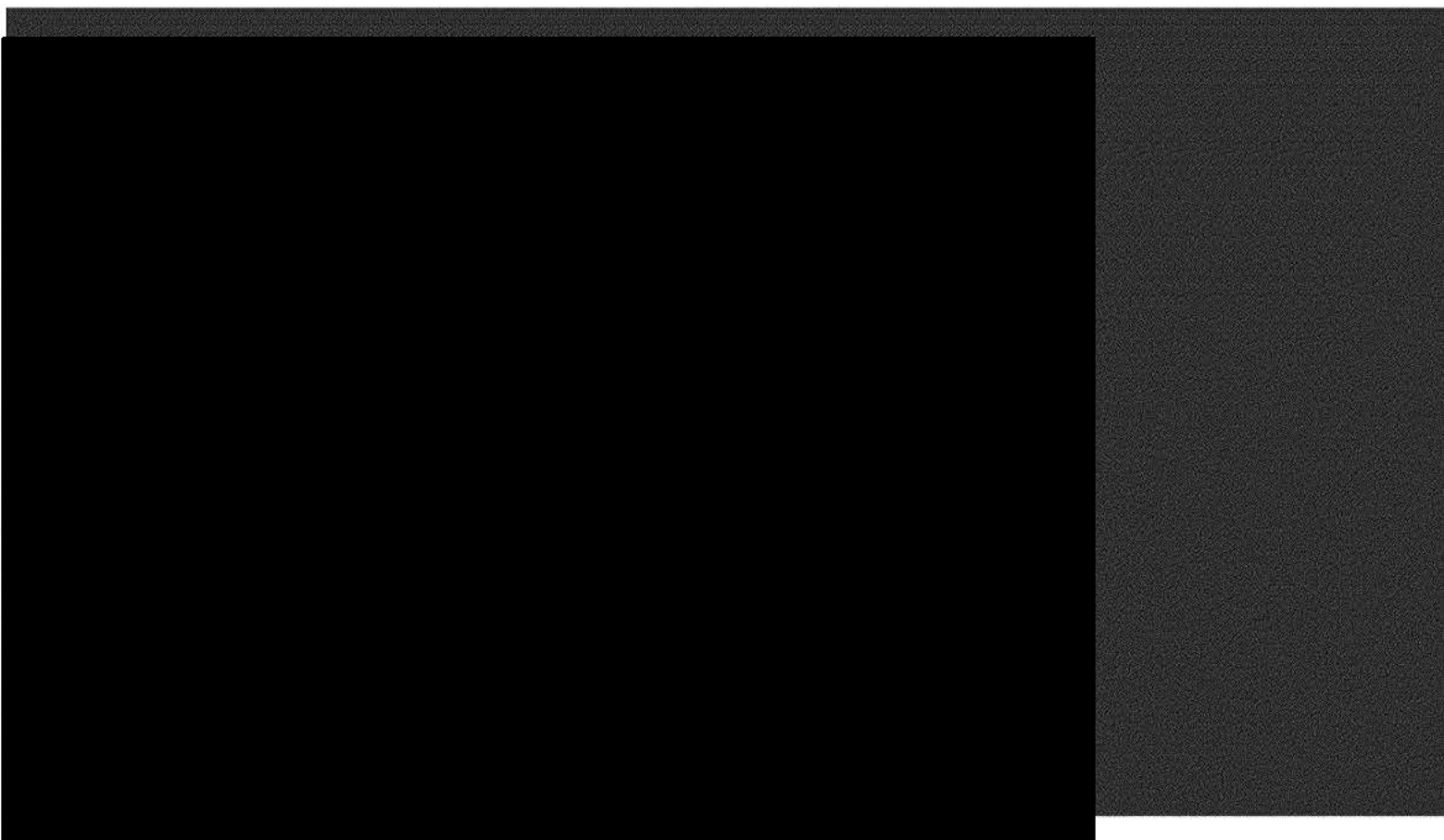
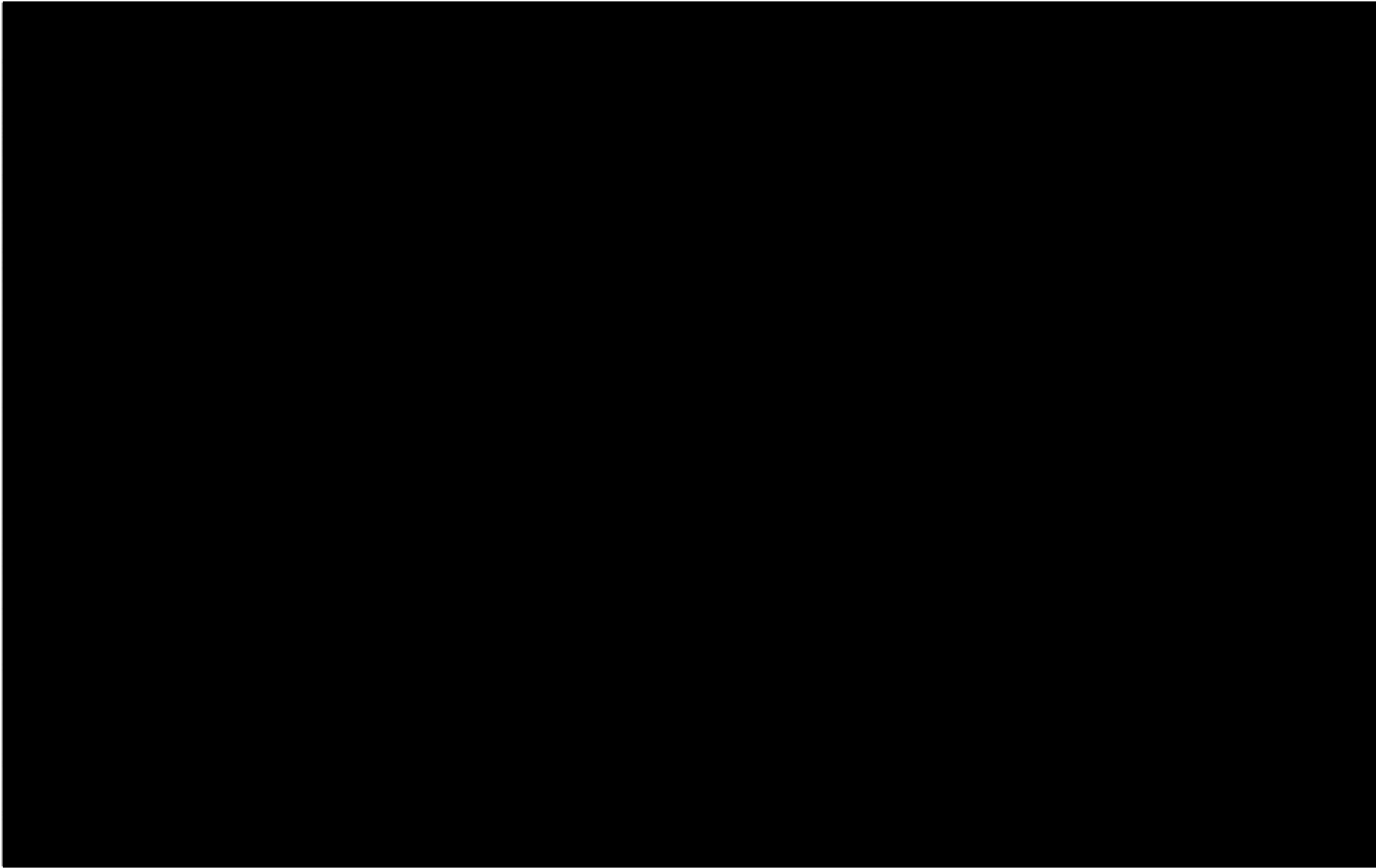
