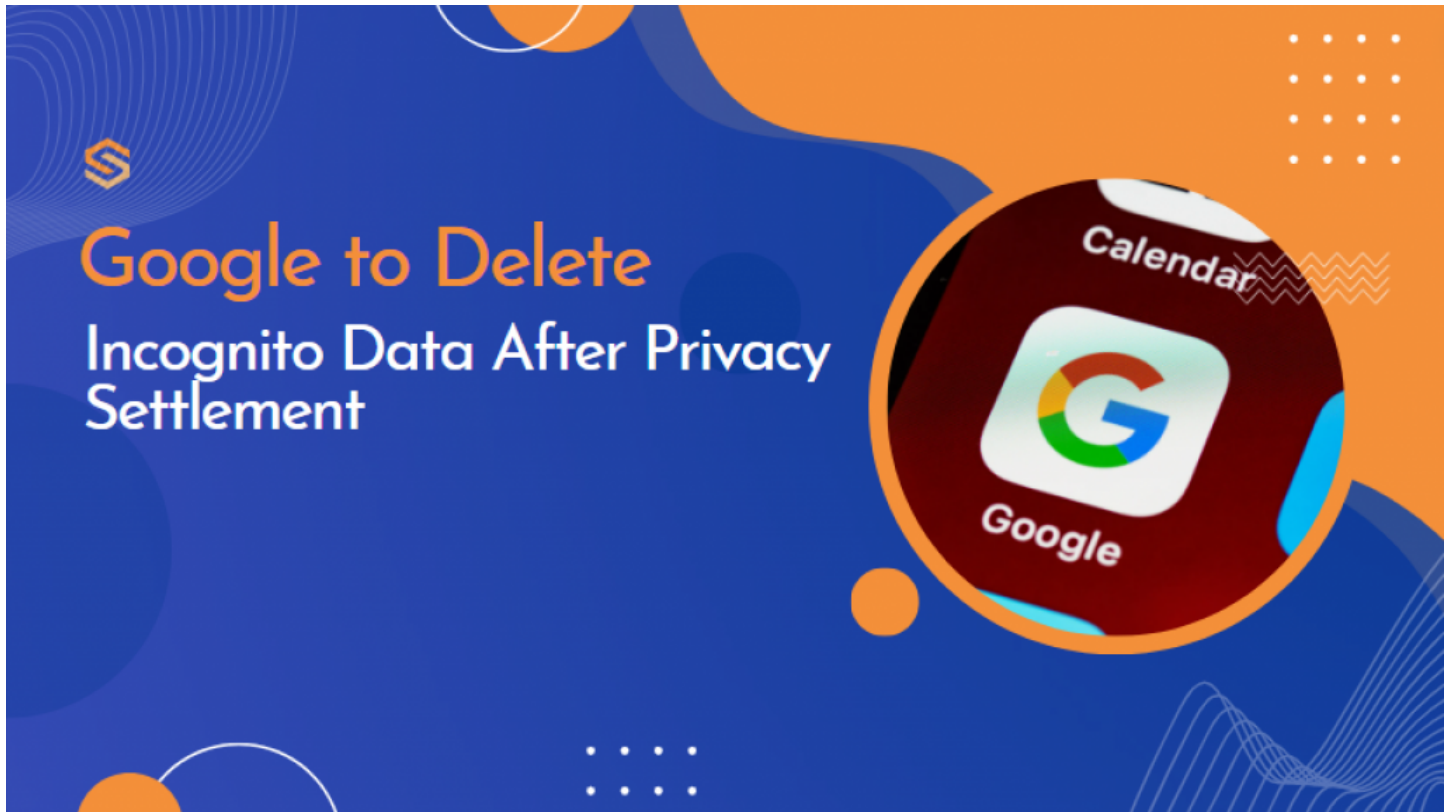


MediaPract Website Provide Information about "Google to Delete Incognito Data After Privacy Settlement"



Houston, Texas Jun 10, 2024 ([Issuewire.com](https://www.issuewire.com)) - Medipract Website - A Toward Tech Revolution

Mediapract is a revolutionary website that nourishes up-to-date tech news. And if you are interested in learning more about such details and news about Google or other platform, this site is the best stop for you.

It is a prominent online platform offering the latest tech-related news for readers all across the world. The site has the best accurate information to offer to all the tech enthusiasts along with which they would also get useful advice from tech experts on this platform.

The website offers properly researched tech news and articles in simple terms and ways making it accessible and convenient for all sorts of readers.

We expect that after reading this blog, you are now aware of the entire matter of Google agreeing to delete all the incognito data it saved after the privacy settlement issue it faced, also as a Google user you must be aware of the decisions and policies made by the platform.

About Google to Delete Incognito Data After Action Settlement

As per the reports of a proposed class action settlement, Google has now agreed to terminate or de-

identify the billions of records it has of web browsing data that it collects when the users use the 'Incognito mode', the private browsing server of Google. As per the report, Google will also make the greater disclosure from the company mandatory, about how the server will collect the information and data from the Incognito mode in the future.

If the proposition is approved by the California federal judge, the settlement could be applied to the 136 million active users of Google. The Google Account holders brought a lawsuit in 2020, accusing Google of illegally tracking their search and behavior on the private browsing server i.e. the incognito mode.

According to Monday's court filing, the value of the proposal is \$5 billion which was calculated by considering the value of data that has been stored by Google and which would be forced to be destroyed. Furthermore, in the future, Google would be prevented from collecting any such data anymore. Google will have to address the data it has collected in the Incognito browser in December 2023 and before that, any data that is not deleted entirely must be de-identified.

As per the proposed settlement filing by the Plaintiffs, the settlement targets transparency and real accountability from the largest data collector in the world which can prove to be a remarkable step in the field of privacy on the internet. José Castañeda, spokesperson of Google has also stated in his statement that the company is happy to settle the lawsuit which according to them was always meritless.

He further added in his statement that the company has never associated the data with the users whenever they opt for the private browser Incognito mode. Hence, they have no issue in deleting the old data which was never associated with the users in any form. However, individuals are still free to claim the damages as per the statement in the Settlement terms and now there have been 50 claims already.

Part of the agreement also consists, of how Google discloses the private browsing service's limits which are already out on Google Chrome. Not only this, but Google has also accepted and allowed users to block third-party cookies by default in Incognito for a term of five years. This will not allow Google to track the users when they are on outside websites in the private browsing server Incognito mode.

Incognito Mode of Google Unable to Fulfill the Expectations of the Users -

Incognito mode has been available for users on Google for a long period of over a decade, and it has been constantly promising the users that they have absolute control over what browsing data gets shared. However, Chrome continued to share the data of the users with advertising tools including Google Analytics and Google Ad Manager which are ever-present as the components of the third-party websites all around the internet.

All of this issue came at the time of the gradual transition of Google to a cookie-free browsing server, which has been focussed on Chrome, therefore before launching it to the other products. Around 1% of Chrome users got rid of third-party cookies at the beginning of 2024 and it is expected that by the third quarter of the year, all the users of Chrome will see third-party cookies deprecated.

Private browsing modes have been usually more about keeping an individual's activity reserved or secure when using shared computers for example, at work or when using a family device. Google's issue has curtailed marketing to promise more than this to the users. But it is still to be seen if the company will end up paying any sort of financial penalty except the loss of revenue it faced.

For more information: <https://mediapract.com/google-agrees-to-delete-browsing-data-to-settle-lawsuit/>

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