The Unique Google Privacy Problem
Why Google’s Forced Integrated Privacy Policy is So Problematic

By Scott Cleland*
Author, Search & Destroy: Why You Can’t Trust Google Inc.  
www.SearchAndDestroyBook.com
President, Precursor LLC**  scleland@precursor.com

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* The views expressed in this presentation are the author’s; see Scott Cleland’s full biography at: www.ScottCleland.com
**Precursor LLC serves Fortune 500 clients, some of which are Google competitors.
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Outline

A. Presentation

1. Google is the #1 global privacy problem.
2. Google’s global monopoly power = a unique global privacy problem; Google has unfathomable scale, scope, and centralization of private info.
3. Google’s unique total information awareness power.
4. Google’s culture is demonstrably hostile to privacy, yielding the world’s worst privacy record.
5. What U.S. decisions fostered the unique Google privacy problem?
6. Why is Google’s forced-integrated privacy policy problematic?
7. Additional Conclusions about Google’s forced-integrated privacy policy.

B. Appendix

– Google’s Dominance Is Rapidly Spreading
– Top Ten Google Quotes for: Privacy; Unaccountability; & Antitrust
– Cleland Background & Research: Bio; Book; & Research

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Google is the #1 Global Privacy Problem

• Google is the only entity intent on collecting, aggregating, integrating, analyzing and leveraging “all the world’s information” (public & private).
  • Every other entity is specialized, fragmented or sovereign, while Google has an:
    − Omniscient mission;
    − Omnivorous information and surveillance appetite;
    − Omnipresence on the web;
    − Omnifarious repertoire of products, services & info collection types; and
    − Omnipotent web ambitions.
    − Google uniquely grasped and acted upon the genius insight that the Internet is at bottom a universal recording, tracking and surveillance technology for those with the ambition and wherewithal to exploit it.
    − "I don't believe society understands what happens when everything is available, knowable and recorded by everyone all the time," Google Chairman Eric Schmidt told the WSJ 8-14-10.
• Google’s monopoly power = unique global privacy problem; Google has unfathomable scale, scope, & centralization of private information.
• Google’s culture is demonstrably hostile to privacy, yielding the world’s worst privacy record by far.
• Two U.S. policy mistakes fostered Google as the #1 global privacy problem.
• Google’s forced integrated privacy policy de-sovereign-izes privacy policymaking and pushes the world towards lowest common denominator privacy standards.
Google’s Monopoly Power = Unique Global Privacy Problem

Unfathomable Scale, Scope & Centralization of Private Info

- Google’s Chairman explains the unfathomable amount of world information Google tries to organize: "There was 5 exabytes of information created between the dawn of civilization through 2003, but that much information is now created every two days, and the pace is increasing..."
- Google is only platform in the world where: users can go for ~all information; publishers can go for ~all advertisers; advertisers can go for ~all users. As such, Google is the only entity that can record/track most all: user online traffic and demand for content; advertiser supply of advertisements and their exact target demographics; and what exact content is viewed by whom, when, where and how much.
  - "So more users more information, more information more users, more advertisers more users... the engine that can’t be stopped." Google Sr. VP
- >1 billion monthly unique users of Google search – 89% global search market share; Google became world’s largest DNS provider in 3 years and handles 70 billion DNS lookups daily; it controls 57% ad-serving share; and it commands 44% of the global online advertising market;
  - "Our model is just better." "Based on that, we should have 100% share" Google Chairman
- >800 million monthly unique YouTube users; 21x more videos served than top competitor; 8x more viewing minutes than top competitor; in 60 languages; >1 trillion videos viewed annually -- ~140 for every living person.
  - “There is a real desire for YouTube to be a global classroom and a global town square, not just a global living room,” YouTube Exec
- >500 million Android users on pace for >1 billion by 4Q13 – Google controls 97% of global mobile search share; 56% mobile operating system global share; there are 4x as many Android devices being sold than next largest competitor: Apple iOS; Google activates 1.3 million Android devices daily.
- >400 million Google+ social user upgrades in just the ~first year of service; have 425 million gmail users; control 57% of global browser market share (Chrome + Google-funded Firefox); and Google Play has had 25 billion app downloads and offers 675,000 apps which is just behind #1 Apple with 700,000.
- Google’s info-driven monopoly creates a unique global privacy problem. That original problem then is exponentially exacerbated by the global surveillance of private information/activity enabled by Google’s rapidly spreading monopoly power into video, mobile, and social. That exponentially exacerbated privacy problem is then further exacerbated exponentially by Google’s forced-integration of Google’s 60 separate privacy policies without true permission from users.
- Bottom line: Google’s pervasive permission-less profiling is a prodigious privacy problem.
Google’s Unique “Total Information Awareness” Power

