

Windows 10 Privacy Settings - Part 2

# **How to Disable all of Windows 10 Built-in Ads**

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APCUG Board of Advisors - Region 5 – FL, AL, GA, SC

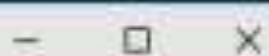
[jminich@apcug.org](mailto:jminich@apcug.org)

# Windows 10 pushes ads at you, and how to stop them

- The operating system's brimming with ads designed to:
  - Sell an app.
  - Using a Microsoft service.
- Some of the ads are pretty unobtrusive.
- Several get right up in your face:
- Most of Windows 10's ad pushing can be disabled with a few simple menu tweaks:
  - Worth making the effort to do so
  - Since Windows 10 is the best Windows yet
  - Once you get rid of irritating stuff.

# Lock screen ads

- Microsoft began displaying ads on Windows 10's lock screen.
  - after promising to roll out lock screen ad units nearly a year ago.
- While the *Rise of the Tomb Raider* ads looked gorgeous:
  - they're still ads.
  - unless you disable lock screens ads now.



## PERSONALIZATION



Background

Colors

Lock screen

Themes

Start

## Preview



## Background

Windows spotlight

Picture

Slideshow



# Disable Lock Screen Ads

- How to Disable:

1. Settings > Personalization > Lock Screen
2. Turn **off** the box that reads “Get fun facts, tips, tricks, and more on your lock screen.”

**Note:** That option only appears if you have a Picture or Slideshow selected as the Background option.

If you're pulling in Bing images from the Windows Spotlight setting, you won't be able to disable that setting.

# Start menu ads

As you're scrolling through your Start menu, you'll occasionally see:

- “Suggested” listings for Windows Store apps that you don't actually own.
- They're not technically ads.
- It's a program created by Microsoft to suggest further app installations based on your Windows Store history.
- Either way, you might not want to see them.



Recently added



Most used

- Get Started
- Feedback Hub
- Maps
- People
- Sticky Notes
- Snipping Tool

#



A



C

- Calculator
- Calendar
- Camera

Life at a glance

Calendar

Mail

Microsoft Edge

Photos

Mostly Sunny  
77° 93°  
82°  
Washington,...

Skype Preview

P

Twitter

Store

Minecraft: Wi...

Play and explore

Xbox

Groove Music

Movies & TV

NETFLIX

Microsoft Solitaire Collection

SODA

XBOX

Asphalt 8

Age of Empir...

FarmVille 2: C...

Get Office

OneNote

Start  
Menu  
Ads



Ask me anything



# The option to disable Windows 10's Start menu ads... er, suggested apps.

- Right-click one when you see it.
- Select “Turn off all suggestions” from the options that appear.
- If you want to be more proactive:
  1. Settings > Personalization > Start
  2. Turn **OFF** “Occasionally show suggestions in Start.”