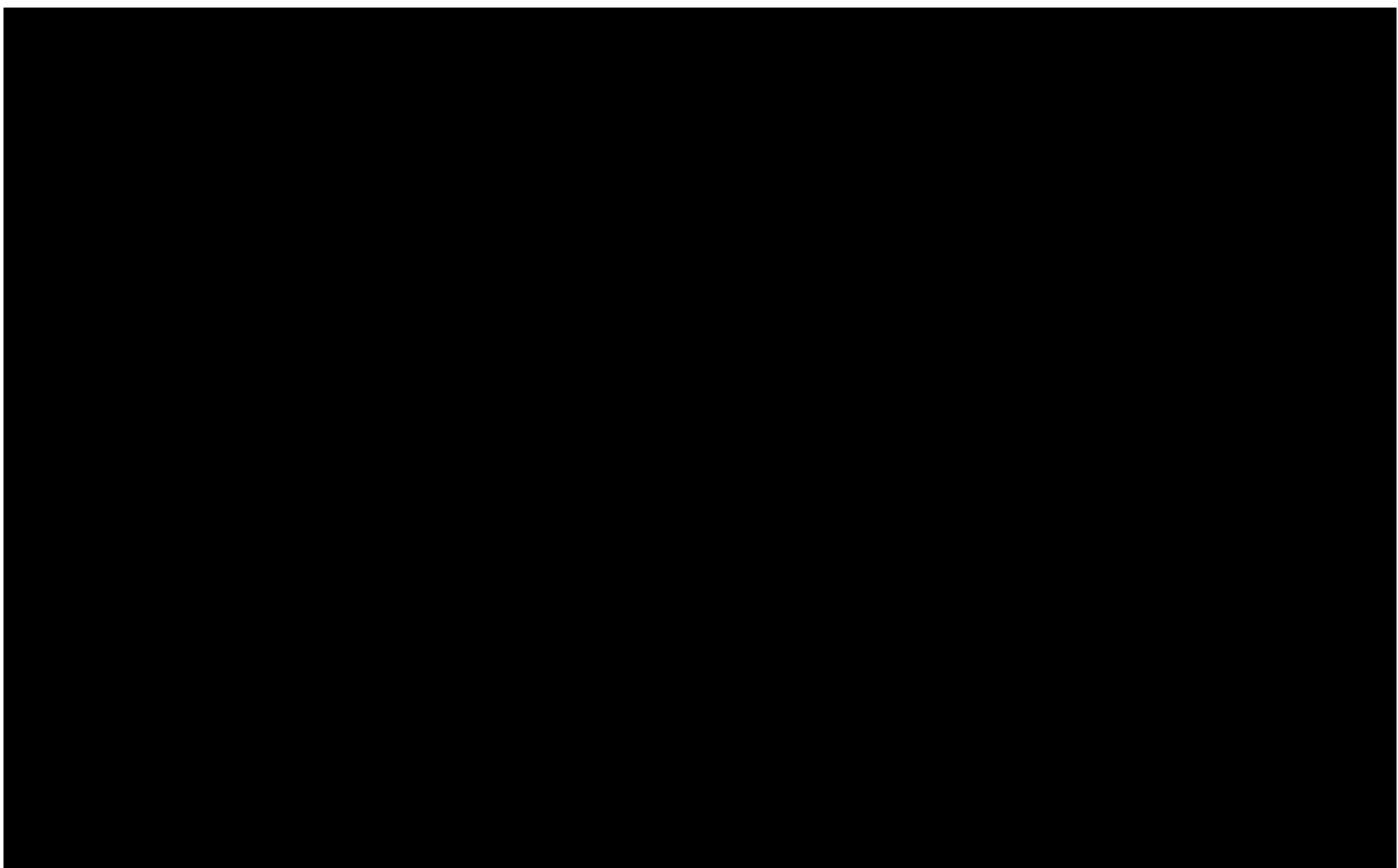