“We are very early in the total information we have within Google... we will get better at personalization.” Google CEO, FT 5-22-07

*Information now available for: Googleopoly’s leverage, law enforcement subpoena, national security access, & hackers to steal

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**Privacy Invasion Problem**

**Market Information**
- Only omnipresent Internet click tracking/analysis
- Uniquely see all online advertiser demand/trends
- Uniquely comprehensive view of user demand
- Unique complete view of publisher ad inventory
- Unique view of global supply/demand for prices
- Lone access to non-public Google Trends info
- First to see new trends/fads/growth inflections
- Unique access to unregulated inside information
- Unique knowledge of online ad market pricing

**World’s Information**
- Trillion web-pages crawled/copied regularly
- 25,000 sources copied by Google News
- 12 million books copied by Google Books
- 90+% movies/TV shows copied by Youtube
- ~99% satellite images copied by Google Earth
- 90+% homes in 33 countries videoed StreetView
- 175 million users g-mails copied regularly
- 57 languages’ content auto-translated via Translate

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**Personal Identifications**
- IP addresses via Search/Analytics/Cookies/Chrome
- Email addresses via Gmail scanning & Postini filters
- WiFi, SSID & MAC addresses via WiFi wardriving
- Phone/mobile #s via search, Android, Voice, Talk
- Voiceprint recognition via GoogleVoice/Translate
- Face-print recognition via Picassa, Images, YouTube
- 57 Languages identified via Translate/Voice/Video
- Home addresses: Maps/Earth/StreetView/Android
- Personal info via product/service registrations
- Social Security/passport/license #: Desktop Search
- Credit card & bank info: Checkout/Finance/Desktop
- Investment in 23andMe enables DNA identification
- Health identifiers by Health, Search, Gmail, Books
- Click-print IDs via analysis of multiple web histories

**Personal Intentions**
- ~75% share of U.S. search; ~90% of European search
- Behavioral advertising profile for targeted ad-serving
- Intensive interests via iGoogle, Search, Alerts, Reader
- Click tracking: Analytics, DoubleClick, YouTube, Chrome
- Location interest via Maps, Earth, StreetView
- Search Financial interests: Search/Finance/Portfolios/Shopping
- Private drafts via Gmail, Docs, Groups, Desktop Search
- Plans via Google Calendar, Gmail, Buzz, Voice, Talk, Docs
- Likely votes by party/issue: Search/News/Books/Reader
- Health concerns via Health/Search/Books/YouTube/Knell
- Upcoming purchases: My Shopping List/Search/Buzz
- Groups knows one’s politics/religion/issue views

**Personal Location**
- Android GPS tracks location when no apps running
- Search/Toolbar/Android use reveals user’s location
- Talk/Voice/Maps/Calendar signal destination plans
- Google Goggles recognizes location via Streetview
- Search/Earth/Maps/StreetView show favorite places

**Personal Associations**
- Contact lists: Gmail, Buzz, Voice, Orkut, Groups
- Interests: iGoogle/Alerts/News/Reader/Groups
- Reading: News/Books/Knell/Reader/My Library
- Viewing: YouTube, Video, DoubleClick, Analytics
- Friends: Orkut/Picassa/Buzz/Gmail/Talk/Voice
- Gathering places: Earth, Maps, StreetView, Android

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**Antitrust/Monopoly Problem**

**Google’s Total Information Awareness Power**

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Google’s Culture is Demonstrably Hostile to Privacy Predictably Yielding the World’s Worst Privacy Record

- In Privacy International’s 2007 survey: “Google was the only company to earn the bottom ranking, for "comprehensive consumer surveillance and entrenched hostility to privacy.”“
  - In 2002, Google Watch presciently declared: “Google is a privacy time bomb.”
- **Speed:** Google corporately views speed as core to its brand and competitive advantage; thus Google subordinates privacy/security protections to Google’s overriding priority for speed.
  - "Google's default is not to use the most secure form because it slows everything down. ...Ultimately we are not going to do anything that's disadvantaging speed." [Google Chairman](https://www.google.com) Eric Schmidt in response to a question on Google’s privacy protection priorities.
- **Permission:** Google has a deep aversion to asking for permission to use other’s private information or private property given its deep belief in “innovation without permission.”
  - Google believes asking for permission are friction, a barrier to its business/innovation, and a drag on its first-mover advantage, not as central to protecting users’ privacy/safety or others’ private property.
  - See [Evidence Google’s Systematic Theft is Anti-Competitive](https://www.evidencegoogle.com) to see the depth, breadth and history of Google’s aversion to asking for permission to use others’ property or others’ private information.
- **Unaccountability:** Google has a culture of unaccountability and company aversion to management controls, which makes Google a poor and risky steward of private information:
  - See: [Google’s Culture of Unaccountability in Their Own Words](https://www.google.com).
  - See Precursor: Google Unaccountability research series.
- **Record:** The evidence is overwhelming that Google has the world’s worst privacy record:
  - See: [Google Privacy Rap Sheet](https://www.google.com) cataloging 43 privacy offenses over the last decade; and
  - See: [Google’s Top 35 Privacy Scandals](https://www.google.com) for a more complete description of the privacy problems.
What U.S. decisions fostered the unique Google privacy problem?

