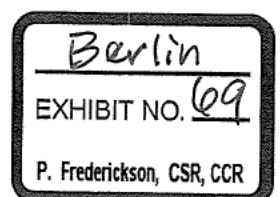


Exhibit 69

Google

Product Review: Precise Realtime [REDACTED]

2014.02.14 [REDACTED]



Google

Agenda

Why are we here?

Analysis results

Potential Impact

Risks

Options

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Why are we here?

We can make a portion of our IP to location mapping precise → more awesome + more risk

What we want:

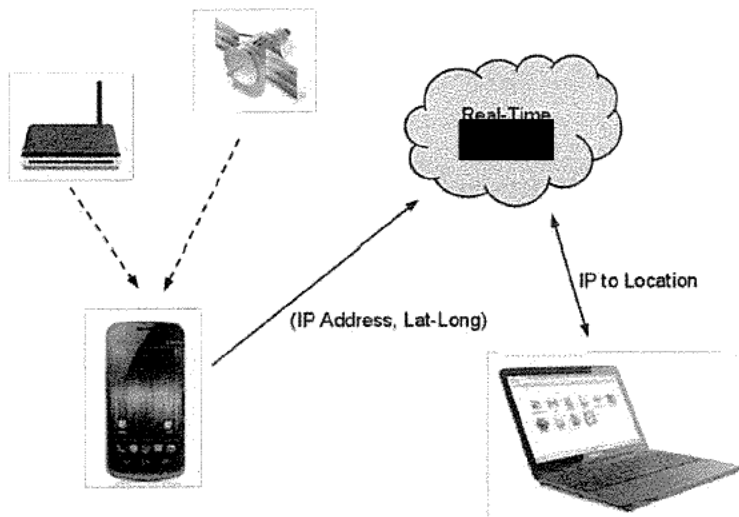
Approval on our aggregation level and next steps

Feedback on control/notification options

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Google

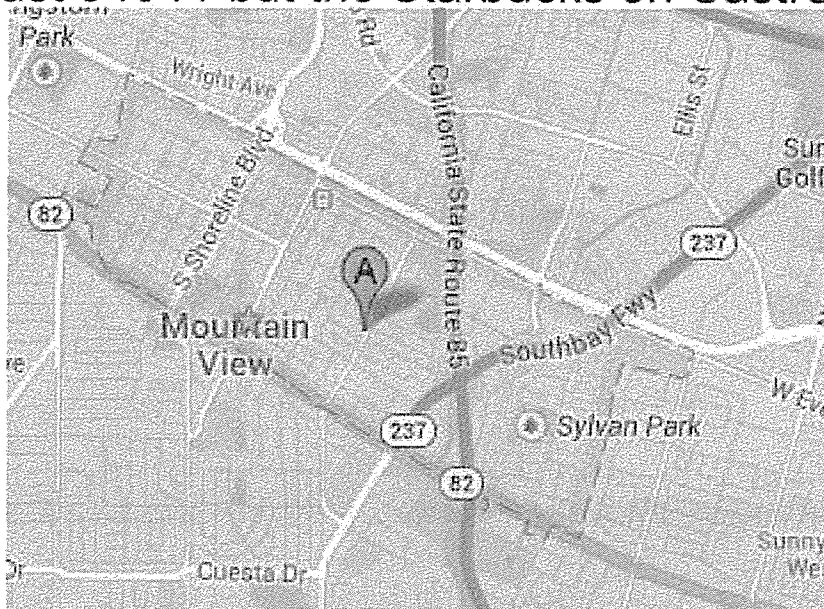
Real Time [REDACTED]



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Google

Not just 94041 but the Starbucks on Castro street...



