

“A Safer Internet for Minors”

Alliance to Better Protect Minors Online

Individual company statement

Template

Members of the Alliance agreed to submit a list of specific commitments and timeline for implementation to the European Commission within three months of endorsing the Alliance Statement of Purpose (7th February 2017). This template is intended to help formulate your actions and transmit them to the European Commission in a harmonised format.

THE COMPANY INFORMATION

Name of the company:
Google Inc.
Please provide a brief description of services/products your company offers to minors.¹
Google's mission is to organize the world's information and make it universally accessible and useful. One free user account gets you access to Google's core services. Google Accounts is a unified sign-in system that gives users access to various Google products. Learn more about Google Accounts and all Google products . Below are the minimum age requirements to own a Google Account: <ul style="list-style-type: none">• United States: 13 or older, (except for Google Accounts created in Family Link for kids under 13)• Spain: 14 or older• Netherlands: 16 or older• All other countries: 13 or older Google Accounts are not permitted for children younger than the minimum age requirement in their jurisdiction.

¹ For purposes of this document, we define “minors” to be users under age 18, where many countries set the age of majority. The [age requirement for a Google account](#) is 13 in most countries, and some Google services (such as AdWords) are limited to people over age 18. There is a U.S. pilot program that allows parents to create accounts for children under the age of 13.

Some products and services available include the following:

Google Play allows developers to opt-in their family-friendly apps and games to the “Designed for Families” program. Apps that meet the [program requirements](#) will be featured through Google Play’s family-friendly browse and search experiences so that parents can find suitable, trusted, high-quality apps and games more easily. Only apps and games opted-in to the Designed for Families program will show up in searches initiated from the Family section in Apps Home.

YouTube Kids is a separate YouTube app, built from the ground up with kids and families in mind. YouTube Kids gives families an intuitive and simplified YouTube experience, with the content they love. The app is a fun and educational place for families to explore and discover millions of videos. We built the app with features designed for early literacy, limited dexterity, and easy video viewing. The YouTube Kids app relies on automatic systems to narrow down the YouTube corpus to a subset of content that is more suitable for kids. Because automatic systems are not perfect and the app can make mistakes. We include a detailed onboarding flow and parent guide to educate parents about the app and the various parental controls and settings available to tailor children’s experiences in the app.

With the **Family Link** app from Google (*early access program only, limited to the United States*) is the one instance in which we allow parents to create accounts for children under 13, and it allows parents and legal guardians can stay in the loop as children explore on their Android device. Family Link lets parents create a Google Account for their child that’s like their own Google Account, while also helping them set certain digital ground rules that work for their family — like managing the apps a child can use, keeping an eye on screen time, and setting a bedtime on their child’s device.

G Suite for Education (formerly called Google Apps for Education) [core services](#) are the heart of Google’s educational offering to schools. Schools can use G Suite core services in compliance with [COPPA](#) and [FERPA](#). More than 50 million students, teachers and administrators in almost every country in the world use G Suite to learn and work together. We are committed to protecting the privacy and security of all our users, including students.

Countries where products/services targeting (used by) minors are offered by your company.

Google is a global company, however the products and services we offer may differ across countries in the EU.

Google Accounts are not intended for children younger than the minimum age requirement in their jurisdiction and Google’s products and services are general audience and have not been designed for children under 13 (e.g. Chrome, YouTube, Gmail).