# Exhibit 247









01

## What did we study?

Google

2017 TrustNet

Proprietary + Confidential

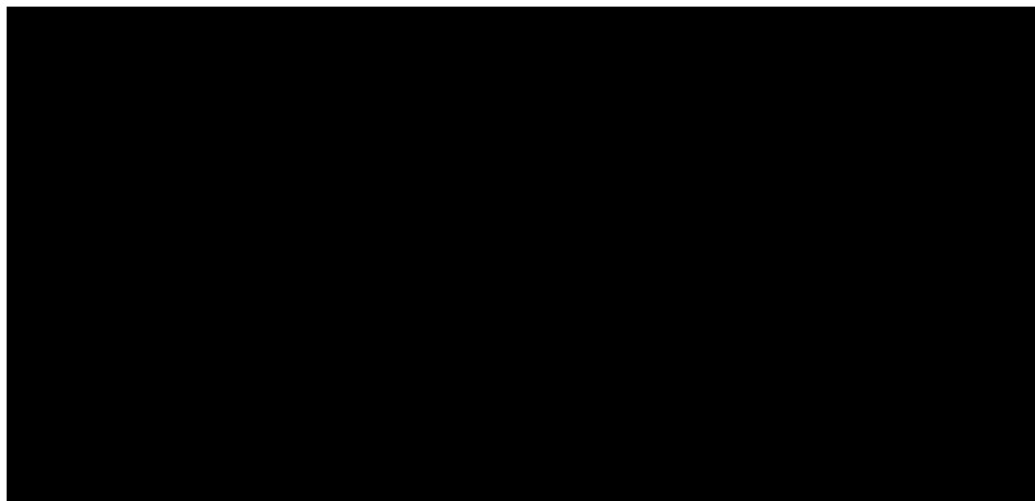
5

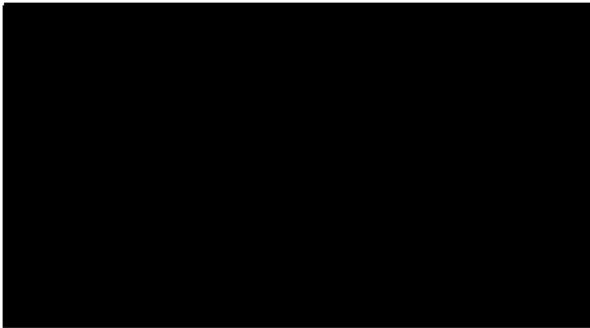
## Goals & Method

### Topics

Here are the topics that we included in this study:

