



First Quarter 2022

Hide Your Home Online!

Every time you give a hotel clerk, merchant, online seller, or raffle organizer your home address you also give them the ability to see exactly where you live through street-level 360° photos available on Google Maps and competing mapping services. Sometimes that's a little too much information, and definitely more information than they need.

The good news is you can hide your home on the online mapping services.

Google Maps:

Open Google Maps; search for your address. Click the image on the left with the little 360 ° arrow to open **StreetView** and select the image where your house is visible. Click the three vertical dots icon in the top-left corner. Select Report a problem. This opens a page where you can select the area to blur. Click and drag on the image to point the red square towards your house. Under Request blurring, select My home. Share your email address, check the captcha box, and click Submit.

Apple Maps:

Apple's version of Google StreetView is a feature called **Look Around**. If your house appears in this service, you can send an email to MapsImageCollection@apple.com and describe your problem in detail, including the exact location of your home, a screen capture of the image and why you want the image hidden. Apple will review your request and hide your house from its service if it deems your request appropriate.

Microsoft Bing Maps:

Open Bing Maps and search for your address. In the left pane, scroll down and click any image with the **StreetSide** label to open a 360° view of the area. Click Report a privacy concern with this image in the lower-left corner. This opens a new page where you can select House next to the question "What kind of a concern do you have?" Select your house in the image (a red dot appears on the image). Click Submit to report the image to Microsoft and ask the company to remove the image.

A handwritten signature in blue ink that reads 'Brian Carruthers'.

Brian R. Carruthers, CFP, CMT

The logo for Brian Carruthers & Associates, featuring the letters 'BCA' in a bold, yellow, serif font.

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