

Exhibit 24

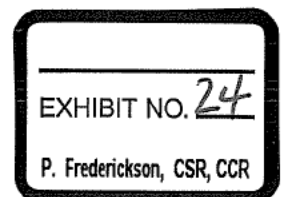


Impact of the AP Location History news coverage on Google users

Exploring user trust & trust related behavior

August 16, 2018 • [REDACTED]

Google | Proprietary & Confidential



Summary

- Sharp increase in visitors to products where users can adjust/monitor their privacy settings (Activity Controls) after AP news cycle started (8/13/2018)
- Nevertheless, the absolute # of users visiting Google privacy products was fairly small [REDACTED] average [REDACTED]
- [REDACTED] increase in the proportion of users reporting "low trust" in Google amongst visitors of the Activity Controls page [REDACTED]
- Unlike during Cambridge Analytica news cycle, so far there is not single "viral" article directing traffic to Google privacy surfaces



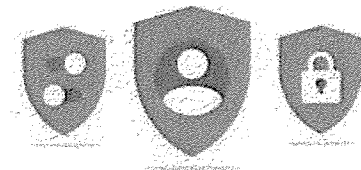
Section 01

Visits to trust related surfaces

My Account, My Activity, Google Takeout & UDC [REDACTED]

My Account and other Google surfaces related to privacy contain trust signals

- Visit and action volumes on Google's privacy offerings are likely a proxy for user privacy concerns
- Some privacy related surfaces/products are:
 - Activity controls allows users to control 7 *User Data Control (UDC)* settings (e.g., Web & Apps Activity, Location History, ...)
 - Google Takeout allows users to download their data
 - My Activity allows users to review the data we collected about them
 - My Account - Large destination that either hosts or has prominent entry points to sections above. In addition to privacy settings, it also hosts security related information and other account settings (e.g. language settings)