1. **The U.S. DOJ/FTC decision to exclude privacy as a factor in antitrust enforcement** has fostered a perverse market dynamic where many U.S. online advertising companies now effectively compete on the basis of who can *most take advantage of* consumer privacy fastest, rather than who can best *protect* consumer privacy.
   - The U.S. decision to not consider privacy a non-price factor in antitrust analysis has *created a de facto antitrust safe harbor for mass privacy abuse by Google* and others, by ensuring that there is no U.S. antitrust accountability, risk, or cost for dominant players' mass abuse of consumer privacy for anti-competitive gain.
   - This FTC/DOJ decision also has amounted to *a unilateral disarmament of law enforcement* power in an entire area of antitrust oversight -- privacy -- perversely encouraging an anything-goes-environment and systemic abuse of consumer privacy by the small subset of companies with market power and no specific privacy regulation.
   - Law enforcement that is committed to maximizing the effect of deterrence, signal neither the exact time or place of their police patrols, nor where they won't patrol. However, with privacy and antitrust, authorities have unwittingly telegraphed to the marketplace exactly where they won't provide accountability, so potential bad actors know they can get away with abusing consumers' privacy with relative impunity.
   - Moreover, since violating privacy norms is the best way for Google to optimize personalized, pay-per-click online advertising, excluding privacy from the antitrust enforcement equation is the functional equivalent of a prosecutor declining to consider *motive* in prosecuting an alleged crime.
     - For more analysis on this point please see: [Why Privacy Is an Antitrust Issue & Why Google is its Poster Child](#).

2. **FTC approval of Google-DoubleClick with no privacy conditions** effectively tipped Google to monopoly and *de facto created a unique entity that could track most everyone's private movements on the Internet*.
   - Google-DoubleClick combined the *only two* companies in the world that reached a dominant share of users, advertisers and web publishers; so each near-completely filled-out the reach gaps that the other had.
   - Google-DoubleClick thus dominated user intention private information from search; DoubleClick dominated the tracking and analysis of user traffic from serving ads on most all commercial websites in the free world.
   - The FTC fundamentally failed to understand that *consumers are not the "customer" of online advertising, but the "product"* that Google and DoubleClick effectively sell to advertisers and publishers.
   - Why are market forces so weak in protecting users’ online privacy? The main reason is that the online marketplace is economically structured around users being a commodity, data, to be aggregated and mined, not customers to be served and protected in a competitive marketplace from deceptive or unfair trade practices.
     - For more analysis on this point please see: [Where is the Market for Online Privacy?](#).

3. **No privacy in antitrust + Google-DoubleClick = Unique Global Privacy Problem**

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Why Google’s Forced Privacy Policy Integration is So Problematic

• Privacy surveys indicate few appreciate that Google tracks and records most everything they do on the web and that they have the potential to aggregate unimaginably intimate profiles of people all without their meaningful permission and knowledge, or normal accountability.

• **Google knows what you want, think, know, believe, read, watch, and intend to do; and knows with whom you associate and communicate.** They know you better than you do.

• Google **pushes the envelope on privacy** in most every way: tracking your online activity and physical movements; eavesdropping on you; reading your emails; photographing your house; recording and aggregating your social connections and interactions; even recording and identifying your face-print and voiceprint.
  
  — **Google even aspires to collect and analyze people’s DNA.** “In genomics, there’s a massive amount of information in which you can look for patterns and develop insights.” *Google Ventures Head, Bill Maris.*

• **What Google knows about you is a threat** if it falls into the hands of: a rogue employee; a hacker or criminal; government spy agencies; or law enforcement without due process.
  
  — **All of this** has already happened.

• In the wrong hands, these unique Google forced-integrated **uber-profiles** create increased:
  
  — **Danger to individuals** of stalking, blackmail, theft, fraud, kidnapping, intimidation, harassment, or arrest; and
  
  — **Risk to groups, companies, organizations and sovereign nations** of extortion, theft, fraud, terrorism, intimidation, and manipulation of markets, transactions, elections, policymaking, court decisions, law enforcement, the military, intelligence services, etc.

