

11 December 2007

By: Bogdan Popa, Security and Search Engines Editor



Ask.com official page

## [Remove Your IP Information with AskEraser](#)

### *Ask.com debuts AskEraser*

Users' privacy has always been one of the most discussed matters when it came to search engines, because some of them are able to store information about the past activity, IP and obviously, search queries. Because of that, the giant search engines struggled to improve the privacy using several methods. Google, for example, said it plans to anonymize the users' logs after 18 months, by removing certain strings in the information stored on the servers. The period was extended to 24 months in the countries with special laws. Meanwhile, Ask.com cooked a technology which gives the users the power to control their privacy while searching the web with this search engine. And today, we're able to use it. AskEraser is all a user would need to remain anonymous on the web and remove cookies or IP information. AskEraser is available for all the users and can be accessed by clicking on the AskEraser link, located in the top right corner near other two options: MyStuff and Options. "For people who worry about their online privacy, AskEraser now gives them control of their search information. AskEraser is simple, straightforward, easy-to-use, and most of all gives control back the user", said Jim Lanzone of Ask.com according to Web User News. The interesting fact is that Ask.com will continue to store a cookie related to AskErase, which enables the search engine to keep the function enabled or disabled every time the same user accesses the official page. The cookie is available 24 months, after which you're required to enable the function again. "At Ask.com, aggregated information is already guided by strong privacy standards and policies. But for those who place greater importance on protecting their search data and their online privacy, AskEraser takes care of their concerns by putting consumers in charge", said Daniel Mermelstein, International Product Manager Ask.com Europe, as the same source mentioned above informed. You should also know that using AskEraser will block you from accessing other functions provided by Ask.com. For example, you can't access the homepage skins, while the content of the MyStuff feature is not available.