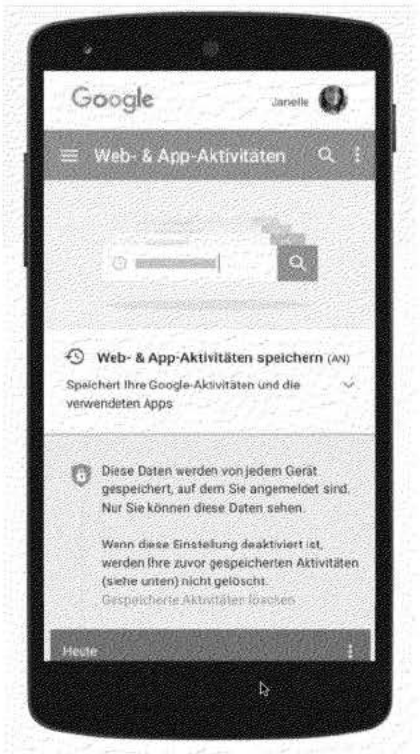
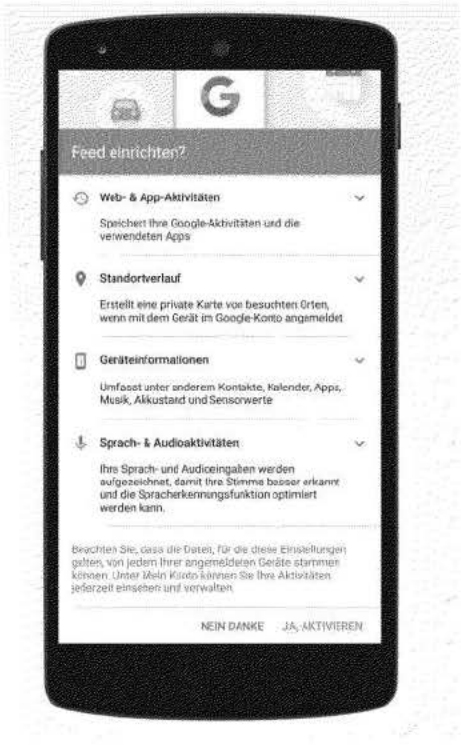
1. Dashboard - V8
2. Broad Consent





Research questions

- Do users comprehend what will happen if they turn on the Web & App activity setting (in the context of an app)?
- Does adding "My Activity" in Activity controls help comprehension?
- Do they understand what happens to their already stored data when they turn it off?