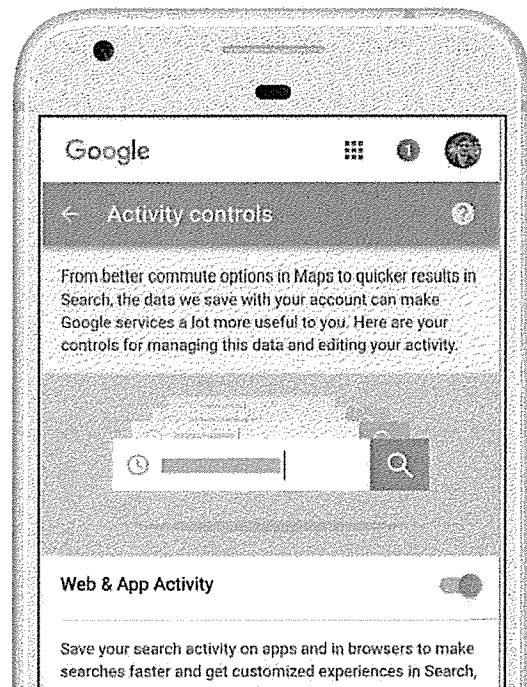
Slide 4

1 For completeness: [REDACTED]

[REDACTED] 8/17/2018

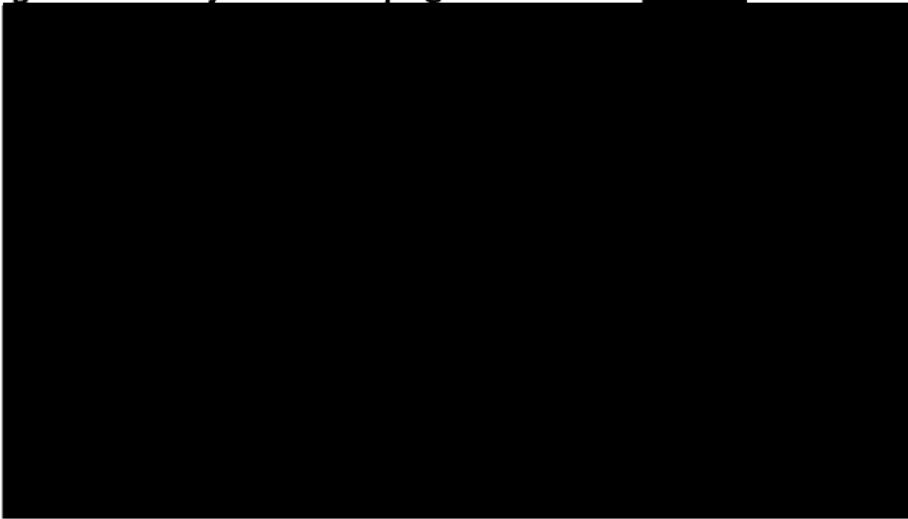
Activity Controls

ID UX Research



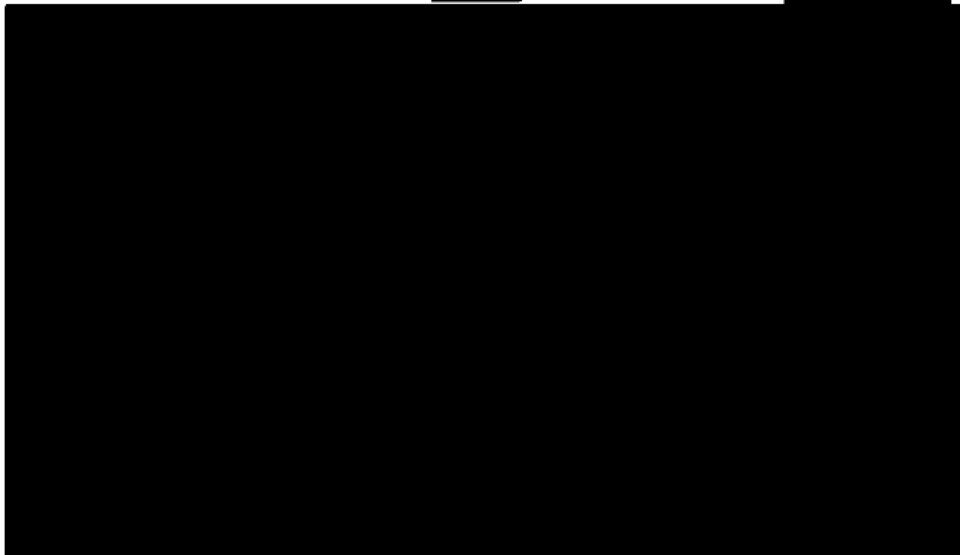
[REDACTED] increase in users visiting the Activity Controls page that hosts [REDACTED]

- The average # of visitors to My Account Activity Controls increased by about [REDACTED] since the AP report on 8/13
- The increase peaked [REDACTED]
- Over the past 3 days, about [REDACTED] users visited Activity Controls
- On 8/15 the visitor numbers strongly decreased [REDACTED]



[REDACTED] increase of users disabling at least 1 [REDACTED] setting [REDACTED]

- On 8/14, an [REDACTED]
[REDACTED]
- Despite the [REDACTED]
increase [REDACTED]
it's still only a very small
proportion of [REDACTED]
[REDACTED]



[Redacted]

disable increase

[Redacted]

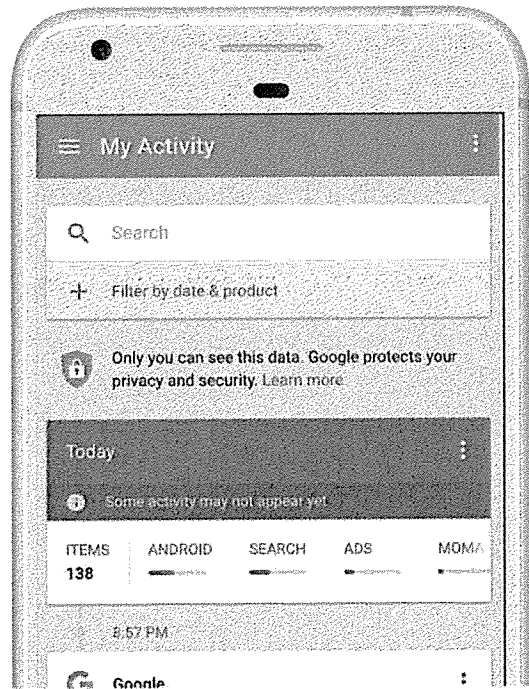
- Location History and WAA setting was at the center of most news reports, thus

[Redacted]

[Redacted]

