



Implementation Questionnaire

Introduction

Notes/instructions on completing this template

- Please complete all sections and all questions as far as possible
- Where a question or section is not applicable, please mark as N/A
- Where is overlap – or no change – to information previously submitted in company statement of commitments, please simply enter “refer to self-statement”
- URLs or screenshots (with links) are particularly useful in illustrating individual points
- Please add any additional information/data relevant to the submission at the end of the appropriate Principle

1. Name of the company on whose behalf this submission is made:

Google Inc.

2. Country or primary markets where products/services are offered (in EU) to which this submission applies (In which European markets does your company operate)

EU27

3. Product(s) or services included within the terms of this submission

1. Google Search
2. YouTube
3. Google Play

4. Nature of activity

Manufacturers of desktop and laptop computers, mobile phones, tablets, TV set top boxes and gaming consoles

Network operators and connectivity providers

Online content provider

Online service provider

Other (please specify):

5. Person(s) completing the report

Name: Catherine Williams

Position: Communications and Public Affairs Manager

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Principle 1 – Content

Commitments

Signatories should:

- Indicate clearly where a service they offer may include content considered not to be appropriate for children and display prominently options which are available to control access to the content. This could include, where appropriate for the service, tools to manage access to certain content, advice to users or a recognised system of content labelling.
- Display prominently and in an easily accessible location the Acceptable Use Policy, which should be written in easily-understandable language.
- State clearly any relevant terms of service or community guidelines (i.e. how users are expected to behave and what is not acceptable) with which user generated content must comply.
- Ensure that reporting options are in the relevant areas of the service.
- Provide notice about the consequences for users if they post content which violates terms of service or community guidelines.
- Continue work to provide innovative solutions able to support child safety protection tools and solutions.

1. Do you provide a mechanism for consumers to provide feedback, report an issue or file a complaint about the appropriateness of a piece of content?

Yes

No

Not applicable (please explain):

If yes, please provide details:

Google: Laws around the world affect the availability of content across Google products and services. We publish content removal reports online in order to disclose data on content removal requests in an effort to inform discussions about online content regulation. These reports can be found [here](#).

YouTube: At YouTube, we work hard to maintain a safe and vibrant community. We have Community Guidelines that set the rules of the road for what we don't allow on YouTube. For example, we do not allow pornography, incitement to violence, harassment, or hate speech. We rely on a combination of people and technology to flag inappropriate content and enforce these guidelines. Flags can come from our automated flagging systems, from members of the Trusted Flagger program (NGOs, government agencies, and individuals) or from users in the broader YouTube community. There is more information in our [YouTube Transparency Report](#).

Google Play: When users come across inappropriate content, comments, and reviews on Google Play, they can [report content issues or violations](#). We take user reports very seriously. We review flagged content for hate speech, spam, nudity, malicious behavior, and other violations of our [Terms of Service](#). We do our best to make sure any content with a family star meets a high standard for quality and age appropriateness. If users come across inappropriate content, they can [let us know](#).

2. Do you offer a means for restricting / blocking access to potentially inappropriate content for users of your service or product?

Yes

No

Not applicable (please explain):

If yes, please provide details of mechanisms in place:

At Google we work hard to educate families about child safety on a global scale. Our Family Safety Center provides parents and teachers with tools across our products to help them choose what content their family see online.

We also encourage users to report, or flag, inappropriate content, with mechanisms across products. We have teams of people monitoring flagged content. In addition, through our product Help Centers, Google invites users to contact us directly with complaints about illegal content or abuse they encounter on the web or in its products. We have a legal team devoted to emergencies that also works with law enforcement to address child safety issues.

We invest a lot of resource in providing free, easy-to-use tools that allow users to adjust their personal settings for example [SafeSearch](#) or the [YouTube Restricted Mode](#), restricting the accessibility of adult content. Please find set out below some examples:

1. Uploader age-restrict feature

This type of age-restriction is imposed by the uploader and is not a result of a review by YouTube. This feature gives uploaders more control over their content by allowing them to age-restrict their own videos. Viewers must be logged-in and 18 years of age or older to view age-restricted videos. These videos are also not shown when Safety Mode is turned on. Age-restricted videos will by default not show ads and cannot be monetized. In deciding whether to age restrict content, you should consider issues such as violence, disturbing imagery, nudity, sexually suggestive content, and portrayal of dangerous or illegal activities. For further clarification please refer to our Help Center article on Age-restrictions . Videos that have been proactively age-restricted by the uploader are, however, still subject to YouTube's Community Guidelines and can still be flagged by the YouTube Community. If YouTube determines a video should be age-restricted, a permanent age restriction will be applied, whether or not the video was restricted by the user.