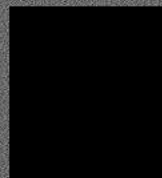




03

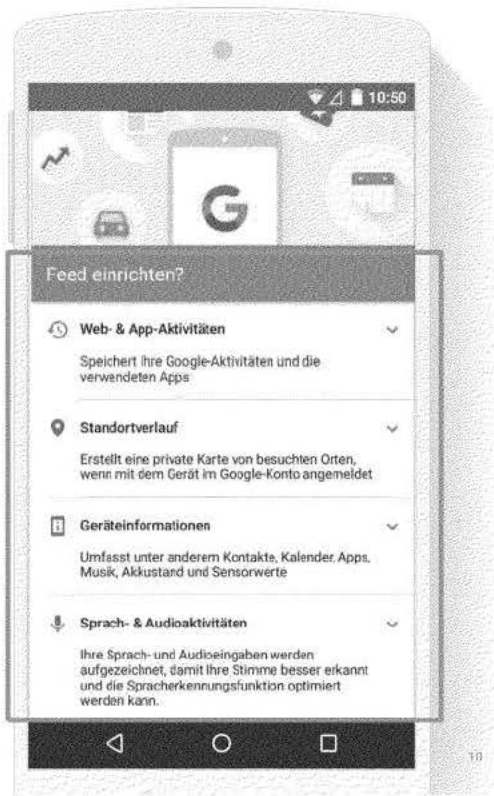
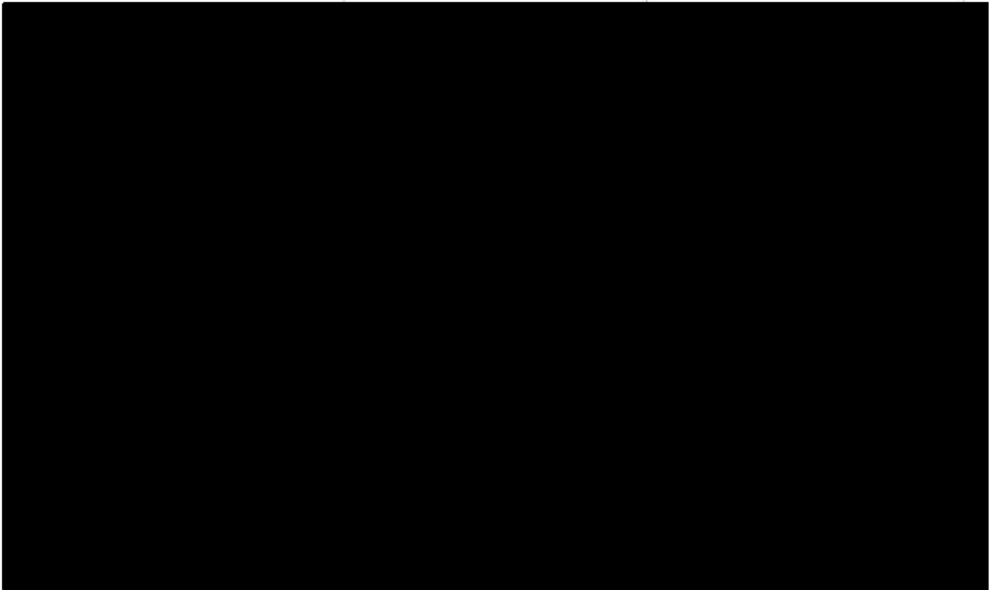
## Detailed findings

03

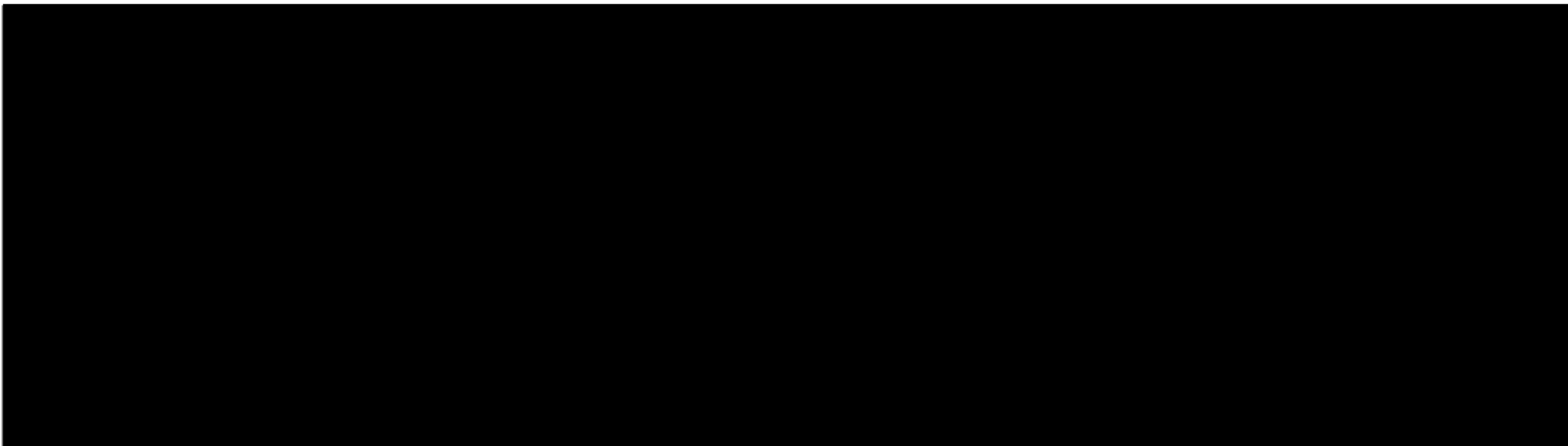


## Consent flow

Participants want to be able to customize [REDACTED]  
[REDACTED]



