



Designing Privacy into Google+

June 13, 2012



Google's mission:

To organize the world's information and
make it universally accessible and useful

Google's guiding privacy principles



- Use information to provide our users with **valuable products and services**.
- Develop innovative products that reflect **strong privacy standards and practices**.
- Make the collection of personal information **transparent**.
- Give users **meaningful choices** to protect their privacy.
- Be a **responsible steward** of the information we hold.

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How we do privacy at Google



- Privacy experts from Engineering, Legal, User Research, Design, and Public Policy are embedded in our product development and launch process
- Training for engineers and product managers
- Teams create and maintain audited privacy design documents
- Restricted and audited access to internal systems

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Privacy Tools and Resources



- Google Dashboard
- Privacy Center
- Ads Preferences Manager
- Transparency Report
- Data Liberation Front
- Encrypted Search
- Other features for transparency and control

Privacy in plain language



Google Privacy Center

www.google.com/privacy

Google Privacy Channel on YouTube

www.youtube.com/googleprivacy



- Social Destination
- Social Spine

We designed Google+ with privacy in mind, including a number of different features that provide you with transparency and choice over who can see what type of information you post or share

The screenshot shows the Google+ privacy settings interface. At the top left is the Google+ logo, and at the top right is the Google logo. Below the logos is a grey bar with the Google logo. The main content area is titled 'Accounts' and includes a sidebar with links: Account overview, Products, Profile and privacy, Google+, Language, and Data liberation. The main content is divided into sections: 'Your circles' with a 'Customize' button and a 'Circle controls' callout; 'Photos' with three checkboxes: 'Show photo geo location information in newly uploaded albums and photos.', 'Allow viewers to download my photos' (checked), and 'Find my face in photos and prompt people I know to tag me. Learn more' (with a 'Find My Face' callout); 'People whose tags of you are automatically approved to link to your Profile:' with a 'Your circles' button and '+ Add more people' link; and a final note: 'You can change the visibility of your photos and videos tabs on your profile.' At the bottom right, it says 'Google Confidential and Proprietary'.

Circles



In real life, we have numerous circles of friends and share information differently with each circle



Contextual Privacy Controls When Posting



I missed Venus and the recent eclipse!



Your circles x Public x + Add more people

Share

You make a proactive privacy choice every time you post on Google+. We ask you to think about who you are sharing with.



I missed Venus and the recent eclipse!



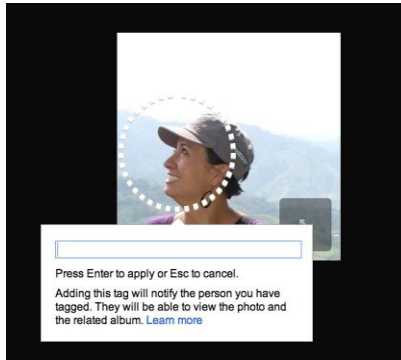
Your circles x Public x + Add more people

Share

Disable Comments
Lock this post

You can also prevent others from commenting or from onward sharing your post to help keep limited posts stay limited.

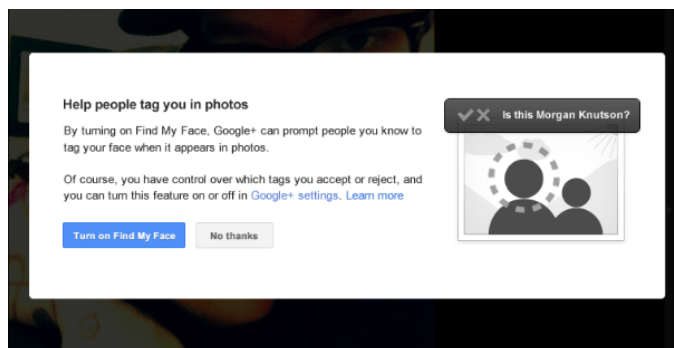
Face Tagging



I can tag people I know in a photo. When I do, that person will be notified and can accept or reject the tag. This give people control over their images on Google+.

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Find My Face



In addition to actively tagging photos, Google+ can suggest when you are in photos so others can tag you using the "Find My Face" feature. You control when this feature is turned on - we ask you first before it's enabled. And you can always turn it off.

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Settings



Circles Email

Adds me to a circle

Photos Email

Wants to tag me in a photo

Tags me in a photo

Tags one of my photos

Comments on a photo after I comment on it

Comments on a photo I tagged

Messenger Email

Starts a conversation with me

Google +1

+1 on non-Google sites On [Edit](#)

Google+ Pages

Automatically add a Google+ page to my circles if I search for + followed by the page's name.

Photos

Show photo geo location information in newly uploaded albums and photos.

Allow viewers to download my photos

Find my face in photos and prompt people I know to tag me

People whose tags of you are automatically approved to link to your Profile:

[Your circles](#) [+ Add more people](#)

When a tag is approved, it's linked to your profile, and the photo is added to the "Photos of you" section.

You can change the visibility of your photos and videos tabs on your profile.

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Education



Good to Know +1

Stay safe online



... tips and advice for staying more secure on the web

Your data on the web



... and how it makes websites more useful

Your data on Google



... and how it makes Google services more useful

Manage your data



... and what you share with websites and Google

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Google Q&A