Home

Find a setting



Personalization



Background



Colors



Lock screen



Themes

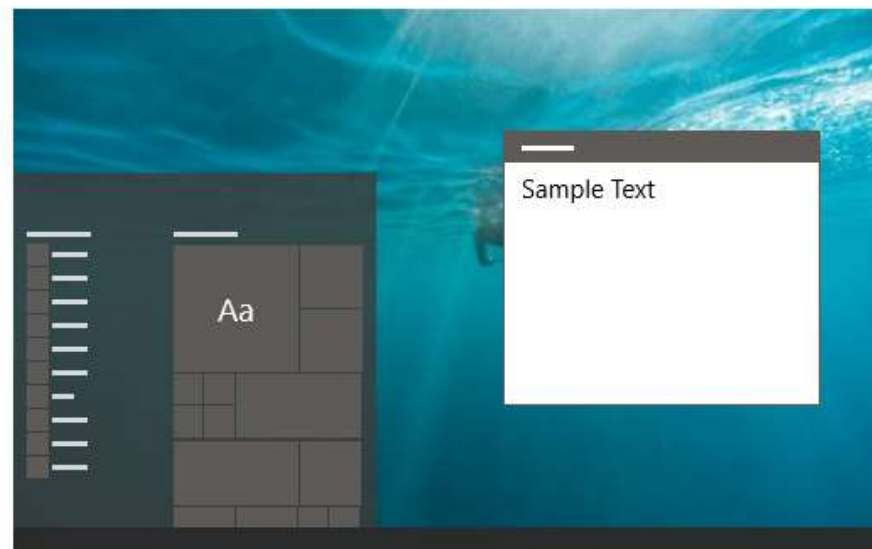


Start



Taskbar

## Preview



Show more tiles



Off

Occasionally show suggestions in Start



Off

Show most used apps



On

Show recently added apps



On

Use Start full screen

# **Get Office and Skype**

- The most annoying native Windows ads are the pop-up notifications cajoling you to get Office or Skype.
  - Even if you already have Office and Skype.
- It's an irritating takeover of the otherwise useful Windows 10 Action Center.



Settings



Skype



Skype



Skype P



Sports



Sticky N



Store



Sway



Synergy



Pin to Start

More



Uninstall

Tasks



Sign Out



Quit Skype

12p 1p 2p  
Mostly Sunny

50p 62°  
Southern Sho...

Cortana is there  
ready to help  
on phone, too



Ask me anything





Maps



Messaging



Microsoft Edge



Microsoft Office 2016 Tools



Office 2016 Language Preferences



Office 2016 Upload Center



Microsoft Office Word



Microsoft Office Excel



Microsoft PowerPoint



Microsoft Solitaire Collection

Microsoft Edge

Photos

Cortana

Mostly Sunny

59° 62°  
52°

Southern Sho...

Cortana is there  
ready to help  
on phone, too

OneNote

Play and explore

Trump's White  
e win  
ises to  
ne US



Pin to Start

More

Uninstall



Pin to taskbar

Run as administrator

Open file location



Ask me anything



## Two Different Ways to:

- Eradicate the ads.
  1. Open the Start menu.
  2. Settings > System > Notifications & actions
  3. Turn **OFF** the “Get notifications from apps and other senders” .
- Delete the Get Skype and Get Office apps completely.
  1. Open the Start menu .
  2. Scroll down to the App you want to stop.
  3. Right-click each of the offenders.
  4. Make a Selection based on the Menu.



Notifications & actions



Power & sleep



Battery



Storage



Offline maps



Tablet mode



Multitasking

Project

Connect

Note

Table



VPN

Add or remove quick actions

## Notifications

Get notifications from apps and other senders



On

Show notifications on the lock screen



On

Home

Find a setting

System

Display

Apps & features

Default apps

Notifications & actions

Power & sleep

Battery

Storage

Offline maps

Tablet mode

# Get notifications from these senders

Select a sender to see more settings. Some senders might also have their own notification settings. If so, open the sender to change them.

AutoPlay  
On: Banners, Sounds



Battery saver  
On: Banners, Sounds



Calendar  
On: Banners, Sounds



Cortana  
On: Banners, Sounds



Dell Customer Connect  
On: Banners, Sounds



Foxit Updater  
On: Banners, Sounds



Scroll Down  
to see all  
Apps that  
need a  
decision  
about  
Notifications .

# Cortana loves Bing

- By default, when searching the web in Windows 10 using:
  - Search box on the Taskbar
  - Cortana.
- Bing Search Engine is used.
- There's no way to ask it to use other search engines.
- This change does not impact how a web browser works.
- If using Edge or any other browser, configure your favorite search engine as the default.
- This change impacts only Cortana.



## Search Bar on the Task Bar.



Search the web and Windows



# **How to Change to another browser.**

- In order to change your default browser:
  1. Open Settings.
  2. Select “System”.
  3. Select “Default Apps”.



