "maximise the value of its assets".

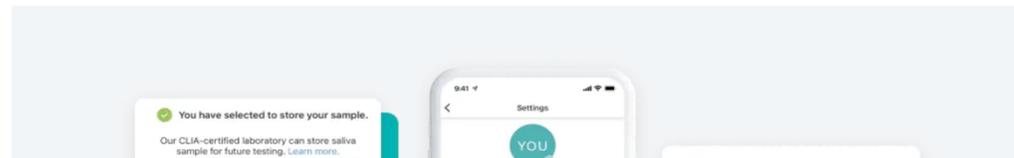
Privacy advocates have urged consumers to delete their 23andMe data as the company's share price crash raised concerns that the data could be sold off to data brokers or to target adverts.

<https://www.telegraph.co.uk/business/2025/03/24/millions-of-peoples-dna-up-for-sale-as-23andme-goes-bankrup/>

[Privacy overview](#)[Information we collect](#)[How we use your information](#)[What 23andMe Research participation means for you](#)[Data sharing](#)[Your privacy controls](#)[Other things to know](#)

# Your privacy settings and controls

It's your data, and we make it easy to make decisions and certain choices about it. We do not make choices on your behalf for the privacy settings described below. Below are the types of controls you have in your Account Settings and we've listed what it means to opt-out or to opt-in:



## How we use your information

Now that we've covered the types of information we collect and how we collect it, let's review how we may use it. As a reminder, we will not use your Genetic Information for personalized or targeted marketing and/or advertising without your explicit consent. If you want to dig into the details of how we use your information, check out our [How We Use Your Information page](#).

### We use your information to:

- Provide our Services, including to develop, operate, improve, maintain, and safeguard our Services, including developing new product tools and features
- Analyze and measure trends and usage of the Services
- Communicate with you, including customer support, or to share information about our Services or other offers or information we think may be relevant to you
- Personalize, contextualize and market our Services to you
- Provide cross-context behavioral or targeted advertising (learn more in our [Cookie Policy](#) and [Cookie Choices](#) page)
- Enhance the safety, integrity, and security of our Services, including prevention of fraud and other unauthorized or illegal activities on our Services

- Enforce, investigate, and respond to legal claims, including a bankruptcy, merger, acquisition, reorganization, or sale of assets, your Personal Information may be accessed, sold or transferred as part of that transaction and this Privacy Statement will apply to your Personal Information as transferred to the new entity or other buyer or third party. However, we will not sell or transfer your genetic data in connection with any merger, acquisition, bankruptcy, reorganization, or asset sale unless the buyer is also a U.S. nonprofit research institution or for-profit entity that satisfies all requirements of the Committee on Foreign Investment in the United States, other requirements regarding the transfer of data to certain countries, and all other applicable laws, and will agree to adopt this Privacy Statement.
- Conduct surveys or polls, and other research
- Comply with our legal, licensing, and regulatory obligations
- Conduct [23andMe Research](#)

<https://www.23andme.com/en-gb/legal/privacy/full-version/>

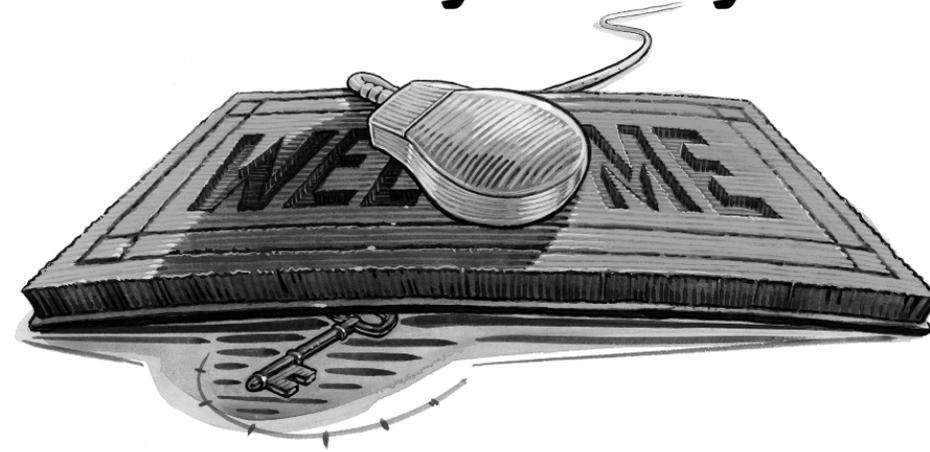
**Are you aware of how genomic testing companies use your data?**

