

Google to change terms to use your identity in ads

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Google wants your permission to use your name, photo and product reviews in ads that it sells to businesses.

The Internet search giant is changing its terms of service starting Nov. 11.

Your reviews of restaurants, shops and products, as well as songs and other content bought on the Google Play store could show up in [ads](#) that are displayed to your friends and connections when they search on Google.

You can opt out of sharing.

Google's move follows a similar proposal by Facebook. The social network in August said it would show users' faces and names in ads about products they clicked to "like." That proposal was criticized by privacy groups. They asked the Federal Trade Commission to look into the matter.

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