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Google Adds Security Features to Gmail

- Google is adding some new security features to Gmail, including improved phishing detection that relies on a dedicated machine learning model.
- Anywhere from 50 to 70 percent of messages received in Gmail are spam, but machine learning techniques help Google block spam and phishing messages with more than 99.9 percent accuracy, the company says.
- Its latest machine learning model improves the process by delaying select messages (less than .05 percent of messages on average) for further phishing analysis
- Google says its new detection models will also help generate new URL click-time warnings, giving users a warning prompt when they've clicked on a suspicious link. As new patterns are found, the models will adapt and get better with time.