

delete a business from google

Delete a Business from Google: A Comprehensive Guide

Introduction:

Want to remove your business from Google search results?

This comprehensive guide will walk you through the process of deleting your business listing from Google, covering various scenarios and offering step-by-step instructions. Whether you've permanently closed your business, merged with another company, or simply want to remove your online presence, we'll provide the solutions you need. Understanding how to effectively manage your Google Business Profile (GBP) is crucial for maintaining online control and reputation.

Article Outline:

1. Understanding Google Business Profile (GBP) Removal: Clarifying the difference between removing a GBP listing and simply editing information.
2. Reasons for Deleting a Google Business Profile: Exploring various scenarios necessitating removal (permanently closed, merged, etc.).
3. How to Delete a Google Business Profile: Step-by-step instructions on removing a GBP listing.
4. What Happens After Deletion: Addressing the implications of deleting a GBP, including search result removal timeframe.

5. Alternatives to Deletion: Exploring options like suspending or editing information instead of complete deletion.
6. Troubleshooting Common Issues: Addressing potential problems encountered during the deletion process.
7. Legal Considerations: Briefly discussing any legal implications related to removing business information.

Article Body:

1. Understanding Google Business Profile (GBP) Removal:

Removing a Google Business Profile differs from merely updating information.

Updating your business details, such as address or hours, is a simple edit. Deleting your profile permanently removes it from Google Search and Google Maps, making it inaccessible to customers. This action should be carefully considered.

1. Reasons for Deleting a Google Business Profile:

Business closure is a common reason to delete a Google Business Profile.

Permanently closing your business necessitates removal to avoid misleading customers. Other reasons include merging with another company, where the primary business profile is retained, and a desire to completely remove your online presence for various reasons.

1. How to Delete a Google Business Profile:

Access your Google Business Profile manager to begin the deletion process.

First, log in to your Google Business Profile account. Navigate to the "Info" section of your profile. You will usually find an option to "permanently delete this profile". There is often a confirmation step to prevent accidental deletion, so read all prompts carefully before proceeding.

Follow Google's prompts for verification and confirmation.

Google may require you to verify your identity once more before allowing the deletion to proceed. This is a security measure to protect against unauthorized actions. You will often be asked to confirm your decision irrevocably, ensuring you are fully aware of the consequences.

Allow sufficient time for the removal to fully process.

It can take several days or even weeks for your business listing to completely disappear from Google's search results and Google Maps. Google's algorithm takes time to update, so don't panic if it's not

immediately removed.

1. What Happens After Deletion:

Your Google Business Profile will be removed from Google search and map results.

Once deleted, your business will no longer appear in local search results or on Google Maps. This ensures that customers are not directed to a business that no longer exists.

All associated data, reviews, and photos will be permanently deleted.

This includes all customer reviews, images, and other data linked to the profile. This data cannot be recovered, so ensure you have backup copies if necessary. This removal is permanent and cannot be undone.

1. Alternatives to Deletion:

Consider suspending your profile if you intend to reopen later.

If your business is temporarily closed, suspending your profile may be a better option. This allows you to reactivate it later without starting from scratch. It keeps your profile in the system for easy reactivation when the business reopens.

Edit your business information to reflect changes rather than deleting it.

If there are only minor changes needed, such as updating your address or hours, editing your existing profile is the simpler and more suitable approach. This preserves your business history and existing reviews.

1. Troubleshooting Common Issues:

If you're having trouble deleting your profile, ensure you have the correct login credentials.

Double-check the email address and password associated with your Google Business Profile. If you can't log in, use Google's password recovery options.

Contact Google My Business support if you encounter any persistent issues.

Google provides support channels for assistance with profile management. If you cannot delete your profile despite trying all troubleshooting steps, reach out to Google for direct support.

1. Legal Considerations:

Ensure compliance with all relevant data protection and privacy laws.

When removing business information, comply with any regulations regarding data privacy and protection. Your deletion process needs to be aligned with relevant local laws.

Conclusion:

Deleting a Google Business Profile is a permanent action with significant implications. Carefully weigh the pros and cons before proceeding, and consider alternatives such as suspending or updating your information. Following the steps outlined in this guide will help you efficiently and effectively remove your business listing from Google, ensuring a smooth transition and minimizing potential disruptions.

