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Google to give Chrome Users an Opt-out to Forced Login after Privacy Backlash

Google has responded to blowback about a privacy hostile change it made this week, which removes user agency by automating Chrome browser sign-ins, by rowing back slightly — saying it will give users the ability to disable this linking of web-based sign-in with browser-based sign-in in a forthcoming update (Chrome 70), due mid next month. The update to Chrome 69 means users are automatically logged into the browser when they are signed into another Google service, giving them no option to keep these digital identities separate. Now Google is saying there will be an option to prevent it pinning your Chrome browsing to your Google account — but you'll have to wait about a month to get it. Prior to the Chrome 69 update, users had to actively opt in to linking their web-based and browser-based IDs. But Google's change flips that switch — making the default setting hostile to privacy by folding a Chrome user's browsing activity into their Google identity. In its blog post Google claims that being signed in to Chrome does not mean Chrome sync gets turned on. So it's basically saying that despite it auto-linking your Chrome browsing and (Google) web-based activity it's not automatically copying your browsing data to its own servers, where it would then be able to derive all sorts of fresh linked intel about you for its ad-targeting purposes. "Users who want data like their browsing history, passwords, and bookmarks available on other devices must take additional action, such as turning on sync," writes Chrome product manager Zach Koch.