Home

Find a setting



System



Display



Apps & features



Default apps



Notifications & actions



Power & sleep



Battery

Photo viewer



Photos

Video player



Movies & TV

Web browser



Firefox

Reset to the Microsoft recommended defaults

Reset

Photo



## Choose an app



Microsoft Edge  
Recommended for Windows 10

Video



Firefox



Look for an app in the Store

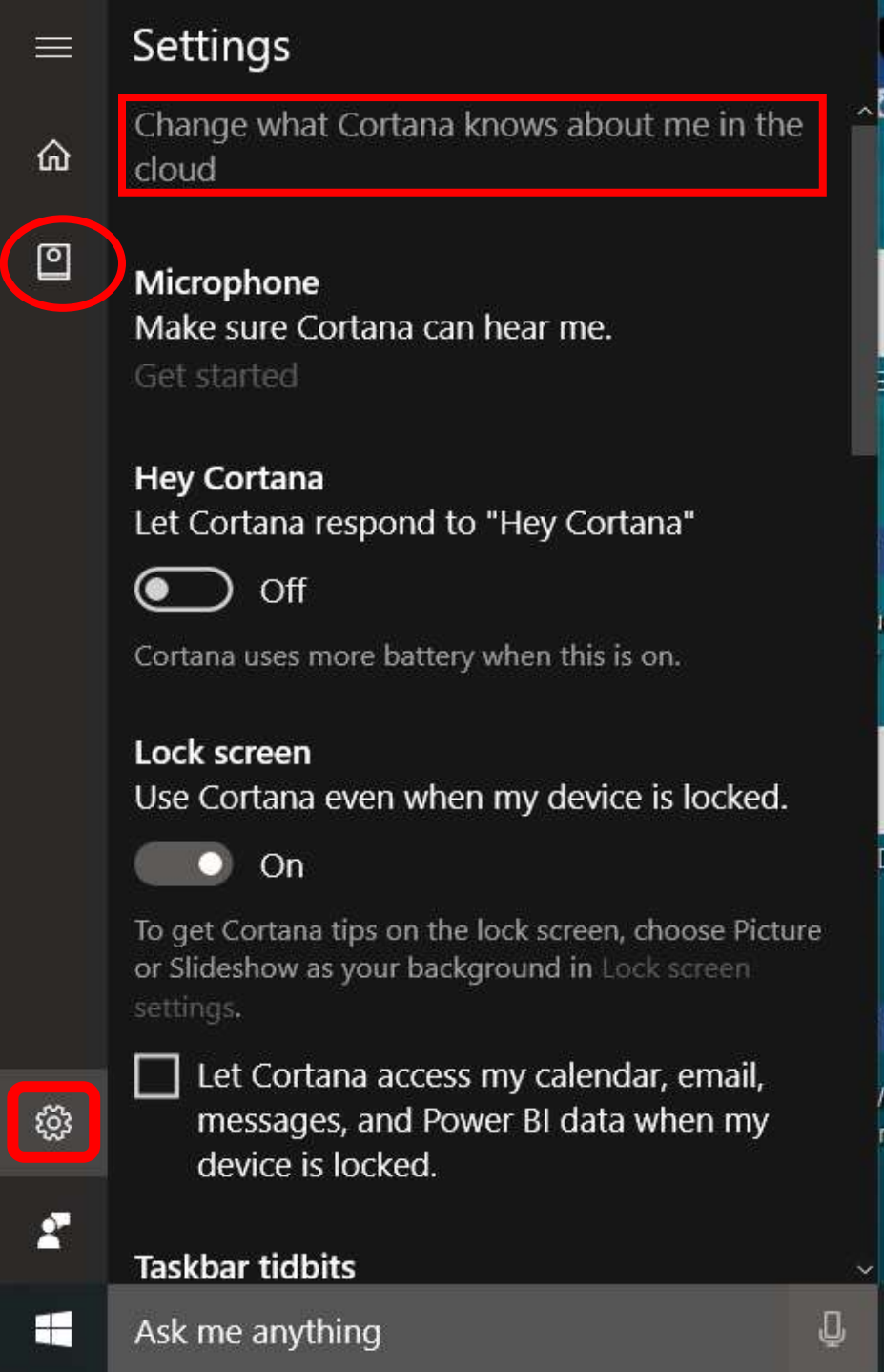
Web b



Firefox

Reset to the Microsoft recommended defaults

**Browsers Available in  
the App Store:  
Duckduck Go  
Mozilla FireFox  
Opera**



Stop Cortana from gathering information about you in the future.