Frequently Asked Questions (FAQs):

Q: Can I recover my deleted Google Business Profile? A: No, deleting your profile is a permanent action that cannot be reversed.

Q: How long does it take for my business to be completely removed from Google? A: It can take several days or even weeks for the changes to fully propagate throughout Google's systems.

Q: What happens to my reviews after deletion? A: All reviews and other associated data will be permanently deleted.

Q: Can I delete a Google Business Profile that isn't mine? A: No, you can only delete a profile you own and manage.

Q: What if I made a mistake and deleted the wrong profile? A: Unfortunately, there is no way to undo the deletion. You will have to create a new profile.

Related Keywords:

Remove business from Google, delete Google business profile, remove Google My Business, delete Google Maps listing, remove business from Google search, Google business profile removal, remove business from Google permanently, how to delete my business from Google, Google business listing removal, delete business listing from Google maps.

delete a business from google: *Google My Business* Laura Maya, 2018-01-23 Learn how to

set up, use and get the most out of Google My Business! With Google handling more than two trillion searches a year, and nearly half of those having local intent, it's safe to say that having a local presence for your business is huge. And that all starts with a Google My Business listing. Well, here is an excellent opportunity to harness all the persuasive power of Google My Business Platform, claim your business on Google Maps, building your website's authority and boost your business. Local consumers are increasingly searching online for shops, grocery stores, restaurants, car dealers, realtors and other businesses in their local area. According to Google, four out of five people use search engines to find local information, like a company's business hours, address, phone number, online reviews, busy times and more. Have You Taken a Look at Google's Local Listing Platform? Google's new listing platform "Google My Business" has replaced Google+ Local and Google Places; instead, you will use Google My Business to manage your search, Maps, and Google+ account all from this ONE convenient location. Getting a local business listed on Google My Business (GMB) and other online directories is one of the fastest and easiest ways to get a local business to start showing up for local search results on Google. Before we dive in further, let's take a look at some facts: • 72% of consumers who perform a local search visit a store within 5 miles distance. • 50% of local searches lead to store visits within one day. • 78% of Local mobile searches result in an offline purchase. • 51% of smartphone users have discovered a new company or product when searching from their smartphone. • More Google Searches takes place on mobile devices than on computers in 10 countries including US and Japan. • Businesses with detailed and complete online Google My Business listings are twice as likely to be considered reputable by consumers. • Adding photos to your business listing will drive 42% more requests for driving directions on Google Maps and 35% more clicks to your website. In today's digital marketing and advertising economy, Google is the number one way that your prospects and new customers are going to gather information about your business. In this high-impact Training Guide, we'll walk you through the exact process of making a successful Google My business profile step by step and optimizing it for best performance.

delete a business from google: *Google Business Solutions All-in-One For Dummies* Bud E.

Smith, Ryan C. Williams, 2009-04-29 If you have a small business, you'll love the Google tools that are available at little or no cost. *Google Business Solutions All-in-One For Dummies* shows you how to use them all! Eight self-contained minibooks cover Google Apps, Google search tools for business, highlighting your business, creating a Web site with Google Sites, Google tools for your site, Google Ads and Analytics, securing business information, and getting noticed with Google Gadgets. As if that wasn't enough, there's a Google AdWords™ gift card worth \$25 inside the book, too! Get e-mail, calendar, online documents and records, and more, free in Google Apps Provide directions to your business, reviews, access to products and services, and even coupons online with Google Maps and Google Base Use Google Docs, Checkout, and other tools to give your site all the e-commerce features Track traffic and get advertisers with Google Ads and Analytics Choose tools to keep your e-mail, servers, computers, and files safe Create gadgets that promote your business and add value to your site Learn the secrets of search engine optimization the Google way You'll also find out how to use coupons effectively, how to keep e-mail and instant messaging safer, and how to make the most of Google AdWords. *Google Business Solutions All-in-One For Dummies* really DOES have it all!

delete a business from google: *Google My Business 2.0 Training guide (1, #2)* Laura

