**Google Tightens Privacy Reins with Automatic Data Deletion**

Google plans to automatically delete search, location and other data collected after 18 months for new account users and allow current users to opt-in, according to a company blog post written by Alphabet and Google CEO Sundar Pichai. "We believe that products should keep your information for only as long as it's useful and helpful to you -- whether that's being able to find your favorite destinations in Maps or getting recommendations for what to watch on YouTube," Pichai wrote.

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<https://www.mediapost.com/publications/article/352952/google-steps-up-privacy-and-incognito-mode-will-a.html>