# Trust and E-commerce

**Roll back time to the early 2000's**

“In the rush to build Internet businesses, many executives concentrate all their attention on attracting customers rather than retaining them. That’s a mistake. The unique economics of e-business make customer loyalty more important than ever.”

# E-Loyalty



## Your Secret Weapon on the Web

*In the rush to build Internet businesses, many executives concentrate all their attention on attracting customers rather than retaining them. That's a mistake. The unique economics of e-business make customer loyalty more important than ever.*

by Frederick F. Reichheld and Phil Scheffer

**L**OYALTY MAY NOT BE THE FIRST idea that pops into your head when you think about electronic commerce. After all, what relevance could such a quaint, old-fashioned notion hold for a world in which customers defect at the click of a mouse and impersonal shopping bots scour databases for ever better deals? What good is a small-town virtue amid the faceless anonymity of the Internet's

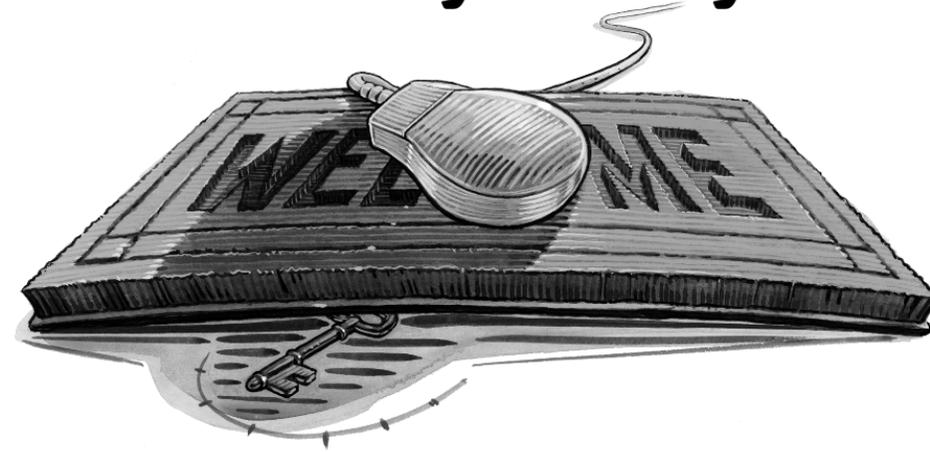
global marketplace? Loyalty must be on a fast track toward extinction, right?

Not at all. Chief executives at the cutting edge of e-commerce—from Dell Computer's Michael Dell to eBay's Meg Whitman, from Vanguard's Jack Brennan to Grainger's Richard Keyser—care deeply about customer retention and consider it vital to the success of their on-line operations. They know that loyalty

ILLUSTRATION BY DOUGLAS JONES

“On the Web ... business is conducted at a distance and risks and uncertainties are magnified... Customers can’t look a salesclerk in the eye, can’t size up the physical space of a store or office, and can’t see and touch products. They have to rely on images and promises, and if they don’t trust the company presenting those images and promises, they’ll shop elsewhere.”

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global marketplace? Loyalty must be on a fast track toward extinction, right?

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ILLUSTRATION BY DOUGLAS JONES

**Problem: How can we make people feel safe spending money online?**

# Trustbuilders and Trustbusters

*The Role of Trust Cues in Interfaces to e-Commerce Applications*

Jens Riegelsberger & M. Angela Sasse

*Hochschule der Künste Berlin & University College London*

**Abstract:** This paper investigates how interface design can help to overcome the proclaimed 'lack of trust' in e-commerce sites. Based on existing social science knowledge on trust, and our own exploratory study using Grounded Theory methods, we developed a model of consumer decision making in on-line shopping. Due to the separation in space and time when engaging in e-commerce, there is an *increased need for trust, rather than the oft-proclaimed lack of trust*. Based on this model we then review design guidelines through empirical tests. We focus on approaches that aim to increase trust by increasing the *social presence* of an interface. We identified cues in the user interface that help to build trust to some extent (*trustbuilders*), and some cues that have a great potential for destroying trust (*trustbusters*).