SECTION 1. USER-EMPOWERMENT

1. Identifying and promoting best practice for the communication of data privacy practices.		
Measures		Timeline for future actions
Current	Future	

<p>We have introduced a completely new site at privacy.google.com that answers some of the biggest questions Google users have on what data we collect and use. This website is a first iteration and we will continue to add material. We hope that this kind of transparency with our users will help empower them to make choices about their relationship with Google.</p> <p>We know that there is no one size fits all approach to protecting user privacy. Privacy means different things to different people — and in different contexts — and we want to help our users get into a state in their relationship with Google that they feel comfortable with.</p> <p>That's why we have recently overhauled our account settings, making them easier to find, understand, and manage. Our Google account settings experience is called My Account and it puts user controls in one place so that users can get into the privacy state that is best for them.</p> <p>We've built interactive Privacy and Security Checkup tools that walk users through some important privacy and security settings.</p> <p>Google offers data portability. We enable our users to get their data out of Google and into other services through Google Takeout which is easily accessible through My Account.</p> <p>Reaching signed-out users was an especially important improvement for us. When using their dashboard they are now given information about the controls that are available to them while signed-out, and the control that would also be available should they sign in or set up a Google Account. My Account is now also available from the One Google bar both for signed-in and signed-out users.</p> <p>Now that we've made My Account accessible to signed-out users, the site is crawlable by search engines</p>	<p>Google Play recently introduced a Primarily Child-Directed Declaration policy that requires all developers to declare whether their app is primarily child-directed in the Play Console. Apps that are declared as primarily child-directed must opt-in to our Designed for Families program. One of the requirements of the Designed for Families program is to include a link to your app's privacy policy on your app's Store Listing page.</p> <p>We have also been an active contributor to the "Best Practice Catalogue for consumer-friendly apps" developed by the German Federal Ministry of Justice and Consumer Protection.</p> <p>We will also continue developing public awareness campaigns with consumer and child safety organizations. We've run successful (joint) campaigns in Italy (Vivi Internet. Al Sicuro), Spain (Vive un Internet Seguro), most recently in Belgium (www.cybersimple.be) and The Netherlands (Google Privacy Tour).</p> <p>We will continue our educational programs, such as Internet Legends. The program is an exciting way to educate primary school children on online safety, including a lesson about 'protecting your stuff' which aims to teach these students about passwords and security.</p> <p>We continue to enhance user control and transparency, building on the My Account tools.</p> <p>Google will participate in UNICEF's working group on "children's rights and online privacy", exploring the best global approach towards children's right to privacy, also vis-a-vis their parents, and other fundamental rights, such as freedom of expression.</p>	<p>2017</p>
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<p>and will surface in search results across Google and other search engines.</p> <p>We've also made it easier for users to access the controls they seek right when they are looking for them. If a user types certain, specific queries into Google, we'll show them the answer that they are looking for in these boxes on the search results page.</p> <p>For Family Link (<i>early access program only, limited to the United States</i>) we have <u>developed a simple and dedicated page</u> to explain to parents what personal information we collect in association with their child's Google Account, why we collect it, and what we do with it.</p> <p>Since YouTube Kids is directed to children, it also has a separate YouTube Kids Privacy Notice that provides comprehensive information to parents about our data collection practices in the app.</p>		
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2. Providing accessible and robust tools that are easy to use and to provide feedback and notification as appropriate.		
Measures		Timeline for future actions
Current	Future	
<p>Google offers various safety settings. Users can filter explicit search results on Google, like pornography, using the SafeSearch setting. SafeSearch isn't 100% accurate, but it helps filter out explicit content. We also offer parental controls on Google Play. Users can set the <u>highest rating</u> they want to allow for downloads or purchases of <u>apps, movies and TV content</u>. Content rated higher than the rating setting cannot be downloaded to the device. Parents can create a supervised user on Chrome for their child. SafeSearch is on by default for supervised. The supervising account can block specific websites they deem to be inappropriate or only allow the supervised user to access certain approved sites. Users can</p>	<p>We recently launched a new comment feature on the YouTube main site that lets YouTube creators <u>delegate moderation</u>, giving people they trust the ability to remove public comments from a channel's videos. Creators may have comments with certain words or phrases <u>held for review</u> and approval before being published.</p> <p>We're now introducing a new beta feature that allows creators to hold potentially inappropriate comments for review. If they choose to opt-in, comments identified by our algorithm will be held and creators have the final decision whether to approve, hide, or report these comments.</p>	<p>2017</p>

also create a supervised user on Android tablets to utilize parental controls on shared family devices and prevent certain family members from seeing certain types of content. On YouTube, we provide Restricted Mode. Restricted mode provides a more limited viewing experience on YouTube and helps to filter out content across more mature topics.

