

Google

Privacy Principles

Draft – not to be shown to anyone, especially Microsoft

Edit 1.01

At Google, we pursue ideas and products that often ~~take risks with our customers' privacy~~ **push the limits of existing technology**. As a company ~~that cares about its share value~~ **that acts responsibly**, we work hard to make sure any innovation is ~~calculated to extract the maximum amount of data~~ **is balanced with the appropriate level of privacy and security for our users**. Our Privacy Principles ~~help protect our ass~~ **help guide decisions we make** at every level of our company, so we can ~~silence those damned privacy advocates~~ **help protect and empower our users** while we fulfill our ongoing **mission** to ~~control~~ organize the world's information.

Use information to provide our users with valuable products and services. ~~This bit has nothing whatever to do with privacy but it sure sounds convincing.~~ **"Focus on providing the best user experience" is the first tenet of Google's philosophy.** When users share information with us, it allows us to build services and products that are valuable to them. We believe that focusing on the user fosters both the products and privacy-enhancing features that have fueled innovation and built a loyal audience of users online.

Develop products that reflect strong privacy standards and practices. Our ambition is to be at the leading edge of technology, including the development of tools that help users manage their personal information in a ~~bizarrely complex~~ **simple, accessible** manner without detracting from a valuable user experience. We know what's right for people **comply with privacy laws**, and additionally ~~lobby~~ **work** internally and with regulators and industry partners ~~to promote more realistic market-friendly regulations~~ **to develop and implement strong privacy standards.**

Make the collection of personal information transparent. We strive to show users the information used to customize our services. Where appropriate ~~and when we have absolutely no~~

~~other choice in the matter~~, we aim to be transparent about the information we have about individual users and how we use that information to deliver our services.

Give users meaningful choices to protect their privacy. ~~We don't believe in a universal right to privacy. People have different privacy concerns and needs.~~ To best serve the full range of our users, Google strives to offer them [meaningful and fine-grained choices](#) over the use of their personal information. ~~Damned if we're going to interfere with our business model by easily allowing people to ring-fence their information~~ [We believe personal information should not be held hostage and we are committed to building products that let users export their personal information to other services.](#) We don't sell users' personal information. Yet.

Be a responsible steward of the information we hold. We recognize our responsibility to protect the data that users entrust to us. We take [security](#) issues seriously and work together with a ~~carefully selected~~ [large](#) community of users, developers and external security experts to make the Internet safer and more secure.

For more information on how we put these principles into practice including tools to help you control your own personal settings, visit our [Privacy Center](#).