Windows 10 – PrivacySettings Part 1
How to Reclaim your Privacy in Windows 10

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What Data Microsoft Collects:

- **Name and contact data**. We collect your first and last name, email address, postal address, phone number, and other similar contact data.
- **Credentials**. We collect passwords, password hints, and similar security information used for authentication and account access.

What Data Microsoft Collects:

- **Demographic data**. We collect data about you such as your age, gender, country, and preferred language.

- **Payment data**. We collect data necessary to process your payment if you make purchases, such as your payment instrument number, and the security code associated with your payment instrument.

What Data Microsoft Collects:

- **Usage data**. We collect data about how you and your device interact with Microsoft and our products. For example, we collect:
  - Product use data, Device data, Error reports and performance data,
- **Interests and favorites**.
- **Contacts and relationship**.
- **Location data**.
- **Content. -** subject line and body of an email, text or other content of an instant message, audio and video recording of a video message, and audio recording and transcript of a voice message you receive or a text message you dictate.

What we will cover Now.

- Privacy
  - General Category
- Advertising ID
- Smart Screen Filter
- Language List Access
- Handoff
- Location

Privacy
Settings pages to control privacy.

- **General**
- **Location** *
- Camera *
- Microphone *
- Notifications *
- Speech, inking & typing
- Account info *
- Contacts *

- Calendar *
- Call history *
- Email *
- Messaging *
- Radios *
- Other devices *
- Feedback & diagnostics
- Background apps *

Asterisk = can be controlled down to the app level

Privacy Settings that show Apps

• Open up that category.

• Scroll down to see all the Apps that use that category.

• Make a decision to turn **OFF** or leave **ON.**

• **Recheck after you update that App.**

• **Example: Camera**

Choose apps that can use your camera

Some apps need access to your camera to work as intended. Turning off an app here might limit what it can do.

Home

Find a setting

Privacy

General

Location

Camera

Microphone

Notifications

Speech, inking, & typing

Account info

App connector   Off

Connect   Off

Maps   Off

Microsoft Edge   Off

OneNote   Off

Skype Preview   Off

How to Get to Privacy Settings

1. Click Windows Logo. (Lower left corner)

2. Click Settings icon.
3. Click Privacy.

Advertising in Windows 10

- By default, Microsoft starts adding data to your Advertising ID:
  - sharing that data with Universal apps.
  - apps that run on all manner of devices; tablets, phones, PCs, Xboxes.
  - every URL you visit,
  - every program you download.

General – Advertising ID
This ID is per-user, per-device:

- Turning off the Advertising ID:
  - prevents Windows 10 from tracking you across multiple applications.
  - showing you ads that cross app boundaries.
  - When the feature is turned off and then on again, Windows creates a new advertising ID.
- All of the apps for a single user on a device have the same advertising ID.
- If the advertising ID feature is turned off, no ID is retrieved.

Advertising ID

- Turning off personalized ads in Windows 10 is a **two-step** process.
- First:

1. Go to *Settings > Privacy > General*
   A. Slide the option that says 'Let apps use my advertising ID for experience across apps' to **Off.**
      1) turning this off will reset your ID accumulated data to zero.

← Settings

⚙ Home

Find a setting 🔍

Privacy

🔒 **General**

ⓘ Some settings are managed by your organization.

Change privacy options

Let apps use my advertising ID for experiences across apps (turning this off will reset your ID)

⬤◯ Off

🅰 Location

Turn on SmartScreen Filter to check web content (URLs) that Windows Store apps use

⬤◯ Off

📷 Camera

🎤 Microphone

Send Microsoft info about how I write to help us improve typing and writing in the future

⬤◯ Off

🗨 Notifications

Let websites provide locally relevant content by accessing my language list

◯⬤ On

📋 Speech, inking, & typing

🅰 Account info

Let apps on my other devices open apps and continue experiences

Advertising ID

- Second:

2. Open your web browser.
   A. Go to choice.microsoft.com/en-us/opt-out.
   B. Select **Off** for "Personalized ads wherever I use my Microsoft account"
   C. and "Personalized ads in this browser."