## 1. INTRODUCTION

Consider shopping in the real world: When a customer enters a shop for the first time, she sees the interior, goods and the sales staff. The customer may not conduct any risk evaluation at all, because shopping is a habit she does not perceive as risky. But the visual cues allow her to evaluate the shop's professionalism, competence and trustworthiness via a comparison with other shops. The situation is different for shopping on the Internet: Most people do not shop habitually on the Internet and do not understand the underlying technology, and the risks are numerous. It is thus not surprising that one of the leading advertisers on the Internet is TRUSTe [15], an organisation that assigns seals to e-commerce enterprises that it considers 'trustworthy'. Consumers' *lack of trust* in e-commerce is often assumed to be one of

Interviewed  
8 e-commerce  
shoppers and  
5 non-shoppers

Built a theoretical  
model

Online experiment  
to test model using  
53 people

Published in 2001

# Risks people perceived

*Table 1. Risks in e-Commerce*

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1. Risks that stem from the Internet include:

- a) whether credit card data gets intercepted;
  - b) whether the data is transmitted correctly;
  - c) their own interaction with the system- i.e. whether they use it correctly
- 

2. Risks that are related to the physical absence of the online-retailer are:

- a) whether the personal details they supply will be passed on to other parties;
  - b) whether the online-vendor will actually deliver the products or services.
-

# Interviews found key issues to be:

- Internet knowledge
  - Are businesses even able to protect customers?
  - Low knowledge -> harder to judge accuracy of claims
- Internet experience
  - Will I make errors and order the wrong thing?
  - Few conventions – the “correct” approach on one page is different on another
- Separation in Space & Time
  - Give money, wait, get item