2. SafeSearch

SafeSearch filters help prevent adult content from appearing in the supervised user's search results. Learn more about [SafeSearch](#) settings.

3. Do you provide any information, educational resources or advice for users in any of the following areas?

(tick as many as apply)

- X *Content classification or labeling guidelines*
- X *How to block or restrict access to content*
- X *How to report or flag content as inappropriate*
- X *Safe searching*
- X *Information about your company's content policy in relation to children*
- Not applicable (please explain):*

If yes, please provide details including the format of any material provided (video, text, tips, games, FAQs, etc.):

Our goal is to help maximize the best of what technology has to offer kids and families, while minimizing the risks. We want young people, parents and educators to have the knowledge they need to make smart and responsible choices online and we invest heavily in digital literacy resources and programs across Google to help build an informed and responsible generation of digital citizens.

- We have teams dedicated to keeping the [Google](#) and [YouTube](#) Safety Centers up to date, engaging and relevant.
- Amongst other things, these safety centers offer information about online safety, provide details about how to use product features, set out the guidelines that describe what is not allowed on various products, let users know about our reporting processes and how to report content to us.

Encouraging Education and Opportunities

An important use of technology is its capacity to create new opportunities and channels for learning. Technology helps young people explore their interests, learn, and create. We understand the great potential of technology and invest in campaigns and programmes to encourage young people to learn and make the most of the opportunities that technology can offer.

- **Google Science Fair** – a contest designed to help children pursue their passions in science and technology. We've seen students from around the world take revolutionary ideas and make them into game-changing advances—from plastics made out of banana peels, to flashlights that work without batteries to new ways to detect and fight cancer. [Examples and videos [here](#).]
- **Made with Code** – an initiative for girls to learn firsthand that coding can be an incredible platform for creativity and expression. [examples [here](#).]
- **Young people as role models.** We also see young people's amazing creativity through the creators who are tapping into YouTube's global reach to entertain, educate and inspire.

4. Where is your company's Acceptable Use Policy (AUP) located?

There is a link to product specific AUPs in every page of our services.

5. Does the AUP or separate give clear guidelines with which user generated content must comply (including details about how users are expected to behave and what is not acceptable)?

- Yes
- No
- Not applicable (please explain):

If yes, please identify relevant policy:

The [YouTube Community Guidelines](#) are like the rules of the road for our users and they outline what type of behaviour is unacceptable on the platform, for example, hate speech, bullying and spam. They are written in clear and easy-to-understand language. We also created a YouTube Policy where we include information, tips and tools for users and where we answer a lot of policy related questions that users may have, such as, the type of content which is age-restricted.

6. Do you provide notice about the consequences for users if they post content which violates terms of service or community guidelines?

- Yes
- No
- Not applicable (please explain):

If yes, please identify relevant policy:

Our Community Guidelines and content policies explain that violations will result in penalties or even termination of an account. For example on YouTube, if a user accrues three account strikes in a 6 month period, then their account will be terminated. In certain serious cases, accounts may be terminated straight away. In addition, the [Reporting and Enforcement](#) section of the Policy and Safety Center contains plenty of information on account strikes and terminations. On YouTube, we have a page dedicated to our policies with the regards to Harassment and cyberbullying, where we state clearly that: 'When content violates our harassment policy, the person who posted that content will receive a strike against their YouTube account. Accounts that are dedicated to harassing a particular user or the community at large will be terminated.'

Principle 2 – Parental Controls

Commitments

Signatories should assist parents to limit their children’s exposure to potentially inappropriate content and contact.

- Manufacturers should optimise hardware design to provide products which simply and clearly help parents to set appropriate levels of control on devices.
- Network providers should provide necessary tools and settings across their services to enable parents to set appropriate levels of control.
- Service and content providers should make available the necessary tools and settings across their services to enable parents to set appropriate levels of control

1. Please outline the availability of any ***parental control tools and settings*** across your product or service that allows parents to set appropriate levels of control? Include relevant links/screenshots where available:

Nothing is more important than providing families with a secure online experience, and that starts by giving them free, easy-to-use and effective tools, so they can manage their experiences. We realize that technology alone isn’t a solution, so Google, parents, schools, and non-profit organizations work together to promote digital awareness and online safety resources. These resources encourage conversations about what it means to stay safe and be smart online.