Several of our general audience products, such as Google+, YouTube and Blogger, provide ways for users over 13 to create, post and share content. Users can find out what types of content aren't allowed in our Terms of Use, Content Policies, and Community Guidelines for our various products. Each platform also has its own help center with detailed information about flagging and reporting, information about our policies, and information about the steps we might take to address content that is found to be in violation.

Users can use in-product tools or navigate to the relevant help center to report potential abuse for review. For example, if users find mature content on Search when [SafeSearch](#) is on they can report websites using [this form](#) and can report images by clicking on the image and the option to send feedback.

Users can report apps, games, music, TV shows, movies and books on Google Play. In addition, family friendly content can be identified by the [family friendly star](#) and users can report inappropriate content marked as family friendly using [this form](#).

Users on YouTube can flag videos that potentially violate YouTube's [Community Guidelines](#) for review. Today 98% of flags on YouTube are reviewed within 24 hours and we had 26 million removals in 2016. In addition to flagging content, we also have a robust [privacy guidelines](#) in place for individuals to [request removal of content](#) from YouTube on privacy grounds. The content may be removed from YouTube if an

<p>individual is considered to be uniquely identifiable. A parent or legal guardian may submit a privacy report on behalf of an individual under 18. Trained staff will review the report and contact the complainant for more information and to notify them of the outcome of their request.</p> <p>In the YouTube Kids app we have also built a simple and intuitive user flagging system so that users can easily let us know if they find content that is inappropriate. Users only have to touch the three dots on the upper right of a video to flag content. Trained YouTube staff review flagged videos 24/7 and will immediately pull inappropriate content from the app.</p>		
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3. Promoting users' awareness and use of information and tools to help keep themselves safer online and of their responsibility and duty to behave responsibly and respectfully towards others and foster trust, at the same time promoting minor's digital empowerment.

Measures		Timeline for future actions
Current	Future	
<p>The Google Safety Center for Families is a great resource for users looking for tips and tricks on how to stay safe online. It highlights things like how to control the visibility of content you post or see on our platforms such as YouTube and Google+, and even how to locate a lost Android device remotely. The YouTube Policy and Safety Hub is a central resource for users to learn about YouTube's policies, safety practices, and reporting tools, including how to flag videos that violate our Community Guidelines, how to keep personal videos private, and how to block users whose comments or messages are troublesome.</p> <p>We have developed and posted Terms of Use and Program Policies that set out the rules of the road on our platforms. For example, on YouTube, we have Community Guidelines that helps users understand what video content is</p>	<p>We will continue our educational programs such as Internet Legends. The program educates primary school children on online safety and aims to promote behaviour to ensure children can confidently and safely get the most out of all that the internet can offer.</p> <p>We will also continue developing public awareness campaigns with consumer and child safety organizations. We've run successful (joint) campaigns in Italy (Vivi Internet, Al Sicuro), Spain (Vive un Internet Seguro), most recently in Belgium (www.cybersimple.be) and The Netherlands (Google Privacy Tour).</p> <p>In addition, we'll continue to invest in YouTube Creators for Change program to support creators who are speaking up on a range of issues, including hate speech and xenophobia, and promoting awareness of important issues through video.</p>	<p>2017</p>

