

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] Marlo McGriff

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]

REDACTED - PRIVILEGE

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

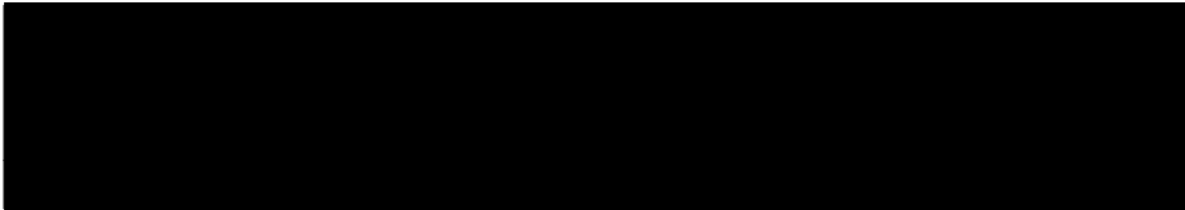
I reviewed what you put together and [REDACTED] Where are you thinking we would put this? I am working in parallel to update HC article for this.

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,



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,



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]

We want to [redacted] Can
you please help?

Let us know where we can help

Cheers

[redacted]

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Thanks,
[redacted]

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Thanks,
[redacted]

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Thanks,
[redacted]

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Thanks,