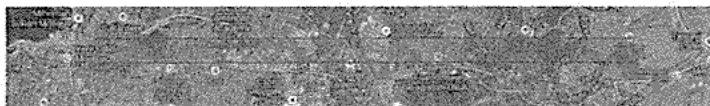
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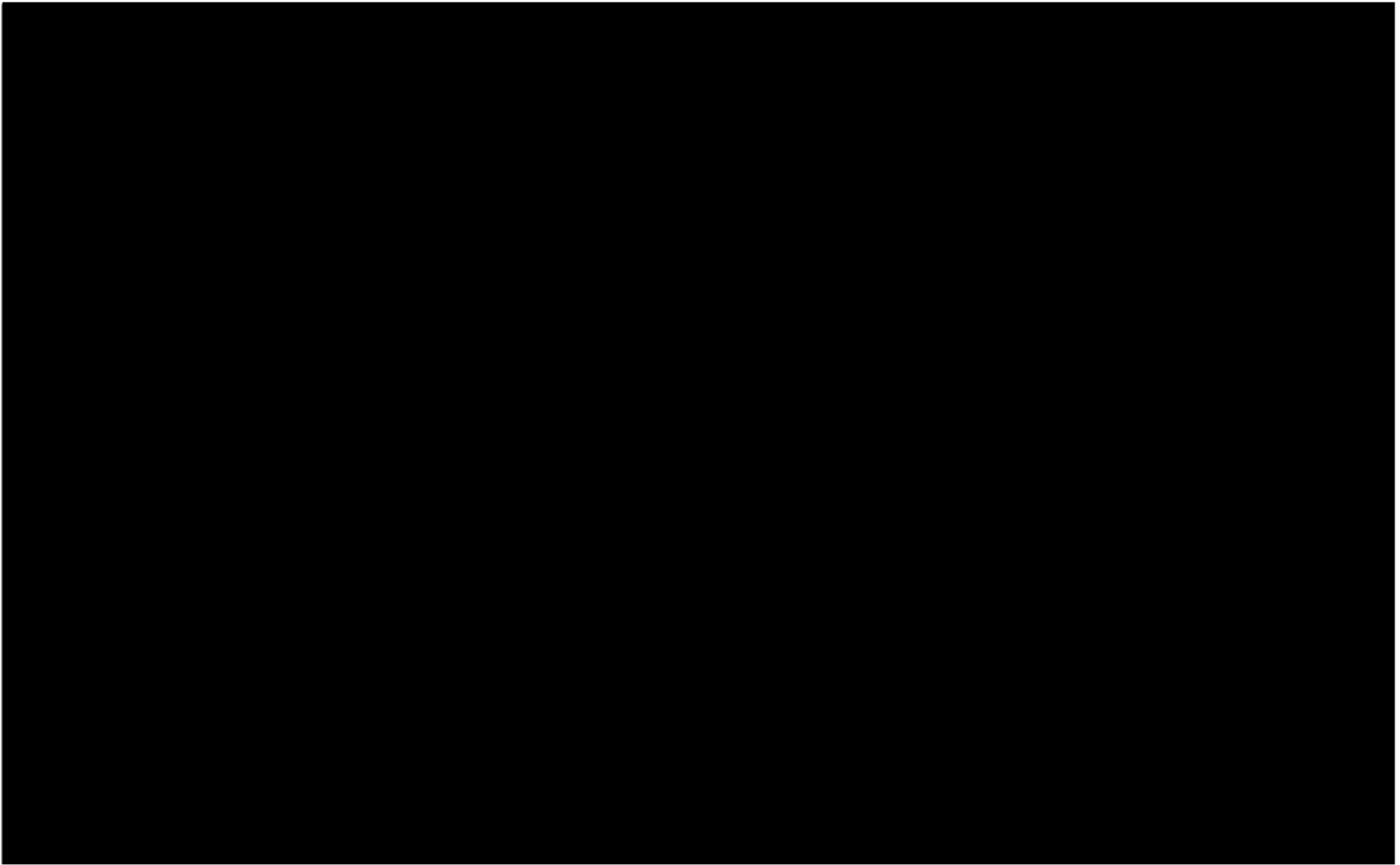
Samples for: [REDACTED]