Note: will lose some functionality as well.

Tip: If you are using an ad blocker or an extension like the EFF's Privacy Badger, you may have to turn it off

Where Can I Learn More about Advertising on Microsoft Websites and Apps?

Microsoft partners with AOL, AppNexus and other third party service providers to help present customized content and display advertisements on MSN, Outlook.com and other websites and apps. Microsoft also delivers search ads to Bing and our search syndication partners. Learn more about Microsoft's privacy practices here. You can learn more about interest-based ads from AOL and AppNexus in their privacy statements: AOL and AppNexus.

What Choices Do I Have About Interest-Based Advertising?

On this page, you can opt out of receiving interest based advertising from Microsoft.

You can also opt out of receiving interest-based advertising from all self-regulatory members, including Microsoft, AOL, AppNexus and other third party ad networks, at the following sites:

- In the US: Digital Advertising Alliance (DAA)
- In Europe: European Interactive Digital Advertising Alliance (EDAA)
- In Canada: Ad Choices: Digital Advertising Alliance of Canada (DAAC)

You can control interest-based advertising in Windows apps by turning off the advertising ID in Windows Settings.

More choices

Personalized ads in this browser
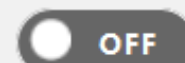
OFF
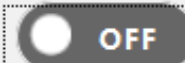
Control the "personalized ads" setting for this web browser.

Learn more

Personalized ads wherever I use my Microsoft account

OFF   Sign in to change...

Control the "personalized ads" setting that applies when you are signed in on any computer or device with your Microsoft account, including Windows, Windows phone, Xbox and other devices.

Learn more

Universal apps

- Have other benefits over traditional PC programs, too.
- They can:
  - interact with Windows's built-in notification & sharing features.
  - display current info on live tiles in the Start menu.
    - handy for things like weather, sports, & messaging.
- They are:
  - vetted for security & quality,
  - run in their own sandboxes, not to affect the rest of the operating system.

		Send Microsoft info about how I write to help us improve typing and writing in the future
🎤	Microphone	
💬	Notifications	⬤◯ Off
📋	Speech, inking, & typing	Let websites provide locally relevant content by accessing my language list
		◯⬤ On
ᴀ≡	Account info	
👥	Contacts	Let apps on my other devices open apps and continue experiences on this device
		⬤◯ Off
📅	Calendar	
		Let apps on my other devices use Bluetooth to open apps and continue experiences on this device
🕓	Call history	⬤◯ Off
✉	Email	
		Manage my Microsoft advertising and other personalization info
💬	Messaging	Privacy Statement

Manage Advertising

- Get on the internet and make choices.
- Do you want personalized ads from other companies?
- http://www.aboutads.info/choices/
- The Digital Advertising Alliance's consumer choice page.
- Such online advertising helps support the free content, products and services you get online.
  - Like Free Email.

Digital Advertising Alliance Consumer Choice Page

Welcome to the Digital Advertising Alliance's consumer choice page. The companies participating in this page provide transparency and choice under the DAA Principles.

Some of the ads you receive on Web pages are customized based on predictions about your interests generated from your visits to different Web sites. This type of ad customization is sometimes called "online behavioral" or "interest-based" advertising. Such online advertising helps support the free content, products and services you get online. The DAA Principles apply to interest-based advertising and other applicable uses of Web viewing data collected from a particular computer or device over time and across unaffiliated Web sites.

Using the tools on this page, you can opt out from the collection of Web viewing data for interest-based advertising and other applicable uses, by some or all of the participating companies.

