Abstract

The aim of the thesis was to find out what information of personal and impersonal nature users provide to Google in exchange for free use of its services and what image of digital identity can be compiled from this information. Since the concept of digital identity can be interpreted in different ways, its meaning is first determined for the purposes of this study. For a better understanding of the subject is further described a brief history and present of Google and the services it offers. Range of digital identity is influenced by the company's policy on the collection and storage of user data. For this reason, it is discussed in a separate chapter. The next part presents tools for managing digital identity available within the user account. In the practical part the real user data from all services associated with the user account were analyzed.