<p>allowed on our site. If a user posts a video or otherwise behaves on the site contrary to these Guidelines, we will generally remove the offending material, and apply a Community Guidelines warning strike against the user.</p> <p>In 2016 we launched our global YouTube Creators for Change program. The goal of the program is to drive greater awareness of social issues and to amplify the voices of positive role models who are tackling difficult social issues with their YouTube channels.</p> <p>As part of Creators for Change we're working with NGOs and schools to launch local programs in various countries to reach people of all ages. We introduced a program in France that brought together more than 700 participants who created 140 videos under the theme of fraternité. In Germany, YouTube creators joined forces under #NichtEgal to unite Germans in countering online hate. We took the program offline in the UK and launched a series of day-long workshops for 13 to 18-year-olds, teaching them about online safety, encouraging them to create a positive presence online, and talking about topical issues faced by young people today, such as how to handle offensive speech online, spotting fake news and using videos to increase diversity.</p>		
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4. Promoting the use of content classification when and where appropriate.		
Measures		Timeline for future actions
Current	Future	

<p>SafeSearch is designed to screen pages that contain sexually explicit and violent content from search results. While no filter is 100% accurate, SafeSearch helps people avoid content they may prefer not to see or would rather their children did not stumble across. SafeSearch also helps keep explicit images out of search results when the user is not specifically seeking them.</p> <p>In April 2015 Google Play launched Designed for Families, an opt-in program that allows developers to designate their apps and games, that have been designed for kids and/or families, as family-friendly and surface these apps to the right users. Apps that meet the program requirements are featured through Google Play's family-friendly browse and search experiences so that parents can find suitable, trusted, high-quality apps and games more easily.</p> <p>All developers complete a content rating questionnaire for each of their apps and games to receive objective content ratings. Google Play's rating system includes official ratings from the International Age Ratings Coalition (IARC) and its participating bodies, including the ESRB and PEGI. These ratings are used in a number of ways. For example, they help parents and users understand an app's maturity, Google Play's parental controls allow parents to restrict downloads based on the ratings, and apps that are rated as ESRB Everyone or Everyone 10+, or equivalent, and that meet other eligibility requirements, can be part of the Designed for Families program. Apps that are part of Designed for Families are marked with the family star badge, which reflects the target age developers select for their apps and serves as a signal of quality for parents.</p> <p>Although we have Community Guidelines for YouTube that describe the type of content that is and isn't allowed on the site, there may be cases when users prefer to</p>	<p>Eligibility criteria for Augmented Reality and Virtual Reality apps have recently been added to the program requirements for Designed for Families.</p> <ul style="list-style-type: none"> ● If an app uses Augmented Reality, a developer must include a safety warning upon launch of the app that contains the following: <ul style="list-style-type: none"> ○ An appropriate message about the importance of parental supervision ○ A reminder to be aware of physical hazards in the real world (e.g., be aware of your surroundings) ● Daydream apps are not eligible to participate in the Designed for Families program <p>We recently made several improvements to Restricted Mode on YouTube main. We take user feedback seriously and continuously work to improve our products and services and to provide a positive experience for our users.</p> <p>We will continue rolling out the YouTube Kids app in more EU markets.</p>	<p>2017</p>
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<p>screen out certain content even though it meets our guidelines. Opting in to Restricted Mode means that videos with mature content or that have been age-restricted (i.e. only viewable to signed in users over 18) will not show up in video search, related videos, playlists, shows or films. While no filter is 100% accurate, we use community flagging and image detection to help identify and hide inappropriate content. It is also designed to hide objectionable comments.</p> <p>The content available on the home screen of the YouTube Kids app tends to be popular content, like Peppa Pig and Sesame Street. We also want to make sure children can discover new content so we have built search into the app. This will bring families access to even more content, including a rich spectrum of the original user-generated videos. Note that we have limited search results if our algorithms cannot find family-friendly videos to show, and have made efforts to only include autocomplete terms that lead to child-friendly content. Parents can turn off search if they want to limit their child to content on the home canvas.</p>		
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5. Promoting the awareness and use of parental control tools.		
Measures		Timeline for future actions
Current	Future	
[See answers to action item 4]	[See answer to action item 4]	