- See all the participating companies on this choice page and learn more about their practices;

- Also find out which participating companies have currently enabled customized ads for your browser;

- Check whether you've already opted out from participating companies;

- Exercise choice with some or all participating companies, using opt-out cookies to store your preferences in your browser; or

- Use the "Choose All Companies" feature to opt out from all currently participating companies in one step. **GO**

? **Help with the Opt Out Page**

FAQs About the DAA

Feedback on This Site

Protect My Choices

All Participating Companies (129)	Companies Customizing Ads For Your Browser (1)	Existing Opt Outs (128)
SHOW	SHOW	

boutads.info/feedback

Important things to remember about the choices you make on this page:

- These opt outs apply to interest-based advertising and other applicable uses of Web viewing data by the DAA's participating companies. You will still receive other types of online advertising from participating companies, and these companies (and the Web sites you visit) may still collect information for other purposes. Learn more about the DAA Principles.

- The opt out choices you select are stored in opt out cookies only in this browser, so you should separately set your preferences for other browsers or computers you may use. Deleting browser cookies can remove your opt out preferences, so you should visit this page periodically to review your preferences, or update to include new participating companies.

Choose all companies

Opt Out From All Participating Companies

Submitting your choices for all currently participating companies stores your opt out preferences in your browser. Learn More.

SmartScreen Filter

- Helps identify reported phishing & malware websites.
- Helps with informed decisions about downloads.

Helps protect in four ways:

1. Analyzes pages & determines if they might be suspicious.
   a) Will display a warning page,
2. Checks the sites visited against a dynamic list of reported phishing sites & malicious software sites.
   a) Will show a warning "the site has been blocked for your safety".

SmartScreen Filter

3. Checks files downloaded from the web:
   a) Against a list of reported malicious software sites & programs known to be unsafe.
     1) will display a warning, "download has been blocked for your safety".

4. Checks the files downloaded against a list of files that are well known & downloaded by many people who use Internet Explorer.
   a) Will display a warning.

← Settings

⚙ Home

[Find a setting] 🔍

Privacy

🔒 **General**

📍 Location

📷 Camera

🎤 Microphone

🗔 Notifications

📋 Speech, inking, & typing

Some settings are managed by your organization.

Change privacy options

Let apps use my advertising ID for experiences across apps (turning this off will reset your ID)

⚪ Off

Turn on SmartScreen Filter to check web content (URLs) that Windows Store apps use

⚪ Off

Send Microsoft info about how I write to help us improve typing and writing in the future

⚪ Off

Let websites provide locally relevant content by accessing my language list

Home

Find a setting

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🔒 General

👤 Location

📷 Camera

🎤 Microphone

💬 Notifications

📋 Speech, inking, & typing

👥 Account info

👥 Contacts

📅 Calendar

🕐 Call history

Off

Turn on SmartScreen Filter to check web content (URLs) that Windows Store apps use

Off

Send Microsoft info about how I write to help us improve typing and writing in the future

Off

Let websites provide locally relevant content by accessing my language list

Off

Let apps on my other devices open apps and continue experiences on this device

Off

Let apps on my other devices use Bluetooth to open apps and continue experiences on this device

Off

Manage my Microsoft advertising and other personalization info

Privacy Statement

Some *Windows Store* apps provide content based on the language used by the operating system.

Handoff

- Let apps on my other devices open apps and continue experiences on this device.
- Let apps on my other devices use Bluetooth on open apps and continue experiences on this device.
- Make a Choice.
  - **Off** or **On.**

Location	Turn on SmartScreen Filter to check web content (URLs) that Windows Store apps use	
Camera	Off	
Microphone	Send Microsoft info about how I write to help us improve typing and writing in the future	
General	Off	
Notifications		
Speech, inking, & typing	Let websites provide locally relevant content by accessing my language list	
Account info	On	
Contacts	Let apps on my other devices open apps and continue experiences on this device	
Calendar	Off	
Call history	Let apps on my other devices use Bluetooth to open apps and continue experiences on this device	
Email	Off	

Home

Find a setting 🔍

Privacy

🔒 General

🧭 **Location**

📷 Camera

🎤 Microphone

💬 Notifications

📋 Speech, inking, & typing

🗐 Account info

👥 Contacts

📅 Calendar

🕓 Call history

Location

If the location service is on, Windows, apps, and services can use your location, but you can still turn off location for specific apps.