Participants want to be able to customize





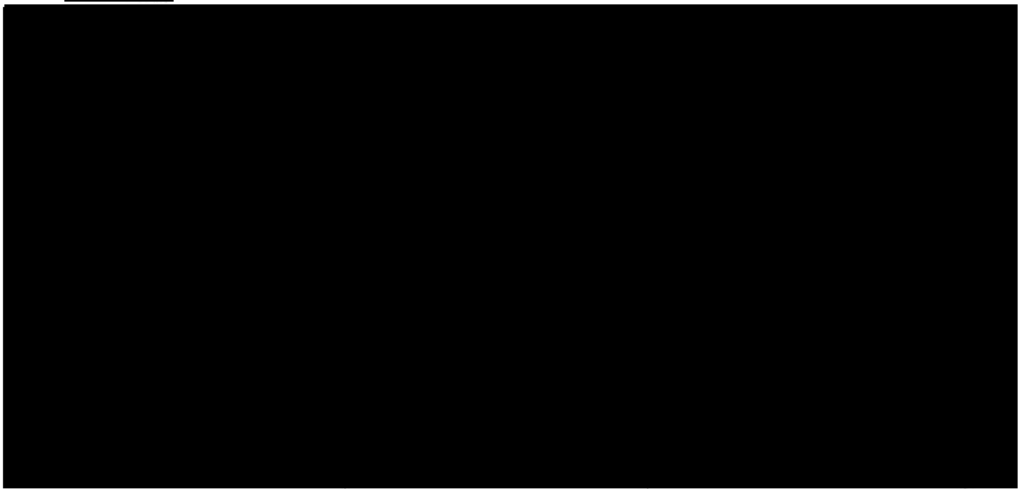
04



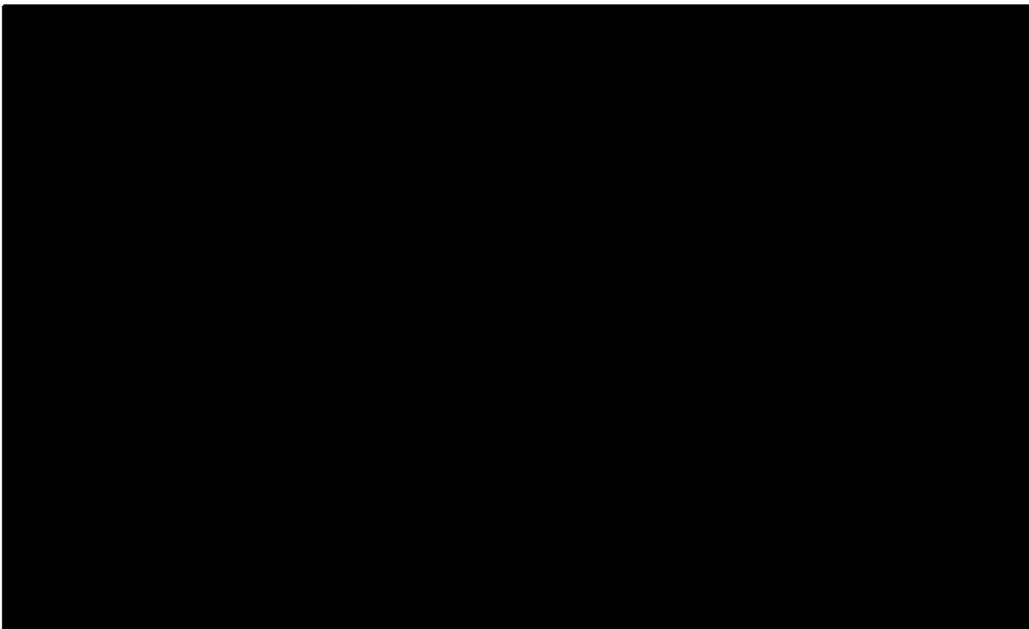
settings

Participants had difficulty [REDACTED]

[REDACTED]



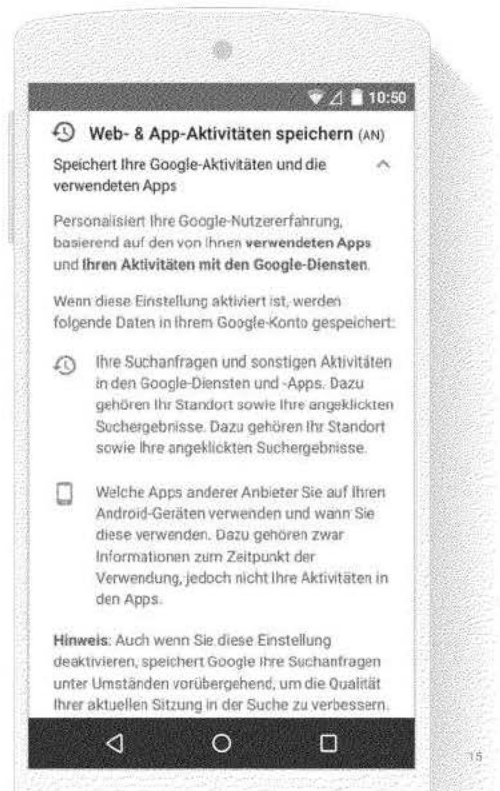
## The effect of the activation of the Web & App Activity



