



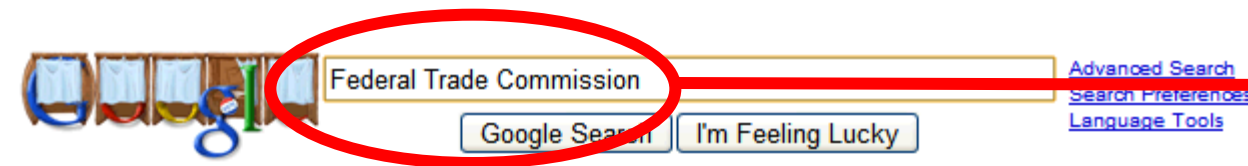
## Privacy & Innovation

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Senior Policy Counsel

*Panel Session Two:  
Economics of Privacy and Internet Behavior*

Federal Trade Commission

November 6, 2008



You have been signed out. [Sign in](#) to see your stuff.

- *URL, including query*
- *IP address*
- *Time and date of search*
- *Operating system*
- *Browser type*
- *Cookie ID*

What data do we collect when a user enters a search query?



## Anonymizing server logs: 9 months for IP addresses

```
123.45.67.XX - 25/Mar/2003 10:15:32 - http://www.google.com/search?q=cars -  
Firefox 1.0.7; Windows NT 5.1 - 1234567812345678
```

Balancing various factors: privacy, security, and improving our services

- to [improve our search](#) algorithms for the benefit of users
- to [defend our systems](#) from malicious access and exploitation attempts
- to [maintain the integrity](#) of our systems by fighting click fraud and web spam
- to [protect our users](#) from threats like spam and phishing



# Spell Checker on Google Search



[Web](#) [Images](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼



feederal taede commishun

Search

[Advanced Search](#)  
[Preferences](#)

Web

Did you mean: [federal trade commision](#)

No standard web pages containing all your search terms were found.

Your search - **feederal taede commishun** - did not match any documents.

Suggestions:

- Make sure all words are spelled correctly.
- Try different keywords.
- Try more general keywords.
- Try fewer keywords.

[Google Home](#) - [Advertising Programs](#) - [Business Solutions](#) - [Privacy](#) - [About Google](#)



# Innovative products – Google Trends



obama, clinton, edwards

Search Trends

Tip: Use commas to compare multiple search terms.

[Sign in](#) to see and export additional Tre

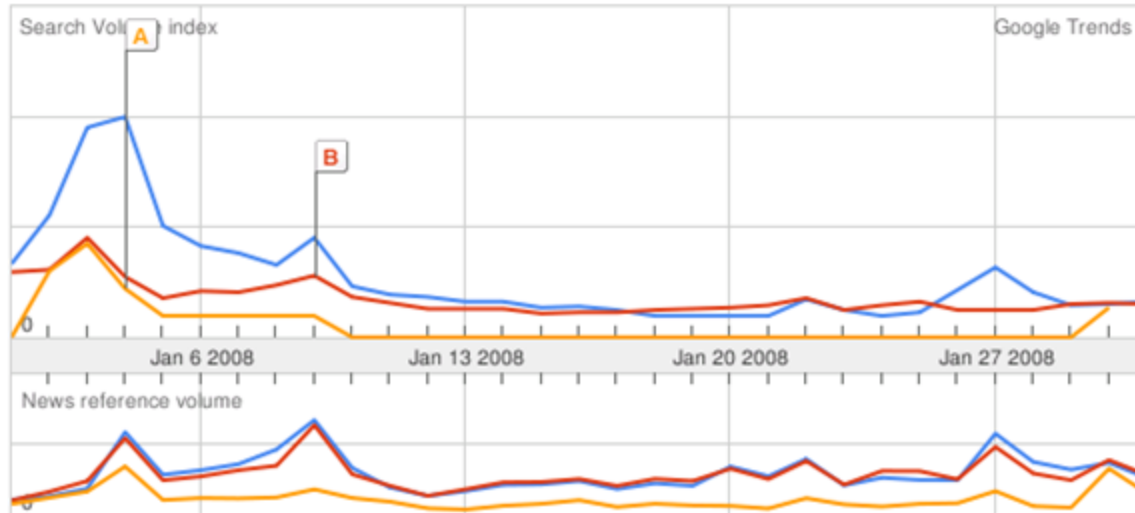
Searches [Websites](#)