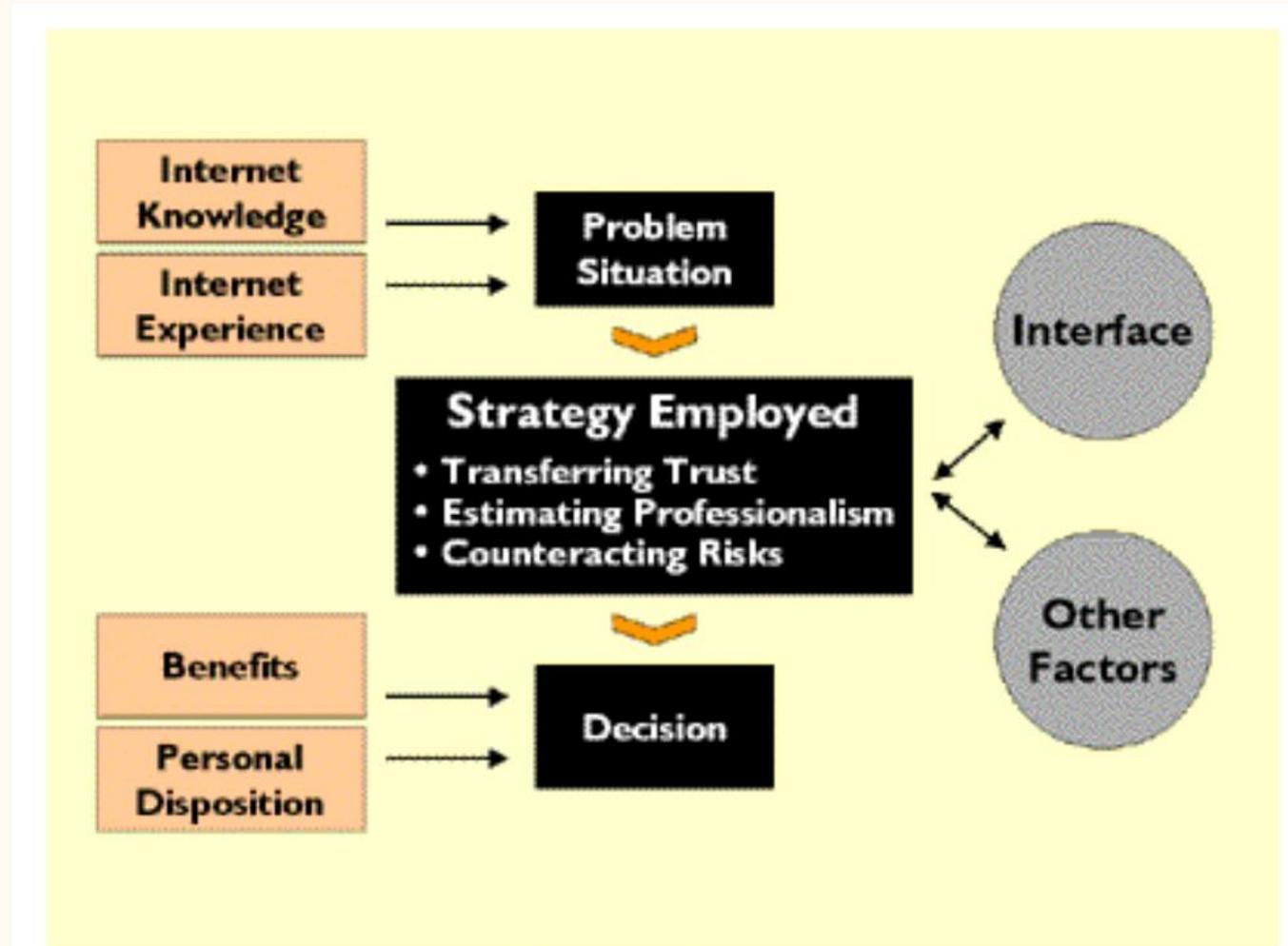


Figure 1. E-Shopper Decision Making

# Trust transfer

- Inexperienced shoppers tend to transfer trust. One thing worked, so they look for something else that looks similar.



- Collective approaches

- TRUSTe seal
- Being part of a more trusted retail group
- “well they would say that, wouldn’t they”...

- Individual site approaches

- Hard to build trust on just one site.
- Things like customer testimonials first require trust in the company that they are true



Riegelsberger, Jens, and M. Angela Sasse. "Trustbuilders and trustbusters." *Towards the E-Society*.

# Help people reduce the risks

*Table 1. Risks in e-Commerce*

1. Risks that stem from the Internet include:

a) whether credit card data gets intercepted;

Security

b) whether the data is transmitted correctly;

Security / Networking

c) their own interaction with the system- i.e. whether they use it correctly

HCI

2. Risks that are related to the physical absence of the online-retailer are:

a) whether the personal details they supply will be passed on to other parties;

Privacy

b) whether the online-vendor will actually deliver the products or services.

Legal

**Problem: We need a trusted cross-site signal that users can trust.**

**Answer: Privacy policies**

# Federal Trade Commission Act of 1914 (USA)

The FTC is empowered, among other things, to:

- prevent unfair methods of competition, and unfair or deceptive acts or practices in or affecting commerce;
- seek monetary redress and other relief for conduct injurious to consumers;
- prescribe trade regulation rules defining with specificity acts or practices that are unfair or deceptive, and establishing requirements designed to prevent such acts or practices;
- conduct investigations relating to the organization, business, practices, and management of entities engaged in commerce

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**Roughly: The FTC declared that if an organization said it did X in its privacy policy, but then was shown to not be doing X, then the FTC could levy a large fine.**

# FTC vs Google Buzz

- When Google launched Buzz it wanted to use the network it already had in Gmail
- Gmail privacy policy (2004-2010):
  - “Gmail stores, processes and maintains your messages, contact lists and other data related to your account in order to provide the service to you”
- Google privacy policy (2005-2010)
  - “When you sign up for a particular service that requires registration, we ask you to provide personal information. If we use this information in a manner different than the purpose for which it was collected, then we will ask for your consent prior to such use.”



