

Google tightens user privacy

Recently, Google has planned to block cookies feature. This decision once again made officials concerned that Google was making it difficult for smaller competitors.

Cookies are features that track the web pages that network users have visited. When cookies are blocked, Google's online advertising competitors will have difficulty collecting user data.

The US Justice Department is particularly concerned about the possibility that Google Chrome browser will still take advantage of the loophole to monopolize the collection of big data, while other advertisers cannot. Currently, Chrome accounts for 60% of the global market.



Google defends this decision because it wants to protect the privacy when accessing the web of individual customers.

However, dozens of other small companies have complained to the Justice Department that this is the way for the big boys Google or Apple to "grow tentacles" - acquiring more valuable information about customers.

As regulators seek to curb the power of Google, it has become increasingly apparent that there is a need to focus on the huge list of hundreds of billions of websites behind Google's search engine. Because of being used a lot, Google's search engine increasingly receives more data from users, who are also consumers.

In 2000, just two years after its founding, Google achieved a milestone, laying the foundation for its dominance over the next 20 years, becoming the largest search engine in the world, with a list of more than 1. billion websites.

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