



*Note for the roundtable about privacy, committee of Justice Security, 24 May 2018.*

Google's mission is to organise the world's information and make it universally accessible and useful. Since the beginning, our goal has been to develop services that significantly improve the lives of as many people as possible, and in so doing, have the highest possible standards of data security and privacy, and to put our users and partners in control.

Google is committed to complying with the General Data Protection Regulation (GDPR) across all of the services that we provide in the European Union. We've been working on our compliance efforts for over eighteen months. Below you will find a snapshot of things we've done to date to be ready for May 25, 2018. But our commitment to compliance with the GDPR, and the rights it gives people, will continue long beyond this date. As we evolve our products over time, we'll continue to improve our Privacy Program and the protections we offer to users.

### **Improved user transparency**

We're updating our current [Privacy Policy](#) to make it easier to understand what information we collect, and why we collect it. We've improved the navigation and organization of the policy to make it easier for users to find what they're looking for; explained our practices in more detail and with clearer language; and added more detail about the options users have to manage, export, and delete data from our services. The Policy now also includes explanatory videos and illustrations, because a visual description can be easier to understand than text alone. And we've made it easier to jump to privacy settings directly from the Policy, helping users to make choices about their privacy.

Although we're taking these steps to make our Privacy Policy easier to understand, it's important to note that nothing is changing about users' current settings or how users' information is processed. Users will continue to have granular control over the data they share with us when they use our services, but with clearer explanations. The updated Policy is already [available to read](#) and we are emailing all of our users about it individually.

### **Improved user controls**

Every day, nearly 20 million people around the globe visit [My Account](#), our central hub that brings together all the different ways people can review their Google [security](#), [privacy](#) and [ad](#) settings. As part of our GDPR compliance efforts, we've improved both the controls and the clarity of information in My Account so that people are better informed about how and why their data is collected. Within My Account, users can:

- Use [Activity Controls](#) to choose what activity is saved to their Google Account. We provide simple on/off switches to control Location History, Web and App Activity, YouTube Search History and more, across all devices that are signed in to a user's account.
- View or delete data—including search history, location history, browsing history—from our services using [My Activity](#). To make it easier to browse users' past online activity, we have given

users tools to search by topic, date, and product. Users can permanently delete specific activities, or for example entire days or weeks of activity that users don't want associated with their account.

- Take a [Security Checkup](#) or [Privacy Checkup](#) to reassure themselves that their account is secure, and that their privacy settings work for them. We've recently added an option that allows users to subscribe to more frequent prompts to take the Privacy Checkup.
- Manage or mute the ads users see on Google, on websites and in apps using the recently upgraded [Ads Settings tool and Mute This Ad](#) control. We have provided more information about how and why certain ads are personalized, and will also be further simplifying the look and feel of these tools in the coming months.
- Get a clear overview of all the Google products that users use—and the data associated with them—via Google Dashboard. We've recently [made the Dashboard more mobile-friendly](#) so it's now easier to use across different devices.

### **Improved data portability**

Since its launch in 2011, people around the world have used our [Download Your Data](#) tool to export data from products like Google Photos, Drive, Calendar, Google Play Music and Gmail, either to their own computer, or to storage services like OneDrive, Dropbox and Box. We are further improving and expanding this feature, adding more Google services, including more contextual data controls, and creating a new setting that helps people schedule regular downloads.

While we've enabled people to download data from our services for many years, the GDPR encourages companies to enable direct service-to-service data transfers where feasible, for example from Google Photos to another photo service. To support that aim, we've recently initiated the [Data Transfer Project](#) on GitHub, providing early-stage open-source code that will, in time, be of use to any developer wanting to offer seamless transfer of data from one service directly into an alternative (or vice versa).

### **Right to be forgotten**

In May 2014, in a landmark ruling, the European Court of Justice established the “right to be forgotten,” or more accurately, the “right to delist,” allowing Europeans to ask search engines to delist information about themselves from search results. In deciding what to delist, search engines like Google must consider if the information in question is “inaccurate, inadequate, irrelevant or excessive”—and whether there is a public interest in the information remaining available in search results.

Explaining how we make these types of decisions—and how people are using new rights like those granted by the European Court—is important. Since 2014, we've provided information about “right to be forgotten” delisting requests in our [Transparency Report](#), including the number of URLs submitted to us, the number of URLs delisted and not delisted, and anonymized examples of some of the requests we have received. We hope the new data we've added to the Transparency Report and our recently-published [research paper](#) will help inform the ongoing discussion about the interplay between the right to privacy and the right to access lawful information online.