

Exhibit 270



Pennyworth Narrative and Project Ideas for [REDACTED] [REDACTED]

What this is

- These are ideas for narratives and projects to fit into a [REDACTED] stream of [REDACTED] that goes beyond compliance
- This is intended to help inform the planning process of [REDACTED]
- Feedback and additional ideas are very welcome

What it is not

- A complete plan / an overview of what will happen (not all projects can be done given available resources)
- Intended to replace [REDACTED] discussions or planning efforts

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Content

- Pennyworth Narratives

Possible high-level narratives to group proactive user trust projects with a focus on transparency & control for [REDACTED] with a focus on user benefits. In each case, different versions of the narrative are shown. Sample projects may overlap between narratives

- My Account Evolution

A more concrete action plan for improving My Account for our users

- Project Sketches

More details about the sample projects that could match Pennyworth narratives or [REDACTED] workstreams

- Related Work

Other efforts that will contribute to [REDACTED] & planning and user trust projects in 2017

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Pennyworth Narratives

An early collection of potential narratives for non-compliance projects in the [REDACTED] context, with matching sample projects

***What does Google
know about me?***

***I want to see & control
what Google collects
about me***

Radical transparency

We know how far
you walked today

We know who you
know

We know what you
searched for



What does Google know about me?

I want to see & control what Google collects about me

Radical Transparency

- Goal: Help the user understand what data we collect by providing the proper tools and remove confusion about where to find what information by consolidating the tools.
- Sample projects:
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]

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Why does Google know this?

Accountability

Audit trails for all collected & inferred information



When did I ever allow google to access my location?

How does Google know my phone number?

Why am I receiving this email from Google?

Why does Google know this? // what does Google need it for?

Accountability

Audit trail for all collected and inferred information

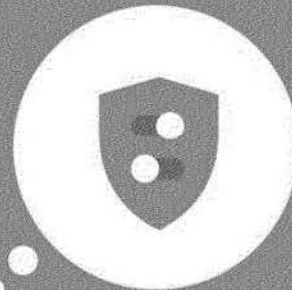
- Goal: Remove doubt/mistrust of why Google has the information about the user that it does (we know users assume the worst if they don't understand) by explaining where information comes from
- Sample projects:
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]

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***Where and how can I control
my Google Experience?***

***Transparency and control
where needed / everywhere***



Where can I change
my password?

What are all my
phone numbers?

Where can I control
my data?

Where and how can I control my Google experience?
Transparency and control where needed / everywhere

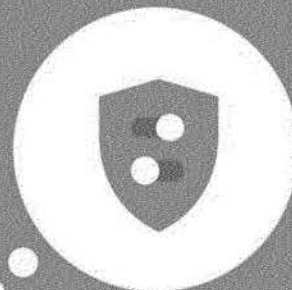
- Goal: Have the right controls just a click/tap away when they are needed. We shouldn't expect users to learn to navigate to a specific product to manage their security & privacy
- Sample projects:
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]

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*What's the place to go to if I
have questions or problems?*

*One-stop shop for all
account needs*



Where can I change
my password?

What are all my
phone numbers?

Where can I control
my data?

What's the place to go to if I have questions or problems?
One-stop shop for all account needs

- Goal: [REDACTED]
[REDACTED]
- Sample projects:
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]

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How can I be safe on the internet?

Am I safe?

Google's got your back

You are safe with us



How can I be safe on the internet?

Am I safe?

Google's got your back

You are safe with us

- Goal: Address important user concern around security/safety with easy-to-use, personalized tools and reassuring messaging
- Sample projects:
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]

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How can I avoid (privacy & security) mistakes and surprises?

No surprises

Intuitive controls

Consistent experiences



How can I avoid privacy and security mistakes and surprises?

No surprises

Intuitive controls

Consistent experiences

- Goal: Create consistent, predictable and intuitive experiences to avoid surprising users and users losing trust
- Sample projects:
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - Answer: What can others see of my information/data?

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How can Google be more personal?

Users as persons, not accounts

Improving the user's relationship with Google

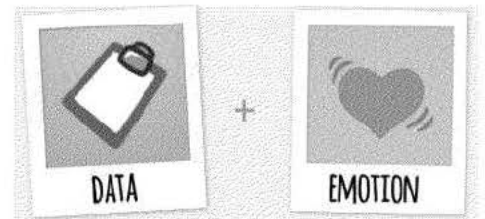


How can Google be more personal?