Family Link: Family Link helps parents stay in the loop as their child explores on their Android device. With Family Link, parents can create a Google Account for their child that’s much like their own, and to set certain digital ground rules for their children and do things like manage apps their child can find and download, keep an eye on screen time by setting a daily device limit and viewing app activity reports, and set a bedtime for their child’s device.

YouTube Kids: YouTube Kids is a fun and educational place for families to discover lots of great videos and it gives kids the opportunity to explore their interests, learn about new topics, and be entertained. We provide a clear onboarding flow for parents to provide more information about the app and how it works. The app includes a timer control that puts parents in the driver seat, allowing them to set a time limit for each session. Parents can choose if they want a more contained experience by turning search off or if they want their child to only access Collections of channels on a variety of topics provided by YouTube Kids and trusted third parties. Parents also have the ability to block videos and channels from their child’s YouTube Kids experience when signed in.

Android Restricted Profiles: On newer Android devices, parents can create “restricted profiles”. It lets parents choose the apps and content that a “restricted” user can access. Restricted profile users can also be prevented from buying or downloading new app and content.

2. . If applicable, please describe the features offered by the parental controls? E.g. restricting web access, customization, monitoring, other restrictions.....

Controls in Google+ and YouTube empower teens to block bullies, report inappropriate content, and choose with whom they connect.

SafeSearch in Google Search: Turning on SafeSearch is an easy way for parents to hide sexually explicit or violent content, search results that are not suitable for children. Parents can also save and lock their SafeSearch preference. This setting is one-click away from the Google homepage or a Google search results pages.

YouTube Restricted Mode: YouTube Restricted Mode helps users avoid videos that they may not want to see or they may not want members of their family to see. Turning on Restricted Mode in YouTube takes one click.

YouTube controls: YouTube users can easily limit who they share their videos with, can block or report other users who may be violating our policies, and control comments on their videos by switching them off, prohibiting certain words in comments on their videos, or holding all comments for approval before they go live.

Reporting and flagging tools: Google has policies to prevent harmful and illegal conduct and content on our products. We encourage users to report violations of these policies to us through our reporting and flagging tools – which are available on all of our products. For example, on YouTube, clicking the little flag icon below a video quickly takes users to our reporting process. There are specialist teams monitoring reports 24/7 and taking action to remove content that violates our community guidelines or age restrict content that may not be appropriate for all audiences. Age-restricted content can only be viewed by signed in users who are over 18 years of age.

3. In relation to parental controls, which of the following educational and information resources to do you offer?

(tick as many as apply)

- X *Company policy in relation to use of parental controls*
- X *Guidance about how to use parental controls*
- X *Educational or awareness-raising resources about the use of parental controls*
- X *A promotional or marketing channel for the uptake of parental controls*
- X *External links to educational material/resources about the use of parental control*

[Please provide details including links or screenshots as relevant]

Digital citizenship campaigns around the world

- We want to make sure parents and children have the tools and knowledge they need to make smart and responsible choices online. That’s why we created:
 - **[US] Online Safety Roadshow** ([English](#) and [Portuguese](#)). We deliver an in-person, in-school program to help teens, parents, and educators understand best practices for engaging with the online world, explaining how they can protect their information online, avoid scams, fight bullying and encourages them to think before they share. We have brought the Roadshow to over 60,000 students in the US and are always working on expanding its reach.
 - **[English, Spanish & Portuguese] Be Internet Awesome**. In 2017 we launched [Be Internet Awesome](#), a digital citizenship and safety program for kids, parents and educators, the centerpiece of which is an interactive game called [Interland](#). Interland is a free, web-based game that teaches the core lessons of online safety

-- users are invited to play their way to Internet Awesome in a quest to deny hackers, sink phishers, one-up cyberbullies, outsmart overshare and become fearless explorers of the online world.

