

FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Office of the Secretary

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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) e

in the area of privacy-enhancing technologies and is designed to keep pace with a dynamic marketplace. In particular, the privacy program must contain controls and procedures appropriate to Google's size and complexity that reflect the sensitivity of data handled, the complexity