Users as persons, not accounts

Improving the user's relationship with Google

Amazing personalization



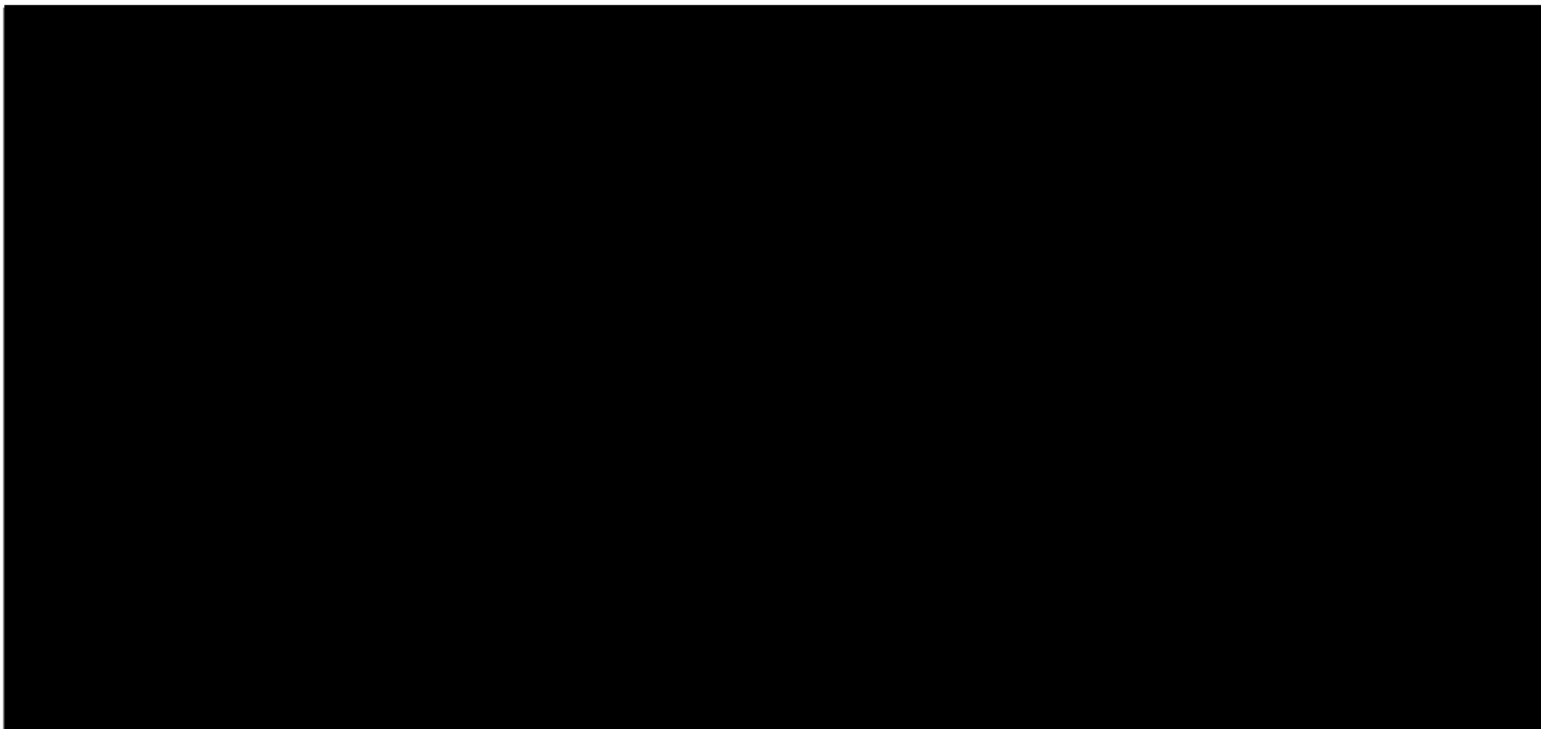
- Goal: Foster the relationship between the user and Google, making it more emotional. Create moments of delight and making more whimsical. The user should identify with his digital "me" at Google.
- Sample projects: [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]

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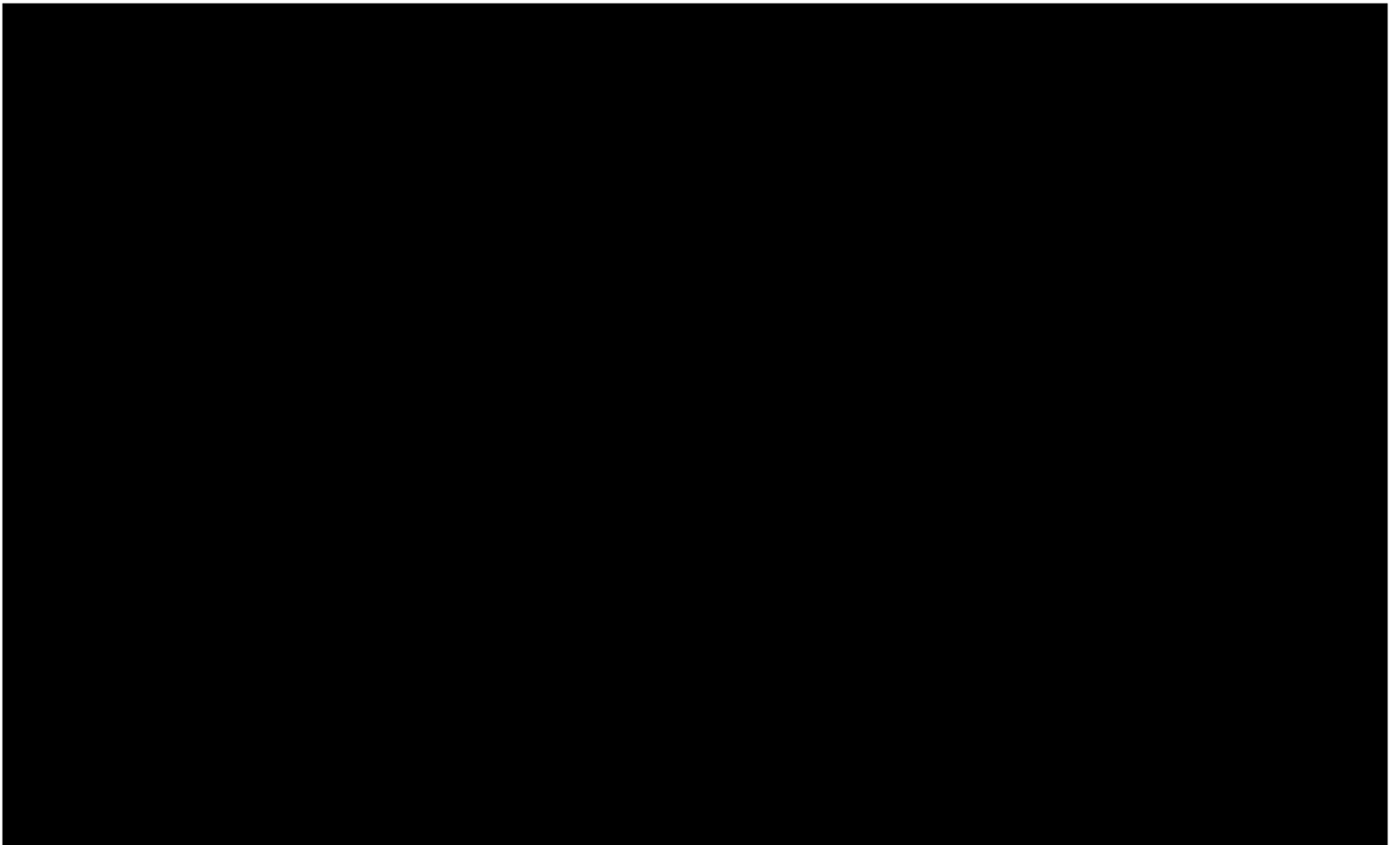
My Account Evolution

