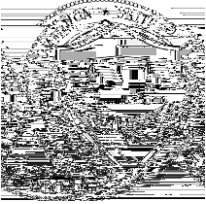


UNITED STATES OF AMERICA
Federal Trade Commission



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December 2, 2014

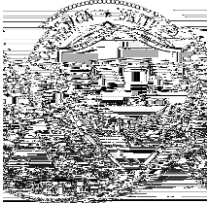
Ms. Roxanne Crapser
State of Nebraska

Re: In the Matter of Google Inc., File No. 122 3237

Dear Ms. Crapser

Thank you for your comment

In your comment, you express concerns about your child making unauthorized purchases made by a store, the proposed complaint and order here should help to address



Office of the Secretary

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Federal Trade Commission
WASHINGTON, D.C. 20580

December 2, 2014

Ms. Erika Fultz
Commonwealth of Kentucky

Re: In the Matter of Google Inc., File No. 122 3237

Dear Ms. Fultz:

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), and has given it serious consideration.

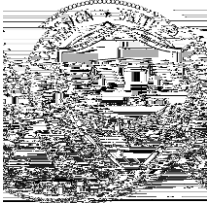
The Commission appreciates your support of the proposed order. The Commission is committed to protecting consumers from unauthorized charges, including those incurred by children. In your comment, you express concerns about your child making unauthorized purchases via the Google Play store. The proposed complaint and order here should help to address your concerns. The proposed complaint alleges that Google obtains account holders' informed consent for in-app charges incurred by children. Under the proposed order, Google must alter its business practices going forward to obtain express, informed consent to in-app charges before billing for such charges. The proposed order also will require Google to provide full refunds to account holders who have been billed by Google for unauthorized in-app charges incurred by minors. If Google's payments total less than \$1 million, it would remit the difference to the FTC to be used for additional consumer remedies or for disgorgement. To effectuate refunds, Google must send an electronic notice to its consumers within 15 days of entry of the final order that clearly and conspicuously discloses the availability of refunds and instructions on how to obtain such refunds. If you do not receive a notice from Google within 15 days of the date of this letter, please contact the FTC's Consumer Response Center at (877) 382-4357, or file a complaint online at www.ftccomplaintassistant.gov

After reviewing your letter, other public comments filed with the Commission, and the investigativer record, the Commission has determined that the relief set forth in the proposed order is appropriate and sufficient to remedy the violations alleged in the proposed complaint, and it is in the public interest to issue the Decision and Order in final form. The final Decision

and Order and other relevant materials are available on the Commission's website at <http://www.ftc.gov/enforcement/casesproceedings/123237/googleinc>. It helps the Commission's analysis to hear from a variety of sources in its work. The Commission thanks you again for your comment.

By direction of the Commission Commissioner Wright recused.

Donald S. Clark
Secretary



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WASHINGTON, D.C. 20580

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December 2, 2014

Ms. Jhonette Gamble
Commonwealth of Virginia

Re: In the Matter of Google Inc., File No. 122 3237

Dear Ms. Gamble

Thank you for your comment on the Federal Trade Commission's consent agreement in the above-titled 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), and has given it serious consideration.

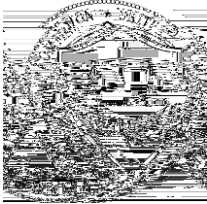
In your comment, you express concerns about your child making unauthorized purchases via the Google Play store and note that you were unaware that your credit card could be charged for in-app activities. You also inquire about refunds. The proposed complaint and order here should help to address your concerns. The proposed complaint alleges that Google failed to obtain account holders' informed consent for app charges incurred by children. Under the proposed order, Google must alter its business practices going forward to obtain express, informed consent to app charges before billing for such charges. The proposed order also will require Google to provide full refunds to account holders who have been billed by Google for unauthorized in-app charges incurred by minors. If Google's payments total less than \$1 million, it would remit the difference to the FTC to be used for additional consumer remedies or for disgorgement. To effectuate refunds, Google must send an electronic notice to its consumers within 15 days of entry of the final order that clearly and conspicuously discloses the availability of refunds and instructions on how to obtain such refunds. If you do not receive a notice from Google within 15 days of the date of this letter, please contact the FTC's Consumer Response Center at (877) 382-357, or file a complaint online at www.ftccomplaintassistant.gov

In your comment, you also raise concerns that your credit card information was stored in Google Wallet without your consent. Although the proposed complaint does not contain allegations specifically addressing this issue, the Commission is committed to protecting consumers from unauthorized financial transactions. The Commission has forwarded your comment to the FTC's Consumer Response Center. In addition, the Commission encourages

After reviewing your letter, other public comments filed with the Commission, and the investigative record, the Commission has determined that the relief set forth in the proposed order is appropriate and sufficient to remedy the violations alleged in the proposed complaint, and it is in the public interest to issue the Decision and Order in final form. The Decision and Order and other relevant materials are available on the Commission's website at <http://www.ftc.gov/enforcement/casesproceedings/122237/googleinc>. It helps the Commission's analysis to hear from a variety of sources in its work. The Commission thanks you again for your comment.