• This is not the amount of private information on everyone that should be collected, aggregated and stored in free countries without the meaningful permission/choice/control of users and without exceptional accountability/safeguards, and strong sovereign checks and balances.
  
  — Information is power. Google’s unique and unfathomable omni-collection of private data and surveillance of private activity power is unprecedented in global scale, scope, efficiency, effectiveness and totality.
  
  — As Lord Acton said: “power corrupts and absolute power corrupts absolutely.” Forewarned is forearmed.
Additional Conclusions

1. Google’s privacy policy, culture and privacy record is not trustworthy.

2. Google’s mission, model, and record exhibit purposeful *spying-by-design*, not the *privacy-by-design* of their public representations.
   - The simple proof is that *by design* Google can personalize search, advertising and contextual recommendations to the individual, and also *by design*, Google won’t allow individuals to opt-out or personalize their privacy policy by product, service or context.

3. Google’s forced-integration of privacy policies without meaningful user permission or choice to opt-out is tantamount to *privacy piracy*.
   - In effect, Google’s taking of users’ private information without permission or choice is analogous to Google Books copying 20+ million books without rights-holders’ permission or choice; and to Google-YouTube copying innumerable movies and TV shows without the rights-holders’ permission or choice.
   - Google is the world’s #1 privacy pirate opposed to the Internet freedom of users to choose privacy.

4. Google’s forced-integration of its global privacy policy process:
   - Universalizes, globalizes, and *de-sovereign-izes privacy policy making and standard setting*, via Google dictating digital policies to sovereign nations’ policymakers -- until nations re-assert their sovereign authority;
   - Results in a *lowest-common-denominator privacy standard* where Google dictates most-public and least-private privacy standards by default;
   - Creates a “*single point of failure*” and vulnerability by ignoring the security and privacy best practice of compartmentalizing information to protect against catastrophic breaches;
   - Exposes monopoly power and minimal competitive pressure or incentive to protect users’ privacy; and
   - Spotlights minimal effective sovereign checks and balances on Google.
Additional Conclusions Cont.

5. Google is in an epic battle over privacy default standards; it is seeking to:
   – Dictate the new privacy policy default standard as universal-ization of all private
     information with no user opt out short of cancellation; and
   – Defeat privacy default standards that assume users want privacy & the choice to
     not be tracked online.
     • Google CEO Larry Page acknowledged this epic privacy battle 10-18-12 admitting:
       “Virtually everything that we want to do, I think, is somewhat at odds with locking down
       all of your information for uses you haven’t contemplated yet…”

6. Google is in “stop-us-if-you-can” mode; it’s default “rule-of-code,” web-
   sovereign decisions currently trump national sovereign “rule-of-law” in
determining:
   – Individuals’ privacy rights in practice;
   – What and whose property rights are respected or disrespected;
   – What is free speech and what is not;
   – What is acceptable information for the public to access and what is not;
   – What geographical boundaries and names are official or not; and
   – Who wins or loses in the business of information access.
Appendix

• Google’s Dominance Is Rapidly Spreading
• Google Has World’s Worst Record on:
  – Privacy 2011-2012;
  – Privacy 2002-2010; and
  – Antitrust 2008-2012
• Top Ten Google Quotes for:
  – Privacy;
  – Unaccountability; and
  – Antitrust
• Cleland Background & Research:
  – Bio: Scott Cleland, President, Precursor® LLC
  – Book: Search & Destroy: Why You Can’t Trust Google Inc.
  – Privacy research
  – Antitrust research: [www.Googleopoly.net](http://www.Googleopoly.net)
Appendix: Google’s Dominance Is Rapidly Spreading
Google’s Successfully Leveraging Its Search Dominance Throughout the Web Ecosystem

Google’s Core Dominance
95% of European searches
76% of U.S. search ad revenues
70% of U.S. searches (including outsourced search for AOL/Ask.com)
57% of ad-serving market
44% global online adver...
## Appendix: Google Has World’s Worst Privacy Record (2011-2012)