Location service

On

If an app is using your location, you'll see this icon: ⊙

General location

Apps that cannot use my precise location can still use my general location, such as city, zip code, or region.

General location

Off

Default location

Windows, apps, and services can use this when we can't detect a more exact location on this PC.

Set default

General Location

- **<u>General location</u>**
- To provide more useful services:
  - Apps that are not allowed to use location services may still use your general location, such as city, zip code, or region.
  - Turn this **off** for all apps in location settings.

Default location

- Set a default location that Windows, apps, and services can then use when a more exact location can't be detected using GPS or other methods.

- It applies to every application that uses Windows 10's location services.
  - Including Maps, Cortana, Weather, and Microsoft Edge.

- To set a default location, you can either type a street address into the box or click "Set Location" and select a specific position on the map.

Settings

If an app is using your location, you'll see this icon: ⊙

General location

Apps that cannot use my precise location can still use my general location, such as city, zip code, or region.

General location

On

Default location

Windows, apps, and services can use this when we can't detect a more exact location on this PC.
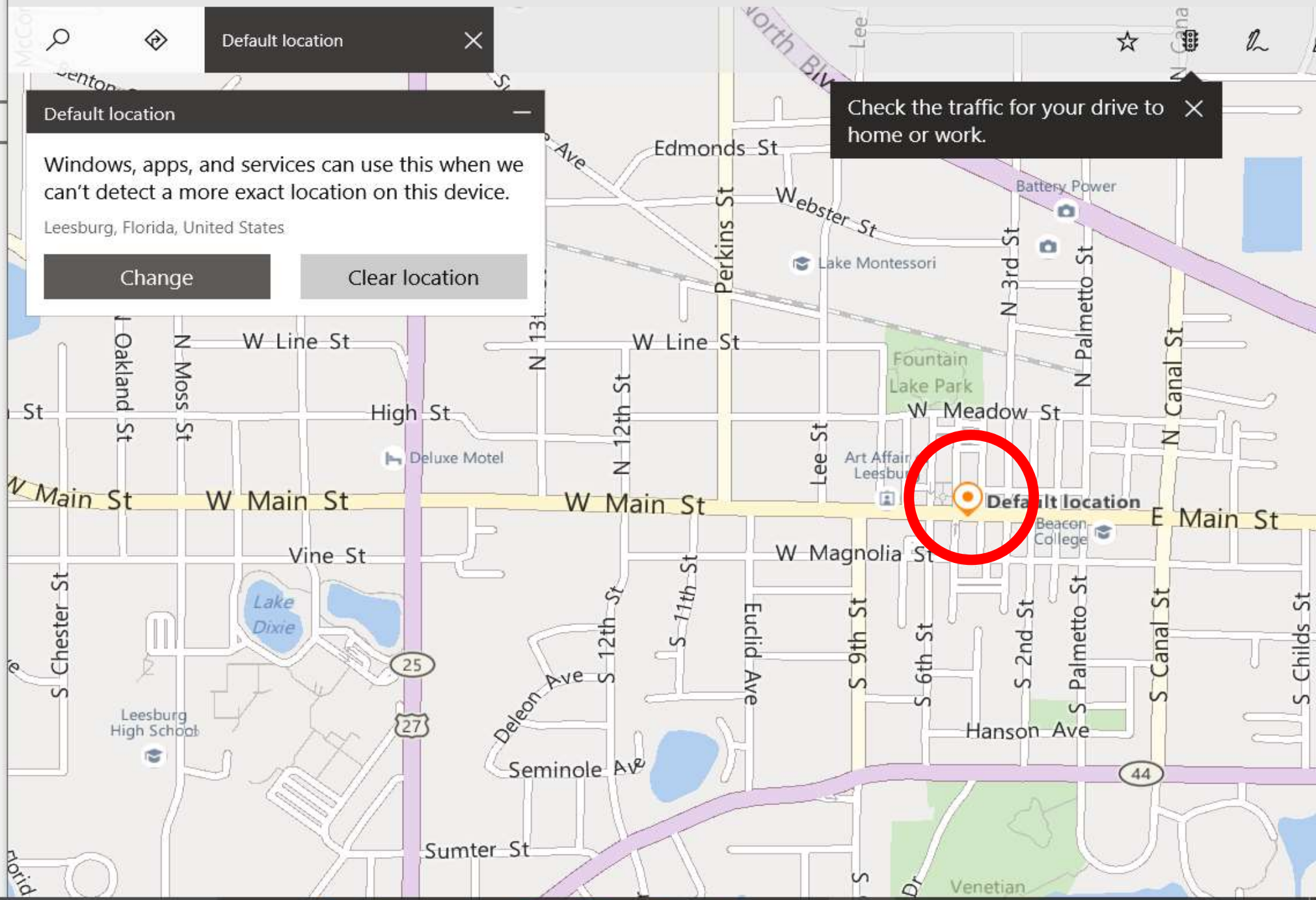
Set default