Google your account

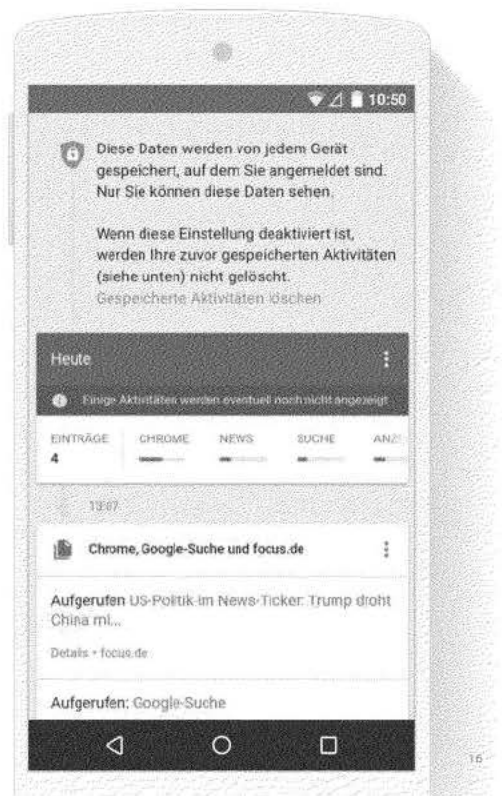
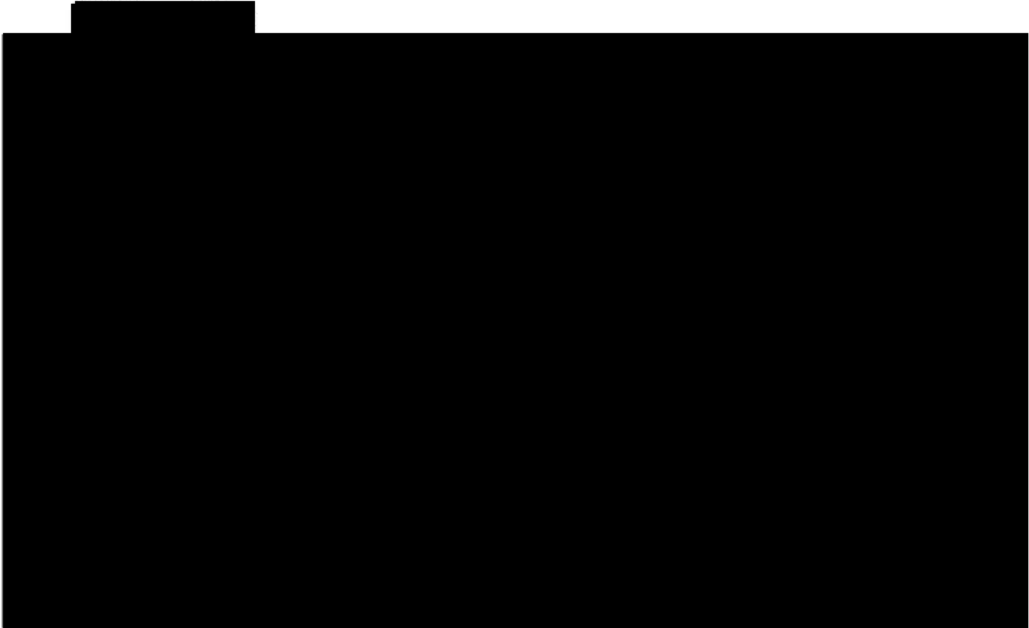
© 2017 Trust, Next

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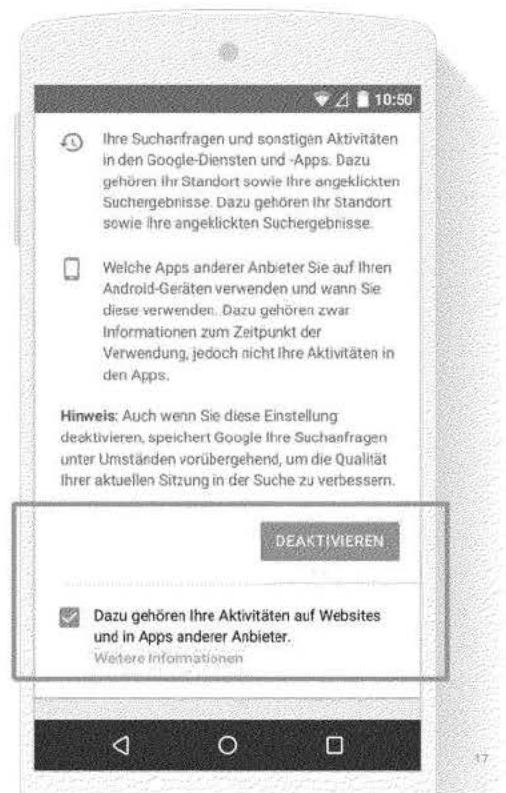