Maya, 2019-04-17 Any business that serves customers locally needs to be on Google My Business (GMB). It offers the greatest impact for brands seeking local exposure. Google My Business is, without a doubt, a market pioneer when it comes to empowering small businesses and enables them to connect with their customers directly. If you think that was impressive, wait until you hear this: 84% of consumers turn to search engines to find out information for a local purchase and much of that information comes from a company's GMB listing. Customers who find a brand through their Google My Business listing are up to 50% more likely to make a purchase. According to Google research data - "businesses which continuously keep updating photos on their listings tend to

receive 42% more requests for directions on Google Maps. They also get 35% more clicks through to their websites. And despite these advantages, 56% of local stores are yet to claim their local listing on Google. The above trend suggests that more consumers are looking for local businesses. So, if you haven't optimized your business for Google local search, you are failing to take advantage of this significant opportunity. Well, we have put together all the resources you need to tap into this incredible marketing potential. Use this guide to ensure you've completed your Google My Business listing correctly, and optimized all possible facets of the tool to get the most leverage for your business on Google and third-party platforms that use the Google Maps API to generate location information for users. Introducing.... Google My Business 2.0 Training Guide Discover how to master Google My Business and leverage it to grow your online business brand! Would you like to expand your local search marketing strategy with a powerful, free marketing tool that has the potential to funnel dozens, if not hundreds, of customers to your website or front doors? Finding a local business that fits your needs is remarkably easy this day and age, thanks to the information provided by Google's free tool: Google My Business (GMB). GMB has proven itself to be an essential tool in local SEO for small and big businesses alike. Perfectly created GMB listings answer the right questions for the overwhelmed customers as they start searching for options. And this is why: 80% of smartphone users are more likely to purchase from companies whose sites/apps help them easily find answers to their questions. A visibly unique and informative GMB listing can draw the attention of a large number of customers towards your website and ultimately increase your brand awareness. So, here we are with our Awesome Google My Business 2.0 training guide which covers:

- How to get Started with creating and claiming your GMB account
- How can you improve Local SEO and how it affects your Company's GMB Page Rankings
- In what ways you can Improve Google Places Page Ranking
- What are the important things you might not know about Google My Business categories
- How Can Restaurants Use Google My Business For Menu Listing & Local Posts and rank higher in local SEO. And much more!

delete a business from google: *Dentistry's Business Secrets* Edward M. Logan, DDS, 2011-02-21 Rave reviews for *Dentistry's Business Secrets*! "Dentistry's Business Secrets by Dr. Ed Logan is a gift to dentistry. If you are a struggling or brand new practice, this book just might be the inspiration you need to help turn things around!" Howard Farran DDS, MBA, MAGD Founder and CEO, DentalTown Magazine and DentalTown.com "In a well written and easily understood book, Dr. Ed Logan has answered in a practical way many of the most important questions about dental practice. The information in the book will be valuable to practitioners of all ages." Gordon Christensen, DDS, MSD, PhD Founder and Director of Practical Clinical Courses (PCC) "If you are a dentist who is ready to seriously grow your practice, *Dentistry's Business Secrets* will certainly help you reach your goals! Written by a real dentist who has "been there and done that," we consider this book a MUST READ for anyone in our profession! Dr. David Madow Dr. Richard Madow "The Madow Brothers," Co-founders, The Madow Group, Creating Success for Dentists since 1989! "Finally! A book that gives step by step instructions for operating an effective and efficient dental practice. Whether you are a brand new dentist or a seasoned dental professional, the systems outlined in this book will not only help you become more profitable, but will actually make your chosen profession more enjoyable. Don't just read this book, but implement the systems outlined in it and enjoy the success that follows. This book is a must read for every dental professional!" Larry Mathis, CFP® Author, *Bridging the Financial Gap for Dentists* "Ed Logan is a great business person who happens to be a dentist, and therein lies his value to us as his readers. *Dentistry's Business Secrets* is a game plan for turning your dental practice into a thriving business. One of the best practice development investments you will ever make!" Eric Herrenkohl President of Herrenkohl Consulting Whether you are a new dentist opening your first practice or an experienced dentist looking to take your current practice to the next level, Dr. Edward Logan's new book on dental practice growth will help you achieve your goals. Written by a dentist for dentists, *Dentistry's Business Secrets* reveals the vital business truths Dr. Logan perfected while growing three successful dental practices from scratch. If you desire to maximize your practice value in the most efficient manner possible, then *Dentistry's*

Business Secrets is your A to Z guide to success. Uncover the essential truths not taught in dental school and watch your practice life become less stressful, more predictable, more enjoyable and more profitable!

