
¹ See Letter from David C. Vladeck, Director, Bureau of Consumer Protection, Federal Trade Commission to Jane Horvath, GlobhTg0654.8800 0.0000 TDIr PivacyJ

proposed consent order mandates that Google establish and maintain a comprehensive privacy program that addresses privacy risks related to new and existing products and services, and protects the privacy and confidentiality of covered information. Under the order, the company also must give Google users notice and obtain express affirmative consent prior to sharing their identified information with any third party in connection with a change to any product or service, where such sharing is contrary to stated sharing practices in effect at the time of collection. Finally, the order requires Google to obtain an assessment and report from a qualified, independent third-party professional, certifying that it has in place a privacy program that provides protections that meet or exceed the protections required by the order, every other year for twenty years. The Commission believes that the proposed consent order contains strong relief that will protect the privacy of consumers who use Google's products and services.

In light of these considerations, the Commission has determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources in its work, and it thanks you again for your comment.

By direction of the Commission.

Donald S. Clark
Secretary