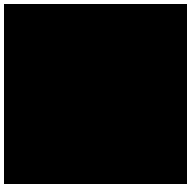


UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580



Office of the Secretary

October 13, 2011

Jerod Freitag
State of Wisconsin

Re: In the Matter of Google Inc., File No. 1023136, Docket No. C-4336

Dear Mr. Freitag:

Thank you for your comment on the Federal Trade Commission's consent agreement in the above-captioned proceeding. The Commission has placed your comment on the public record pursuant to rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii),

Commission shares your general concern about the lack of transparency and consumer control with regard to the collection and use of consumer information. The proposed order is designed to ensure that Google Inc. ("Google") provides clear, accurate disclosures and uses reasonable and appropriate procedures to protect the privacy and confidentiality of users' "covered information" going forward.

Among other provisions, the proposed consent order requires Google to 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

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 identifier, 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"