What it already knows will still be stored in the cloud.

To delete that information:

1. Click in the Cortana search box.
2. Click the 'notebook' icon.
3. Click 'Settings' icon.
4. Click "Change what Cortana knows about me in the cloud."

## Personal Information

### Clear personal info

When you're signed into Cortana she collects and uses information from your messages, apps, and other sources. Cortana's learning about you will be deleted when you clear the information below and will impact your Cortana experience on all devices, and services to which you have authenticated with your Microsoft account. To learn more about how Cortana handles and uses your information to personalize your experience, see the [Microsoft privacy statement](#).

### Where else is Cortana saving data about you:

When Cortana assists you, it sometimes write data, on your behalf in other services or causes records about your activity to be collected by these services.

To view and edit saved places, go to [Bing Maps](#).

To view and manage your search history, go to the [Search History](#) page.

### Impact on the other Services

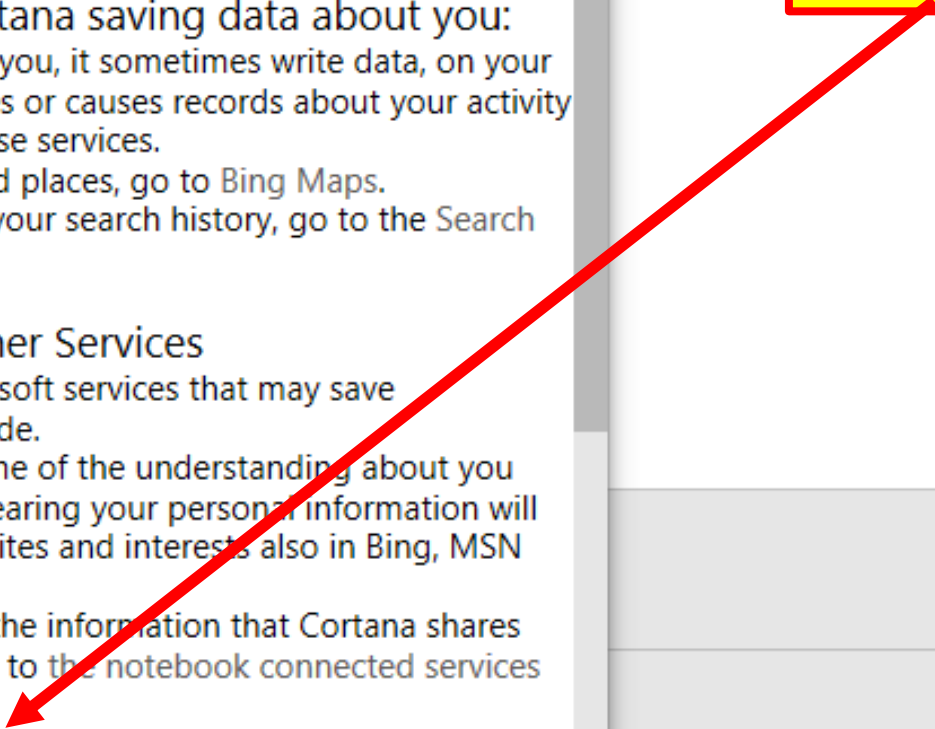
These are other Microsoft services that may save information you provide.