delete a business from google: Google My Business 4.0 Training Guide Laura Maya, 2022-02-17 Google My Business, now known as the Google Business Profile enhanced as a free service that helps small businesses manage their online presence. It allows them to create a Google Business profile page, which is a dedicated page for their business on Google Maps , Google search and other google products all together in one place Google, and the pandemic has made GMB into the most important local marketing tool for SMBs and multi-location brands. The search engine has easily retained its position as the most popular search engine in the world, with over 92% of the search market share, and it is only growing. Therefore, it is vital for businesses to optimize their sites for Google search. For all businesses , business profile is an essential part of any business's online presence and is often the first place customers look for up-to-date information about your company. In the age of Covid-19, this is more true than ever, they're going to Google your business's name and check the right-hand panel for the information they need. Creating, authenticating, and correctly optimising your business account is a priceless opportunity, which is why you should make use of it to the maximum and here with ; Google My Business 4.0.Training Guide this book is the 4th book in a series under the same title,of which we maintain the same will assist every business to enhanced their Google Business Profile In each chapter of the guide, we'll cover a different topic, you should have a foundational understanding of what Google My Business is and how to use it to gain more visibility in local search for your, or your client's business. Using the strategy and information provided in our Mastery Guide, you will master the essentials of claiming and optimizing an effective GMB listing that will get you top rankings. Throughout the guide, keep your eyes peeled for top tips, expert advice, and recommended resources. This course additional some of the recent critical update including : -Latest features and updates to Google My Business -How To Add Keywords To Google My Business Profile? -What are GMB Insights and Analytics and How to use them? -How to create them and tips for creating winning Google My Business Posts - Tips for Practitioner Listings in the profile -What are the big mistakes to avoid with Listings and how to fix them -What is Google Knowledge Panel, how to create it and edit it. - Why are Google Reviews Important, How to Track them, how to respond to them. -Business Case studies And so much more! The events of the past year have catapulted GMB into the digital marketing spotlight. • Every month an average business gets 59 actions from GMB listing & 49% of the business gets 1,000+ views monthly. • Eighty-six percent of people look at the location of a business through Google Maps (Backlinko, 2020). • Businesses enjoyed a 61 percent increase in calls from January to July 2020 thanks to their listing (Small Business Trends, 2020). • More than 5 percent of views on its page result in a conversion (Search Engine Journal, 2019). • Mobile queries centred around “where to buy” and “near me” keywords increased by over 200 percent in the last two years. Amid the Covid-19 pandemic, it's more crucial than ever that you utilize and optimize GMB to display accurate, updated information about your business. Using the strategy and information provided in our Mastery Guide, you will master the essentials of claiming and optimizing an effective GMB listing that will get you top rankings. So, consider getting our comprehensive and up-to-date guide jam loaded with the latest and best-in-the-industry knowledge about GMB.

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beast, and get more of that traffic. This isn't your typical guide to search engine optimization. It is written by Evan Bailyn, founder and CEO of First Page Sage, one of the world's leading SEO experts. Evan reveals the new secrets of SEO, and debunks long-held SEO myths that simply don't work. In plain English, he teaches techniques that reflect a deeply technical understanding of search engines and a broad psychological understanding of how and why people search. More than 20,000 marketers and entrepreneurs follow Bailyn's Twitter feed; more than 100,000 visit his web site; thousands more flock to his speaking engagements. This book brings together everything he's learned: what works now, and how to make the most of it. Coverage includes: Today's five ingredients of successful SEO The real art of choosing the right keywords Aging web sites to gain trust Using Google AdWords to complement SEO Converting SEO results into paying customers Optimizing for social media and other emerging trends.

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America today, social responsibility has been linked to financial performance and is a major consideration in strategic planning. This innovative Eighth Edition ensures that business students understand and appreciate concerns about philanthropy, employee well-being, corporate governance, consumer protection, social issues, and sustainability, helping to prepare them for the social responsibility challenges and opportunities they will face throughout their careers. The author team provides the latest examples, stimulating cases, and unique learning tools that capture the reality and complexity of social responsibility. Students and instructors prefer this book due to its wide range of featured examples, tools, and practices needed to develop and implement a socially responsible approach to business.