- **[UK] Be Internet Legends & Be Internet Citizens.** [Be Internet Legends](#) is an educational programme aimed at 7-11 year olds to help them become safe, confident explorers of the online world. [Be Internet Citizens](#) is aimed at 13-15 year olds and is designed to teach media literacy, critical thinking and digital citizenship; with the aim of encouraging young people to be positive voices online.
- **[Romania, Greece and Bulgaria] Young Digital Leaders** - we partnered with the Institute for Strategic Dialogue (ISD), Google.org and local educational partners to develop a digital citizenship curriculum for young people from disadvantaged backgrounds.
- **[Indonesia] Smart Schools Online** is our digital literacy project roadshow, funded by .Org and in partnership with local NGOs.
- **[EU] Young Digital Leaders** is a workshop for 13-17 year olds to empower them with the skills they need to stay safe online, become positive digital citizens and leaders, and increase their resilience to hate and extremism online. The curriculum covers topics such as; tackling misinformation, combating hate speech and understanding manipulation. The curriculum consists of four toolkits which can be adapted as needed by practitioners. The content is translated, localized and deployed by a local educational NGO.
- **[Multiple] Web Rangers.** We started Web Rangers ([video](#)) in Israel in 2011 and it has rolled out to 15 countries across APAC, EMEA and LATAM. It is a peer-to-peer model that empowers teenagers to be advocates of online safety, tolerance and respect. Web Rangers promotes internet safety among young people, by empowering teenagers (age 13-15) to campaign for safe and responsible use of the internet in their wide influence circles.

Resources for Educators

- **Digital Citizenship Curriculum Booklet for Educators:** An activity booklet that teachers can use in classrooms for students aged 10-14 years. Covers topics such as how to ascertain the credibility of online information, protecting your online identity and reputation, and how to identify and evade online scams. The booklets are currently available in 17 languages, including [German](#), [English \(US\)](#), [Spanish \(Latin America\)](#), [French](#) & [Indonesian](#), among many others.
- **Digital Citizenship and Safety Online Open Course (MOOC):** An [online safety course](#) to equip teachers with the skills to impart online safety knowledge in classrooms. This course is within Google for Education's existing online platform. The course consists of five online safety videos followed by short quizzes.
- **GSuite for Education** is a version of our Enterprise apps for use in schools. Services include Gmail, Calendar, Drive, Groups. GSuite for Education is an easier, more effective way for teachers to organize their work, collect homework, distribute assignments, and give students feedback in real time.
- Our **Training Center** provides [free, online trainings](#) about using Google tools and integrating them into the classroom.
- The resources used in the [Online Safety Roadshow](#) (mentioned above) are also available for educators to use in their own classrooms -- [videos](#), [lessons and activity handout](#).
- We also run [various programs](#) that educators and students develop technical skills, including [CS First](#), a free computer science curriculum for in and out of the classroom.
- **(Global) Safer Internet Day:** We take an active role

- **(Global) Anti-bullying Month:** YouTube Kids celebrates Anti-Bullying Month during the month of October by creating playlists of anti-bullying YouTube videos for the YouTube Kids Spotlight channel.
- **VR Action Lab:** We're partnering with the Harmony Institute to launch a series of three VR experiences about cyberbullying. The experiences focus on how small actions can make a big difference, challenging attitudes about bullying, and a future without bullying. More information can be found [here](#).

4. Please outline any additional safety tools or solutions *not detailed above* that relate to parental controls, including any planned implementation of new features or procedures?

Principle 3 – Dealing with abuse/misuse

Requirements

Signatories should:

- Provide a clear and simple process whereby users can report content or behaviour which breaches the service's terms and conditions.
- Implement appropriate procedures for reviewing user reports about images, videos, text and other content or behaviour.
- Provide clear information to users on all available report and review procedures.
- Place and review regularly links to these reporting options in appropriate areas of the service (e.g. where users view user-generated content or interact with other users) and provide guidance on what to report.
- Place links to relevant child welfare organisations or specialist providers of advice (e.g. about anorexia or bullying) and other confidential helplines/support services in appropriate areas.
- Ensure that moderators who review user reports are properly trained to determine or escalate content or behaviour presented to them

Top of Form

1. Please provide details of company policy relating to abuse and misuse (involving images, videos, text and other content or behaviour) on your product or service.

Google's mission continues to be to organize the world's information and make it universally accessible and useful. With this goal comes many benefits to society – unparalleled access to art and culture, news and entertainment, and educational materials. We value this openness. It has democratized how stories, and whose stories get told. Although we are a company fundamentally committed to access to information, it is not anything goes on our platforms. We've created content policies that set the rules of the road for what we don't allow. And once we are on notice of content that violates a local law, we are able to restrict access to it from the relevant jurisdiction. We continue to improve on our processes and our technology to enforce those rules, while preserving the open democratic nature of our services. As the pressure continues to increase around the world to address an array of controversial content issues, we recognize that dealing with these issues responsibly – and striking the right balance – is a critical and challenging part of the role we play in society.