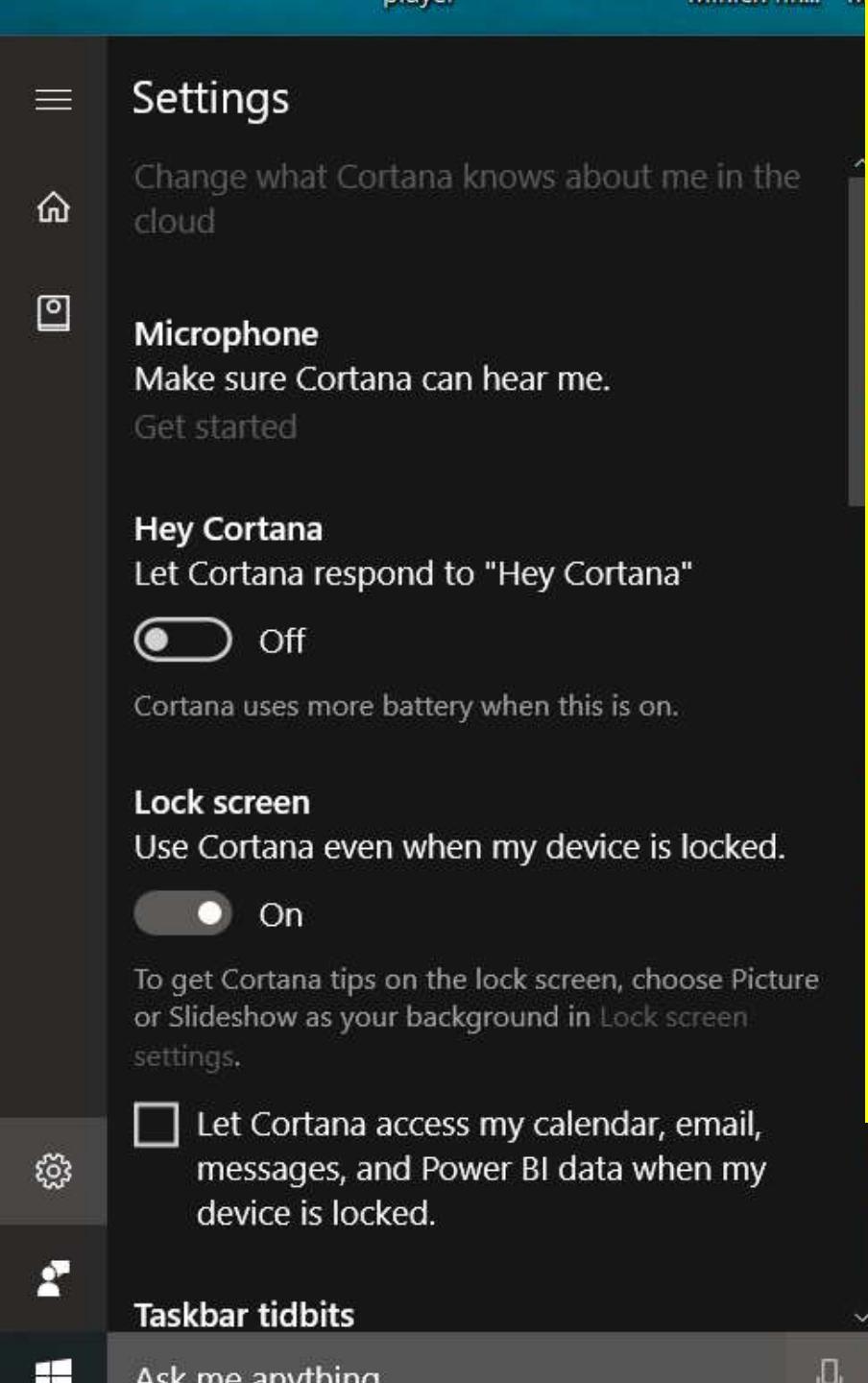
As Cortana shares some of the understanding about you with more services, clearing your personal information will clear your saved favorites and interests also in Bing, MSN and other services.

To view and manage the information that Cortana shares with other services go to the [notebook connected services](#) page.

### Clearing your data

**SCROLL Down to clear  
Personal Information  
from the cloud.**





# Cortana

Do Not Want Cortana to give Suggestions, ideas, reminders alerts, etc.

