

Brave Browser Is a Privacy Alternative to Google's Chrome and Search Engine



Google's search engine is biased, censored, and tracks its users. Brave is a new browser that has acquired Tailcat, the open search engine that will become the foundation of Brave Search. Brave will not track you, will not filter or manipulate your search results, and will not sell your data. It is available on all mobile, tablet and desktop operating systems. It is set to acquire Tailcat search-engine technology soon and will become the first major alternative to Google's Chrome browser plus Google search engine. -GEG

Brave Search is coming just as millions are migrating from Big Tech platforms to more private and secure solutions

Today Brave announced the acquisition of Tailcat, the open search engine developed by the team formerly responsible for the privacy search and browser products at Cliqz, a holding of Hubert Burda Media. Tailcat will become the foundation of Brave Search. Brave Search and the Brave browser constitute the industry's first independent, privacy-preserving alternative to Google Chrome and Google Search, which rely on tracking users across sites and have 70 percent and 92 percent market share, respectively.

Under the hood, nearly all of today's search engines are either built by, or rely on, results from Big Tech companies. In contrast, the Tailcat search engine is built on top of a

completely independent index, capable of delivering the quality people expect, but without compromising their privacy. Tailcat does not collect IP addresses or use personally identifiable information to improve search results.

Brave Search will join the family of privacy-preserving Brave products as consumers are increasingly demanding user-first alternatives to Big Tech. The Brave browser saw unprecedented growth in 2021, reaching over 25 million monthly active users. This mirrored the impressive migration to Signal, the privacy messaging platform, after WhatsApp announced a change to their privacy policies requiring data-sharing with Facebook.

Privacy is becoming mainstream. The Brave browser provides the stringent protections users demand, and Brave Search is being developed according to the same principles:

1. Brave Search is **private**: it does not track or profile users.
2. Brave Search is **user-first**: Brave serves the user first, not the advertising and data industries.
3. Brave Search offers **choice**: We will provide options for ad-free paid search and ad-supported search. We are working on bringing private ads to search, as we've done for Brave user ads.
4. Brave Search is **independent**: We will rely on anonymized contributions from the community to improve and refine Brave Search. Prior to this innovation, producing quality results could be achieved only by Big Tech companies, which took many years and tens of billions of dollars to crawl the entire Web continually.
5. Brave Search is **transparent**: we will not use secret methods or algorithms to bias results. We will explore multiple community-curated open ranking models to ensure diversity, and prevent algorithmic biases and outright censorship.
6. Brave Search is **seamless**: we will offer best-in-class integration between the browser and search without

compromising privacy, from personalization to instant results as the user types.

7. Brave Search is **open**: we do not believe in walled gardens and, as such, we will offer Brave Search to power other search engines.

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