2. Please describe the process or mechanism available for users to report abuse/misuse (involving images, videos, text and other content or behaviour) on your product or service).

Across our products we have content policies that draw responsible lines about what content we do and do not allow on our platforms, including prohibitions on terrorist recruitment, hate speech, and incitement to violence. Our communities are diverse. We have different products that serve different purposes, and the rules are not (and should not be) identical across all platforms. We strive our best to balance free expression with safety.

More details here:

<https://support.google.com/youtube/answer/2802027?co=GENIE.Platform%3DAndroid&hl=en-GB>

3. Where is the reporting button/ mechanism located?
(tick any that apply)

<p><i>X On each page of the website/service</i> <i>X Close to the point where such content might be reported</i> <i>X In a separate location such as a safety page</i> <input type="checkbox"/> <i>In a browser extension</i> <input type="checkbox"/> <i>In a separate app for a connected device</i> <input type="checkbox"/> <i>Other (please specify):</i></p>
<p>4. Who may use such a reporting mechanism? (tick any that apply)</p> <p><input type="checkbox"/> <i>Only registered user/profile in which content is located</i> <input type="checkbox"/> <i>All registered users of the product/service?</i> <i>X Everyone including non-users, e.g. parents/teachers who are not registered for the service</i> <input type="checkbox"/> <i>Other (please explain):</i></p>
<p>5. Which of the following <u>kinds of content</u> can users report?</p>
<p>YouTube does not allow:</p> <ul style="list-style-type: none"> - Pornography or sexually explicit content - Harmful or dangerous content, here are some examples: - Instructions to kill or harm: Showing viewers how to perform activities meant to kill or maim others, such as providing instructions on how to build a bomb meant to injure or kill people - Hard drug use or creation: Content that depicts people abusing controlled substances such as cocaine or opioids, or content providing instructions on how to create drugs - Extremely dangerous challenges: Challenges that pose imminent risk of physical injury such as the choking game, fire challenge, detergent-eating challenges, the “no lackin’ challenge,” or hot water challenge - Dangerous or threatening pranks: Pranks that lead victims to fear imminent serious physical danger, or that create serious emotional distress in minors - Eating Disorders: Content in which people suffering from anorexia or other eating disorders are praised for weight loss, are bragging about it, or are encouraging others to imitate the behavior - Violent Events: Promoting or glorifying violent tragedies, such as school shootings - Instructional theft: Showing users how to steal money or tangible goods - Instructional hacking and phishing: Showing users how to bypass secure computer systems or steal user credentials and personal data <p>Please note that this is not a complete list.</p>
<p>6. Which of the following information do you provide to users? (tick any that apply)</p> <p><i>X Advice about what to report</i> <i>X Advice about how to make a report</i> <i>X Pre-defined categories for making a report</i> <i>X How reports are typically handled</i> <i>X Feedback to users</i> <i>X Other website/external agency for reporting abuse/ misuse content?</i> <input type="checkbox"/> <i>Other (please specify):</i></p>

7. Please provide details of any *other means*, in addition to a reporting button/icon, to report content or behavior which breaches your service's terms and conditions

YouTube's Policies and Safety Site provides further details on reporting and enforcement.

https://support.google.com/youtube/topic/2676378?hl=en&ref_topic=6151248

8. Please outline briefly any other procedures or programmes offered by your service *not detailed above* that relate to abuse /misuse,

Legal removals. We have a clear process for removing content that violates local laws. We provide a [public form](#) that makes it easy for governments to submit requests for removal of illegal content from Google's products.

These requests get reviewed by legal specialists around the world so we can block content in the relevant jurisdiction when it violates local law; content submitted via this form that violates our content policies will be removed globally. We carefully evaluate each and every request we receive, making sure that the content does in fact violate the letter and the spirit of applicable law before removing it.

We record all government requests for content removal in Google's [Transparency Report](#).

Cooperation with Law Enforcement. We also cooperate with law enforcement pursuant valid legal processes so that governments are able to do their investigatory work.

Humans & Technology. We've long used a mix of humans and technology to enforce our policies at scale. We use technology to help us detect hateful and illegal content in a number of different ways.

Spam Detection & Account Clustering. Spam can often be detected by certain behavioural patterns so we employ robust proactive spam detection technologies. These technologies have also proven effective in identifying other bad actors, including terrorist networks, and the widespread, and often automated, dissemination of low-quality information.

Hash Sharing. We have long used hashing technologies to prevent re-uploads of exact matches to videos removed for policy violations, including for child sexual abuse imagery, and more recently, terrorist content.