SECTION 2. ENHANCED COLLABORATION

<p>6. Intensifying cooperation between ourselves and with other parties such as Child Safety Organisations Governments, education services and law enforcement to enhance best practice-sharing.</p>

Measures		Timeline for future actions
Current	Future	
<p>As a founding member of the ICT Coalition, a self-regulatory group of Internet companies, we aim to help younger internet users make the most of the online world, including through the Principles for the Safer Use of Connected Devices and Online Services by Children and Young People in the EU.</p> <p>We run several projects to boost digital literacy, such as the Internet Legends programme in the UK, the #NichtEgal YouTube anti-bullying campaign in Germany, and Web Rangers in the Czech Republic and Slovakia.</p> <p>CSAI. We do everything we can to keep Google from being part of the supply chain for this egregious content and to support organizations who are working to address child exploitation on a social level.</p> <p>We scan images and videos across Google to keep this illegal content off our platforms. In addition, if people search for this content on Google Search, we surface hotline information where they can go to get help. These alerts also make clear that child sexual abuse is illegal and have been rolled out across 28 countries, including Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Portugal, Spain and the UK.</p> <p>When Google becomes aware that content violates the law, we cooperate with law enforcement agencies quickly and in the proper legal framework. We respond to thousands of legal requests each year from law enforcement related to child protection investigations. In addition, we provide training, technical assistance, and resources to law enforcement officials investigating online crimes against children through forums such as the Crimes Against Children National Conference and Interpol's Specialist Group Crimes Against Children.</p>	<p>Building on previous summits and ongoing bilateral NGO partnerships we hosted our 2nd EMEA Child Safety Summit in Dublin on 27-28 April 2017. Over 150 NGO's and government representatives from over 20 countries, that work with local Google teams in EMEA markets on a daily basis, joined us for a day-long discussion on digital parenting, ads literacy and children, the age of consent for minors online and demos of Google's product and tools, developed with kids and families in mind. Several partner organizations took the stage to share their experiences and projects with the wider community. By teaming up again with Facebook we ensured the widest range of issues was covered</p> <p>We will scale up work with e-safety and anti-cyberbullying organizations that have a presence in schools. Provide focus group discussions and an overview of tools, trends and best practices in online safety to empower users -especially children- to have a positive experience online.</p> <p>We will continue participating in the ICT Coalition Forums, with the next one planned for May 16th at Google's Brussels offices. This Forum is open to all participating companies and organizations in the Alliance.</p> <p>We are committed to the review of the Alliance results in the context of the ICT Coalition to ensure consistency and a universal approach</p>	2017

<p>We respond proactively to situations of imminent danger and report all instances of CSAI to the National Center for Missing and Exploited Children (NCMEC). Internationally, we work closely with organizations such as the Internet Watch Foundation (IWF) in the UK, the Freiwillige Selbstkontrolle Multimedia-Diensteanbieter (FSM e.V.) in Germany, and the INHOPE global network.</p> <p>We have multiple teams at Google dedicated to developing new, state-of-the-art technology to tackle CSAI. Since 2006, we have been a member of several public-private coalitions, like the Technology Coalition and Europol's Financial Coalition against Commercial Sexual Exploitation of Children Online (EFC), that bring companies together to develop tech solutions to disrupt the exchange of CSAI online and prevent the sexual exploitation of children.</p>		
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<p>7. Identifying emerging developments in technology such as connected devices and with the support of the Commission, engage with other parties who also have a role to play in supporting child safety online.</p>		
Measures		Timeline for future actions
Current	Future	
<p>We run several projects to boost digital literacy, such as the Internet Legends programme in the UK, the #NichtEgal anti-bullying campaign in Germany, and Web Rangers in the Czech Republic and Slovakia.</p> <p>As a founding member of the ICT Coalition, a self-regulatory group of Internet companies, we aim to help younger internet users make the most of the online world, including through the Principles for the Safer Use of Connected Devices and Online Services by Children and Young People in the EU.</p>	<p>We will continue to co-fund research as a Member of the ICT Coalition, with a specific focus in 2017 and 2018 on identifying gaps in online child safety policies.</p> <p>We continue to explore new approaches and partnerships with industry, trusted organizations, and consumer groups that work toward improving user education and awareness and child protection online.</p>	2017