10/13/2020

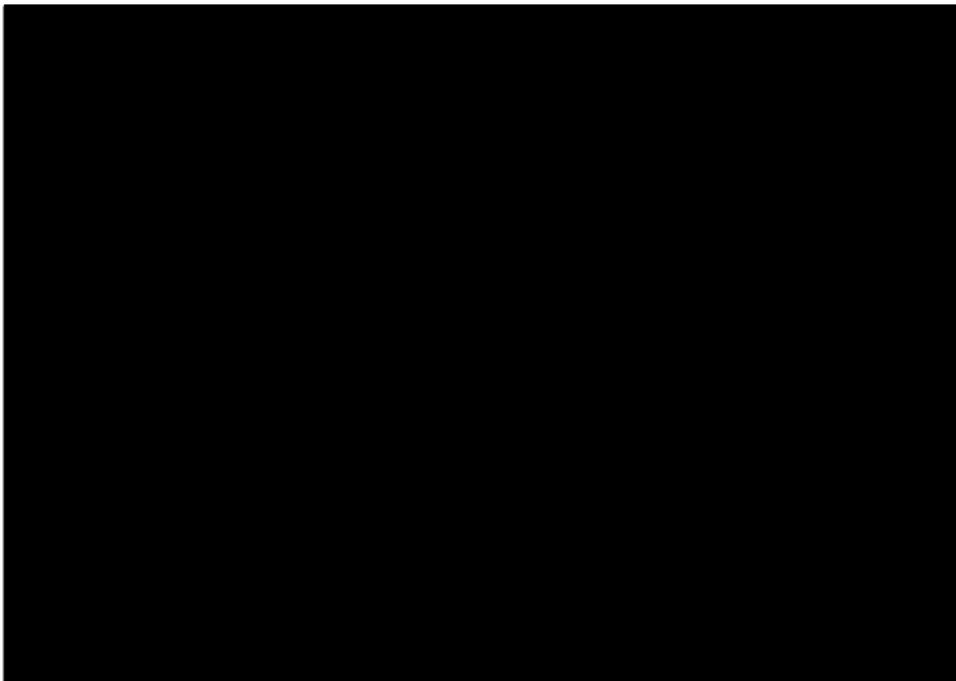
My Activity



ID-UX Research

Given the [REDACTED] impact is less noticeable

- [REDACTED]
- [REDACTED] increase [REDACTED] compared to lower traffic [REDACTED]
- On average, slightly [REDACTED] this proportion didn't [REDACTED] over the last 3 days



Section 02

User trust impact for Google Account visitors overall & Activity Controls visitors specifically

Strong drop in user trust sentiment UDC



- [Redacted]
- Across My Account overall, [Redacted]
[Redacted] AP news led to a [Redacted]
[Redacted] increase [Redacted]
[Redacted]

I trust Google with my data



More info about in-product trust survey [in appendix](#)

Notes: ¹⁾ We define users a "low trust" if they strongly or somewhat disagree with the statement: "I trust Google with my personal data". ²⁾ This change seems to be driven