United States

Iowa

Jan 2008

● obama ● clinton ● edwards



**A** [Edwards stumbles in Iowa](#)  
Kentucky.com - Jan 4 2008

**B** [Clinton, McCain win in NH](#)  
Maryville Daily Times - Jan 9 2008

[More news results »](#)

Rank by

## Cities

1. Iowa City, IA, USA
2. Fairfield, IA, USA
3. Cedar Rapids, IA, USA
4. Des Moines, IA, USA

## Languages

1. English







# Encouraging experimentation in transparency and choice

Sample graphical ad with privacy notice

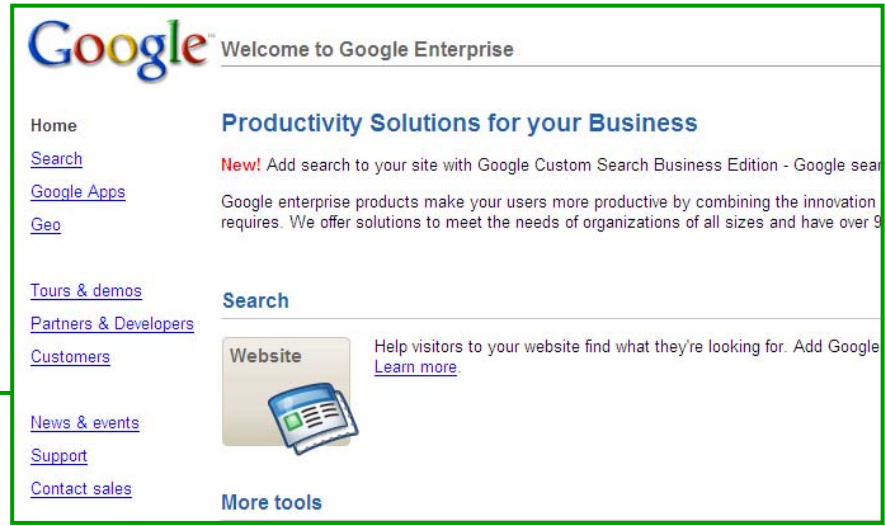
Give your site  
the power and speed  
of Google search.

Learn more.



Google  Privacy

Advertising landing page



**Google** Welcome to Google Enterprise

Home **Productivity Solutions for your Business**

[Search](#) **New!** Add search to your site with Google Custom Search Business Edition - Google search

[Google Apps](#) Google enterprise products make your users more productive by combining the innovation

[Geo](#) requires. We offer solutions to meet the needs of organizations of all sizes and have over 9

[Tours & demos](#)

[Partners & Developers](#)

[Customers](#)


[News & events](#)

[Support](#)

[Contact sales](#)