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<thead>
<tr>
<th>YEAR</th>
<th>DESCRIPTION OF OFFENSE</th>
<th>MORE INFO</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>US FTC plans fine for violating FTC-Google-Buzz privacy decree in hacking Apple's browser</td>
<td><a href="http://bloom.bg/JYL8fb">link</a></td>
</tr>
<tr>
<td>2012</td>
<td>US FCC Street View WiSpy probe disproved Google story it was a rogue engineer’s mistake</td>
<td><a href="http://politico.pro/McNbyg">link</a></td>
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<tr>
<td>2012</td>
<td>Android Apps found to share personal data with advertisers without users’ knowledge</td>
<td><a href="http://bit.ly/waUjb6">link</a></td>
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<tr>
<td>2012</td>
<td>By design Android app developers don’t need user’s permission to access users' photos</td>
<td><a href="http://bit.ly/KOuGfs">link</a></td>
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<td>2012</td>
<td>US FCC fines Google $25k for impeding/delaying its Street View wiretapping probe</td>
<td><a href="http://bit.ly/IC1y8x">link</a></td>
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<td>2012</td>
<td>Google Drive terms of service grant Google broad rights to users’ private info in cloud</td>
<td><a href="http://bit.ly/Il0LNk">link</a></td>
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<td>2012</td>
<td>Stanford researcher found Google bypassed users’ privacy protections on Apples’s browser</td>
<td><a href="http://on.wsj.com/ytg5EB">link</a></td>
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<tr>
<td>2012</td>
<td>Google Wallet shut down for week because users’ PIN to access money wasn’t private</td>
<td><a href="http://bit.ly/AzksAM">link</a></td>
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<tr>
<td>2012</td>
<td>Google rejected EU request to delay new privacy policy to see if it complied with EU law</td>
<td><a href="http://bit.ly/vZgiQD">link</a></td>
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<td>2012</td>
<td>Google refuses to meet with 36 US Attorneys General about objections to new privacy policy</td>
<td><a href="http://on.wsj.com/wxlDCB">link</a></td>
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<td>2012</td>
<td>Google introduces new privacy policy without opt-out required by FTC enforcement decree</td>
<td><a href="http://bit.ly/IPn9R">link</a></td>
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<td>2012</td>
<td>EPIC asks US FTC to probe if &quot;Search Plus Your World&quot; violates FTC enforcement decree</td>
<td><a href="http://bit.ly/AdFis">link</a></td>
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<td>2011</td>
<td>Google fails to fulfill its LAPD contract to ensure private/secure Gmail for law enforcement</td>
<td><a href="http://bit.ly/q9Q9R">link</a></td>
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<tr>
<td>2011</td>
<td>Chinese hackers accessed private Gmail accounts of US Cabinet and Defense Dept. officials</td>
<td><a href="http://appel.com/whFtu">link</a></td>
</tr>
<tr>
<td>2011</td>
<td>Android defaults set to collect &amp; implement network passwords without user’s permission</td>
<td><a href="http://sk.jp/L47Kv">link</a></td>
</tr>
<tr>
<td>2011</td>
<td>Google abused user privacy by knowingly geo-targeting them with ads to buy illegal drugs</td>
<td><a href="http://t.i.usp.org/ivSxK">link</a></td>
</tr>
<tr>
<td>2011</td>
<td>Android tracks users' movements thousands of times a day without the user’s knowledge</td>
<td><a href="http://es.wiki.org/gv0EF">link</a></td>
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<td>2011</td>
<td>Android’s lax security found to enable hackers easy access to users private information</td>
<td><a href="http://bit.ly/2p5hS">link</a></td>
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<td>2011</td>
<td>Google TV prevented users from installing privacy/security software for protection</td>
<td><a href="http://bit.ly/0x4kS">link</a></td>
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<td>2011</td>
<td>Google settled with US FTC over charges of Google-Buzz deceptive privacy practices</td>
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<td>2011</td>
<td>Only Google made all of Wikileaks' stolen private/secret cables publicly searchable</td>
<td><a href="http://es.wiki.org/wweP">link</a></td>
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<tr>
<td>2011</td>
<td>Android's no-curation-policy means no privacy/security by design for users private info</td>
<td><a href="http://bit.ly/np5vQ">link</a></td>
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<td>2011</td>
<td>Google enabled public download of 35 million personal profiles, adding to identity theft risk</td>
<td><a href="http://bit.ly/HK46R">link</a></td>
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<td>2011</td>
<td>US DOJ catches Google misrepresenting it had privacy/security certifications it did not have</td>
<td><a href="http://bit.ly/4K34R">link</a></td>
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<td>2011</td>
<td>&quot;Doodle4Google&quot; art contest sign-up required children to provide partial social security #s</td>
<td><a href="http://bit.ly/7dV0">link</a></td>
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## Appendix: Google Has World’s Worst Privacy Record (2002-2010)