By direction of the Commission Commissioner Wright recused.

Donald S. Clark
Secretary



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WASHINGTON, D.C. 20580

December 2, 2014

Robin Gilcrest Pollack
State of California

Re: In the Matter of Google Inc., File No. 122 3237

Thank you for your comment on the Federal Trade Commission's consent agreement in the above entitled 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), and has given it serious consideration.

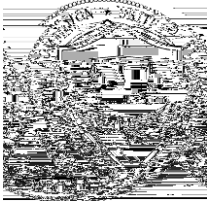
The Commission appreciates your support of the proposed order. The Commission is committed to protecting consumers from unauthorized charges, including those incurred by children. In your comment, you express concerns about your child making unauthorized purchases via the Google Play store. You also inquire about refunds. The proposed complaint and order here should help to address your concerns. The proposed complaint alleges that Google failed to obtain account holders' informed consent for app charges incurred by children. Under the proposed order, Google must alter its business practices going forward to obtain express, informed consent to app charges before billing for such charges. The proposed order also will require Google to provide full refunds to account holders who have been billed by Google for unauthorized in-app charges incurred by minors. If Google's payments total less than \$1 million, it would remit the difference to the FTC to be used for additional consumer remedies or for disgorgement. To effectuate refunds, Google must send an electronic notice to its consumers within 15 days of entry of the final order that clearly and conspicuously discloses the availability of refunds and instructions on how to obtain such refunds. If you do not receive a notice from Google within 15 days of the date of this letter, please contact the FTC's Consumer Response Center at (877) 358-2 or file a complaint online at www.ftccomplaintassistant.gov

After reviewing your letter, other public comments filed with the Commission, and the investigative record, the Commission has determined that the relief set forth in the proposed order is appropriate and sufficient to remedy the violations alleged in the proposed complaint, and it is in the public interest to issue the Decision and Order in final form. The final Decision

and Order and other relevant materials are available on the Commission's website at <http://www.ftc.gov/enforcement/casesproceedings/123237/googleinc>. It helps the Commission's analysis to hear from a variety of sources in its work. The Commission thanks you again for your comment.

By direction of the Commission Commissioner Wright recused.

Donald S. Clark
Secretary



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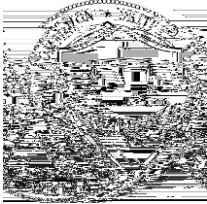
December 2, 2014

Ms. Suzanne Marracelli
State of Florida

Re: In the Matter of Google Inc., File No. 122 3237

Dear Ms. Marracelli

Thank you for your comment on the Federal Trade Commission's consent agreement in the above entitled 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), and has given it serious consideration.



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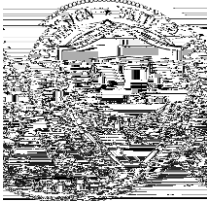
Ms. Abby McDonald
State of California

Re: In the Matter of Google Inc., File No. 122 3237

Dear Ms. McDonald:

Thank you for your comment on the Federal Trade Commission's consent agreement in the above-titled 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), and has given it serious consideration.

The Commission appreciates your support of the proposed order. The Commission is committed to protecting consumers from unauthorized charges, including those incurred by children. The proposed complaint alleges that Google failed to obtain account holders' informed consent for in-app charges incurred by app account holders who have been billed by Google for charges incurred by minors. If Google's payments total less than \$1 million, it would remit the difference to the FTC, to be used for additional consumer remedies or for disgorgement. To effectuate refunds, Google must send an electronic notice to its consumers within 15 days of entry of the final order that clearly and conspicuously discloses the availability of refunds and instructions on how to obtain such refund. i rand hill i .fun



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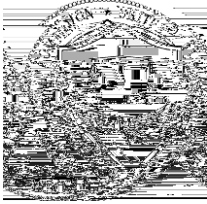
Mr. Jeff Moore
State of Nevada

Re: In the Matter of Google Inc., File No. 122 3237

Dear Mr. Moore

Thank you for your comment on the Federal Trade Commission consent agreement in the above entitled proceeding. The Commission has placed your comment on the public record pursuant to rule 4.9(b)(6)(ii) of the Commission Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and has given it serious consideration.

In your comment, you express concerns about unauthorized charges from Google that have been charged for unauthorized app purchases made by a child via the Google Play store, the proposed complaint and order here should help to address those concerns. The proposed complaint alleges that Google failed to obtain account holders' informed consent for app charges incurred by children. Under the proposed order, Google must alter its business practices going forward to obtain express, informed consent to app charges before billing for such charges. The proposed order also will require Google to provide full refunds to account holders who have been billed by Google for unauthorized in-app charges incurred by minors. If Google's payments total less than \$1 million, it would remit the difference to the FTC to be used for additional consumer remedies or for disgorgement. To effectuate refunds, Google must send an electronic notice to its consumers within 15 days of entry of the final order that clearly and conspicuously discloses the availability of refunds and instructions on how to obtain such refunds. If you have incurred an in-app charge via the Google Play store and you do not receive a notice from Google within 15 days of the date of this letter, please (, pl)-2(enty)20(s6)-2(vtw)2(i(G)2(oo)-



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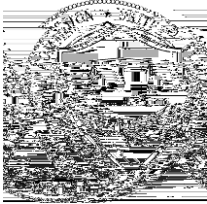
December 2, 2014

Dullah Morris
State of North Carolina

Re: In the Matter of Google Inc., File No. 122 3237

Thank you for your comment on the Federal Trade Commission consent agreement in the above-titled 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), and has given it serious consideration.