Participants understand that the activity [REDACTED]



## The relationship between sWAA and WAA [REDACTED]





**Paris - May 18 & 19**



**Barcelona - June 7 & 8**

Notes Summary:

Slide 2: 'Research location'

Slide 4: [REDACTED] team looking into the lab and experiencing the [REDACTED]  
[REDACTED]

Slide 10: 'Try and add [REDACTED]'

Slide 12: 'Try and add [REDACTED]'

Slide 14: 'Try and add [REDACTED]'

Slide 15: 'Try and add [REDACTED]'

Slide 16: 'Try and add [REDACTED]'

Slide 17: 'Try and add [REDACTED]'

# Exhibit 251

From: [REDACTED]  
To: [REDACTED]  
Sent: Tue, 23 May 2017 18:23:16 -0700  
Subject: Re: Comms plan for location history [REDACTED]  
Cc: [REDACTED]  
[REDACTED]

got it, thanks for confirming [REDACTED]

On Tue, May 23, 2017 at 6:17 PM, [REDACTED] wrote:

Hi all,

The statement would be used reactively with press who ask about it. So we wouldn't post that anywhere. Although, sometimes the community/forum teams need to answer user questions, so they could also use a variation of this if we're comfortable.

[REDACTED]

On Tue, May 23, 2017 at 6:04 PM, [REDACTED] wrote:

On Tue, May 23, 2017 at 4:40 PM, [REDACTED] wrote:

Thanks [REDACTED]

*REDACTED - PRIVILEGE*

We discussed this launch at length with [REDACTED] and she has approved for us to launch. We did discuss the [REDACTED]  
[REDACTED]

I reviewed what you put together and it [REDACTED]. Where are you thinking we would put this? I am working in parallel to update HC article for this.

Yeah curious about where this shows up. I dont think we need to be too proactive and put a statement out on this, I'd suggest issuing this if someone asks.

On Tue, May 23, 2017 at 3:19 PM, [REDACTED] wrote:

[REDACTED] as well for privacy/security PR

Hi there,

[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] How does something like this look to you all:

*We're making it easier for users to enable Location History to enhance their experience with Google Maps and other Google products. Location History is a Google account-level setting that allows you to store your location information on Google servers in order to get better results and recommendations across Google products.*

Let me know what you all think.

Thanks,

[REDACTED]

[REDACTED]

On Tue, May 23, 2017 at 11:34 AM, [REDACTED] wrote:

ping. [REDACTED]

On Thu, May 18, 2017 at 9:38 PM, [REDACTED] wrote:

[REDACTED] any thoughts?

On Tue, May 9, 2017 at 11:22 AM, [REDACTED] wrote:

Hi [REDACTED]

Waze also collects location using based on this prompt but their wording of consent is totally different (the non bold part of the text in screenshot), point being, we are not doing this for the first time.

But I agree with [REDACTED] to be ready with something in case it attracts media attention.

[REDACTED] (FYI)

On Tue, May 9, 2017 at 10:05 AM, [REDACTED] wrote:

[REDACTED]

[REDACTED] and I need your help.

[REDACTED] we will [REDACTED] and  
[REDACTED]. What this means is :

1. We will change [REDACTED]

OLD [REDACTED]

NEW: [REDACTED] (finally text still  
being nailed but thats the spirit of it)

2. If a user accepts this dialog we will [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

We want to [REDACTED]. Can  
you please help?

Let us know where we can help

Cheers

[REDACTED]

--

Thanks,  
[REDACTED]

--

Thanks,  
[REDACTED]

--

Thanks,  
[REDACTED]



--  
Thanks,  
[REDACTED]

# Exhibit 259

Here's our new [Geo deck template](#) that you can use. I can help you pull this together and below are some best practices for [REDACTED]. In terms of outline, see some thoughts below. Once we know this is a good, I'll schedule some time with you. Thanks, [REDACTED]

[illegible]

No hard and fast rules here. Content can be a 3 mins news update, a 25 minute deep dive, or anything in between. But the strongest presentations:

[illegible]

While confirming plans, I'd like to start framing the possible presentation.

Is there a template or any guidelines or is format at our discretion entirely?

What's the deadline for content?

Any other details that we should be aware of?

Thanks.

--

[REDACTED]

--

[REDACTED]