A product view of user improvements



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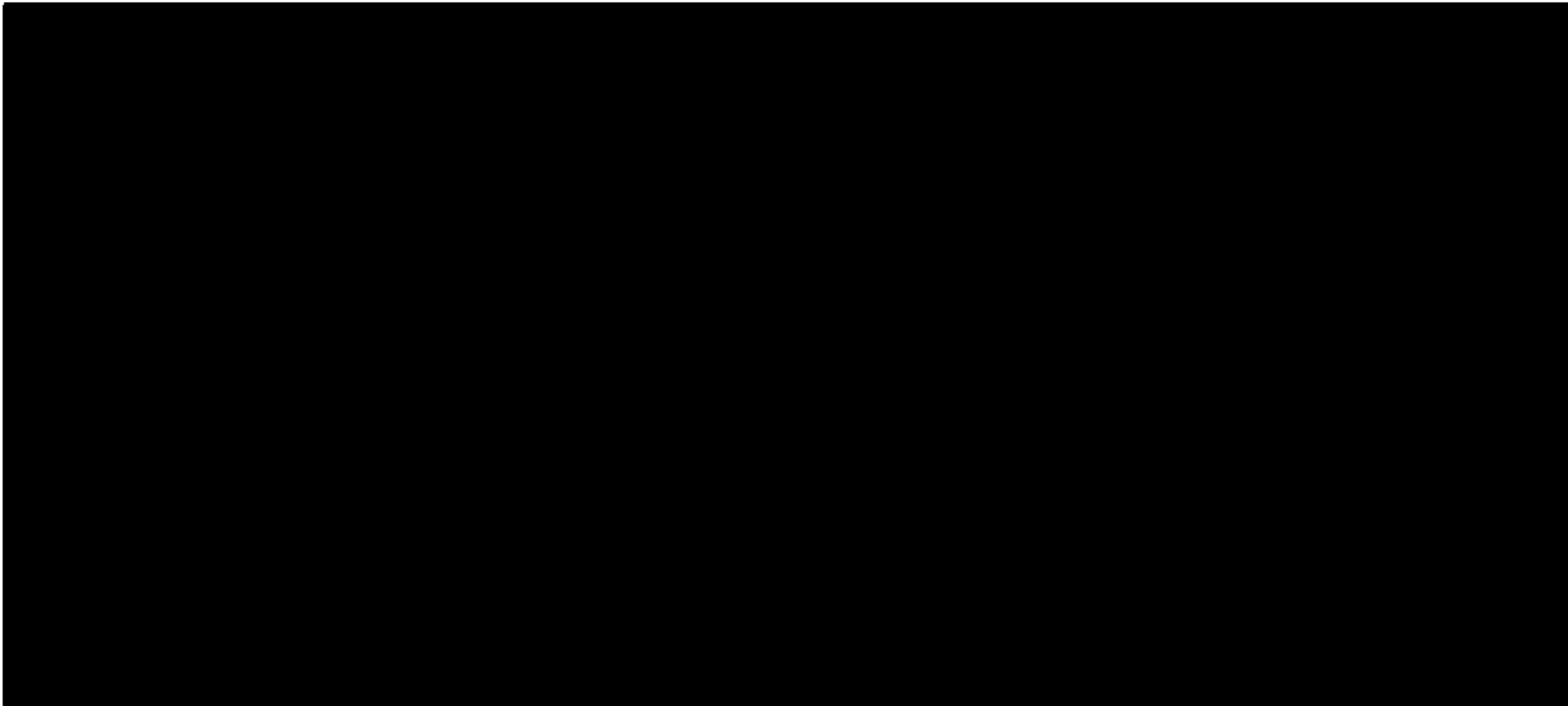


Project Sketches

More details for the sample projects

Consolidation of Transparency tools





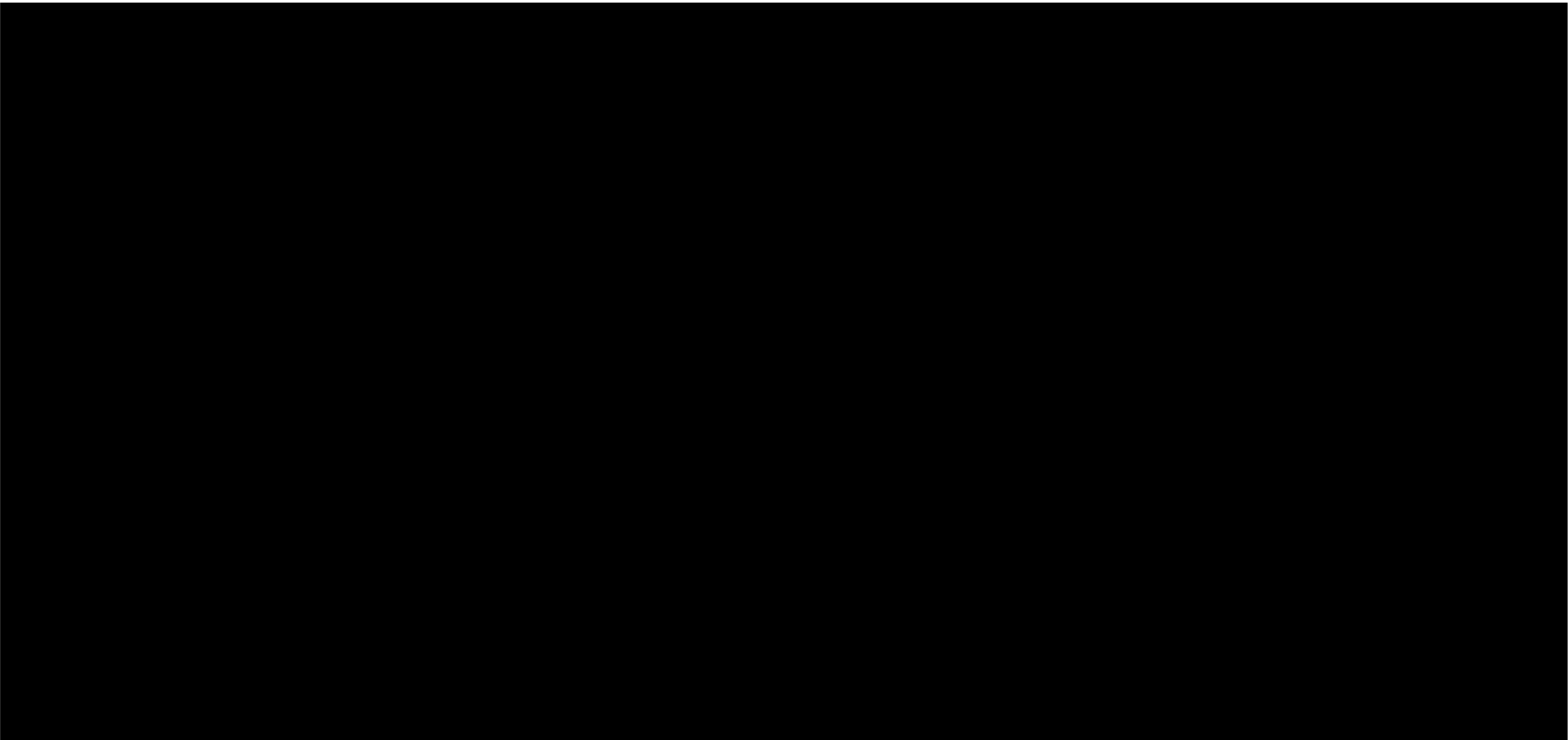
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Mobile First Account Management

Where and how can I control my Google experience?

