

Exhibit 260

From: [REDACTED]
To: David Monsees [REDACTED]
Received: Sat 28 Jan 2017 04:27:14 +0000
Subject: Re: [REDACTED] for only device level settings - Invitation to edit
Cc: [REDACTED]

Fyi the "creates a private map" language is one of [REDACTED] most admired pieces of prose in the privacy space at Google. I agree.

The chrome history issue is just that if you have sWAA off you still save chrome history via sync for use in chrome, I think.

On Fri, Jan 27, 2017, 8:52 AM David Monsees [REDACTED] wrote:

[REDACTED]

On Fri, Jan 27, 2017 at 6:53 AM, [REDACTED] wrote:

(1) The cut off line on the bottom says "Please remember that the data governed by these settings may be saved from any of your signed-in devices. You can always control and review your activity at My Account." This is just not true for the DL settings.

Which part is not true? That data (1) "may be saved from any of your signed-in devices" or that (2) "You can always control and review your activity at My Account" or both?

If it's just (1) that's wrong, it's not a big deal, because 'settings may be saved' doesn't haven't to include all the settings. If it's (2), maybe "You can control and review most of your activity at My Account"

Bear in mind, I've suggested new text for this in [REDACTED] Sounds like it may need a further revision, though, based on this new information.

(1) text is accurate when the user is turning on an account-level setting. When the user is turning on a device-level setting, "these settings" only apply to that device, not all signed-in devices. (2) text is fine for account and device level settings.

(2) The language for sWAA: "Includes Chrome history and content you browse on the web in the apps". @monsees: once you mentioned that Chrome history doesn't observe sWAA. Is this right? Or did I get something wrong?

If that's true, I'm confused. Maybe I need another lesson in sWAA.

sWAA can not enable collection of Chrome History (that is controlled by Chrome Sync), but if you are a) signed in to Chrome, b) have Chrome Sync enabled, and c) have History enabled in Sync, then sWAA will include a copy of your Chrome History -- i.e., if Chrome is uploading history, then sWAA includes it in your "improve your Google experience" data bucket.

(3) Language for Location History: "Creates a private map of where you go with your signed in devices". What it should say is something along the lines of "Adds places you go with this device to your private map of where you go".

I'm not so keen on this reference to a 'private map'. The map is just the visualization. The data that is saved is the places you visit. I also think we should align on one verb for all of the settings - I think 'save' or 'store' (probably 'save') is best (we currently [REDACTED])

The "private map" language was a long, mostly political, fight ([REDACTED] is still in therapy about it). The best way to change it is to collect new user research on how alternatives test.

My preference is:

Saves where you go with this device

or

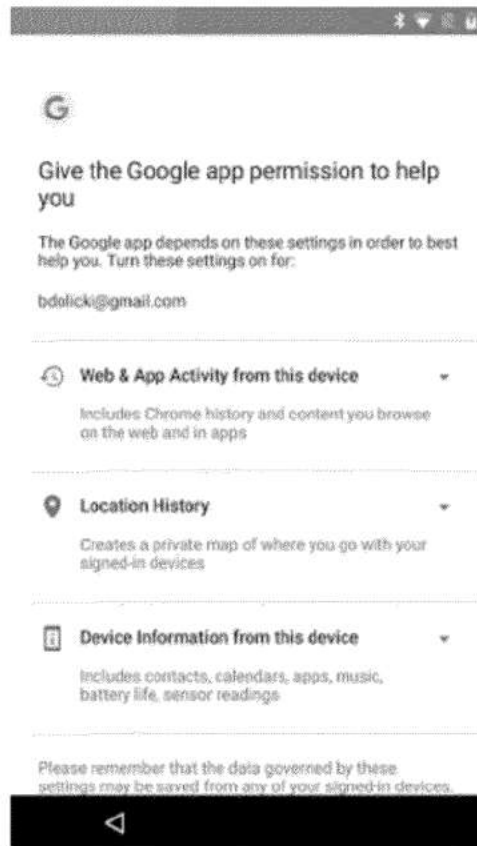
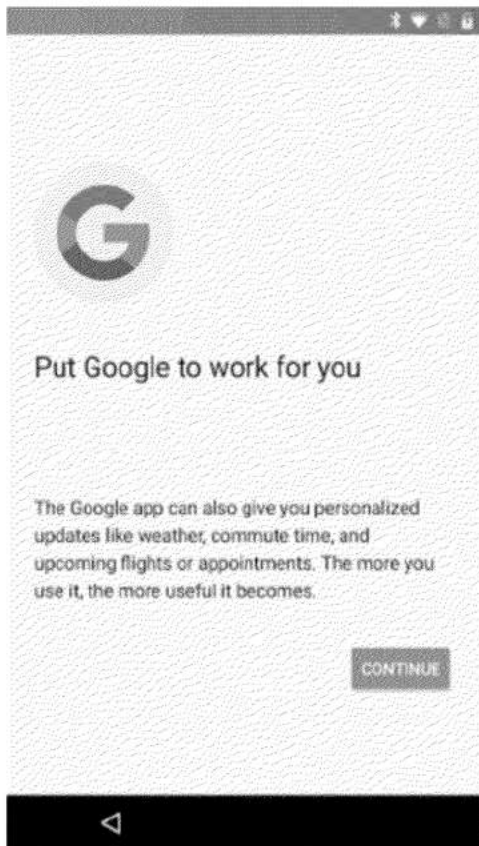
Saves places you go with this device

But I'm open to suggestions if people object.

[REDACTED]

On Fri, Jan 27, 2017 at 1:33 PM [REDACTED] wrote:

Here's what users see:



We should change language in a bunch of these.

- (1) The cut off line on the bottom says "Please remember that the data governed by these settings may be saved from any of your signed-in devices. You can always control and review your activity at My Account." This is just not true for the DL settings.
- (2) The language for sWAA: "Includes Chrome history and content you browse on the web in the apps". @monsees: once you mentioned that Chrome history doesn't observe sWAA. Is this right? Or did I get something wrong?
- (3) Language for Location History: "Creates a private map of where you go with your signed in devices". What is should say is something along the lines of "Adds places you go with this device to your private map of where you go".

Greetings,



On Fri, Jan 27, 2017 at 8:19 AM [REDACTED] wrote:

It will look almost exactly like a sWAA and [redacted] opt-in flow, just with "for this device" / "from this device" added in some places within the text snippets.

On Thu, Jan 26, 2017, 22:32 David Monsees [redacted] wrote:

I chatted w [redacted] about it (to see if [redacted] wanted to build their own screen) and he seemed fine with the [redacted]. Surprised me, as I thought we knew that user's don't like seeing what looks like the same scary optin multiple times. What does the screen look like if I'm just missing device settings?

On Thu, Jan 26, 2017 at 1:20 PM, [redacted] wrote:

short answer is yes.

On Thu, Jan 26, 2017 at 1:01 PM, David Monsees (via Google Slides) [redacted] wrote:

David Monsees has invited you to **edit** the following presentation:

[redacted] for only device level settings

Hey Guys, was there ever future consideration of creating a much lighter/simpler opt-in screen when the user is only missing the device level settings?

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