Location history

If location is on, your location history is stored for a limited time on the device, and can be used by apps that use your location.

Clear history on this device

Clear

Privacy

- General
- Location
- Camera
- Microphone
- Notifications
- Speech, inking, & typing
- Account info
- Contacts
- Calendar
- Call history

Find a setting

Location Services

- Even when turned **off** the location service for your device / user account may be known:
  - Some apps & services use technologies like:
    - Bluetooth and Wi-Fi scanning

Home

Find a setting

Privacy

General

Location

Camera

Microphone

Notifications

Speech, inking, & typing

Account info

Contacts

Calendar

Call history

Clear history on this device

Clear

Learn more about location settings

Privacy Statement

Choose apps that can use your precise location

App connector   Off

Camera   Off

Cortana
Location history must be on for Cortana to
work   On

Mail and Calendar   On

Maps   On

Messaging   On

Scroll down to see all the Apps that are using your Location Services.

Turn OFF the Apps that do not need Location.

App Connector = Microsoft Azure is:

- a **cloud computing** platform created for: (one Drive)
  - building, deploying, and managing:
    applications & services via data centers.
- Microsoft lists over 50 Azure services.
  - Compute
  - Mobile services
  - Storage services
  - Data management
  - Messaging, Etc.

Opt out of location services

- To prevent Microsoft from using methods to locate you:
- Go to Opt out of location services.

- https://support.microsoft.com/en-us/help/20039/opt-out-of-location-services

Opt out of location services

- If you would like your Wi-Fi network to be excluded from supporting location services:
    - Submit the MAC address of the hardware that broadcasts your Wi-Fi signal.
- It can take up to 5 days for this address to be added to the block list.
- The MAC address for a Wi-Fi access point (such as a wireless router):
    - is a 12 character code that you can usually find on a sticker located on the bottom of the device.

Search for help

Manage my account   Ask the community   Contact us   Find downloads

Join the celebration—get the Windows 10 Anniversary Update today >

Opt out of location services

✉ Email

🖶 Print

To provide location services, Microsoft assembles and maintains a database that records the
location of mobile cell towers and Wi-Fi access points. If you would like your Wi-Fi network to

MAC address

00:11:E3:34:8C:E7

Example: 11:aa:22:bb:3c:4d

Enter the characters you see
New | Audio

W8d4YV4

Submit

CAPTCHA: Telling Humans and Computers Apart Automatically

Model No.: TL-WR841ND

Power: 9V === 0.6A

Default Access:

