# Accessing the Privacy Settings Panel in Windows 10

In Windows 10, the Privacy panel is divided into two sections, namely, Windows Permissions and App Permissions.

**Windows 10**

To access these privacy settings, type '*Privacy Settings*' in the Windows 'Search' field. Now click on 'Open' and open the settings.

When you open the Privacy settings, you will see the following Privacy settings panel.

**1] General Settings**

General Settings allow you to adjust the privacy settings and decide if you want to:

1. Let apps use advertising IDs to make ads more interesting to you based on your app activity.

2. Let websites provide locally relevant content by accessing your language list

3. Let Windows track app launches to improve Start and search

4. Show your suggested content in the Settings app

**Let apps use my advertising ID for experiences across apps**

When you install Windows 10 and log in using a *Microsoft Account*, an advertising ID is automatically assigned to your PC which is used to keep track of your product preferences and other relevant information. Apps can request access to this ID and it can then be used by *App Developers* and *Advertising Networks* to provide more relevant advertising to you by understanding what apps you use and how you use them. This works the same way how YouTube suggests videos based on your watch history and subscriptions.

Turning this off possibly won't do much. Your advertising ID will be turned off, and you'll be shown generic advertisements.

**Let websites provide locally relevant content by accessing my language list**

Microsoft uses this option to seek access to your language list so that it can be used by websites to provide content that is locally apropos to your location and language. You can choose to turn this toggle **Off** in order to prevent Microsoft from utilizing your information.

Additionally, you can view and add the languages that you want in Region and Language settings under *Settings > Time & language > Region & language > Languages* .

Turning these settings, ON will not risk your online security, but you can choose the options according to your privacy concerns. By default, only two of these settings are turned ON. Rest of the settings you can change according to your requirements.