- locate policy
- archive
- track changes

- determine facets
- analyze policies
- verify results

- provide API
- create icons
- present to user

- regulate (or not) as necessary
CONSUMER COMPLAINTS

* Based on complaints / inquiries filed with privacy watchdog organizations such as the Privacy Rights Clearinghouse (PRC), The California Office of Privacy Protection (COPP), TRUSTe and the FTC (via FOIA).

<table>
<thead>
<tr>
<th>TYPE OF DATA COLLECTED</th>
<th>GENERAL DATA PRACTICES</th>
<th>DATA SHARING</th>
</tr>
</thead>
<tbody>
<tr>
<td>contact: name, mailing address, email, or phone number</td>
<td>ad customization: user data may be used for the purpose of customizing advertising</td>
<td>affiliates: affiliates and subsidiaries bound by the same privacy practices</td>
</tr>
<tr>
<td>computer: IP address, browser type, or operating system</td>
<td>third party tracking: site allows third parties to place advertisements that may track user behavior</td>
<td>contractors: third party contractors bound by the same privacy practices</td>
</tr>
<tr>
<td>interactive: browsing behavior or search history</td>
<td>public display: service allows users to contribute information which may be displayed publicly</td>
<td>third parties: third parties not subject to same data practices</td>
</tr>
<tr>
<td>financial: account status or activity, credit information, or purchase history</td>
<td>user control: users allowed to access and correct personal data collected</td>
<td></td>
</tr>
<tr>
<td>content: contents of personal communications, stored documents or media</td>
<td>data retention: explicitly stated duration of retention for personal data collected</td>
<td></td>
</tr>
</tbody>
</table>
Google [ google.com ]

Privacy Matters
c/o Google Inc.
1600 Amphitheatre Parkway
Mountain View, California, 94043

Site Rank: (March 1 2009)
#1

Site Traffic: (March 1 2009)
141M+ U.S. monthly

Date Policy was Reviewed:
March 6, 2009 (view current)

Flesch-Kincaid Score (?)
16.12

Number of Web Bugs Found:
44 (rollover)

Parent Company:
Google Inc

Number of Affiliates:
137

Icon Key

yes  unclear  no