



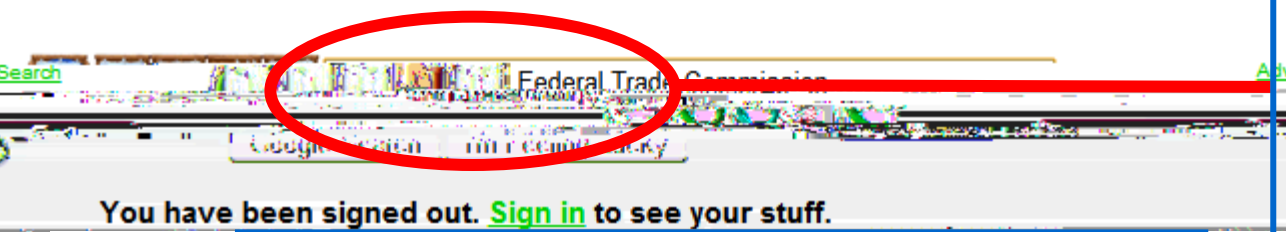
Privacy & Innovation

Pablo Chavez
Senior Policy Counsel

*Panel Session Two:
Economics of Privacy and Internet Behavior*

Federal Trade Commission

November 6, 2008



What data do we collect when a user enters a search query?

- *URL, including query*
- *IP address*
- *Time and date of search*
- *Operating system*
- *Browser type*
- *Cookie ID*



How long do we retain data?



Anonymizing server logs: 9 months for IP addresses

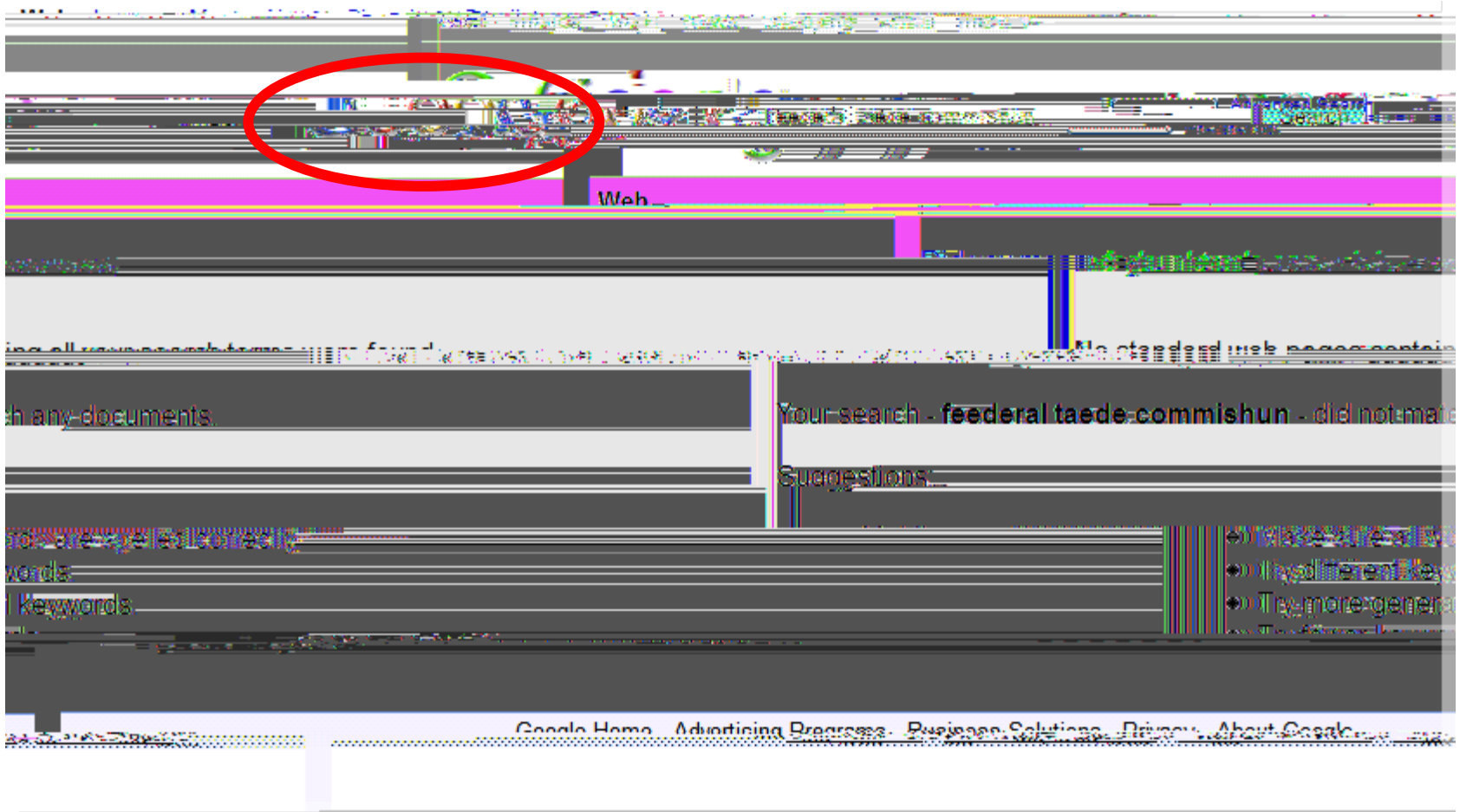
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Balancing various factors: privacy, security, and improving our services