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<tr>
<th>YEAR</th>
<th>DESCRIPTION OF OFFENSE</th>
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<tr>
<td>2010</td>
<td>Chinese hackers stole Google’s entire password security/privacy software system</td>
<td><a href="http://nyti.ms/JzMOHi">http://nyti.ms/JzMOHi</a></td>
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<td>2010</td>
<td>Google engineer caught stalking underage teens and spying on their private chats/emails</td>
<td><a href="http://gawkr/bVrNQ3">http://gawkr/bVrNQ3</a></td>
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<td>2009</td>
<td>Google’s centralization of all information creates “single-point-of-failure” for privacy/security</td>
<td><a href="http://amzn.to/Mnp3Sc">http://amzn.to/Mnp3Sc</a></td>
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<td>2007</td>
<td>Google Street View raised privacy concerns with public photos of private home interiors</td>
<td><a href="http://wpi.ws/13B6wK">http://wpi.ws/13B6wK</a></td>
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<td>2007</td>
<td>Google Docs's terms of service claims perpetual rights to users' private material</td>
<td><a href="http://zd.net/tmmYsl">http://zd.net/tmmYsl</a></td>
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<td>2007</td>
<td>Privacy watchdogs opposed Google-DoublenClick merger on privacy grounds</td>
<td><a href="http://bit.ly/1TmEJ1">http://bit.ly/1TmEJ1</a></td>
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<td>2006</td>
<td>Poll of Google users shows that they incorrectly believe search is private/not identifiable</td>
<td><a href="http://bit.ly/1TmEJ1">http://bit.ly/1TmEJ1</a></td>
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<td>2006</td>
<td>Google publicly displayed a live feed of everyone's private search terms in its lobby</td>
<td><a href="http://scoble.it/8aIX37">http://scoble.it/8aIX37</a></td>
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# Appendix: Google Has The World’s Worst Current Antitrust Record

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<td>Officially warned to not abuse standards essential patents</td>
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<td>2012</td>
<td>EU</td>
<td>Formally investigating Google-Motorola’s abuse of patents</td>
<td><a href="http://yhoo.it/Hi6xJ2">http://yhoo.it/Hi6xJ2</a></td>
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<td>2011</td>
<td>US FTC</td>
<td>Launched broad antitrust probe of search ad behavior</td>
<td><a href="http://on.wsj.com/JQ01X">http://on.wsj.com/JQ01X</a></td>
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<td>2011</td>
<td>Brazil</td>
<td>Competitors’ file complaint over Google’s advertising practices</td>
<td><a href="http://reuters.com/9Y9b1">http://reuters.com/9Y9b1</a></td>
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<td>2011</td>
<td>US DOJ</td>
<td>DOJ/Court will police ITA acquisition antitrust problems</td>
<td><a href="http://1.usa.gov/BL6B">http://1.usa.gov/BL6B</a></td>
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<td>2010</td>
<td>France</td>
<td>Authorities ruled Google search monopoly, found discrimination</td>
<td><a href="http://reuters.com/2a7A">http://reuters.com/2a7A</a></td>
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<td>2010</td>
<td>US Court</td>
<td>Found to be broadly colluding to limit employees’ compensation</td>
<td><a href="http://1.usa.gov/awR5K">http://1.usa.gov/awR5K</a></td>
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<td>2009</td>
<td>US FTC</td>
<td>Forced Google CEO off Apple’s Board as anti-competitive</td>
<td><a href="http://1.usa.gov/3f9C">http://1.usa.gov/3f9C</a></td>
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Appendix: Top Ten Google Privacy Quotes

- "If you have something that you don't want anyone to know, maybe you shouldn't be doing it in the first place;" Google Chairman Eric Schmidt told CNBC's Maria Bartiromo 12-7-09.
- "Google policy is to get right up to the creepy line and not cross it," said Google Chairman Eric Schmidt 10-1-10, the Atlantic.
- "Show us 14 photos of yourself and we can identify who you are;" Google Chairman Eric Schmidt told 2010 Techonomy.
- "...it is too dangerous for there not to be some way to identify you... We need a [verified] name service for people...Governments will demand it." Google Chairman Eric Schmidt told the 2010 Techonomy conference.
- "We know where you are. We know where you've been. We can more or less know what you're thinking about;" Google Chairman Eric Schmidt 10-1-10 per the Atlantic.
- "It's a future where you don't forget anything..."In this new future you're never lost...We will know your position down to the foot and down to the inch over time;" explained Google Chairman Eric Schmidt at the TechCrunch Disrupt, 9-28-10.
- "No harm, no foul," concerning discovery of Google’s secret and unauthorized collection of WiFi signals in 33 countries over three years, Google Chairman Eric Schmidt said the Times of London in May 2010.
- "...It's important to distinguish between "worry versus harm" when it came to privacy online." said Larry Page per BBC News, 5-18-10.
- "Because we say so." Google Chairman Eric Schmidt responding to Neil Cavuto's question: "How do we know you have deleted our information" when we request it be deleted? per Fox News 11-6-09.
- "We are very early in the total information we have within Google. ...The algorithms will get better and we will get better at personalisation... The goal is to enable Google users to be able to ask the question such as "What shall I do tomorrow?" and "What job shall I take?" ... We cannot even answer the most basic questions because we don’t know enough about you. That is the most important aspect of Google’s expansion;" explained Google Chairman Eric Schmidt to the FT, 05-22-07.
- "I don't believe society understands what happens when everything is available, knowable and recorded by everyone all the time," Google Chairman Eric Schmidt told the Wall Street Journal 8-14-10.
Appendix: Top Ten Google Unaccountability Quotes

