

# The Google Data Mining Bonanza

Written by Marco Attard  
21 March 2012

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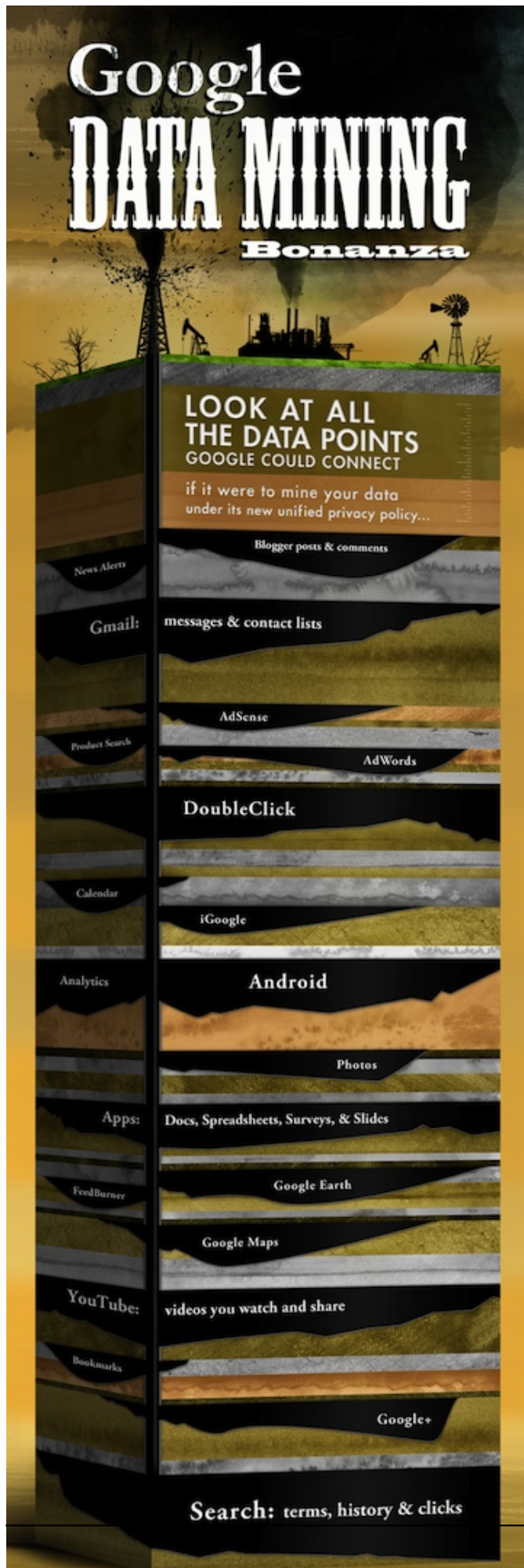
Over the years, Google has created a rich seam of user-related data... data it can potentially (and very extensively!) mine, as seen in this illustration from Slovakia-based security vendor ESET.

The so-called "unified privacy policy" combines over 60 separate Google product and service privacy policies into one-- giving the company greater freedom to pick and choose data from sources as varied as Gmail, Google Maps, Search and YouTube. So the company can technically use someone's search history to target ads for them while watching YouTube videos.

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~~One ESBT blog has been hijacked by a spammer who has posted a link to a website that is a scam. The link is [http://www.esbtblog.com/2012/03/21/the-google-data-mining-bonanza/](#) and the website is [http://www.esbtblog.com/2012/03/21/the-google-data-mining-bonanza/](#). The link is a scam and the website is a scam. The link is a scam and the website is a scam.~~