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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: _____
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Enclosure

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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 opt-out 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>.

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Respectfully submitted,

WILSON SONSINI GOODRICH & ROSATI



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CC: Barbara Blank, Esq.
Jeffrey Blattner, Esq.
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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**

The screenshot shows the Google Webmaster Tools interface. At the top, there is a search bar and a 'Community' button. Below the search bar, the page is titled '< Webmaster Tools'. On the left, there is a 'Get Started' sidebar with links like 'Adding a site', 'Webmaster FAQ', and 'Why verify your site?'. The main content area is divided into 'Learn more' and 'Fix a problem' sections. The 'Fix a problem' section has a dropdown menu open, listing various options. The option 'Search Properties Opt-Out Option' is highlighted with a red box. Other options include 'Block or remove pages using a robots.txt file', 'Remove a page or site from Google's search results', 'Remove your own content from Google search results', and 'Request removal of a cached'.

- 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.



[Webmaster Tools](#) [Help](#) [Community](#)

Fix a problem

- [Remove content from Google's search results](#)
- [Block or remove pages using a robots.txt file](#)
- [Remove a page or site from Google's search results](#)
- [Search Properties Opt-Out Option](#)**
- [Remove your own content from Google search results](#)
- [Removing snippets and Instant Preview](#)
- [Remove an image from Google search results](#)
- [Request removal of a cached page](#)
- [Contact a site's webmaster](#)

Search Properties Opt-Out Option

Webmasters can now opt out of having content that Google has crawled from their site displayed on:

- [Google Shopping](#)
- [Google+ Local](#)
- [Google Flights](#)
- [Google Hotels](#)
- [Google Advisor](#)

After choosing this option, content crawled and sourced from your site via Googlebot will not be displayed on any of the properties listed above. Content currently being displayed on any of these properties will be removed within 30 days of opting out. Note: this opt-out option currently applies only to services hosted on google.com and won't apply to other Google domains.

[View or change this opt-out setting in Webmaster Tools.](#)

 

How helpful is this article:

<input type="radio"/> Not at all helpful	<input type="radio"/> Not very helpful	<input type="radio"/> Somewhat helpful	<input type="radio"/> Very helpful	<input type="radio"/> Extremely helpful
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- [Blog](#)
Read our blog for the latest news.
- [Webmaster API](#)
For developers

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



One account. All of Google.

Sign in to continue to Google Webmaster Tools

A sign-in form with a grey background. At the top center is a grey circular icon representing a person. Below it are two white input fields: the top one is labeled "Email" and the bottom one is labeled "Password". Below the fields is a blue button with the text "Sign in" in white. At the bottom left of the form is a checked checkbox followed by the text "Stay signed in". At the bottom right is a blue link that says "Need help?".

[Create an account](#)

One Google Account for everything Google



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

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



Webmaster Tools

Opt out from certain Google properties

You can opt out of having content from your site displayed in [certain Google properties](#).
Within thirty days of opting out, content that Google has crawled from your site will be removed from [certain Google properties](#).
[Learn more](#)