Proactive Classifiers. We are applying our most advanced machine learning research to train new "content classifiers" that will help us more quickly identify and remove policy-violative content. We've seen great success in using this to address violent extremism and terrorism-related content, and are using these learnings to address content in other areas such as child safety and hate.

Increased Staffing. Machines and humans are good at different things--the former helps us work quickly and at scale, while the latter is uniquely equipped to make more nuanced decisions and understand context. Therefore, using more ML-technology means more humans addressing the problem, not fewer. We will continue the significant growth of our teams, with the goal of bringing the total number of people across Google working to address content that might violate our policies to over 10,000 in 2018.

Counterspeech. we believe platforms like YouTube can be vehicles for empathy and understanding-- that the good speech can drown out and be more powerful than the bad.

In September 2016, we announced [Creators for Change](#), a global counterspeech campaign whose mission is to amplify and multiply the voices of role models who are tackling difficult social issues

with their channels. From combating hate speech, to countering xenophobia and extremism, to simply making the case for greater tolerance and empathy toward others, these creators are helping generate positive social change with their global fan bases.

Google has hosted dozens of counterspeech events across the globe, training hundreds of NGOs who work on de-radicalization on video techniques and hosting clinics with top YouTube stars aimed at helping these groups attract much larger audiences

Redirect: We continue to support programs that counter extremist messages such as [Jigsaw's Redirect Method](#). When people search for violent extremist content, they are shown ads that link to YouTube videos designed to disrupt the radicalization process. We are researching expansion for Redirect to apply this model to new languages and search terms.

We collaborate across the industry

Unlike many aspects of our businesses where our platforms compete, we see little competitive advantage in addressing these issues – and coordinate to respond effectively.

In December 2016, we announced the creation of the Global Internet Forum to Counter Terrorism, along with Facebook, Microsoft, and Twitter, to help us continue to make our hosted consumer services hostile to terrorists and violent extremists.

Through the forum, we collaborate with other companies to develop and share the best of technology, policies and enforcement tactics to tackle these issues.

This effort builds on the companies' shared industry database of "hashes" – unique digital "fingerprints" – for violent terrorist imagery or terrorist recruitment videos or images that we have removed from our services.

By sharing this information with each other, we may use the shared hashes to help identify and remove potential terrorist content on our respective hosted consumer platforms.

Bottom of Form

Principle 4 – Child Sexual abuse content or illegal contact

Requirements

Signatories should:

- Co-operate with law enforcement authorities, as provided for in local law, regarding child sexual abuse content or unlawful contact.
- Facilitate the notification of suspected child sexual abuse content to the appropriate law enforcement channels, in accordance with existing laws and data protection rules.
- Ensure the prompt removal of illegal child sexual abuse content (once it has been confirmed as illegal by the relevant public authority) in liaison with national law enforcement.
- Provide relevant additional information and/or links to users so they can make a report or obtain information about appropriate agencies or organisations that users can contact about making a report or obtaining expert advice, at national and EU level (e.g. law enforcement agencies, national INHOPE hotlines and emergency services).

1. Which of the following mechanisms are provided on your product or service to facilitate the notification or reporting of suspected child abuse content?

(tick any that apply)

- X *Company-own hotline reporting button or telephone number*
- X *Link or button for external national or regional INHOPE hotline*
- X *Emergency services*
- X *Law enforcement agency*
- Other external agency (please specify):*

2. Please outline briefly the procedures to be followed if illegal content were to be discovered on your service.

We invest heavily in joining the fight against the social ill of child exploitation online. Google is one of the leaders in fighting CSAI and our goal is to make sure that we are not part of the supply chain for this content. We develop technology to fight abuse on our platforms and we work across industry and with NGOs to support the development of new data-driven tools, boost technical capacity and raise awareness.

How Google fights CSAI and child exploitation:

- **We detect, remove, and report offenses.**
 - Child sexual abuse is illegal, and it ruins young lives. That is why Google is so committed to fighting CSAI on our platforms. Though we cannot wholly eliminate such depravity in society and stop people from looking for this kind of material, we deter, detect and report offenses.
- **We report instances of CSAI on our services to NCMEC.**
 - We work diligently to keep Google from being part of the supply chain for this egregious content and to support organizations who are working to address child exploitation on a societal level.
 - When we are made aware of CSAI, we remove it from our services and report it to the National Center for Missing and Exploited Children (NCMEC). We do not report directly to law enforcement, we report to NCMEC who send necessary reports to law enforcement agencies.
- **We have multiple teams at Google working cross-functionally on the issue of combating CSAI and child exploitation.**
 - We have heavily invested in engineering resources to detect CSAI in ways that are precise and effective.

