

Exhibit 268

Let's pretend LH never existed and think about the Footprints data from a privacy perspective.

We have the user's consent to collect and use their location. Either from the Android app permissions, or ios app permission, or web api permissions.

We then use the location in reasonable and expected ways, like [REDACTED]

We then

Consent/Collection [REDACTED] Use, **Storage, Retention**, Offline Use, **Transparency, Control**.

An article would be written about Google tracks your location and movements!

Sundar [REDACTED]

Issues brought up by the article

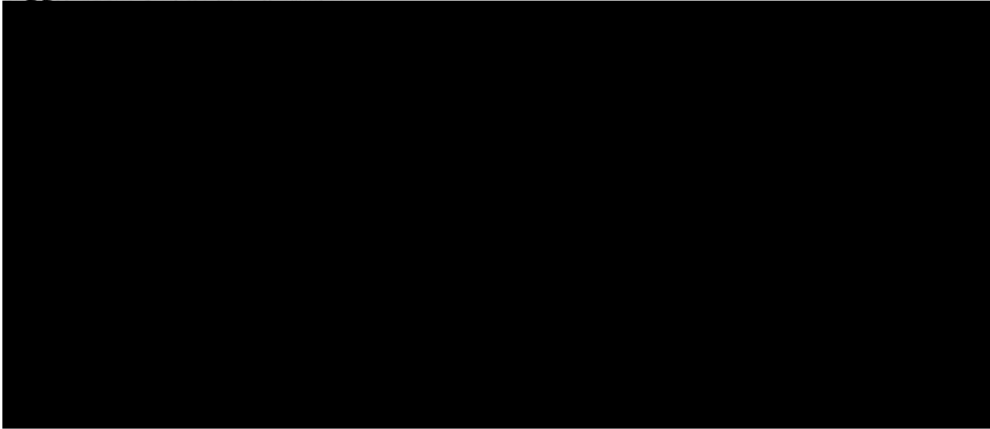
- **It's surprising that WAA contains locations**
 - Imagine if Location History did not exist. It is surprising.
- **LH does not disable all location histories**
 - WAI. There are lots of "location histories", like [REDACTED] Probably others.
 - [REDACTED]
 - [REDACTED]
- [REDACTED]

Issues brought up by the article

- It's surprising that WAA contains locations
 - Imagine if Location History did not exist. We would have largely the same article (Google tracks your movements!)
 - It is surprising.

- LH does not disable all location histories
 - WAI. There are lots of “location histories”, like WAA, Fi, Photos. Probably others. Impossible to find them all and prevent new ones from being created
 - Infeasible to change. LH not made to be a Google wide control, we don't want to force fit this to existing logging. Infeasible to respect device-level controls as required.
 - Solvable through messaging

Suggested course of action



Notes

- **Footprints Retention** will likely include per product user configurable retention settings. What the buckets and defaults has not been finalized, but will likely vary by product.
- [REDACTED] WAA will be [REDACTED]
- [REDACTED]
- [REDACTED]
 - [REDACTED] We don't think a [REDACTED] for Google makes sense for a few reasons. [REDACTED] control is what led us here. Location, though sensitive, is universal and akin to [REDACTED]
 - [REDACTED] I think we need to talk more about how such a proposal fits in with [REDACTED]
- [REDACTED]

- Let's look at [REDACTED]

- [REDACTED]

- [REDACTED]

Problems with mingling LH + WAA:

- Retention periods impacting each other

Collection, [REDACTED] Use, **Storage, Retention**, Offline Use, **Transparency, Control**.