

ARTICLE 29 Data Protection Working Party



Brussels, 23 September 2014

Mr Larry Page
Chief Executive Officer
Google Inc.
1600 Amphitheatre Parkway
Mountain View, California, 94043
United States of America

Subject: Google Privacy Policy

Dear Mr. Page,

At the beginning of 2012, EU data protection authorities launched an in-depth investigation to assess the compliance of Google's privacy policy with European Data Protection legislation. This process unveiled several issues with the privacy policy and the combination of data across services.

Following this investigation, national procedures were conducted in 2013 and 2014 in a number of EU Member States, some of which concluded that the current privacy policy did not meet the requirements laid down in the respective national laws.

Google must meet its obligations with respect to the European and national data protection legal frameworks and has to determine the means to achieve these legal requirements. In order to guide Google in this compliance effort, the Article 29 Working Party has developed guidelines containing a common list of measures that your company could implement. A draft version was presented to representatives of Google on 2 July 2014, at a meeting in Paris in presence of five European Data protection authorities.

The guidelines have been elaborated in the context of this specific coordinated EU investigation into Google's privacy policy. The Article 29 Working Party may also consider issuing guidance on specific issues to the entire industry, at a later stage.

The Article 29 Working Party remains open to discuss any other measures that Google would propose to address the legal requirements.

This Working Party was set up under Article 29 of Directive 95/46/EC. It is an independent European advisory body on data protection and privacy. Its tasks are described in Article 30 of Directive 95/46/EC and Article 15 of Directive 2002/58/EC.

The secretariat is provided by Directorate C (Fundamental rights and Union citizenship) of the European Commission, Directorate General Justice, Freedom and Security, B-1049 Brussels, Belgium, Office No MO59 02/34

Website: http://ec.europa.eu/justice_home/fsj/privacy/index_en.htm

Yours sincerely,

On behalf of the Article 29 Working Party,

Isabelle FALQUE-PIERROTIN
Chairwoman