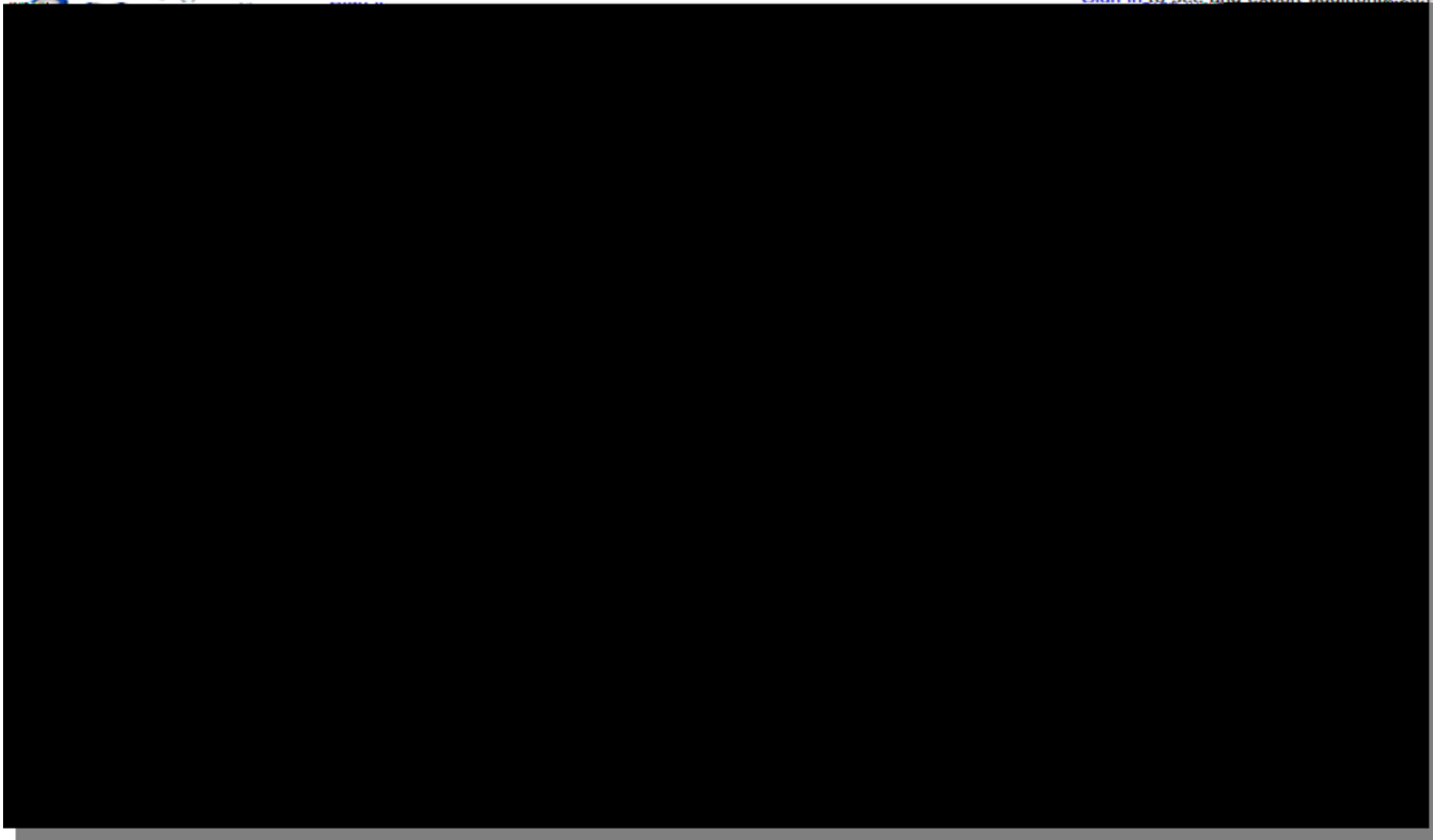
- to [improve our search](#) algorithms for the benefit of users
- to [defend our systems](#) from malicious access and exploitation attempts
- to [maintain the integrity](#) of our systems by fighting click fraud and web spam
- to [protect our users](#) from threats like spam and phishing



Spell Checker on Google Search



Innovative products – Google Trends



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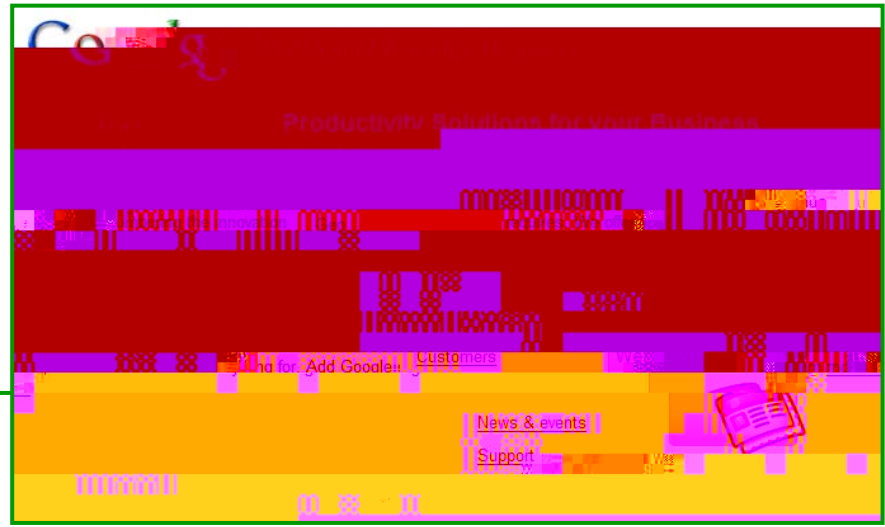
Encouraging experimentation in transparency and choice



Sample graphical ad with privacy notice



Advertising landing page



Google privacy information page