1. Click in the Cortana search box.
2. Click the 'notebook' icon.
3. Click 'Settings' icon.
4. To turn Cortana off, move the top slider from **On** to **Off**.



# Account Info

- To stop apps from accessing your name, picture and other account information.
  1. Settings > Privacy > Account Info.
  2. Turn OFF “Let apps access my name, picture and other info














# Feedback & diagnostics

- Microsoft wants data about what you do with your device.
- You don't have to send everything you do back to Redmond.
- 'Feedback & diagnostics' cannot be totally switched off.
- Feedback: Includes everything from how often the USB port on the device was used to where Web browsers were directed.

# Feedback & diagnostics

- FB & D: is set **ON** by default.
- With three settings: Basic, Enhanced and Full.
- Basic = "data that is vital to the operation of Windows"
- Microsoft also updated Windows 7 Service Pack 1 (SP1) Windows 8.1 Update -- with the same diagnostics and telemetry service used in Windows 10.

-  Home
- Find a setting 
- Privacy
  -  Contacts
  -  Calendar
  -  Call history
  -  Email
  -  Messaging
  -  Radios
  -  Other devices
  -  Feedback & diagnostics
  -  Background apps

## Feedback frequency

Windows should ask for my feedback

Never

Give us feedback about the Feedback Hub survey notifications

## Diagnostic and usage data

Send your device data to Microsoft

Basic

This option controls the amount of Windows diagnostic and usage data sent to Microsoft from your device.

[Learn more about feedback & diagnostics settings](#)

[Privacy Statement](#)



Home

Find a setting



Privacy



Contacts



Calendar



Call history



Email



Messaging



Radios



Other devices



Feedback & diagnostics

Automatically (Recommended)

Always

Once a day

Once a week

Never

Frequency Selections  
Available

survey notifications

## Diagnostic and usage data

Send your device data to Microsoft

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[Learn more about feedback & diagnostics settings](#)

[Privacy Statement](#)



Home

Find a setting



## Feedback frequency

Windows should ask for my feedback

Never



Give us feedback about the Feedback Hub survey notifications

## Diagnostic and usage data

Send your device data to Microsoft

Basic

Enhanced

Full (Recommended)

Windows diagnostic and usage

[Learn more about feedback & diagnostics settings](#)

[Privacy Statement](#)



Contacts



Calendar



Call history



Email



Messaging



Radios



Other devices



Feedback & diagnostics



Background apps

# In Closing

- Microsoft can change all or any Privacy Settings with any update.
- Privacy is up to you.
- Do **NOT** ever give up your right to privacy.
- ‘The ability of an individual or group to stop information about themselves from becoming known to people other than those they choose to give the information to.’
- Be careful what you upload or post onto a web site.
- Always look for : **https://** = Secure

## **Perform the following:**

- Put your correct 'Birth Certificate Name' into Google Search.
- Stand by to see the results.

[All](#)[News](#)[Images](#)[Maps](#)[Videos](#)[More ▾](#)[Search tools](#)

About 38,500 results (0.53 seconds)

## Jere Minich - - Association of Personal Computer User Groups

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**Jere Minich**. Posted in VTC Presenters/Speakers. **Jere Minich**. Program Chair, Lake-Sumter Computer Society; APCUG Advisor, Region 5. Jere is the Program ...

## Images for Jere Minich

[Report images](#)



Spring Cleaning Your Computer  
Windows Computers.

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APCUG  
Copies of this presentation can be sent to your email.  
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## More images for Jere Minich

## Jere Minich | Lake-Sumter Community College | ZoomInfo.com

[www.zoominfo.com/p/Jere-Minich/1446073837](#) ▾

View **Jere Minich's** business profile as Program Chair at Lake-Sumter Community College and see work history, affiliations and more.



# **The End.**

- Thanks for the opportunity to Meet and Greet.
- Comments or Questions:
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- Email = [jminich@apcug.org](mailto:jminich@apcug.org)