boxes

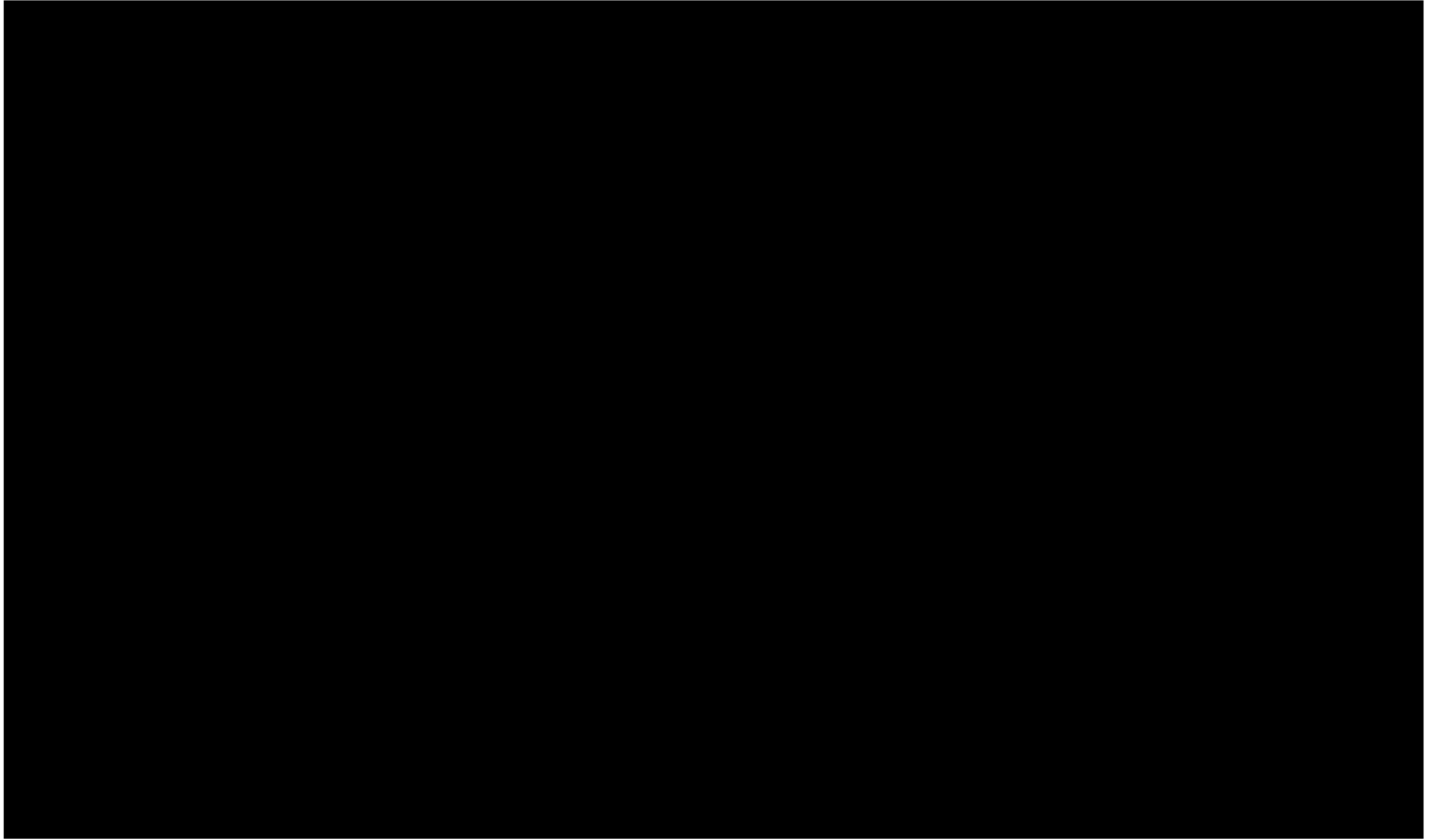


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Why is this risky?

Expectations around GLS data usage

IP moving towards PII boundary?

User surprise

Ex1: Person lives in a shared house and has opted out of Google location. Opens Google Maps and gets house-level accurate location.

Ex2: iOS user goes to google.com and says no (browser prompt) to allowing device location usage. He then uses a coffee shop's wifi

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Slide 12

1 I would like to suggest two concrete examples to make this clearer:

Example 1:

- Person lives in a shared house. Has opted his phone out of Google location (phone is anonymous). Opens Google Maps. Suddenly Google maps has house-level accurate location. User left wondering: how does Google know my location? I thought I said no location!

