



Introducing Microsoft's New AI Feature: Recall

Microsoft has introduced a new AI feature called "Recall," designed to enhance your experience with Windows 11 PCs. Recall acts like a virtual time machine, allowing you to quickly find anything you've seen on your computer in the past. Here's how it works and why we think it's useful.

What is Recall?

Recall is an AI-powered tool built into Microsoft's latest Copilot+ PCs. It allows you to search for past activities on your computer using natural language. Imagine needing to find a document you worked on last week, and all you have to say is, *"Take me back to the sales analysis I was working on Thursday."*

Recall will instantly locate and display that document or activity for you.

How Can Recall Help You?

Effortless Retrieval Using Natural Language

As we just mentioned, Recall allows you to search for anything you've seen on your PC by describing it in your own words. This feature is convenient when you remember what you were looking at but not where it's saved. Simply describe the content, and Recall will do

the rest. For instance, you might say, "Show me the article I was reading about marketing trends," and Recall will bring it up.

Browsing Your Past Activities

Recall also includes a timeline interface, allowing you to scroll through snapshots of your past activities. This visual timeline shows the apps, documents, and websites you've used, making it easy to find and jump back to specific content. It's like having a time machine for your digital activities.

This is particularly useful when you remember the order of your past activities, such as remembering that you worked on the Excel spreadsheet sometime before you binged on YouTube videos.

How Recall Works

Recall takes regular snapshots of your screen and uses AI to understand what you were viewing at different times. This means it can accurately retrieve past activities based on visual content, whether it's a spreadsheet, a Web page, or a document.

Asking Recall to go back to the *"shoe website with a purple background"* may be enough to recall that specific website.

Addressing Privacy Concerns

Local Data Processing

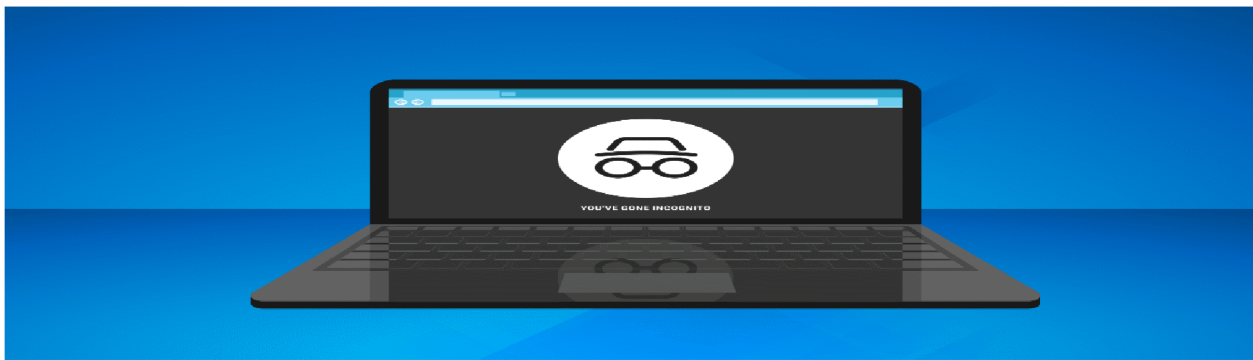
Your information never leaves your computer, reducing the risk of cloud-based data breaches and keeping your activities private.

Full Control Over Your Data

You have complete control over what Recall can access and record. You can pause, stop, or delete captured content anytime. Additionally, you can filter out specific apps or websites to prevent Recall from logging those activities. You can also completely disable the Recall service. These controls allow you to manage your data according to your preferences.

In Summary

Microsoft's Recall feature integrates advanced AI capabilities into Windows 11, providing strong privacy protection while enhancing the user experience. Whether for home use or small business, Recall offers a powerful way to manage and retrieve your digital activities.



Understanding Private Browser Mode: Pros and Cons

Many internet users are increasingly concerned about privacy, and your browser's Private Browsing Mode, or Incognito Mode, offers a simple way to keep your online activities hidden from others who share your computer.

This article will explore the advantages and disadvantages of Private Browsing Mode, helping you understand what it does and doesn't protect you against.

Advantages of Private Browsing Mode

Keeps your browsing history private

One of the main benefits of Private Browsing Mode is that it prevents your browsing history from being saved. This means anyone who shares your computer won't be able to see which websites you've visited. It's particularly useful if you're planning a surprise or researching sensitive topics and don't want others to know.

Useful for multiple accounts

If you have multiple accounts on a single website, you can use Private Browsing Mode to log into both accounts simultaneously without having to log out and log back in repeatedly. For instance, you can be logged into both your personal and

work email accounts at the same time, making it easier to manage different aspects of your online life.

Avoids tracking cookies

Cookies are text files with small pieces of data that get stored on your computer when you visit a website.

When you browse in Private Browsing Mode, your browser doesn't store cookies from your session. This means that websites won't be able to track your activities across different sites using cookies. This can help reduce the targeted ads you see based on your browsing history.

Disadvantages of Private Browsing Mode

Doesn't hide your activity from your ISP

Private Browsing Mode doesn't prevent your internet service provider (ISP) from seeing your online activity. Your ISP can still monitor the websites you visit and the data you transmit. If you want to hide your activity from your ISP, you need to use a Virtual Private Network (VPN), which encrypts your internet traffic and routes it through a server in another location.

No protection against malware

This mode does not protect you against malware, viruses, or phishing attacks. While Private Browsing Mode keeps your browsing history and cookies private, it doesn't prevent malicious websites from infecting your computer. You still need to have good security practices, such as avoiding suspicious links, and software such as antivirus programs to protect your device.

Websites can still track you

Websites can still track your activity through other means such as your IP address; Private Browsing Mode doesn't make you anonymous on the internet. To achieve better anonymity, you should use tools such as VPNs or Tor, which help obscure your online presence more effectively.

Private Browsing Mode offers a helpful way to keep your local browsing activities private. However, it's not a foolproof solution. Understanding its limitations helps you use it more effectively while knowing that you need additional measures for complete protection.

If you need any help setting up additional privacy measures or with Microsoft's latest Recall feature, give us a call at 940-282-0290.