In your comment, you provide a receipt of a charge from Google Play. The proposed complainant alleges that Google failed to obtain account holders' informed consent for app charges incurred by children. Under the proposed order, Google must alter its business practices going forward to obtain express, informed consent to app charges before billing for such charges. The proposed order also will require Google to provide full refunds to account holders who have been billed by Google.



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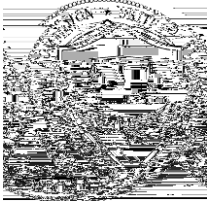
Ms. Bellamy Printz
State of Ohio

Re: In the Matter of Google Inc., File No. 122 3237

Dear Ms. Printz

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), and has given it serious consideration.

In your comment, you express concerns about your child making unauthorized purchases via the Google Play store. You also inquire about refunds. The proposed complaint and order here should help to address your concerns. The proposed complaint alleges that Google obtain account holders' informed consent for app charges incurred by children. Under the proposed order, Google must alter its business practices going forward to obtain express, informed consent to app charges before billing for such charges. The proposed order also will



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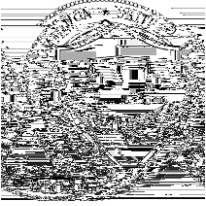
December 2, 2014

Ms. Trinity Ragan
State of Florida

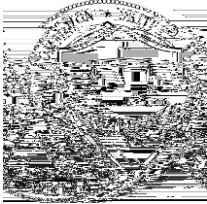
Re: In the Matter of Google Inc., File No. 122 3237

Dear Ms. Ragan

Thank you for your comment on the Federal Trade Commission's consent agreement in the above entitled 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),



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December 2, 2014

Mr. William Taylor
Commonwealth of Virginia

Re: In the Matter of Google Inc., File No. 122 3237

Dear Mr. Taylor:

Thank you for your comment on the Federal Trade Commission's consent agreement in the above-titled 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), and has given it serious consideration.

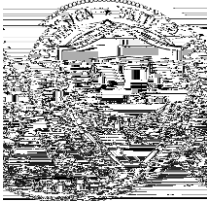
In your comment, you express concerns about charges in 2013 and 2014 you have been charged for unauthorized app purchases made by a child via the Google Play store, the proposed complaint and order here should help to address those concerns. The proposed complaint alleges that Google failed to obtain account holders' informed consent for app charges incurred by children. Under the proposed order, Google must alter its business practices going forward to obtain express, informed consent to app charges before billing of such charges. The proposed order also will require Google to provide full refunds to account holders who have been billed by Google for unauthorized in-app charges incurred by minors. If Google's payments total less than \$1 million, it would remit the difference to the FTC to be used for additional consumer remedies or for disgorgement. To effectuate refunds, Google must send an electronic notice to its consumers within 15 days of entry of the final order that clearly and conspicuously discloses the availability of refunds and instructions on how to obtain such refunds. If you have incurred an in-app charge via the Google Play store and do not receive a notice from Google within 15 days of the date of this letter, please contact the FTC's Consumer Response Center at (877) 382-57, or file a complaint online at www.ftccomplaintassistant.gov

After reviewing your letter, other public comments filed with the Commission, and the investigative record, the Commission has determined that the relief set forth in the proposed order is appropriate and sufficient to remedy the violations alleged in the proposed complaint, and it is in the public interest to issue the Decision and Order in final form. The final Decision

and Order and other relevant materials are available on the Commission's website at <http://www.ftc.gov/enforcement/cases/proceedings/123237/googleinc>. It helps the Commission's analysis to hear from a variety of sources in its work. The Commission thanks you again for your comment.

By direction of the Commission Commissioner Wright recused.

Donald S. Clark
Secretary



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WASHINGTON, D.C. 20580

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December 2, 2014

Mr. Michael Watz
State of Colorado

Re: In the Matter of Google Inc., File No. 122 3237

Dear Mr. Watz

Thank you for your comment on the Federal Trade Commission's consent agreement in the above entitled 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), and has given it serious consideration.

In your comment, you express concerns about inadvertent purchases via the Google Play store. If you have been charged for unauthorized app purchases made by a child via the Google Play store, the proposed complaint and order here should help to address those concerns. The proposed complaint alleges that Google www.ftccomplaintassistant.gov

After reviewing your letter, other public comments filed with the Commission, and the investigative record, the Commission has determined that the relief set forth in the proposed order is appropriate.