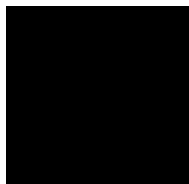


UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580



Office of the Secretary

October 13, 2011

Marvin Bink
Commonwealth of Pennsylvania

Re: In the Matter of Google

¹ "Covered Information" is defined in the order as "information respondent [Google] collects from or about an individual, including but not limited to, an individual's: (a) first and last name; (b) home or other physical address, including street name and city or town; (c) email address or other online contact information, such as a user identifier or screen name; (d) persistent identifiers such as IP address; (e) telephone number, including home telephone number and mobile telephone number; (f) list of contacts; (g) physical location; or any other information from or about an individual consumer that is combined with (a) through (g) above"

In the future if you have specific information suggesting that Google is not maintaining reasonable privacy or security of user information, you may contact the Consumer Response Center at (877) 282-4357, or file a complaint online at www.ftccomplaintassistant.org.

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