delete a business from google: Google Hacking for Penetration Testers Johnny Long, 2004-12-17 Google, the most popular search engine worldwide, provides web surfers with an easy-to-use guide to the Internet, with web and image searches, language translation, and a range of features that make web navigation simple enough for even the novice user. What many users don't realize is that the deceptively simple components that make Google so easy to use are the same features that generously unlock security flaws for the malicious hacker. Vulnerabilities in website security can be discovered through Google hacking, techniques applied to the search engine by computer criminals, identity thieves, and even terrorists to uncover secure information. This book beats Google hackers to the punch, equipping web administrators with penetration testing applications to ensure their site is invulnerable to a hacker's search. Penetration Testing with Google Hacks explores the explosive growth of a technique known as Google Hacking. When the modern security landscape includes such heady topics as blind SQL injection and integer overflows, it's refreshing to see such a deceptively simple tool bent to achieve such amazing results; this is hacking in the purest sense of the word. Readers will learn how to torque Google to detect SQL injection points and login portals, execute port scans and CGI scans, fingerprint web servers, locate incredible information caches such as firewall and IDS logs, password databases, SQL dumps and much more - all without sending a single packet to the target! Borrowing the techniques pioneered by malicious Google hackers, this talk aims to show security practitioners how to properly protect clients from this often overlooked and dangerous form of information leakage.*First book about Google targeting IT professionals and security leaks through web browsing. *Author Johnny Long, the authority on Google hacking, will be speaking about Google Hacking at the Black Hat 2004 Briefing. His presentation on penetrating security flaws with Google is expected to create a lot of buzz and exposure for the topic. *Johnny Long's Web site hosts the largest repository of Google security exposures and is the most popular destination for security professionals who want to learn about the dark side of Google.

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delete a business from google: *Delete* Viktor Mayer-Schönberger, 2011-07-05 The hazards of

perfect memory in the digital age Delete looks at the surprising phenomenon of perfect remembering in the digital age, and reveals why we must reintroduce our capacity to forget. Digital technology empowers us as never before, yet it has unforeseen consequences as well. Potentially humiliating content on Facebook is enshrined in cyberspace for future employers to see. Google remembers everything we've searched for and when. The digital realm remembers what is sometimes better forgotten, and this has profound implications for us all. In Delete, Viktor Mayer-Schönberger traces the important role that forgetting has played throughout human history, from the ability to make sound decisions unencumbered by the past to the possibility of second chances. The written word made it possible for humans to remember across generations and time, yet now digital technology and global networks are overriding our natural ability to forget—the past is ever present, ready to be called up at the click of a mouse. Mayer-Schönberger examines the technology that's facilitating the end of forgetting—digitization, cheap storage and easy retrieval, global access, and increasingly powerful software—and describes the dangers of everlasting digital memory, whether it's outdated information taken out of context or compromising photos the Web won't let us forget. He explains why information privacy rights and other fixes can't help us, and proposes an ingeniously simple solution—expiration dates on information—that may. Delete is an eye-opening book that will help us remember how to forget in the digital age.

delete a business from google: Go Google Greg Holden, 2008 This is a comprehensive guide to everything readers need to know about Google's myriad applications, including Google Apps, Docs and Spreadsheets, Google SMS, Google Base and other services that will help businesses get organised and get noticed.

delete a business from google: Sams Teach Yourself Google AdWords in 10 Minutes Bud E. Smith, 2011-01-13 Sams Teach Yourself Google AdWords in 10 Minutes gives you straightforward, practical answers when you need fast results. By working through its 10-minute lessons, you'll learn everything you need to use Google AdWords to find more customers, sell more of your products and services, and earn higher profits at lower cost! Tips point out shortcuts and solutions Cautions help you avoid common pitfalls Notes provide additional information Plain English definitions explain new terms 10 minutes is all you need to learn how to... Identify goals, target markets, and demographics Create your AdWords account and publish your first test ads Write great ads and continually improve your copy Schedule ads for the right times of day, days of the week, holidays, and seasons Master AdWords' tools for managing accounts, bids, keywords, and ads Choose, fine-tune, and optimize keywords Use AdWords to complement organic search engine optimization (SEO) campaigns Use geotargeting and other advanced techniques Profit from AdWords' suggestions—and know when to ignore them Utilize AdWords reporting to improve your ads' profitability Control spending, manage cash flow, and reduce costs without impacting results Troubleshoot your AdWords campaigns