There's still much more that can be done on the mobile side of account management. This is partially foundational work, partially incremental improvements in user flows and partially aspirational.

- All settings available in mobile-optimized version
- Easy integration for 1st party apps
- Automatic redirect to the best available experience, e.g.:
 - Offer users the native / WV settings experience when on mobile web
 - "light" settings when on poor networks (also helps users with unsupported browsers)
- Including device settings (e.g., SYAF + device security settings)

Google

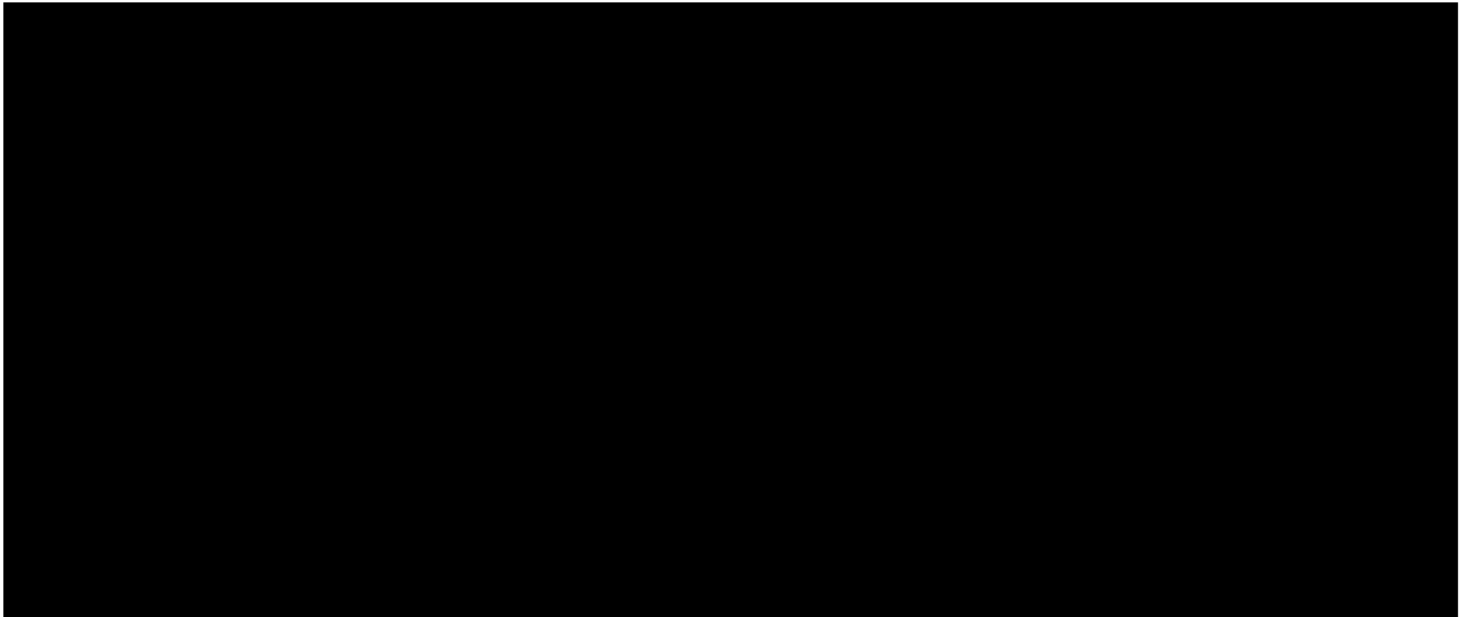
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Search Integration / Assistive Focus

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My Account: Adding Settings that should be there



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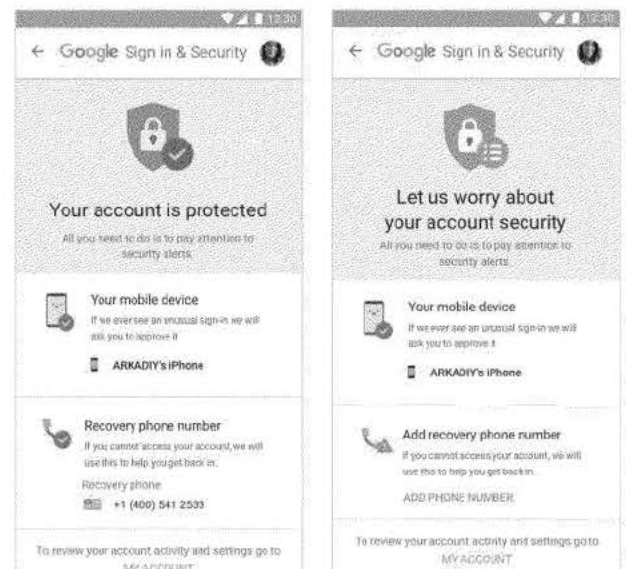
Actionable Insights

You are safe with us

To complement the privacy-focused messaging, we want to address users' concerns about account security. This can surface in multiple places (even within My Account), influencing how we present users with overviews of their account state and things to do.

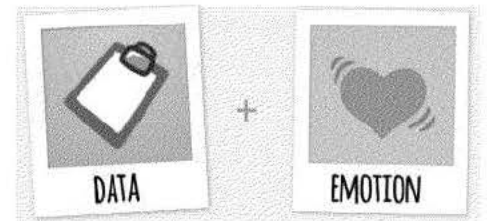
- New [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]

Google

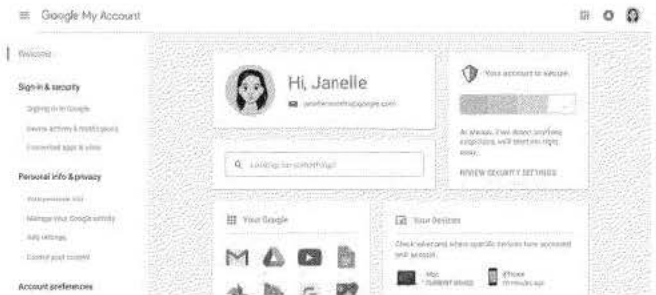


Amazing Personalization

Making account management less overwhelming and more personal, essentially building a more emotional relationship between Google and the user.



- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]



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Consolidation and Cleanup

No surprises

Users should have a single place (e.g., My Account) where they can manage all their account settings / Google Identity. To really get there, we'll have to [REDACTED]

[REDACTED]

- ▶ [REDACTED]
 - [REDACTED]
- ▶ [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- ▶ [REDACTED]
 - [REDACTED]
 - [REDACTED]

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What can others see about me?



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Related Work

Other efforts that will generate ideas and contribute to non-compliance [REDACTED] planning

Related Work

The following a current efforts that will provide additional input into the planning effort:

- [REDACTED]
 - [REDACTED]
[REDACTED]
- [REDACTED]
 - [REDACTED]

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Slide Graveyard



[REDACTED] Workstreams

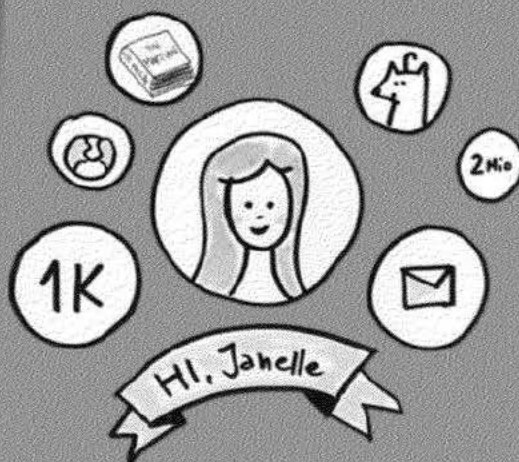
An attempt to match planned [REDACTED] workstreams with
Pennyworth narratives and non-compliance projects

How can Google be more personal?

LESS GOOGLE
MORE YOU

ANDROID ACCOUNT?
GMAIL ACCOUNT?
GOOGLE ACCOUNT?
WHAT?!