• “Google’s leadership does not care terribly much about precedent or law.” An admission by a top Google lawyer in Stephen Levy’s book In The Plex, 4-11.
• “If we could wave a magic wand and not be subject to US law, that would be great;” said Google Co-founder Sergey Brin to The Guardian, 4-15-12,
• "Google is melding a positive office culture with minimal accountability controls." The company's goal is "to think big and inspire a culture of yes" Google Chairman Eric Schmidt before the Economic Club in Washington, per Washington Internet Daily 6-10-08.
• “Sergey and Larry almost always decided to take the risk. They were pretty fearless.” Doug Edwards author of “I’m Feeling Lucky: Confessions of Google Employee Number 59. 7-27-11 quoted in The Telegraph.
• "We try not to have too many controls." "People will do things that they think are in the interests of the company. We want them to understand the values of the firm, and interpret them for themselves." Nikesh Aurora, Head of Google European Operations, to the FT, 9-21-07
• “People don’t want to be managed” Google CEO Larry Page in Stephen Levy’s book In the Plex, 4-11.
• “The word ‘control’ is not such a strong word at Google.” Google Chairman Eric Schmidt responding to a question about how he controls such a vast company as Google is, from The Telegraph, 7-1-10.
• “Launch first, correct later” Google Chairman Eric Schmidt in explaining that rapid release of Google products is part of Google's ultra-creative DNA, 6-3-10, per the FT.
• “At Google, we give the impression of not managing the company because we don’t really. It sort of has its own borg-like quality if you will. It sort of just moves forward.” Google Chairman Eric Schmidt, to Gigaom, 5-2-11.
• “Whack-a-mole is our life” Google Chairman Eric Schmidt, in response to the FT's question of "how Google is coping with the constant eruption of controversy over its handling of privacy, copyright and other tricky public policy issues." 6-3-10, per the FT.
Appendix: Top Ten Google Antitrust Quotes

• "...we expect that advertising funded search engines will be inherently biased towards the advertisers and away from the needs of the consumers. Since it is very difficult even for experts to evaluate search engines, search engine bias is particularly insidious."..."...we believe the issue of advertising causes enough mixed incentives that it is crucial to have a competitive search engine that is transparent and in the academic realm." Google co-founders Larry Page and Sergey Brin, in their published 1998 Stanford University Research Paper, http://bit.ly/KWiv

• "We don't actually want you to be successful," referring to companies trying to increase their ranking in search results." Google CEO Eric Schmidt, 10-8-08, AdAge, http://bit.ly/LOqsE0

• “Search is critical. If you are not found, the rest cannot follow.” Santiago de la Mora, Google’s head of printing partnerships, 8-23-09, New York Times, http://nyti.ms/JU9m5S


• “Ultimately our goal at Google is to have the strongest advertising network and all the world’s information.” Google CEO Eric Schmidt, ZDNet, 8-23-06, http://zd.net/LbwGym

• "Scale is the key. We just have so much scale in terms of the data we can bring to bear." Google CEO Eric Schmidt, 10-2-09, Bloomberg-BusinessWeek, http://buswk.co/1arA6c

• "We don’t have better algorithms than everyone else; we just have more data." Google’s Chief Scientist Peter Norvig, 3-21-10, ECPM Blog, http://bit.ly/Mo9Jqc

• “Google is really based on this. Users go where the information is so people bring more information to us. Advertisers go where the users are, so we get more advertisers. We get more users because we have more advertisers because we can buy distribution on sites that understand that our search engine monetizes better. So more users more information, more information more users, more advertisers more users, it’s a beautiful thing, lather, rinse, repeat, that’s what I do for a living. So that’s … the engine that can’t be stopped.” Google Sr. VP Jonathan Rosenberg, 2-27-08, http://bit.ly/LhK6sE


• "Our model is just better." "Based on that, we should have 100% share" Google CEO Eric Schmidt, 12-10-09, Forbes, http://onforb.es/5PplMc
Appendix: Bio: Scott Cleland, President, Precursor® LLC