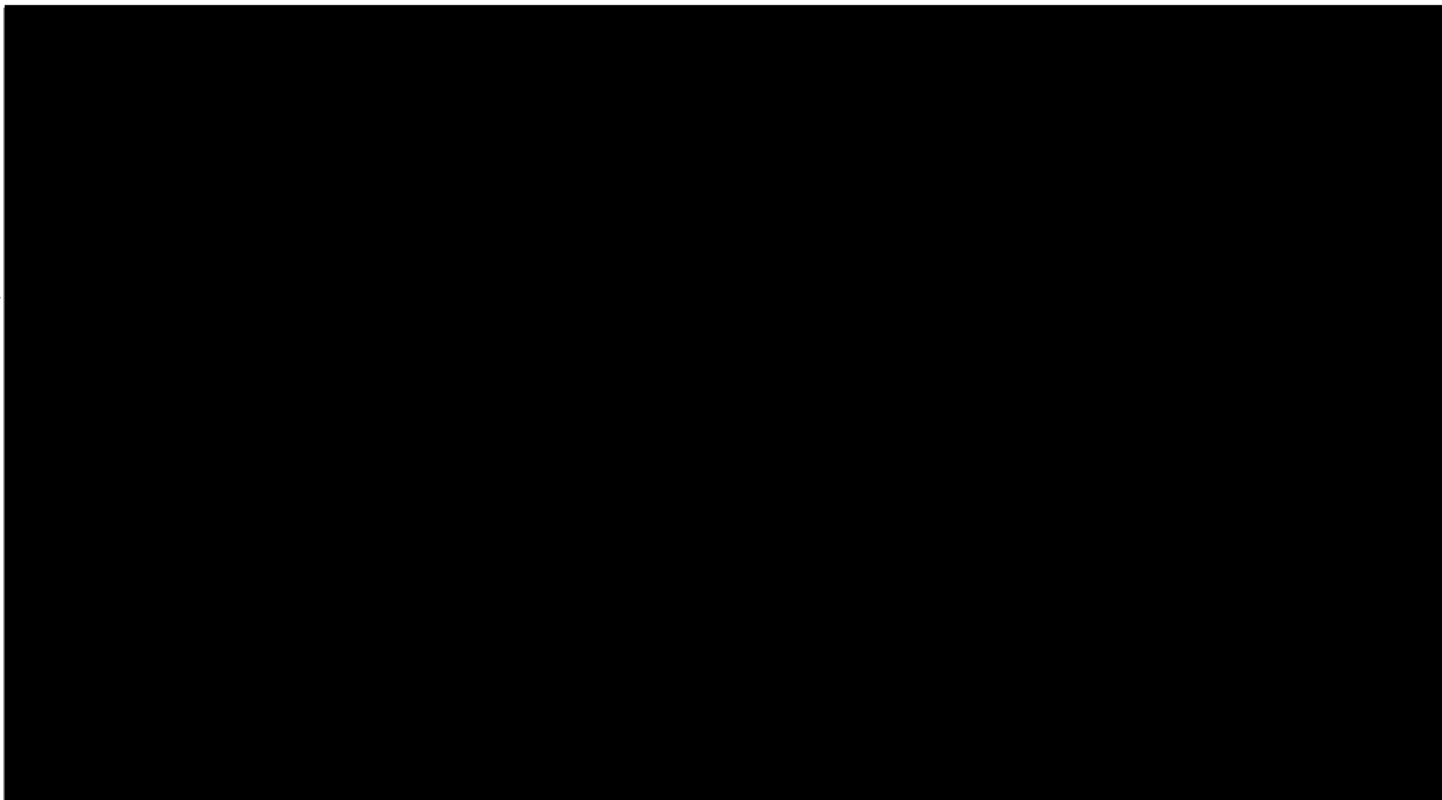
Users with "low trust" are more likely to

- Users who visit Activity Controls page and report "low trust" show a increase in disabling

-

Section 03

Traffic from news article to Activity Controls

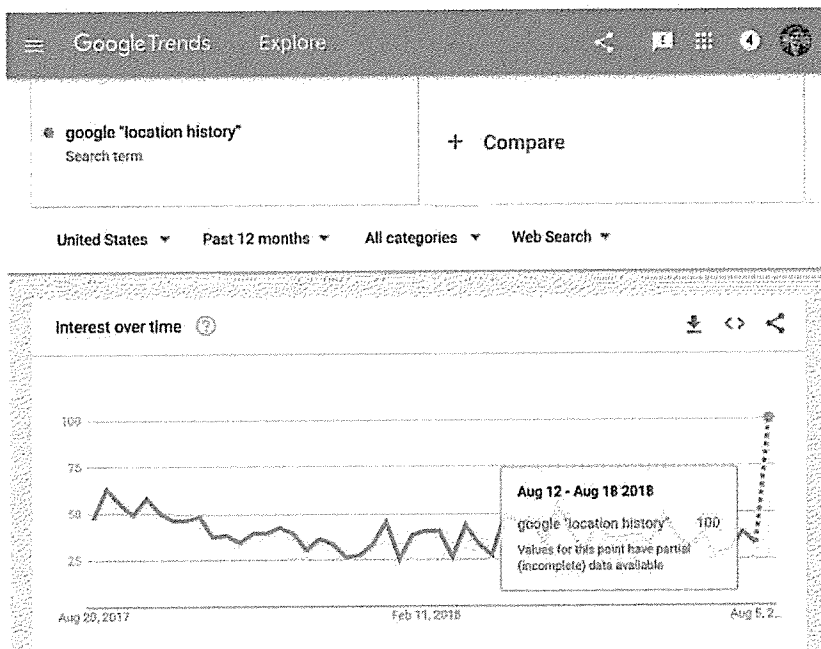


Section 04

Google Trends

Strong increase for queries related to 'Google location history'

- Based on Google Trends, the search term "Google 'location history'" saw a significant increase



ID UK Research

Appendix

Trust & Privacy survey

- [REDACTED] we launched an [REDACTED] survey on [REDACTED] to track user sentiment related to privacy & trust [REDACTED]
- We track trust sentiment:
 - On pages [REDACTED]
 - On pages [REDACTED]
- 5 Agreement questions: *To what extent do you agree or disagree:*
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]

ID UX Research

Notes Summary:

Slide 19:

REDACTED - PRIVILEGE