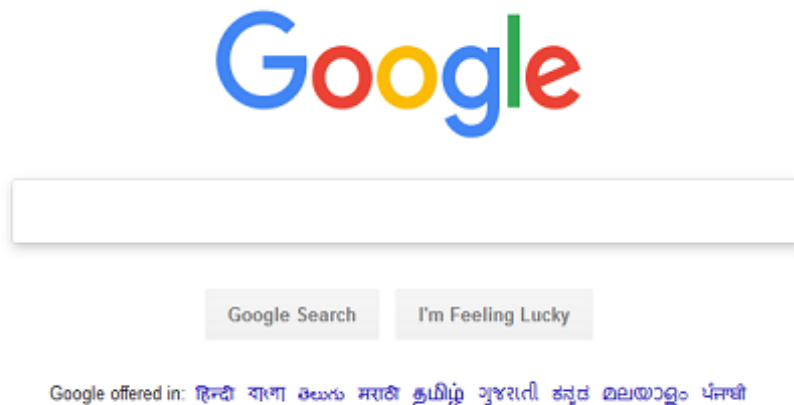


Google Latest Update 2018 – Delete Your Data in Search



Google Latest Update 2018 – Delete 'Your Data in Search': On December 5, 2018 Google has launched an update where Google gives an access to users to delete search activities done by users. Now users can delete their history data by one click. Google has given that option on home page of Google.

Who can Access “Your Data in Search” Option?

This option is available in desktop, mobile web and Google search application (App) for iOS. This option is not available for Android App. Android App users have to wait for this option.

*Words of **Google’s director of product management, Eric Miraglia**, “To control the ads you see when you search, we give you access to your Ad Settings. Additionally, you can access your Activity Controls to decide what information Google saves to your account and uses to make Search and other Google services faster, smarter and more useful,”*

How to Access 'Your Data in Search' Option?

Check the given gif to know the process to delete data in search.

The advantage of 'Your Data in Search' option:

Google wants to educate the user that how their data can be used and how to delete the historical data. This will also be beneficial for advertisers avoid serving ads to likely unresponsive audiences, therefore allowing them to focus on more receptive users.