~~ACCOUNTS~~
PEOPLE ♥



YOUR DATA
= YOURS

WE WANT TO SEE OURSELVES
— NOT JUST MORE GOOGLE



Other ideas

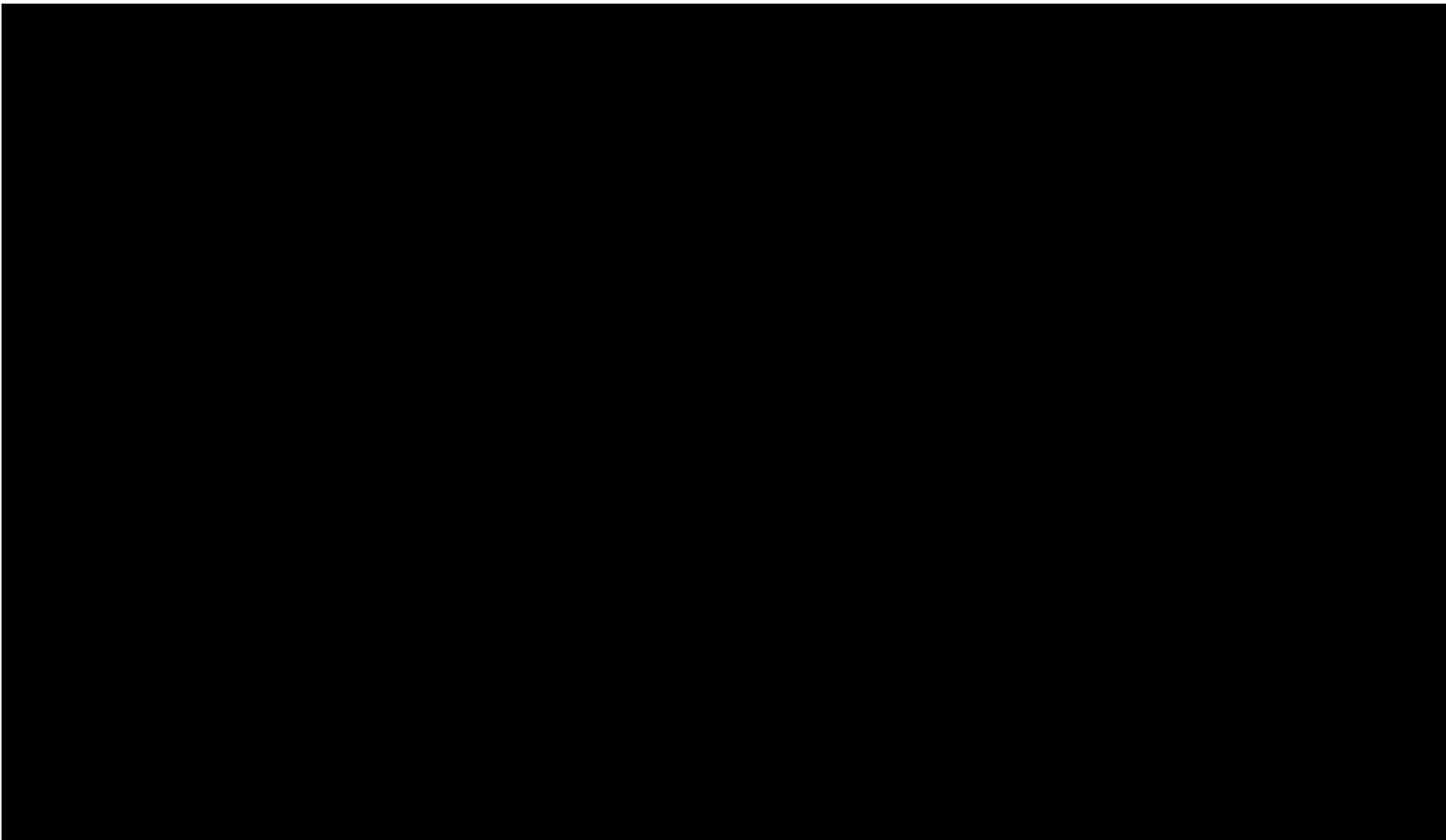
