



**KINGDOM**  
TECHNOLOGY SOLUTIONS  
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## A Look at the New Google Privacy Policy



The privacy policy that Google will put into effect on March 1 has caused, to say the least, quite a splash. The new policy allows Google to track users across most of its services, gathering information and integrating the data so that they can learn more about you. There is no opt-out option.

Google makes the policy sound not only benign, but actually beneficial to the user. Critics abound who decry it as an incursion into our private lives. They include a bipartisan group of eight members of the House of Representatives, who issued a statement saying “We believe that consumers should have the ability to opt out of data collection when they are not comfortable with the company’s terms of service and that ability to exercise that choice should be simple and straightforward.”

Google’s new privacy policy has been rewritten to replace more than sixty existing product-specific privacy documents. The goal is to implement a nearly all-encompassing document that will be simpler and less difficult to read, making it easier for the user to learn about what data is being collected and how it is being used.

The new policy, according to Google “reflects our efforts to create one beautifully simple, intuitive user experience across Google.” To achieve this, Google will combine information the user has provided from one service with information from other services. Over time Google predicts users can expect to see better search results, ads and other content when they are using Google services.

Google also has rewritten its terms of service, again with the goal of making them more readable and reducing repetition. Legal terms have been simplified, and more products have been brought under the umbrella of one document. This is also intended to make the use of Google services easier to understand, including the way user submitted content is handled.

While the privacy policy and terms of service may have changed, Google maintains that their privacy principles remain the same. For instance, they state they never sell personal information to third parties or share it without the user's permission except in rare circumstances like a valid court order. Products like Google Dashboard, <https://www.google.com/dashboard/>, and Ads Preferences Manager, [www.google.com/adspreferences](http://www.google.com/adspreferences), are offered to help the user understand and manage their data and their privacy.

Google is emphatic that they are not collecting more data about their users. They state that their new policy simply makes it clear that they use data to refine and improve the experience on Google across the services a user signs in to use. Google further emphasizes this is something they have already been doing and plan to continue doing in the future "so we can provide a simpler, more intuitive experience."

Google insists that users still have choice and control in what is shared. It seems that the degree of control is largely in the eye of the beholder. The key element is whether the user is signed into their Google account. When you are signed in, the privacy policy and data sharing go into effect. If you are not signed into your account, you can use Google's search engine or view YouTube videos or Google maps without any privacy concerns. If you're signed in, you still have some options to control your data. You can edit or turn off your Search history, switch Gmail chat to "off the record," control the way Google tailors ads to your interests, and use Incognito mode on Chrome.

To many users, the lack of one simple opt out option will prove frustrating or unacceptable. After March 1, if users cannot reconcile themselves to the new policies, they have no other choice than to close their Google account. Google has helpfully provided instructions for that procedure in their help center.

Further reading:

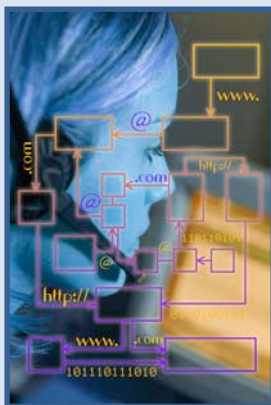
<https://www.google.com/policies/privacy/preview/> Google Preview Privacy Policy

<https://www.google.com/policies/terms/> Google Terms of Service

[http://howto.cnet.com/8301-11310\\_39-57368016-285/how-to-prevent-google-from-tracking-you/](http://howto.cnet.com/8301-11310_39-57368016-285/how-to-prevent-google-from-tracking-you/) CNET: How to Prevent Google from Tracking You

## Ask Tech Support

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**Question:** I sometimes get a 404 error when surfing the Internet. What's that all about?

**Answer:** A 404 error message is also known as a Not Found error. When a web browser requests a web page, the server indicated is required to answer with a numeric response code (404) and, in certain instances, a reason that is human-readable (Not Found). It means that the web browser was able to communicate with the server, but the server could not find or retrieve the requested page. Most probably the link the user attempted to follow is broken or dead and pages may have been moved or deleted. This error indicates the requested resource may be available again in the future.

### *Tech Support Quick Tip*

If you use Picasa, the Google photo editing, organizing and sharing program, try this trick to quickly locate photos on your computer. Right-click any image in your Picasa library (or click the image and press Ctrl+Enter) and choose Locate On Disk to open the folder which contains the original image.

