



Notice



Short Notice



Understanding



CAPTURE

- locate policy
- archive
- track changes



ENCODE

- determine facets
- analyze policies
- verify results



DISPLAY

- provide API
- create icons
- present to user



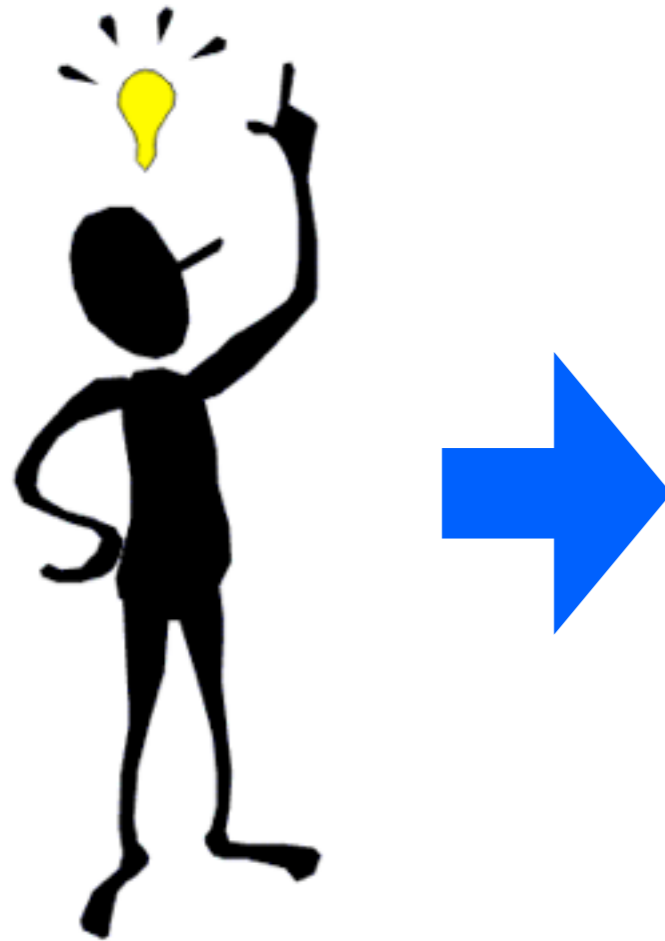
ENFORCE














- regulate (or not)
as necessary



CONSUMER COMPLAINTS

CATEGORIES (ICONS)*



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

* 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).

[Back to Profiles Main Page](#)
[next site>](#)

Google [[google.com](#)]

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

(Rollover icon for coding description)

Types of Data Collected				
contact	computer	interactive	financial	content
				
General Data Collection Practices				
ad customization	3rd party tracking	public display	user control	data retention
				
Data Sharing Practices				
affiliates	contractors	3rd parties		
				

[view coding category descriptions](#)

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)

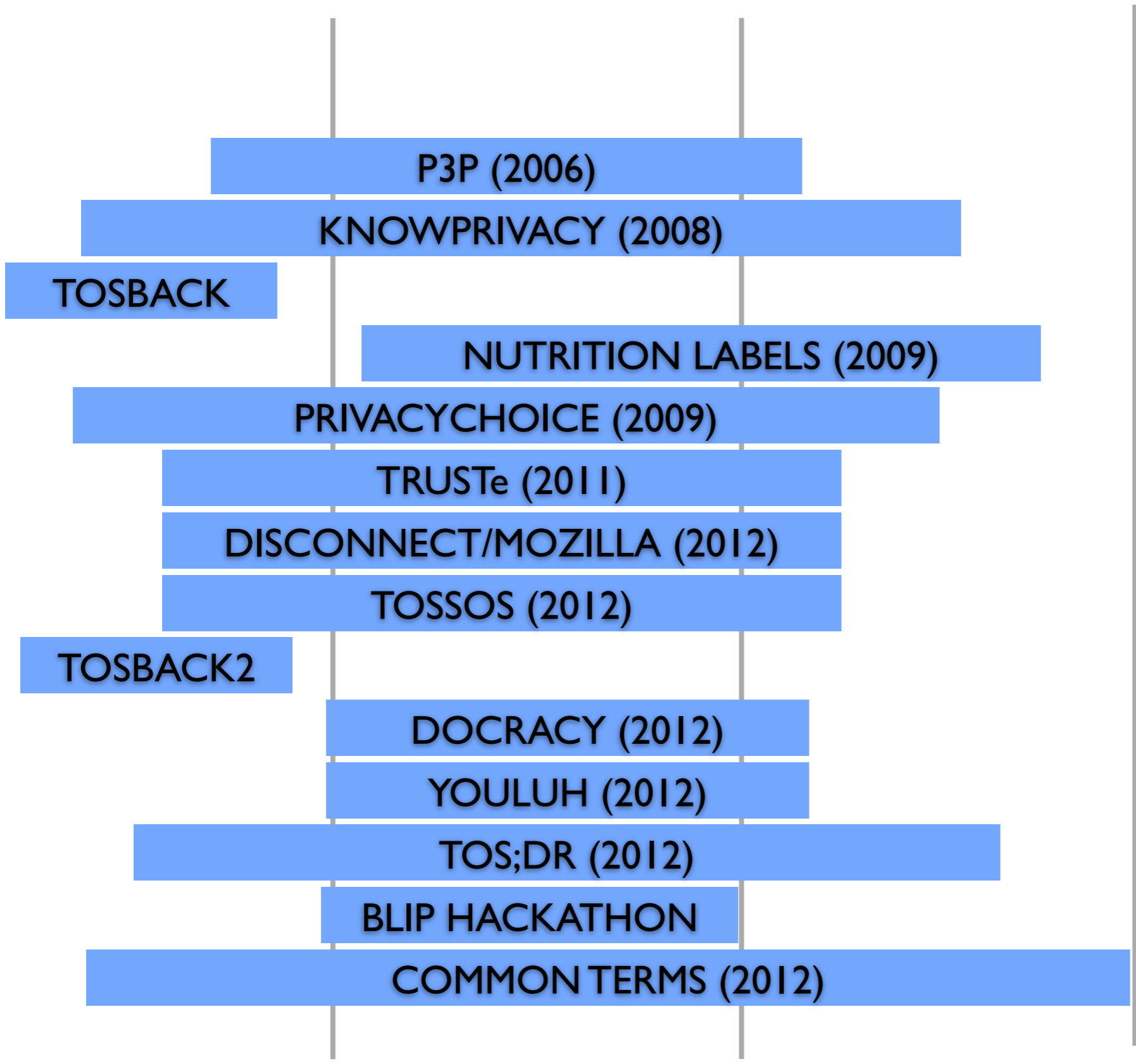
Parent Company:

Google Inc

Number of Affiliates:

137





CAPTURE

ENCODE

DISPLAY

ENFORCE

OPEN NOTICE? W3C?

P3P (2006)

KNOWPRIVACY (2008)

TOSBACK

NUTRITION LABELS (2009)

PRIVACYCHOICE (2009)

TRUSTe (2011)

DISCONNECT/MOZILLA (2012)

TOSSOS (2012)

TOSBACK2

DOCRACY (2012)

YOULUH (2012)

TOS;DR (2012)

BLIP HACKATHON

COMMON TERMS (2012)