http://tplinklogin.net

Username: admin

Password: admin

N28505

RoHS

CE1588①

FCC ID: TE7WR841NXV8

IC: 8853A-WR841NX

MADE IN CHINA

This device complies with part 15 of the FCC Rules. Operation is subject to the following two conditions: (1) This device may not cause harmful interference, and (2) this device must accept any interference received, including interference that may cause undesired operation.
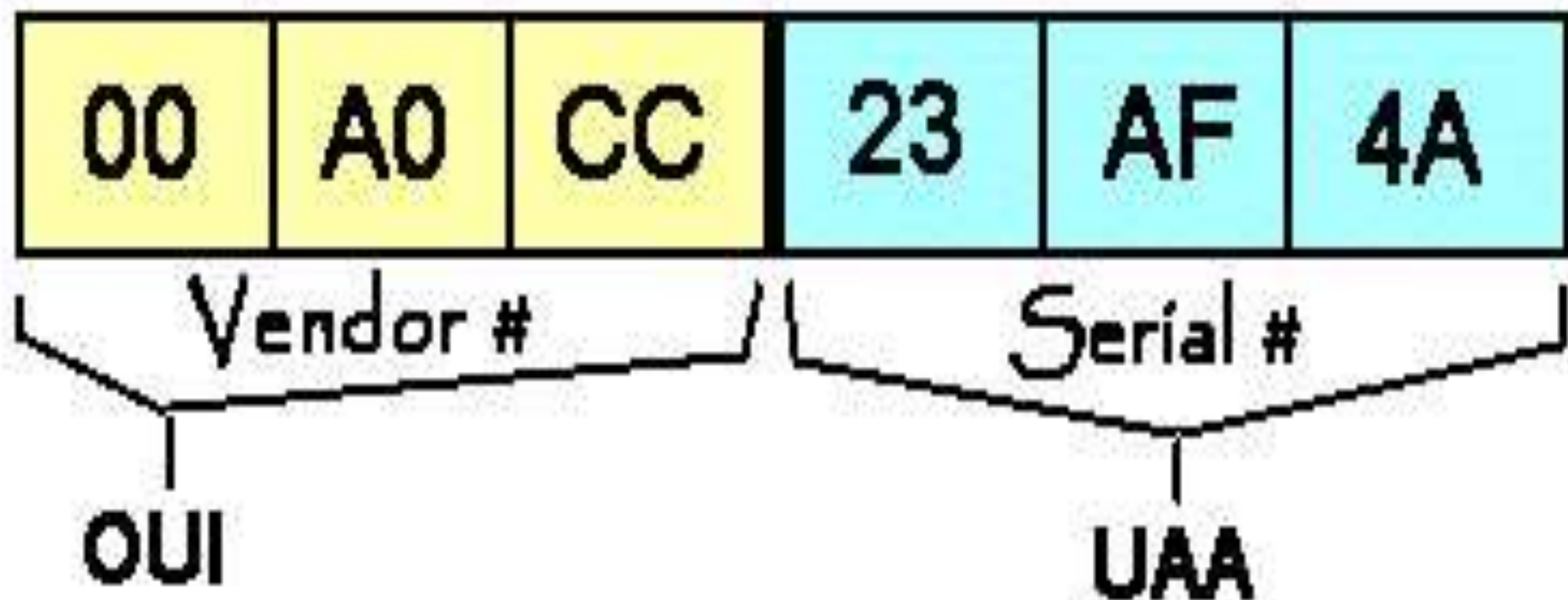
Model: TL-WR841ND   Ver: 8.2
S/N: 2142192007031

MAC: E894F6975EF4

Wireless Password/PIN: 98414963

MAC Address
(Media Access Control Address)

00	A0	CC	23	AF	4A

| Vendor # | | | Serial # | | |

OUI

UAA

(Organizationally Unique Identifier)

(Universally Administered Address)

Continue to make decisions about Privacy

The Following sections in **Privacy** need to be investigated.

- Camera
- Microphone
- Notifications
- Speech, inking & typing
- Account info
- Contacts
- Calendar
- Call History

- Email
- Messaging
- Radios
- Other devices
- Feedback & diagnostics
- Background apps

What to Do

- Go through each category in Privacy Settings.
  - After each Microsoft Major Update
  - Keep Tabs on your Privacy
- Manage Privacy Settings
  - Turn **Off** what you do **not** want to share, divulge, or make public.

The End Part 1

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