## Sites to See

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<http://www.dogmt.com/>

Dog Mountain and Dog Chapel

Take a virtual trip to Dog Mountain and the Dog Chapel, Vermont destinations created by the late artist, Stephen Huneck, who specialized in dog art inspired by his black lab, Sally. One of the perks of the website is a recipe for a carrot and peanut butter dog birthday cake, a treat any loyal canine companion would enjoy. You'll also find a lovely story, Sally Goes to Heaven, comforting words for

children and adults who have lost their pet. It is practically guaranteed not to leave a dry eye. The site is a commercial one as well, and you will find Huneck's artwork and other related items for sale. For more on the Dog Chapel, follow this link.

<http://gonewengland.about.com/od/vtsightseeing/ss/aadogchapel.htm>

<http://www.americastestkitchenfeed.com/>

#### America's Test Kitchen: The Feed

The Feed is a website replete with daily updates, recipes, and stories from the crew at the public television show, America's Test Kitchen. America's Test Kitchen tests recipes over and over until an understanding is reached of how and why they work. The aim is to reach The Best Version of the recipe. Kitchen equipment and supermarket ingredients are also evaluated in search of brands that offer the best value and performance. The website is free of advertising in order to remain unbiased in its reviews. There are sections on do-it-yourself, cooking shortcuts, kitchen tools and gadgets, 60-second video tips, and a community whose give and take includes dialog with cooks and editors as well as foodies everywhere.

<http://www.darkroastedblend.com/>

#### Dark Roasted Blend: Weird and Wonderful Things

This highly visual online magazine is updated daily. Said by its makers to be "dedicated to the on-going quest for *wisdom* and *beauty*, for all things cool and wonderful in our world, and beyond - in the spiritual realm", the site is an eclectic blend of art, videos, pictures, and articles. To give you an idea of what eclectic means in this instance, stories and videos include such topics as Cool Vintage Actors, Part 1; The World's Worst (and Ugliest) Cars; 10 Incredible Recycled Steampunk Wasps; and One of the Best Model Railroads. Pour yourself a cup!

<http://www.gigglewiththegoats.com/>

#### Giggle with Goats

Take a quick break to relax and enjoy these videos of the antics of a small herd of young cashmere goats, sure to bring a smile to your face. They will entertain you with their cute-as-a-button playfulness and a flock of gymnastic moves as they explore their new world with their brothers, sisters and friends.

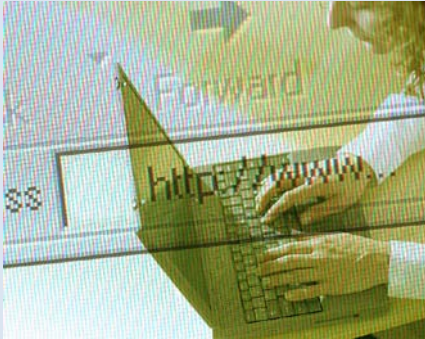
<http://www.almanac4kids.com/>

#### The Old Farmer's Almanac for Kids

This website is the online accompaniment to the little book, *The Old Farmer's Almanac for Kids*. It stresses that it offers kids, teens, teachers, and parents a safe place to visit on the Internet. The site includes a calendar page as well as sections on astronomy, weather, history, pets, and the outdoors. Each page is loaded with interesting facts. There are activities to engage in, riddles to solve and puzzles to assemble. Children can send e-cards with stock photos or even create e-cards with their own pictures. All in all, the site makes learning into a fun experience.

## Single Title Software Installation Only \$19

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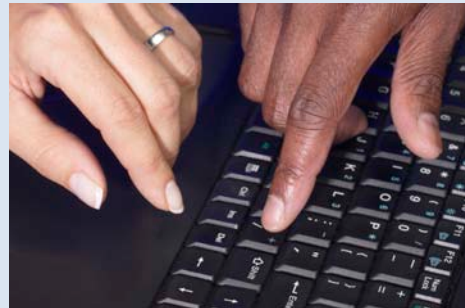
- Tax preparation software
- Productivity software
- System utility software
- Hobby software

Price includes installation of 1 software title. You must have proof of software ownership. Does not include installation or updates to operating system. \$19 in-store; \$39 on-site.

## Mini-Tutorial: Enlarge Your Mouse Pointer

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Where, oh where, has my mouse pointer gone? If this sounds familiar and the little devil escapes your notice occasionally, change the look of your mouse pointer to make it easier for you to find quickly. Try selecting a new pointer style or try changing the color and size of your mouse pointer.



1. Click the **Start** button.
2. Click **Control Panel**.
3. Click **Hardware and Sound**.
4. Click **Mouse**.
5. Click the **Pointers** tab, and then do one of the following:
  - To change the look of all of your pointers, in the **Scheme list**, choose a new mouse pointer scheme by clicking on it.
  - To change an individual pointer, in the **Customize list**, click the pointer you want to change, click **Browse**, click a pointer, and then click **Open**.