# FTC vs Google Buzz

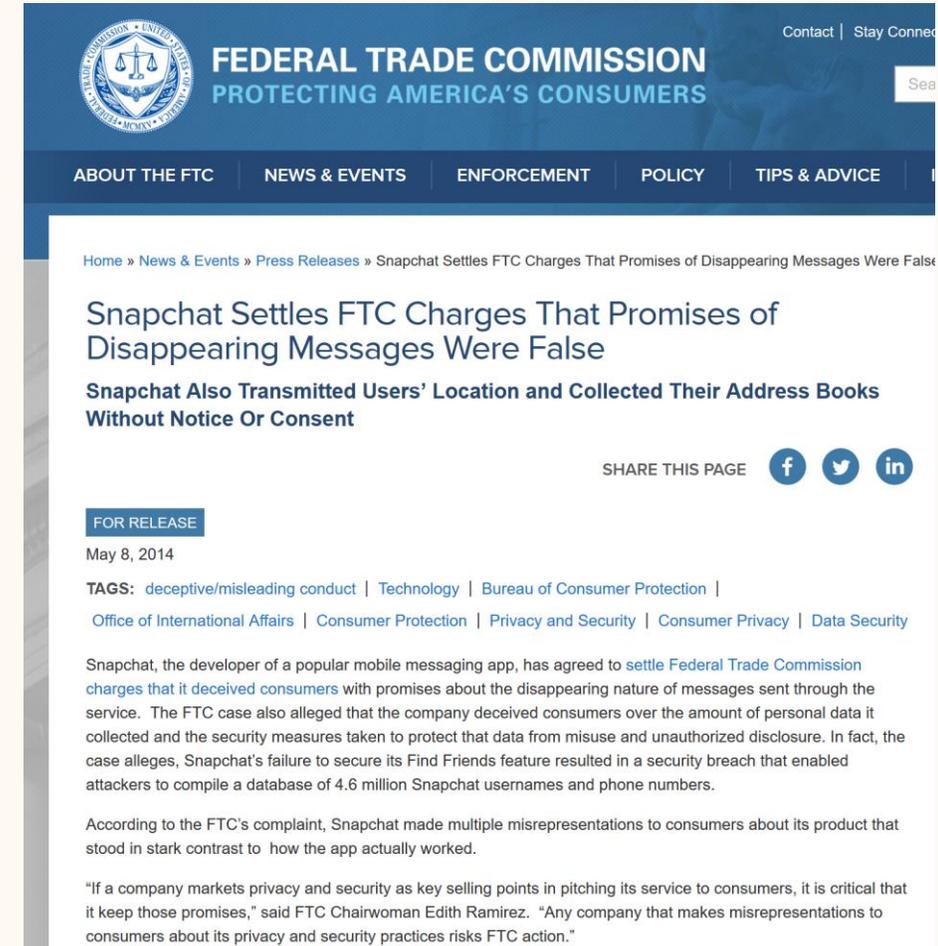
- User first given options
- If they selected “Nah, go to my inbox”
  - They could still be followed on Buzz
  - Their Google profile listed them as a Buzz user
  - A link appeared on their UI and if they clicked it they were auto enrolled and data was copied over
- Contacts that users interacted with the most were listed on their profile



A screenshot of a Mozilla Firefox browser window displaying the "New! Google Buzz in Gmail" page. The browser's address bar shows the URL "https://mail.google.com/mail/buzz/intro.html". The page features the Gmail and Buzz logos, followed by the heading "New! Google Buzz in Gmail" and the text "Share updates, photos, videos, and more. Start conversations about the things you find interesting." Below this, there are three key features highlighted: "No setup needed" (with a small icon of people), "Everything in one place" (with a small icon of a document), and "Inbox integration" (with a small icon of an envelope). At the bottom of the main content area, there is a blue button labeled "Sweet! Check out Buzz" and a link labeled "Nah, go to my inbox". The right side of the page shows a preview of a user's Buzz profile with various posts and photos. The footer of the page contains the copyright notice "©2010 Google" and links to "Terms of service" and "Privacy policy".

