



Sept. 14, 2010

Eric Schmidt, Chairman and Chief Executive  
Larry Page, Co-Founder and President, Products  
Sergey Brin, Co-Founder and President, Technology  
Google Inc.  
1600 Amphitheatre Parkway  
Mountain View, CA  
94043

Dear Mr. Schmidt, Mr. Page and Mr. Brin:

We understand that Google has launched a promotional campaign in Washington, DC, this week to highlight various privacy options in your products. Rather than a mere one-sided PR effort, we invite you to engage in a serious discussion about concerns raised by your critics.

Over the past two years Consumer Watchdog, through its Inside Google project, has worked hard to increase public awareness of threats to online privacy and other issues involving Google. While you have taken some positive steps, Google has not done enough to provide consumers adequate control of their information. Product specific privacy controls are often difficult to find and confusing to use.

Privacy is all about personal control — our ability to say “no” to a company or government agency collecting our information, our ability to say “no” to any person or group knowing where we are, what we like, and what we care about, so that it can suggest what we should do next. Consumers must have the ability to control or remove themselves from tracking in total.

Online privacy is not the only issue to draw substantial public attention. As demonstrated by this Thursday’s planned hearing before the House Judiciary Subcommittee on Courts and Competition serious attention is now being focused on antitrust issues in the digital market.

The time has come for a serious and thoughtful discussion of the concerns that have been raised. Google’s voice would be an integral part of any such examination, and we invite you to join us. Consumer Watchdog is planning a policy summit, “Google, the Internet and the Future,” in Washington, DC, and would like to invite Google to take part in all sessions. Without a doubt, Google’s perspective is an essential component in understanding the Internet’s future.

We envision a variety of participants with different perspectives who would offer presentations in such broad areas as:

-- **Google and Privacy:** Discussions would focus on the company’s policies and broader privacy implications of online activity. The possibility and usefulness of Do Not Track Me legislation would be examined.

-- **Google and Business.** How has Google affected businesses? What is Google's impact on creative industries and the news business? Do Google's activities raise antitrust concerns?

-- **Google and Government.** What are the implications of Google's Government Cloud? Does Google enjoy a special relationship with the current administration? What data does Google share with law enforcement and intelligence agencies and under what circumstances?

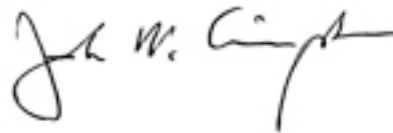
We have tentatively scheduled the conference for Oct. 14 and hope that you could take part then. However, if that date is inconvenient, we are open to rescheduling the event before the end of the year.

Certainly Google and Consumer Watchdog are on opposite sides on a number of issues. Nonetheless, we hope that you do agree the best way to resolve policy questions, once they have been brought to the public's attention, is through honest, open discussion. That is true to the values espoused by your founders and is precisely the goal of our policy summit. We hope to hear from you at your earliest convenience and look forward to Google's full participation in our Washington conference.

Sincerely,



Jamie Court  
President



John M. Simpson  
Consumer advocate

Cc: Alan Davidson, Director, Public Policy and Government Affairs