WIP, unfinished

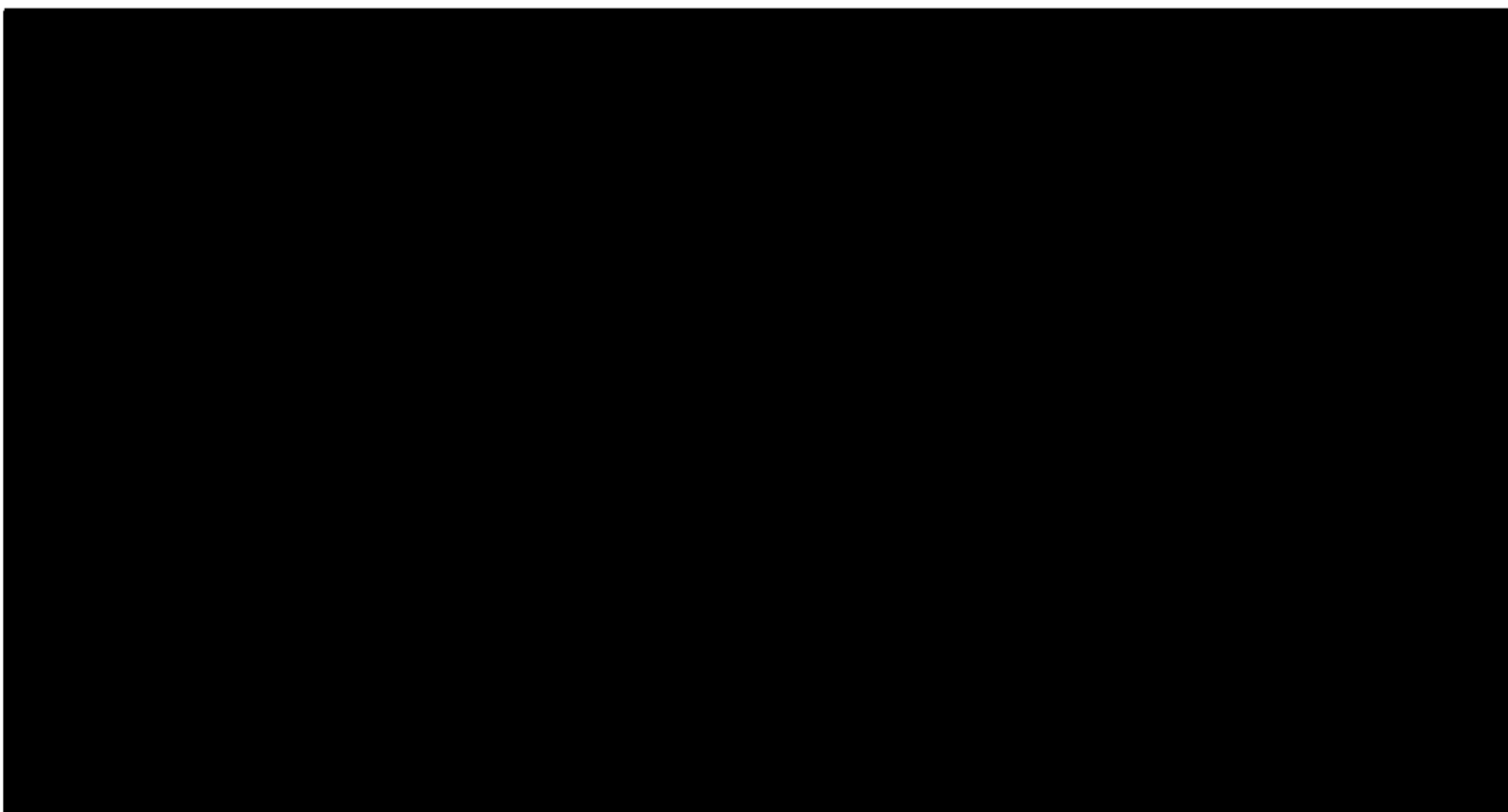
Other

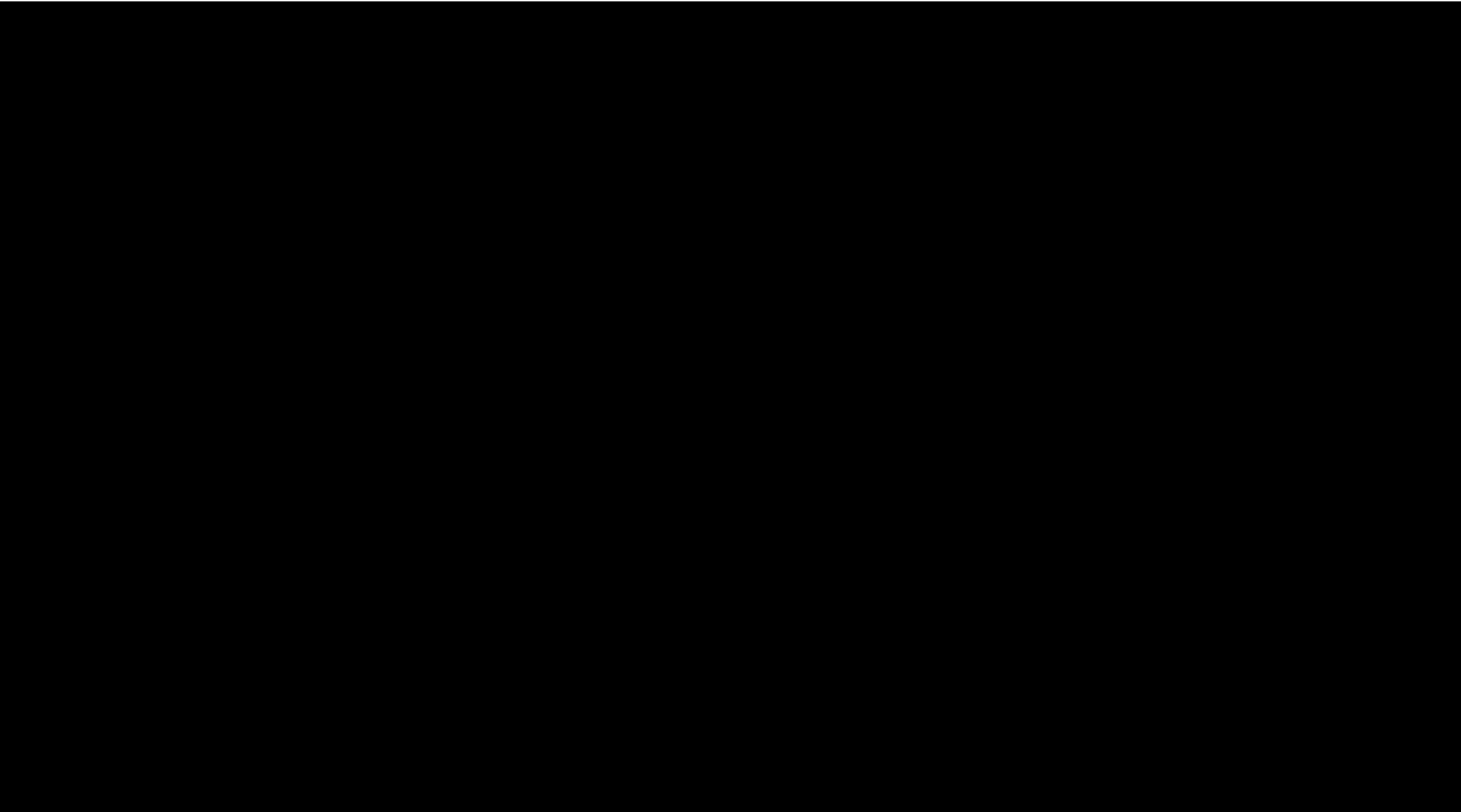
- [REDACTED]
[REDACTED]
 - [REDACTED]

