

# PRIVACY & SECURITY SETTINGS: A REVIEW

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**Abstract** - India is One of the largest Smartphone market. Now a days whether a person is educated or uneducated posses at least one smartphone. According to IDC report total shipment of smart phones in India in 2017 was 124 million. This shows the 14 percent healthy annual growth for Indian smartphone market. [1] In year 2018 India will be having 330 million smartphones user. [2] India is the 2<sup>nd</sup> largest [3] market for smartphone in the world. As people are using Smartphone for the smart solutions. So as a result Smartphones user do make use of internet data, since many network providers gives value of money plans to users to defeat their competitors. The network provider usually provides data plans along with calling plans. This leads to usage of data. Which gives in information to networking company or to the service based companies. This is used further to provide more services to users.

**Key Words:** Privacy settings, Security setting, user preferences, Google, Gmail, Data collection.

## 1. INTRODUCTION

Internet shortly called as net and sometimes also preferred as data. It uses internet protocol suit (TCP/IP) to link the devices globally for making the interconnected computer networks which carries a vast range of information resources and all the applications of World Wide Web. [4] Browser used to access WWW. It helps user to interact with services provided by the internet.

Google LLC is the product based American multinational technology company which is provides various products or services based of internet. Google also made a mobile based operating system called as Android. This provides all the services for the android smartphone. Services may vary based on the smartphone companies and which networks users are using. Google play store provides various applications which end users can use based on their use. Developers can also upload their application on play store for end users either free or chargeable. In this paper will try to conclude that how end users data is getting used by various products based or services based companies to influence them. How the end user can be in problem in future if they don't use these services carefully or without reading all the privacy pop ups and allow the companies to fetch their entire data store on their smartphone or on cloud or on any other devices they are using to make their life easier. By making some settings to their google account users can avoid unwanted data collection by the internet or by companies.

## 1.1 How and what data Google Collects?

What all information end users share with Google and other companies while they are using their services?

When an end user creates an account with Google. They share their some basic information with them (company). But while end users are already logged in, with your account and then they are using some services. In association with the user account they store all the relevant information like users IP address, cookie data (which contains all confidential credentials), device information, location and where all they had went in past few days or whenever and wherever they are using their service. They also record that on which all ads users have clicked or tap. All videos you have watched. Website you have visited and things you have searched for. [5]

When user searched for a video on YouTube, or watched a video, views, user interaction with ads which might be coming at the start of the video or in between the video all the activity of user will get recorded in association with their account. User might be using video, voice or audio information for their search. Their search query and form of the search will also be stored at google at server of users are using google services while doing these activities. Purchase activity of the user, with whom user communicates or share content, and all the other activity on third party side when users are using google services. All these information will get recorded. Chrome browsing history when they have synced with their google account.

Companies can also record you call log information if users are making a call using company services. They can store the information like user contact number, to whom users have contacted, forwarded numbers time duration and date of calls, messages, routing information and types of calls. In some cases they might record user calls also. Whenever users are using company services they used to keep an eye on user.

When user ON their GPS to locate there nearby things. Internet will actually locate you and all your nearby things. It will determine you location by GPS, IP address, sensor data from your device, information about things nearby user device such as Wi-Fi access points, cell towers, and Bluetooth enabled devices. [5] So might be user parents don't know where users are currently but internet might be knowing more about user know their self.

## 1.2 Google Ask Before Collecting

As google and some other services oriented companies takes users data to provide more services to users again and make more profit but before collecting users data they ask for it whether they want to share their with them or not. So they make some privacy setting for their users, but users are not aware of it. Users don't read the privacy pop up's or messages before installing the apps or visiting to some web site. This leads to problems. Since users are not aware of where their data is going or who are using their data to influence more customers to grow their market. So to make sure that user's data is not getting in any wrong hand. Or it's getting used by someone who is trying to do some criminal activity. Google uses different technology to collect and store user's information; this includes technology like server logs, database, application data caches, local storage, browser web storage, pixel tag and cookies etc. Google collect user's information only when user contact to their server i.e. when users are using services provided by the google.

## 2. Use Security and Privacy Options

To make sure that user's data is not getting in any wrong hand or it's getting used by someone who is trying to do some criminal activity. But since users are using smartphones to find smart solutions for their needs. With finding the smart solution or their smart problems users should also know how to use smartphone smartly.