delete a business from google: The Art of Hospitality Yvonne Gentile, Debi Nixon, 2020-05-19 Engaging worship and intentional follow-up processes are important, but what compels guests to return to our churches is the warmth of our welcome and hospitality that goes beyond their expectations. The Art of Hospitality, a new comprehensive program developed by hospitality experts from the United Methodist Church of the Resurrection, promises to guide a local church in exactly what the program's title implies: the artform of creating radical hospitality that infiltrates the heart and culture of the entire church. Complete with techniques and strategic planning throughout, The Art of Hospitality will effectively change how you do church, leaving guests surprised, delighted, and eager to return. Loaded with key principles and methods honed by hospitality experts Debi Nixon and Yvonne Gentile in their work at The Church of the Resurrection, this guide is designed to engage staff across all ministry areas in creating a common language around the ministry of welcome. Additional components purchased separately include: The Art of Hospitality: Implementation Guide: Includes step-by-step implementation strategies for leadership teams tasked with developing and leading hospitality ministry. The Art of Hospitality: Implementation DVD: A supplemental DVD to accompany Implementation with visual training in all

areas of hospitality. **The Art of Hospitality: Companion Book:** Three-chapter book for the congregation as a whole or small groups to coincide with a sermon series in order to prepare the hearts and minds of the people in the pews. This compelling and practical program has been created by two hospitality leaders with credentials to claim their expertise: Debi Nixon is the Executive Director of ShareChurch, and Yvonne Gentile is the Senior Director of Guest Connections at The United Methodist Church of the Resurrection—the largest United Methodist Church in the United States with more than 22,000 members and 13,000 average weekly attendees across its campuses.

delete a business from google: Appity Slap: A Small Business Guide to Web Apps, Tech Tools and Cloud Computing ,

delete a business from google: More Innovative Redesign and Reorganization of Library Technical Services Bradford Lee Eden, 2008-12-30 This book follows the author's successful Innovative Redesigns and Reorganizations of Library Technical Services, with even more case studies and surveys. As before, it focuses on ways that technical services departments in libraries are meeting the challenges of new formats, new work duties, and changing jobs in the wake of less money and a decreasing job force. Bradford Eden's international cast of contributors represent the best in practice; and topics cover such essentials as the impact of computers and technology on workflow enhancement (particularly Web 2.0), changing staff roles, and communications challenges. All in all, a plethora of new ideas for tech services heads and staff in libraries and larger organizational institutions determined to maintain the relevance of their department.

delete a business from google: **Ecommerce Business Checklist & Business Plan** sachavandermeersch, 2020-04-01 The step-by-step ecommerce checklist helps you lay down a profitable foundation pre-launch. So you don't lose sight of the big picture when planning out your business. You'll know exactly where to start and what to do next. Inside, you'll also get a free business plan template, so you set the financial side of your online business into motion. Even if you already have a thriving store, this checklist can help you identify profit-maximizing areas that you skipped when you first launched. Profitability comes down to understanding business fundamentals - not short-sided, hacks, tricks, or unicorn products. After reading this book you will be able to launch your own branded ecommerce and start making money. If you need guidance on deciding your business model, niche and completing your business plan, contact us directly into our official website - Goodbyte Group Discover the ULTIMATE business plan template for online business. Drive more sales. Boost your profits. With this step-by-step, fill-in-the-blanks template, you'll quickly develop a highly profitable business plan! You'll speed through the planning process... And as a result...you'll QUICKLY start attracting new customers and generating more revenues and profits, FAST! Here's why you can't afford to buy this: □ Build a sales-boosting business plan FAST. □ Insanely easy to fill in! □ NO marketing experience needed. □ Save hours of frustration Look: Why hire an expensive consultant when you could easily do-it-yourself? ...Save money & up your marketing game to a level you didn't even know existed!

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and where it goes) and data technology (specifically big data analytics and artificial intelligence) and how this is contributing to development. Part II looks at the sector's "demand side," with a chapter on people's use of data and another that examines how firms use digital platforms in the data economy and how that contributes to competitiveness. Part III brings together the policy implications for developing-country stakeholders, with a chapter considering government policies for data, including data protection and privacy. A closing Data Notes appendix looks at statistical indicators associated with the use of data and presents the 2018 update of the Digital Adoption Index (DAI), a composite indicator introduced in the 2016 World Development Report: Digital Dividends.

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