- **Bio:** Scott Cleland was the first analyst to foresee that Google would become a global monopoly with unprecedented market power and minimal accountability that would lead to severe competition, privacy, property, and security problems. He has written more Google antitrust, privacy, and accountability research than anyone in the world. Cleland is a precursor: a research analyst with a track record of industry firsts and a history of spotlighting harmful industry behavior and misrepresentation. He is President of Precursor® LLC, a Fortune 500 research consultancy focused on the future of Internet competition, privacy, security, property rights, innovation and algorithmic markets. Scott Cleland is author of the book: *Search & Destroy: Why You Can't Trust Google Inc.* Cleland also authors the widely-read [www.PrecursorBlog.com](http://www.PrecursorBlog.com); and publishes [www.GoogleMonitor.com](http://www.GoogleMonitor.com). He served as Deputy United States Coordinator for International Communications and Information Policy in the George H. W. Bush Administration. Eight Congressional subcommittees have sought Cleland’s expert testimony and *Institutional Investor* twice ranked him the #1 independent telecom analyst. Scott Cleland has been profiled in *Fortune, National Journal, Barrons, WSJ’s Smart Money, and Investors Business Daily*. Cleland’s Full Biography can be found at: [www.ScottCleland.com](http://www.ScottCleland.com)

- **Scott Cleland’s Three Congressional Testimonies on Google:**
Appendix: Search & Destroy: Why You Can’t Trust Google Inc.

This is the other side of the Google story—the unauthorized book that Google does not want you to read. In Search & Destroy, Google expert Scott Cleland shows that the world’s most powerful company is not who it pretends to be.

Google pretends to be a harmless lamb, but chose a full-size model of a Tyrannosaurus Rex as its mascot. Beware the T-Rex in sheep’s clothing. Google has acquired far more information, both public and private, and has invented more ways to use it, than anyone in history. Information is power, and in Google’s case, it’s the power to influence and control virtually everything the Internet touches. Google’s power is largely unchecked, unaccountable—and grossly underestimated. Google is the Internet’s lone superpower—the new master of the digital information universe. And Google’s power depends almost entirely on the blind trust it has gained through masterful duplicity. Google routinely says one thing and does another.

Cleland proves the world’s #1 brand untrustworthy. He exposes the unethical company hiding behind a “don’t be evil” slogan. He uncovers Google’s hidden political agenda. And he reveals how Google’s famed mission to organize the world’s information is destructive and wrong. Cleland is the first to critically examine where Google is leading us, explain why we don’t want to go there, and propose straightforward solutions.

Google’s unprecedented centralization of power over the world’s information is corrupting both Google and the Internet—a natural result of unchecked power. Google is evolving from an information servant to master—from working for users, to making users work for the Internet behemoth.

Search & Destroy conclusively demonstrates that Google’s goal is to change the world by influencing and controlling information access. Ultimately, Google’s immense unchecked power is destructive precisely because Google is so shockingly-political, unethical and untrustworthy.
Appendix: Relevant Cleland Google Privacy Research

- “What Private Information Google Collects -- A One-Page Fact Sheet” PrecursorBlog; 5-24-10;

- “Google's "Total Information Awareness" Power -- A one-page graphic of all the information Google has” PrecursorBlog; 6-4-10;

- “Why Privacy Is an Antitrust Issue & Why Google is its Poster Child;” PrecursorBlog; 7-22-2010;

- “Where is the Market for Online Privacy?;” PrecursorBlog; 1-31-2012;

- “Google’s Top 35 Privacy Scandals;” PrecursorBlog; 2-22-2012;
Appendix: www.Googleopoly.net Research

Googleopoly Research Series:

• Googleopoly I: The Google-DoubleClick Anti-competitive Case -- 2007
  – http://googleopoly.net/merger.html
• Googleopoly II: Google’s Predatory Playbook to Thwart Competition -- 2008
  – http://googleopoly.net/googleopoly_2.pdf
  – http://googleopoly.net/googleopoly_3_dependency.pdf
• Googleopoly IV: How Google Extends its Search Monopoly to Monopsony Control over Digital Info-- 2009
  – http://googleopoly.net/Googleopoly_IV_The_Googleopsony_Case.pdf
  – Chart: Google’s Digital Information Distribution Bottleneck
    • http://googleopoly.net/Googles_Digital_Information_Distribution_Bottleneck_Chart.pdf
• Googleopoly V: Why the FTC Should Block Google-AdMob -- 2009
  – Chart: Google-AdMob Monopoly Bottleneck Chart http://googleopoly.net/merger_to_monopoly.pdf
• Googleopoly VI: Seeing the Big Picture: How Google is Monopolizing Consumer Internet Media --2010
  – http://googleopoly.net/Googleopoly_VI_Presentation.pdf
• Googleopoly VII: Monopolizing Location Services – Why Skyhook is Google’s Netscape --2011
• Googleopoly VIII: Google’s Deceptive and Predatory Search Practices -- 2011
• Googleopoly IX: Google-Motorola’s Patents of Mass Destruction