First 3 Major rules which any user should keep it mind before using internet.

- First step towards safe search and keep your data in safer hand is to use secure network. Users should make sure that they should not public or free Wi-Fi even those requiring a password. When user connects to a public network, anyone in the vicinity may be able to monitor your Internet activity, such as the websites user visit and the information user entered into sites. [6]
- Use incognito mode for safe search. User search history might be getting saved on the browser server. But will not be accessible for any other user who might use that device in future. [6]
- Users should make sure log out from your every account after completing their work to which they have logged in. it could be any account not just a Gmail account. Like Facebook, WhatsApp web etc.

### 2.1 Make google Account Secure

On google account page users can find different privacy and security options to make their data more secure and private.

#### A. Sign in & security(Security Checkup)[7]

The first thing user can do to protect their Google Account is by taking the security checkup. Google made

some account security checkup steps which user can perform to see the security of their account.

- i. What was user's recent 3 devices where they have logged in
- ii. Recent security activity
- iii. Sign in recovery option
- iv. using the google account which apps accessing user's data[8]

#### B. Personal Info & Privacy(Privacy Checkup)[8]

Users can perform the privacy checkup to check that how private is their account is? According to that user can on/off the services which collect specific type of data.

- i. Activity control
  - Web and app activity
  - Location history
  - Device information
  - Voice and audio activity
  - You tube search history
  - You tube watched history
- ii. Make ads more relevant to you
  - Change the types of ads you see from google ads based on your interest or what kind of person user are. So that users won't get unwanted ads while they are searching for something.[9]

#### C. Account preference [9]

##### i. Sign in & security

- Signing to google
- Device activity & security events
- Apps with account access

User should change their password occasionally. To prevent access to their profile if someone might be accessing it. [13]Turn on your 2-step verification process. To avoid the unwanted login to account.[13]Set a password for apps if users wants to secure it more. Set an google account PIN, which could be used it while login to google payment app like Tez.[13]

Users can use account recovery options when they forgot the password to login to their account. These options will help to get back to their account. It includes recovery email and recovery phone while user might have mentioned while creating an account. And also which apps password or PINs are saved in user's account. [13]

## ii. Personal info & privacy

User can control all the data created by the google services from my activity link. Like what user had searched, what they had seen on you tube. How much data (internet) user had used for a day? For what all services how much internet has been used? How many times user has visited the particular web site or social site or there apps which is downloaded from google play store and/or they might be using google services? Users can control all thing related to them, to provide the security to themselves. [14]

Some other things which can manage under personal info and security tabs like Contact, Ads setting, Content control, Set an account trustee i.e. User can make settings that when their account should get inactivated and should handover to someone else might be there friend or family member.

## iii. preferences

- **Payment** - User can add payment method to pay for products related google or with their services.
- **Purchase, subscription and reservation** - User first online purchase to latest order everything has been stored on google. On what day user had place their order, till which phase user's order has been went. Whether user's order was completed or not everything about every order. Subscription and reservation will give a detail about their respective information.
- **Language and input tools** - user can set language according their preference and choice and also in input tools like keyboard and English, suggest English or handwriting English.
- **Google Drive storage** - user can manage their google drive storage and also some privacy and accessibility settings related to it. Manage how much space/storage need to be allotted to which service. User's drive storage is shared across google drive, Gmail and Google photos. By default user gets 15GB of space/storage to store their information on google derive. User can also purchase a space according to their need. According to current plan a user can buy maximum 30TB of space on google drive. User can Control what information people can see about them through google account from user's google+ profile link.

## 3. CONCLUSIONS

Don't let internet decide who you are. If you don't want to store your any activity you are performing with google services except Gmail and some other services can only be performed by after login to google account. Except that services don't login to your account to use those services which are not mandatory to login. This will store your activity only associated with your device. Will not be stored in your google account or further will not be share with others in associated with your profile. Login for only

appropriate activity, where you need to do a login. Google play store in China is banned due to security reasons. They use their own play store and browsers. To restrict their data to go outside the country. [10] Since India has a hug market for internet and internet related activities, therefore India should also have their own web browser and other internet related services. So that our data and our money both will stay inside our country only.

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