# Think-pair-share

- Snapchat marketing material
  - “Snap an ugly self or a video, add a caption, and send it to a friend (or maybe a few). They'll receive it, laugh, and then the snap disappears.”
- Snapchat Privacy policy:
  - “Although we attempt to delete image data as soon as possible after the message is received and opened by the recipient . . . we cannot guarantee that the message contents will be deleted in every case.”
  - “users may take a picture of the message contents with another imaging device or capture a screenshot of the message contents on the device screen.”



The screenshot shows the Federal Trade Commission (FTC) website. The header includes the FTC logo and the text "FEDERAL TRADE COMMISSION PROTECTING AMERICA'S CONSUMERS". Below the header is a navigation menu with links for "ABOUT THE FTC", "NEWS & EVENTS", "ENFORCEMENT", "POLICY", and "TIPS & ADVICE". The main content area displays a press release titled "Snapchat Settles FTC Charges That Promises of Disappearing Messages Were False". The sub-headline reads "Snapchat Also Transmitted Users' Location and Collected Their Address Books Without Notice Or Consent". There are social media sharing icons for Facebook, Twitter, and LinkedIn. A "FOR RELEASE" tag is visible, along with the date "May 8, 2014". The text of the press release discusses the FTC's complaint against Snapchat regarding deceptive marketing and data collection practices.



[Home](#)

[Your data matters](#)

[For organisations](#)

[Make a complaint](#)

[Action we've taken](#)

[About the ICO](#)



## Properties raided in Brighton and Birmingham

Businesses suspected of making millions of nuisance calls.

### Speech: Elizabeth Denham at the ICIC

11 March 2019

### Blog: Adtech fact finding forum shows consensus on need for change

7th March 2019

### Blog: The right of access to patient data needn't be a headache

7 March 2019

[More news and blogs](#) →

## Take action

[Pay fee, renew fee or register a DPO](#) →

[Report a breach](#) →

[Make a complaint](#) →

[Meet the Commissioner](#)



## → Your data matters

Practical information about your data protection and information rights



[Spam emails](#)



[Does an organisation need my consent?](#)

## → For organisations

Guidance and resources for public bodies, private sector organisations and sole traders

## → Guide to Data Protection

## → General Data Protection Regulation (GDPR)

# Privacy regulations

# Data Protection Directive (EU, 1995)

- **Notice** – data subjects should be given notice when their data is being collected;
- **Purpose** – data should only be used for the purpose stated and not for any other purposes;
- **Consent** – data should not be disclosed without the data subject's consent;
- **Security** – collected data should be kept secure from any potential abuses;
- **Disclosure** – data subjects should be informed as to who is collecting their data;
- **Access** – data subjects should be allowed to access their data and make corrections to any inaccurate data
- **Accountability** – data subjects should have a method available to them to hold data collectors accountable for not following the above principles.

Legal documents tend to be broken up into Articles, sections, and subsections. These are labeled using a notation like Art. 2 a, which means Article 2, section a.

provisions taken pursuant to this Directive enter into force, any sensitive data necessary for the

HAVE ADOPTED THIS DIRECTIVE:

## CHAPTER I

### GENERAL PROVISIONS

#### *Article 1*

##### Object of the Directive

1. In accordance with this Directive, Member States shall protect the fundamental rights and freedoms of natural persons, and in particular their right to privacy with respect to the processing of personal data.

2. Member States shall neither restrict nor prohibit the free flow of personal data between Member States for reasons connected with the protection afforded under paragraph 1.

means, such as collection, recording, organization, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, blocking, erasure or destruction;

(c) 'personal data filing system' ('filing system') shall mean any structured set of personal data which are accessible according to specific criteria, whether centralized, decentralized or dispersed on a functional or geographical basis;

#### *Article 2*

##### Definitions

For the purposes of this Directive:

(a) 'personal data' shall mean any information relating to an identified or identifiable natural person ('data subject'); an identifiable person is one who can be identified, directly or indirectly, in particular by reference to an identification number or to one or more factors specific to his physical, physiological, mental, economic, cultural or social identity;