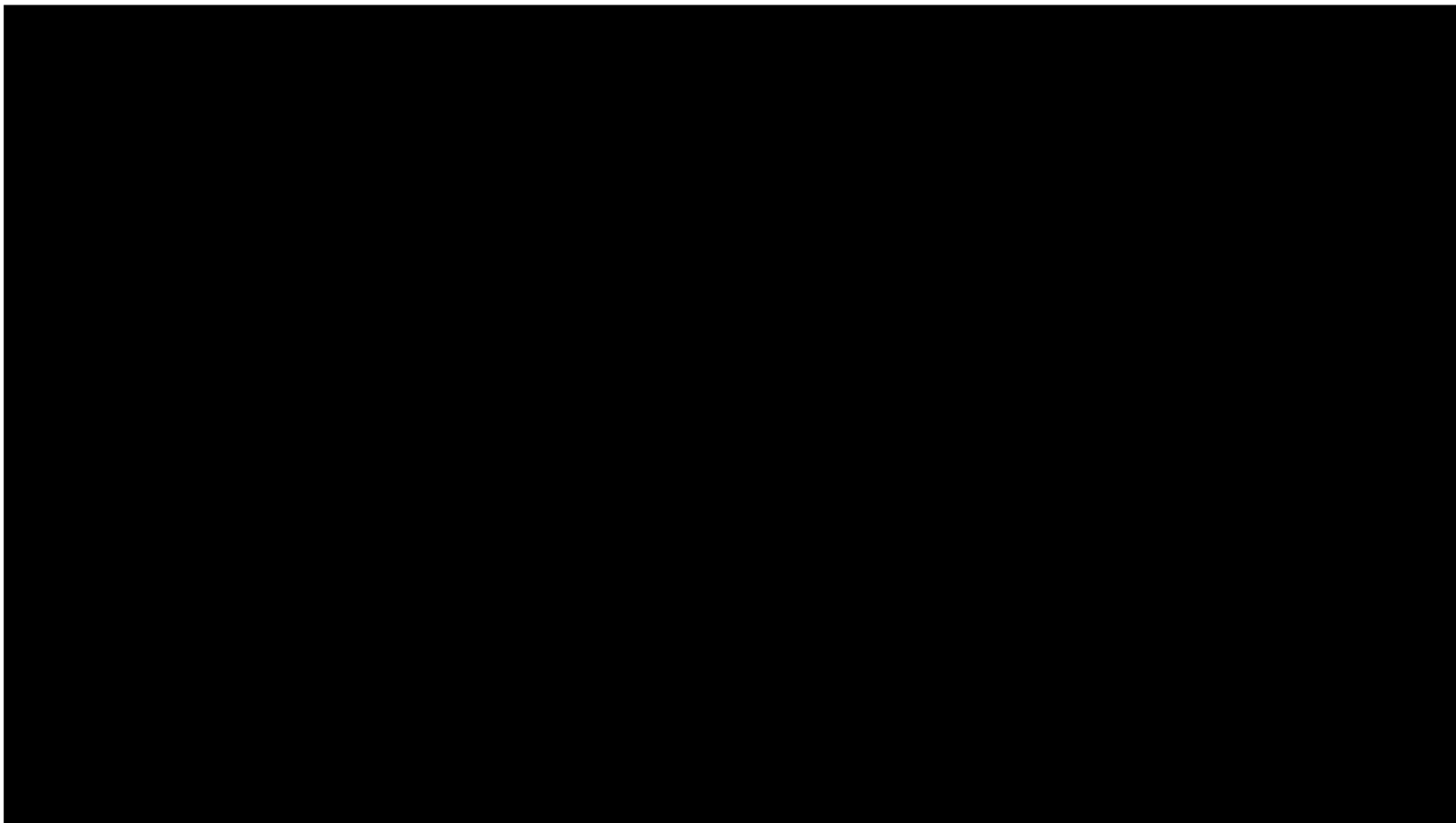


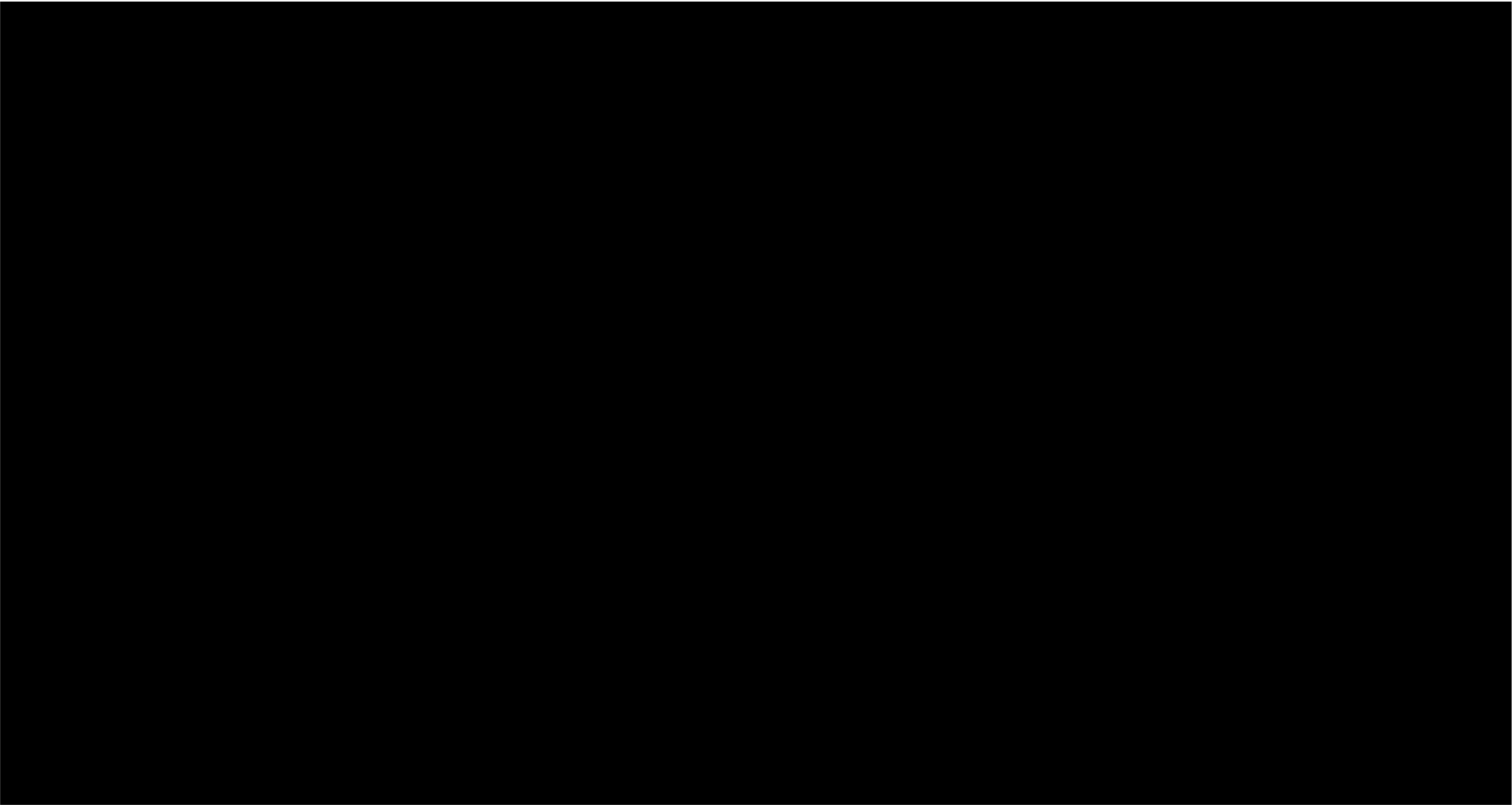
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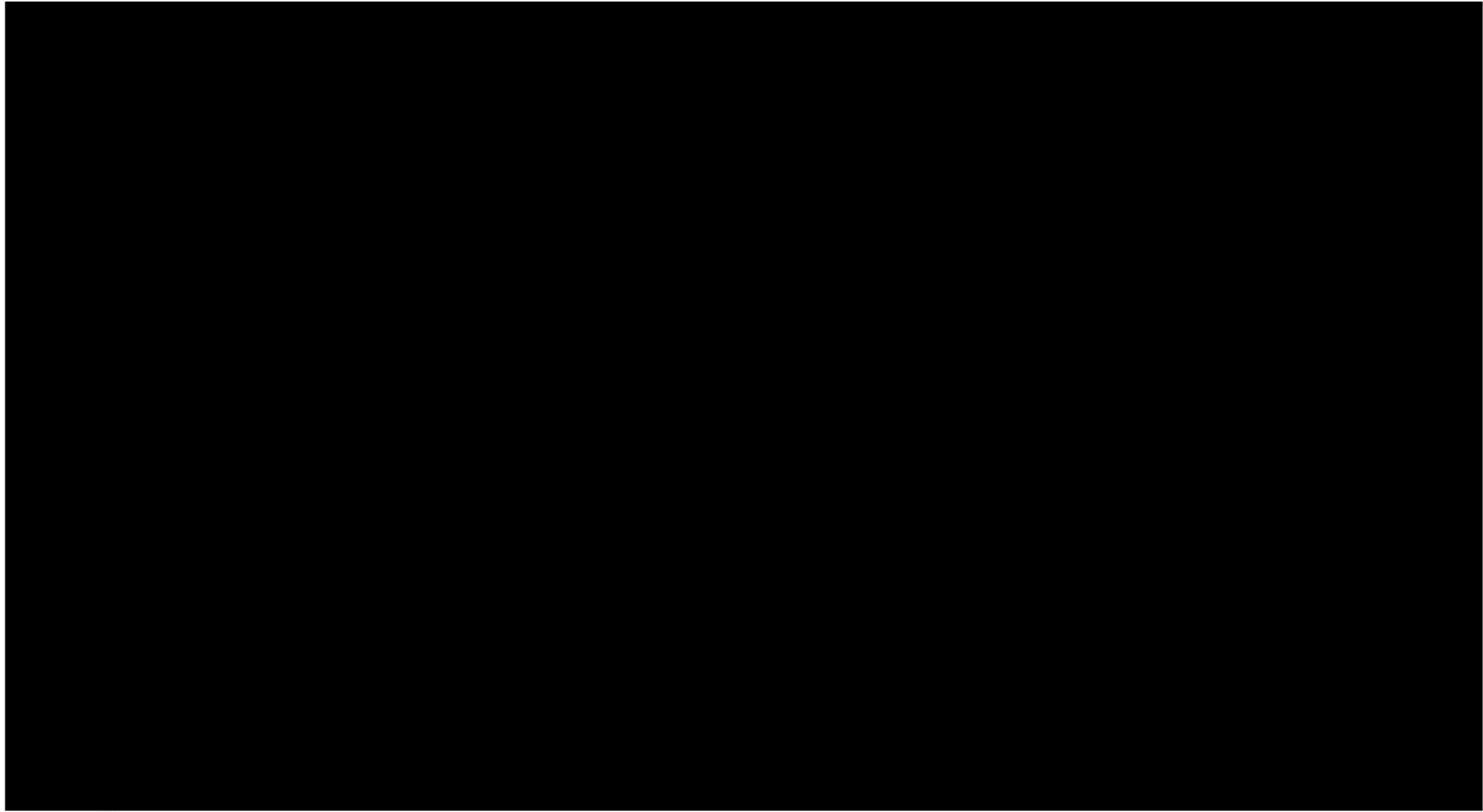








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Notes Summary:

No speaker notes are contained in this presentation.