



8 Steps to Take Control of Where and How Much of Your Data You Share

1 Set Your Advertising ID Preferences

When your Advertising ID is enabled, app developers and advertising networks can access your ID and use it like websites use identifiers stored in cookies. They can then use that personal data to provide more relevant advertising.



To control your Advertising ID:

- Go to: Start > Settings > Privacy > General
- Choose your preferred setting for: Let apps use Advertising ID to make ads more interesting to you based on your app activity.

2 Organize Your Windows Defender SmartScreen

Windows Defender SmartScreen sends data to Microsoft about the websites you visit and files you download, to warn you and help protect you and your device from unsafe web content or malicious software.

To control your Windows Defender SmartScreen:

- Go to: Start > Settings > Update & Security > Windows Security > App & browser control
- Choose your preferred settings for: Windows Defender SmartScreen



3 Regulate Website Access to Your Language List

Some websites have their content available in different languages. Windows 10 can share information about your preferred language list, which enables websites to respect your language preferences without you having to independently set them.



To control website access to your language list:

- Go to: Start > Settings > Privacy > General
- Choose your preferred setting for: Let websites provide locally relevant content by accessing my language list.

4 Control App Launch Tracking

Windows 10 can personalize your Start menu based on the apps that you launch. This allows you to have quick access to the apps that you use the most, both in the Start menu and when you search on your device.

To control app launch tracking:

- Go to: Start > Settings > Privacy > General
- Choose your preferred setting for: Let Windows track app launches to improve Start and search results.



5 Manage Suggested Content

Microsoft can offer you suggestions throughout Settings. This can help you discover new features within Settings or suggest new content and apps you may find interesting.

To disable these suggestions:

- Go to: Settings > Privacy > General
- Then turn off: Show me suggested content in the Settings app.



6 Define Privacy Settings for Individual Apps

Windows 10 provides data access to make apps more useful and valuable to you. These capabilities, including Calendar, Contacts, Call History, etc., have their own privacy settings which you can control by defining which apps and services can use which capability.



To control which apps can use each capability:

- Go to: Start > Settings > Privacy > [Capability]
- Choose your preferred setting for: Allow apps to use/access/read your [Capability].

7 Control Cortana Permission Settings

Cortana is a cloud-based digital assistant that works across your devices and other Microsoft services. Depending on the capabilities of your device and the version of Cortana you are using, Cortana can provide a range of features, some of which are personalized.

To manage what you permit Cortana to do, see and use:

- Go to Cortana > Settings > Permissions > Permissions & History
- Turn on/off the desired Cortana capability.



8 Optimize Diagnostics & Feedback Settings

The Windows 10 diagnostics and feedback feature is how Microsoft collects diagnostic information from you. Microsoft uses this data to keep Windows secure and up to date, to troubleshoot problems and to make product improvements.



To change your Diagnostic & Feedback settings:

- Go to: Start > Settings > Privacy > Diagnostics & Feedback
- Under Diagnostic data: Select the options you prefer.