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February 25, 2015

## Via Electronic Mail

Donald S. Clark, Secretary Federal Trade Commission 600 Pennsylvania Avenue, N.W. Washington, DC 20580 dclark@ftc.gov

Re: Updated Compliance Report of Google Inc., (closed File No. 111-0163)

Dear Mr. Clark:

In accordance with the commitments made by Google in its December 27, 2012 letter to the Federal Trade Commission, Google Inc. ("Google") submits this annual Updated Compliance Report. Since the last annual Updated Compliance Report submitted to the FTC on February 25, 2014, there have been no changes in Google's compliance with the commitments. For reference, we attach the February 25, 2014 letter containing a description of the steps taken to implement the commitments.

Respectfully submitted,

WILSON SONSINI GOODRICH & ROSATI

By:

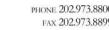
Susan A. Creighton
Wilson Sonsini Goodrich & Rosati
1700 K St., NW
Fifth Floor
Washington, DC 20006
Counsel for Google Inc.

Enclosure

cc: Barbara Blank, Esq.

Nikhil Shanbhag, Esq. Jeffrey Blattner, Esq. Franklin M. Rubinstein, Esq. John Schmidtlein, Esq.

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W\$⊋R Wilson Sonsini Goodrich & Rosati

February 25, 2014

Via Electronic Mail Donald S. Clark Secretary Federal Trade Commission 600 Pennsylvania Avenue, N.W. Washington, DC 20580 dclark@ftc.gov

> Re: Updated Compliance Report of Google Inc., (closed File No. 111-0163)

In accordance with the commitments made by Google in its December 27, 2012 letter to the Federal Trade Commission ("Commitments Letter" or "CL"), Google Inc. ("Google") submits this Updated Compliance Report, documenting the steps Google has taken to comply with its commitments since the submission of its Initial Compliance Report, dated February 25, 2013.

- I. Google's Display of Third-Party Content. Google has designed and implemented the technical changes required for the opt-out mechanism and ensured that the optout form is published on Google's website in an easily accessible location. A screenshot of the opt-out page is attached as **Exhibit A**. Google has published information describing the opt-out mechanism at: https://support.google.com/webmasters/answer/3035947.
- II. Google's AdWords API Terms and Conditions. As described previously in the Initial Compliance Report, Google has removed the AdWords API Input and Copying restrictions (Sections III(2)(c)(I and ii)) from its AdWords API Terms and Conditions. The current AdWords API Terms and Conditions, reflecting the removal of the relevant provisions, are available at: https://developers.google.com/adwords/api/docs/terms.

Wilson Sonsini Goodrich & Rosati

February 25, 2014 Page 2

Respectfully submitted,

WILSON SONSINI GOODRICH & ROSATI

Bv:

Susan A. Creighton 1700 K St., NW Fifth Floor Washington, DC 20006

Counsel for Google Inc.

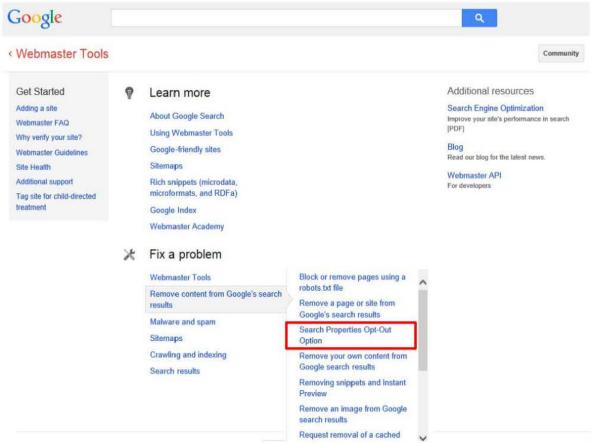
CC: Barbara Blank, Esq.
Jeffrey Blattner, Esq.
Franklin M. Rubinstein, Esq.
David Drummond, Esq.
Kent Walker, Esq.
John Schmidtlein, Esq.

## **EXHIBIT A**

## **Google Search Properties Out-Out Option**

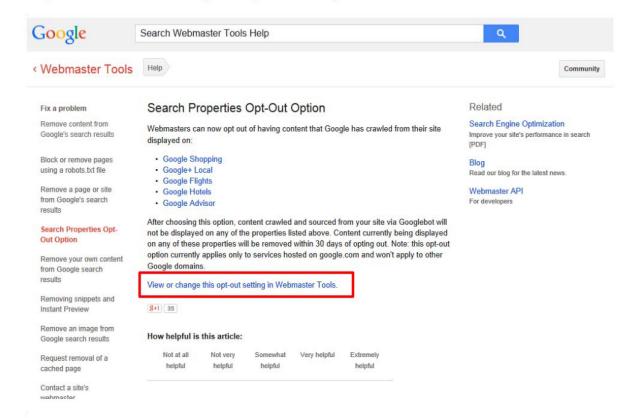
Step 1: Go to https://support.google.com/webmasters/?hl=en.

- Select Remove content from Google's search results
- Then select Search Properties Opt-Out Option



• You will be redirected to https://support.google.com/webmasters/answer/3035947?hl=en&ref\_topic=1724262.

Step 2: Select View or change this opt-out setting in Webmaster Tools.

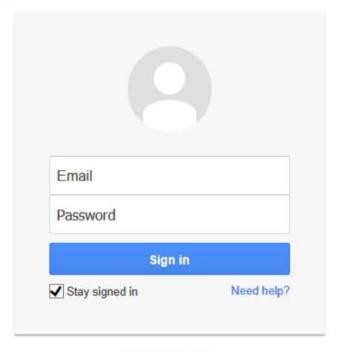


Step 3: Sign in to continue to Google Webmaster Tools.



## One account. All of Google.

Sign in to continue to Google Webmaster Tools



Create an account

One Google Account for everything Google



You will be redirected to <a href="https://www.google.com/webmasters/tools/opt-out">https://www.google.com/webmasters/tools/opt-out</a>.

Step 4: Opt out from having content from your site displayed in certain Google properties.