- We have developed technology to enable us to detect known CSAI on our products. Images that have been verified as CSAI receive a unique digital fingerprint so our systems can easily detect duplicate copies across our platforms.
- This hashing and scanning technology is highly precise at detecting known illegal images and enables us to detect illegal content more quickly and often without humans having to manually review it each time.
- We remove this content off our platforms and report it to NCMEC.
- **We leverage technology to drive impactful solutions.**
 - We create our own hashes of CSAI, but also receive new image hashes via NCMEC’s industry and NGO repositories, and the IWF in the UK.
 - We have made several search algorithm updates to improve our search results for millions of queries a day that could be related to the sexual abuse of children. If a CSAI-seeking query is detected, we aim to display a house ad with a warning that CSAI is illegal and resources for reporting it. For these queries we also aim to show news reports on this topic and general, factual information. We regularly update the queries we associate with this abuse, and share this knowledge with others through the Keyword Hub at Thorn.
 - At YouTube, any video that is uploaded to the platform is scanned for potential CSAI content. Our proprietary CSAI Match technology allows us to detect content at upload and is our first line of defense against CSAI content. All confirmed violations are submitted to NCMEC. In addition, we license our YouTube CSAI match tool to a number of other technology companies free of charge. We have also shared over 100K video hashes with NCMEC to allow other companies to use these hashes to match content against their database as well.
 - Google engineers have also built leading-edge technology that can assist reviewers by sorting through large numbers of images and prioritizing the most likely CSAI content for review. We’re making this technology available for free to other technology companies, including smaller companies who may not have the same resources as Google, and to NGOs through our Content Safety API – a toolkit for industry and NGOs that will increase the capacity of their organizations to review content in a way that requires fewer people to be exposed to it.
- **If people search for this content on Google Search, we block it and surface hotline information where they can go to get help.**
 - The deterrence campaign has been so successful that it has been rolled out across 31 countries (including the US, UK, Argentina, Australia, Brazil, Canada, Chile, Colombia, Denmark, France, Germany, Iceland, India, Indonesia, Ireland, Israel, Italy, Japan, Mexico, the Netherlands, New Zealand, Portugal, Russia, South Korea, Spain, Taiwan, Thailand).
 - When a user sees these warnings they are less likely to click on any of the links in the results and we have seen a thirteen-fold decrease of interest in this type of content over the last 5 years.
 - Additionally, we are empowering NGOs to use their free Google Adwords to create similar deterrence messages against CSAI-related queries.
- **We’re part of the Technology Coalition.**
 - The [Technology Coalition](#) was founded in 2006, with Google as a founding member. Other tech companies like Apple, Facebook, Microsoft, and Twitter are also members of the Technology Coalition. We work to develop technical and operational solutions to prevent the distribution of CSAI.
 - The Technology Coalition seeks and creates platforms for collaboration to create standards, to share best practices with both bigger and smaller companies, and to develop initiatives that advance the fight against online sexual exploitation of children.

- More talking points for the Technology Coalition can be found [here](#).
- **We support NGOs and we provide funding to help organizations tackle this issue.**
 - In 2013, we announced a \$5 million effort to help partners tackle this issue, including £1 million to the Internet Watch Foundation (IWF) and financial support to other similarly heroic organizations in the U.S., Canada, Europe, Australia and Latin America.
 - We have sent computer engineers to both NCMEC and the IWF (Googler in Residence program) and funded a Technical Fellow at NCMEC for 2 years.
 - These efforts have helped NGOs increase their technical capacity and stay one step ahead.

3. Do you provide links to any of the following to enable users gain additional information in relation to child sexual abuse content or illegal contact?
(tick any that apply)

- X *Links to relevant child welfare organizations/specialist providers of advice*
- X *Other confidential helplines/support services*
- X *Law enforcement agencies*
- X *INHOPE*
- Other (please specify):*

4. Please outline briefly any additional procedure in place within your company not detailed above to ensure that you comply with local and/ or international laws with regard to child sexual abuse and other illegal content?