(d) 'controller' shall mean the natural or legal person, public authority, agency or any other body which alone or jointly with others determines the purposes and means of the processing of personal data; where the purposes and means of processing are determined by national or Community laws or regulations, the controller or the specific criteria for his nomination may be designated by national or Community law;

**Personal data** are defined as "any information relating to an identified or identifiable natural person ("data subject"); an identifiable person is one who can be identified directly or indirectly, in particular by reference to an identification number or to one or more factors specific to his physical, physiological, mental, economic, cultural, or social identity; (Art. 2 a)

# Safe Harbor: International Safe Harbor Privacy Principles

- EU prohibited the transfer of data to countries with weaker privacy laws.
  - The US had weaker protection laws.....
- Safe Harbor was a list of privacy principles non-EU companies could promise to uphold
- Declared invalid in 2015

**"Agencies shall, to the extent consistent with applicable law, ensure that their privacy policies exclude persons who are not United States citizens or lawful permanent residents from the protections of the Privacy Act regarding personally identifiable information"**

**- U.S. President Donald Trump, Executive Order, 2017**

**"In the light of the revelations made in 2013 by Edward Snowden concerning the activities of the United States intelligence services (in particular the National Security Agency ('the NSA')), the law and practice of the United States do not offer sufficient protection against surveillance by the public authorities."**

**- Maximillian Schrems, 2015**

**General Data Protection Regulation (GDPR)**  
superseded the Data Protection Directive. GDPR  
is a regulation, not a directive. Which means it is  
directly binding and applicable.

## 1998 Act:

Principle 1 – fair and lawful

Principle 2 – purposes

Principle 3 – adequacy

Principle 4 – accuracy

Principle 5 - retention

Principle 6 – rights

Principle 7 – security

Principle 8 – international transfers

(no equivalent)

## GDPR:

Principle (a) – lawfulness, fairness and transparency

Principle (b) – purpose limitation

Principle (c) – data minimisation

Principle (d) – accuracy

Principle (e) – storage limitation

No principle – separate provisions in Chapter III

Principle (f) – integrity and confidentiality

No principle – separate provisions in Chapter V

Accountability principle

# Lawful basis for processing

- The lawful bases for processing are set out in Article 6 of the UK GDPR. At least one of these must apply whenever you process personal data:
- **(a) Consent:** the individual has given clear consent for you to process their personal data for a specific purpose.
- **(b) Contract:** the processing is necessary for a contract you have with the individual, or because they have asked you to take specific steps before entering into a contract.
- **(c) Legal obligation:** the processing is necessary for you to comply with the law (not including contractual obligations).
- **(d) Vital interests:** the processing is necessary to protect someone's life.
- **(e) Public task:** the processing is necessary for you to perform a task in the public interest or for your official functions, and the task or function has a clear basis in law.
- **(f) Legitimate interests:** the processing is necessary for your legitimate interests or the legitimate interests of a third party, unless there is a good reason to protect the individual's personal data which overrides those legitimate interests. (This cannot apply if you are a public authority processing data to perform your official tasks.)

# Personal data in GDPR

The data subjects are identifiable if they can be directly or indirectly identified, especially by reference to an identifier such as a name, an identification number, location data, an online identifier or one of several special characteristics, which expresses the physical, physiological, genetic, mental, commercial, cultural or social identity of these natural persons. In practice, these also include all data which are or can be assigned to a person in any kind of way. For example, the telephone, credit card or personnel number of a person, account data, number plate, appearance, customer number or address are all personal data.

