

The take-back-your-privacy checklist

Six moves to stop your tools from profiting off your data. Plain language, no jargon. You don't have to do them all at once, start at the top and work down.

1 Know who can read your stuff

- List where your email and files actually live, and who runs those services.
- Check whether each provider *can* read your content, many scan it to profile you (Google, Microsoft, and Yahoo all have).
- Favor tools built so the company can't read your data even if asked (zero-access encryption).

2 Move off data-harvesting suites

- Treat Google Workspace and Microsoft 365 as convenient but costly: your data is the product.
- Look at privacy-first replacements, e.g. Proton for mail, Nextcloud for files and calendar.
- Migrate one piece at a time (email first, then files), not all at once.

3 Make your data portable

- For each core tool, find the export and confirm you can actually open what comes out.
- Prefer open, standard formats over proprietary ones you can't reuse elsewhere.
- Apply the test: if you left tomorrow, could you take everything with you?

4 Vet tools on privacy before you adopt them

- Before signing up, check how the company makes money and where your data is stored.
- Be wary of anything "free", understand what you're paying with.
- Skip tools whose business depends on collecting and selling what you put in.

5 Strip the trackers

- Remove ad pixels (Facebook/Meta, Google Ads) from your website unless you truly need them.
- Swap surveillance analytics for privacy-respecting ones (e.g. Plausible, Fathom).
- Cut third-party scripts that quietly send visitor data elsewhere.

6 Use your own domain for email

- Send from your own domain, not the provider's, so your address is yours to keep.
- That way you can switch providers later without losing your address or contacts.
- Set up your shared addresses (hello@, info@) on the domain you control.

Want help taking your data back? We'll plan the move and do it with you, or for you, without losing a single capability. [Book a free consult](#) →