SECTION 3. AWARENESS RAISING

8. Supporting the development of awareness-raising campaigns about online safety, digital empowerment, and media literacy through both ad hoc and ongoing initiatives.		
Measures		Timeline for future actions
Current	Future	
<p>We run several projects to boost digital literacy, such as the Internet Legends programme in the UK, the #NichtEgal anti-bullying campaign in Germany, and Web Rangers in the Czech Republic and Slovakia.</p> <p>We run <u>various programs</u> that educators and students can get involved in and our Training Center provides <u>free, online trainings</u> about using Google tools and integrating them into the classroom, including a <u>digital citizenship curriculum</u></p> <p>In <u>September</u> 2016 YouTube announced a new program called Creators for Change, putting forward creators to help counter xenophobia, extremism, hate and other issues with stories promoting positive change.</p>	<p>We will continue developing public awareness campaigns with consumer and child safety organizations. We've run successful (joint) campaigns in Italy (<u>Vivi Internet. Al Sicuro</u>), Spain (<u>Vive un Internet Seguro</u>), most recently in Belgium (<u>www.cybersimple.be</u>) and The Netherlands (<u>Google Privacy Tour</u>).</p> <p>Starting in Hungary in April 2017, the KodKlub project will focus on introducing children living in the countryside in children's homes to the technology world, with the aim to open their world towards career possibilities in this sector. The project will be carried out by a Hungarian NGO "Technology Education Foundation".</p>	2017

9. Promoting children's access to diversified online content, opinions, information and knowledge.		
Measures		Timeline for future actions
Current	Future	
<p>G Suite for Education (formerly called Google Apps for Education) <u>core services</u> are the heart of Google's educational offering to schools. Schools can use G Suite core services in compliance with <u>COPPA</u> and <u>FERPA</u>. G Suite core services contain no advertising and do not use personal information in those services for advertising purposes..More than 50 million students, teachers and administrators in almost every country in the world use G Suite to learn and work together. We are committed to protecting the privacy and security of all our users,</p>	<p>We will continue to focus on improving product experiences and bringing products to more and more families. We have teams dedicated to the development of new features for products such as YouTube Kids and Family Link. Our goal is to expand these product offerings to users in more countries across EMEA.</p>	2017

<p>including students.</p> <p>Google Play allows developers to opt-in their family-friendly apps and games to the “Designed for Families” program. Apps that meet the <u>program requirements</u> will be featured through Google Play’s family-friendly browse and search experiences so that parents can find suitable, trusted, high-quality apps and games more easily. Only apps and games opted-in to the Designed for Families program will show up in searches initiated from the Family section in Apps Home.</p> <p>YouTube Kids gives families an intuitive and simplified YouTube experience. It contains all the content they love front, and still allows kids to explore the depth and breadth of content that YouTube has to offer in a more contained way. The app is a fun and educational place for families to explore and discover millions of videos.</p> <p>With the Family Link app from Google (<i>early access program only, limited to the United States</i>), parents and carers can stay in the loop as children explore on their Android device. Family Link lets parents create a Google Account for their child that’s like their own Google Account, while also helping them set certain digital ground rules that work for their family — like managing the apps a child can use, keeping an eye on screen time, and setting a bedtime on a child’s device.</p>		
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SECTION 4. OTHER TYPES OF ACTIVITIES

<p>10. Other types of activities concerning online safety for minors.</p>		
<p>Measures</p>		<p>Timeline for future actions</p>
<p>Current</p>	<p>Future</p>	

[see above]	[see above]	
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