Example 2:

- iOS user in same shared house. Goes to google.com and says "I don't want google.com to use my location" a few days before. But yet, we do know their location and we can use it. User left wondering: what? I thought I told Google it was not allowed to use my location!

■, 2/13/2014

Google

Risk Management

Enough anonymization. 1km² is not useful

Index is ephemeral

██████ logging anonymizes precise ██████ before logging

Products/services will not automatically get precise IP data; they must explicitly ask to consume this data via ██████ and comply with approval processes

Provide controls and notification

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Google

ULC

If a user has said not to use location we won't use precise IP

	<u>Location History</u>	<u>GLS</u>	pLogs	<u>traditional anonymous logs</u> (anonymous)	<u>anonymous ad logs</u>
Logged-in ULC=opted-in, LH=ON	ON	ON	ON	N.A.	ON with <u>fine</u> location
Logged-in ULC=opted-in, LH=OFF	OFF	ON	ON	N.A.	ON with <u>fine</u> location
Logged-in ULC=opted-out	OFF	OFF	Only <u>coarse</u> location	N.A.	Only <u>coarse</u> location
Signed-out	OFF	OFF	OFF	Use <u>fine</u> , store fine temporarily / store coarse permanently	Use <u>fine</u> , store fine temporarily / store coarse permanently

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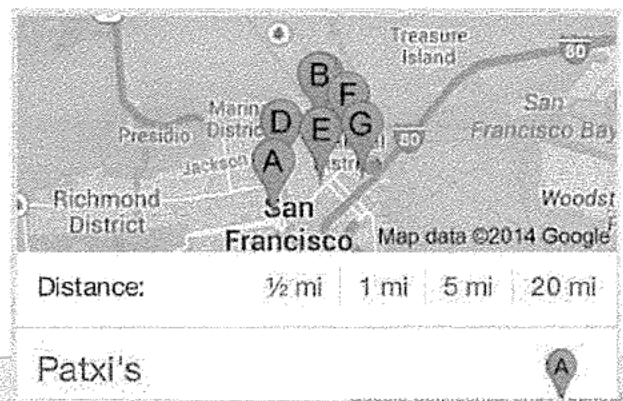
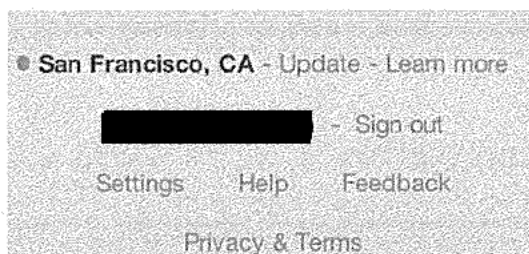
Google

Options for user notifications and control

Ideal: On

Precise [REDACTED] is used as a fallback for device location whenever it is available because the current aggregation levels are anonymous

Current notifications are adequate



Google

Option: Opt out

For the signed out case, and in advance of ULC launch, we would have a browser based cookie opt-out. [REDACTED]

Leverage existing search opt-out:

Precise Location ?

- ☒ Use new precise locations from my device.
- ☐ Do not allow

Add transparency in footer:

- ☒ San Francisco, CA - Location based on IP
- Learn more

Recent Locations ?

- ☒ Save recent locations
- ☐ Do not save

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Slide 16

1

maybe:

[REDACTED]

[REDACTED]

2/14/2014

,

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Appendix

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Control options

- Signed in follow ULC setting
 - ULC says signed out gets fine but we log coarse
- Button/bubble to allow, similar to mobile browser permissioning, can be prompted for local queries (localness score, [REDACTED])
- Group with sign in flow
- Cookied opt out - settings
- Wifi opt-out
- None

Search Histor

SafeSearch Fi

☐ Show most☒ Filter explic

Handwrite ?