# Consent in GDPR

“Consent’ of the data subject means any freely given, specific, informed and unambiguous indication of the data subject’s wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her”

- Consent must be explicit
- Obtained for each purpose the data is used for
- Specific, plainly worded, and freely given
- An online form which has consent options structured as an opt-out selected by default is in violation
- Withdrawing consent must be possible, and no more challenging than giving it

# **Discuss: Are privacy policies “usable”?**

<https://policies.google.com/privacy?hl=en-US>

Introduction

Information Google collects

Why Google collects data

Your privacy controls

Sharing your information

Keeping your information secure

Exporting & deleting your information

Retaining your information

Compliance & cooperation with regulators

European requirements

About this policy

Related privacy practices



GOOGLE PRIVACY POLICY

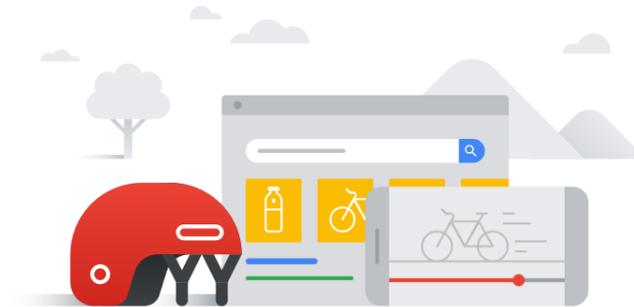
**When you use our services, you're trusting us with your information. We understand this is a big responsibility and work hard to protect your information and put you in control.**

This Privacy Policy is meant to help you understand what information we collect, why we collect it, and how you can update, manage, export, and delete your information.

If European Union or United Kingdom data protection law applies to the processing of your information, you can review the [European requirements section](#) below to learn more about your rights and Google's compliance with these laws.

[Introduction](#)[Information Google collects](#)[Why Google collects data](#)[Your privacy controls](#)[Sharing your information](#)[Keeping your information secure](#)[Exporting & deleting your information](#)[Retaining your information](#)[Compliance & cooperation with regulators](#)[European requirements](#)[About this policy](#)[Related privacy practices](#)

## Provide personalized services, including content and ads



We use the information we collect to customize our services for you, including providing recommendations, personalized content, and [customized search results](#). For example, [Security Checkup](#) provides security tips adapted to how you use Google products. And, depending on your available settings, Google Play could use information like apps you've already installed and videos you've watched on YouTube to suggest new apps you might like.

Depending on your settings, we may also show you [personalized ads](#) based on your interests and activity across Google services. For example, if you search for "mountain bikes," you may see ads for sports equipment on YouTube. You can control what information we use to show you ads by visiting your ad settings in [My Ad Center](#).

- We don't show you personalized ads based on [sensitive categories](#), such as race, religion, sexual orientation, or health

[Privacy Policy](#)[Data transfer frameworks](#)[Key terms](#)[Partners](#)[Updates](#)

the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of your data that we cannot resolve with you directly.

## California requirements

The California Consumer Privacy Act (CCPA) requires specific disclosures for California residents.

This Privacy Policy is designed to help you understand how Google handles your information:

- We explain the categories of information Google collects and the sources of that information in [Information Google collects](#).
- We explain how Google uses information in [Why Google collects data](#).
- We explain when Google may share information in [Sharing your information](#). Google does not sell your personal information.

The CCPA also provides the right to request information about how Google collects, uses, and discloses your personal information. And it gives you the right to access your information and request that Google delete that information. Finally, the CCPA provides the right to not be discriminated against for exercising your privacy rights.

We describe the choices you have to manage your privacy and data across Google's services in [Your privacy controls](#). You can exercise your rights by using these controls, which allow you to access, review, update and delete your information, as well as [export and download](#) a copy of it. When you use them, we'll validate your request by verifying that you're signed in

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[Back to offerings](#)



U.S. | ALL INDUSTRIES

## COPPA (U.S.)

The Children’s Online Privacy Protection Act of 1998 (COPPA) is a U.S. regulation applicable to the collection of personal information from children under the age of 13. [COPPA](#) imposes certain requirements on operators of websites or online services directed to children under 13 years of age, and on operators of other websites or online services that have actual knowledge that they are collecting personal information online from a child under 13 years of age.

### Google Workspace for Education:

Google Workspace for Education Core Services can be used in compliance with the Children’s Online Privacy Protection Act (COPPA). Google contractually requires that

#### Quick links

[Google Workspace for Education Privacy and Security Center](#)

[Federal Trade Commission \(FTC\) website](#)

[Children’s Privacy \(FTC\) website](#)

**Discuss: How to make a good privacy policy?**

# How to Create a Privacy Policy