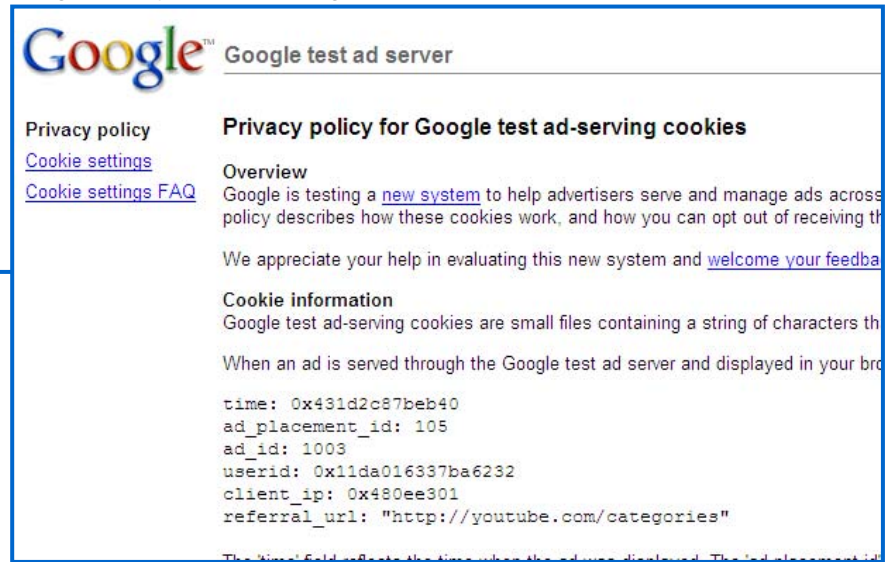
**Search**

**Website** Help visitors to your website find what they're looking for. Add Google [Learn more](#)



**More tools**

Google privacy information page



**Google** Google test ad server

**Privacy policy** **Privacy policy for Google test ad-serving cookies**

[Cookie settings](#)

[Cookie settings FAQ](#)

**Overview**

Google is testing a [new system](#) to help advertisers serve and manage ads across policy describes how these cookies work, and how you can opt out of receiving th

We appreciate your help in evaluating this new system and [welcome your feedback](#)

**Cookie information**

Google test ad-serving cookies are small files containing a string of characters th

When an ad is served through the Google test ad server and displayed in your bro

```
time: 0x431d2c87beb40
ad_placement_id: 105
ad_id: 1003
userid: 0x11da016337ba6232
client_ip: 0x480ee301
referral_url: "http://youtube.com/categories"
```

The 'time' field reflects the time when the ad was displayed. The 'ad\_placement\_id'



- [Privacy Center](#)
- [Privacy Overview](#)
- [Privacy Policy](#)
- [Privacy FAQ](#)
- [Privacy Blogs](#)
- [Terms of Service](#)

### Advertising and Privacy

We serve search text ads via [AdWords](#) on [google.com](#), and we also serve contextual and placement-targeted text and display ads on the [Google content network \(AdSense\)](#). To protect privacy, we follow three principles when we serve ads:

- **Transparency** – We provide detailed information about our advertising policies and practices.
- **Choice** – We offer an opt-out for advertising cookies.
- **No personally identifiable information** – We don't collect or serve ads based on personal information without your permission.

Find on this site:

Search

The [Google Privacy Policy](#) describes how we treat personal information in Google's products and services, including information provided when using or interacting with our advertising services. In addition, the [Privacy Policy for Google ads and the Google content network](#) describes our privacy practices relating to our advertising services.

#### Advertising Cookie Opt-out

Google uses cookies to serve more relevant ads. Learn more about [how Google uses advertising cookies](#).

Anyone may opt out of the DoubleClick cookie (for both the Google content network and DoubleClick ad serving) at any time by clicking the button above. In addition, Google allows third party advertisers to serve ads on the Google content network. Using a tool created by the [Network Advertising Initiative](#), you can [opt out](#) of several third party ad servers' and networks' cookies simultaneously. (Google also uses cookies for Google Analytics and conversion tracking. [Read more about this in our FAQ below.](#))

Opt out

Opt out of the cookie for the Google content network and DoubleClick ad serving

#### Advertising Privacy Videos



[Google Privacy: A Look at Cookies](#)



[Google Privacy: Third Party Ad Serving Basics, Part 1](#)



[Google Privacy: Third Party Ad Serving Basics, Part 2](#)



[Google Privacy: Third Party Ad Serving Basics, Part 3](#)



[Cookies - Google Privacy Tips](#)





Thanks! Questions?