☐ Enable☒ Disable

Precise Locati

☒ Use new pr☐ Do not allow

Recent Locati

☒ Save recen☐ Do not save

Private results

☒ Use private☐ Do not useLanguage in C
(Interface, text ai

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Google

Mobile Card

Could float? depending on query localness

Related searches

fast food facts	fast food restaurants
sonic	fast food logos
burger king	fast food nutrition
fast food coupons	fast food effects

● Mountain View, CA - Update

Learn more

Next >

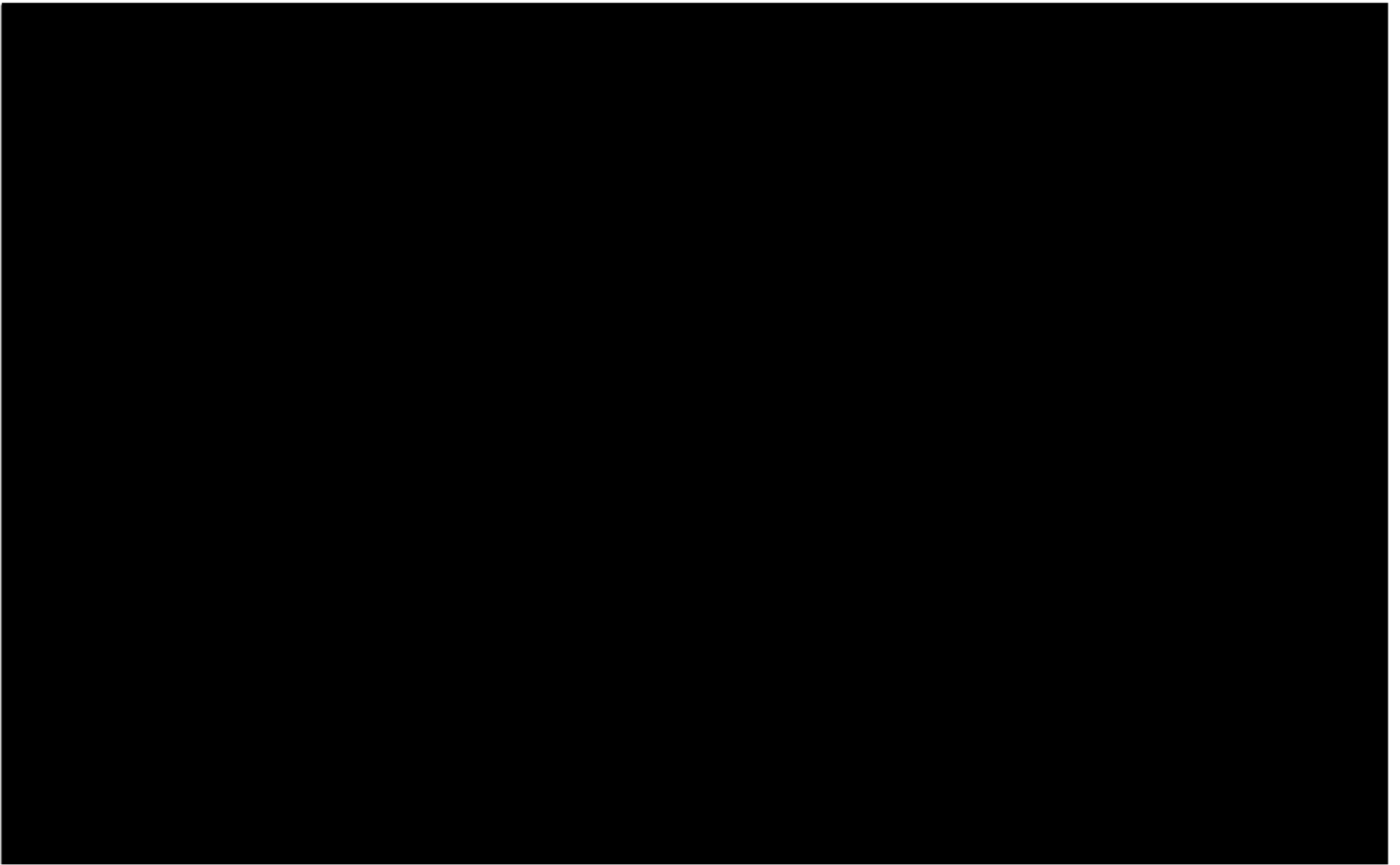
Sign in

Settings Help Feedback

Privacy & Terms

[REDACTED]

[REDACTED]



[REDACTED]

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[REDACTED]

100

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Notes Summary:

