



Mr. Larry Page
Chief Executive Officer
Google Inc.
1600 Amphitheatre Parkway
Mountain View, CA 94043

April 4, 2011

Dear Mr. Page,

Congratulations on resuming the position of Google's chief executive officer. We hope your tenure will mark a recommitment to your company's idealistic values. Over the last few years the relationship between Google and privacy advocates has often been strained. Google has embarked upon many enterprises that failed to take into account the privacy implications for its users. We hope to take advantage of the change in Google's leadership to challenge you to join us in giving consumers full control over their personal information and how it's used.

Your consent decree with the Federal Trade Commission last week represents a substantial commitment to consumers' privacy. It also sends a strong message to the rest of the online industry that privacy matters. There is another concrete step that you can take to demonstrate that Google's new found privacy concern is genuine and not done simply under duress from the FTC.

Today we are unveiling California legislation with Senator Allen Lowenthal to give every Californian the choice not to be tracked online. We call upon you to support SB 761 as a sign of Google's commitment to the privacy of consumers and to set a gold standard for the Internet.

One of the most powerful tools available to protect consumers' privacy is the "Do Not Track Me" mechanism, which would allow anyone online to send Websites the message that they do not want their online activity monitored. SB 761, a Do Not Track bill sponsored by Consumer Watchdog, would apply to Internet companies doing business in California. It gives authority to the Attorney General in consultation with the California Office of Privacy Protection to develop and enforce Do Not Track regulations.

Google may have a compelling case to its users that they should let Google track their online activity to serve them better. But for consumers who want to opt out of online tracking and data collection, there should be a choice. Will you join with us to give Californians that choice? And to show to Americans that it will not cripple the Internet, merely empower consumers?

At the federal level Rep. Jackie Speier, D-CA, has introduced HR 654, the "Do Not Track Me Online Act", which gives the FTC authority to develop and enforce Do Not Track regulations.

As you are aware, online commerce relies on consumer trust. Sadly, much of the current Internet business model is based on invasive and pervasive tracking of consumers' online activities without their knowledge or control. This should not be the business model of a company whose motto is "Don't Be Evil." Do Not Track legislation would give consumers meaningful protection

and control. It would build their confidence in the Internet – a win, win situation for business and consumer.

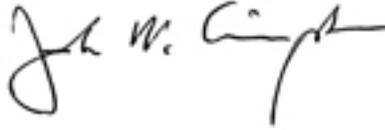
Eric Schmidt's tenure as CEO was marked by a series of privacy gaffes. We hope yours will begin with a landmark endorsement of a new privacy right for consumers online that shows freedom of information and personal privacy are not incompatible.

We urge you to begin a new era at Google and endorse both California's S.B. 761 and HR 654.

Sincerely,

A handwritten signature in black ink that reads "Jamie Court". The signature is fluid and cursive, with the first name "Jamie" being larger and more prominent than the last name "Court".

Jamie Court
President

A handwritten signature in black ink that reads "John M. Simpson". The signature is cursive and somewhat stylized, with the first name "John" being the most prominent part.

John M. Simpson
Privacy Project Director

Cc: Alan Davidson