Principle 5 – Privacy and Control

Requirements

Signatories should:

- Manage privacy settings appropriate for children and young people in ways that ensure they are as safe as is reasonably possible.
- Offer a range of privacy setting options that encourage parents, children and young people to make informed decisions about their use of the service and the information they post and share with others online. These options should be easy to understand, prominently placed, user friendly and accessible.
- Take steps, where appropriate and in accordance with legal obligations, to raise user awareness of different privacy controls enabled by services or devices and enable users to use these as appropriate.
- Make reasonable efforts to raise awareness among all parties, service, content, technology and application providers, including public bodies, of industry good practice in relation to the protection of children and young people online

1. Please provide details of your company's published privacy policy in relation access, collection, sharing and further use of data from minors under the age of 18 when utilizing your product or service?

We believe in providing our users with **choice, transparency, and control**. These values are built into every product we make. This is why we help users make privacy decisions that work for them by making it easy to see what data Google collects to power personalization and advertising.

Choice: People want to be in control of the information they share and have choices about the services they use. We work hard to help users understand what data is collected, how that data may be used, and provide easy-to-use tools and controls to take charge of that data. We do this via clear notice, permissions, and controls for user accounts and across our advertising ecosystem.

Transparency: We have also made it a core part of our relationship with our users that they understand our data handling practices and are regularly introduced to (and reminded of) the controls that they have.

Control: We provide powerful, meaningful privacy controls, ensuring that our users can customize their Google experience.

- a. Google Account is a single place for users to manage all their privacy and security settings. There were nearly two billion visits to Google Account in 2017 and we are constantly improving the experience to ensure that people can make meaningful choices.
- b. My Activity is a one-stop shop for users to see and manage the things they do on Google products and services. It includes data we collect to make various services work better for our users.

We build privacy that works for everyone. To help our users better understand and manage their preferences, we've made all of **our privacy options readily available and easy to understand** so they can decide what works best for them.

Portability: Google has been thinking about data portability for over a decade and has offered a portability product since 2011. We have always been ahead of the curve on this issue. Making it easier for consumers to choose among services facilitates competition by

giving users the power to try new services and choose the product they like best.

Signed-Out Options: Users don't have to sign in to learn about privacy and security and access certain privacy settings.

Privacy Policy: When you use our services, you're trusting us with your information. We understand this is a big responsibility and work hard to protect your information and put you in control. This Privacy Policy is meant to help you understand what information we collect, why we collect it, and how you can update, manage, export, and delete your information.

Google has invested considerable resources into protecting user privacy. From developing cutting-edge engineering techniques to a robust compliance program, Google is making the investments necessary to ensure we protect the privacy and security of our users' data. Just as we continuously work to improve our products, we also strive to create new and innovative ways for individuals to be in control of their privacy choices.

Robust Internal Privacy Program: Privacy is the focus of a massive and permanent effort at Google, with 400+ employees spending most or all of their time on privacy-related work. Additionally, privacy training is mandatory for all employees, including leadership.

Innovation: Just as we continuously work to improve our products, we also strive to create new and innovative ways for individuals to be in control of their privacy choices. Services that didn't exist two years ago are ubiquitous today, and technologies—like machine learning and AI—that we can use to understand and protect user data are also evolving.

When you use our services, you're trusting us with your information. **This trust is the foundation of our business.** Our success depends on our ability to use personal data responsibly to provide great products and services to our users.

Excellence: We hold ourselves to high standards of product excellence, and user privacy and security are aspects of that excellence. Our privacy tools undergo extensive, global, and ongoing testing to ensure that they meet our users needs and expectations. We convene focus groups all over the globe and use the results to improve our product. We regularly review our products and look at how they're used via user research and data analysis.

2. Are distinct privacy settings deployed to prevent access to information on for users under the age of 18?

- Yes
- No
- Not applicable (please explain):

If yes, please briefly outline available age-appropriate privacy settings (Provide details including relevant links/ screenshots on your website)

YouTube:

Sometimes content doesn't violate our policies, but may not be appropriate for all audiences. In these cases, our review team will place an age restriction on the video, or remove the thumbnail, when we're notified of the content. Age-restricted videos are not visible to users who are logged out, are under 18 years of age, or have [Restricted Mode](#) enabled.

What will result in an age-restriction

Here are some of the things we consider for age-restriction:

- [Vulgar language](#)
- [Violence and disturbing imagery](#)
- [Nudity and sexually suggestive content](#)
- [Portrayal of harmful or dangerous activities](#)

If you believe we made a mistake, you can [appeal the age restriction](#).

Age-restricted videos are not eligible for monetization and are not shown in certain sections of YouTube. Age-restricted videos are also not eligible to be used as ads.

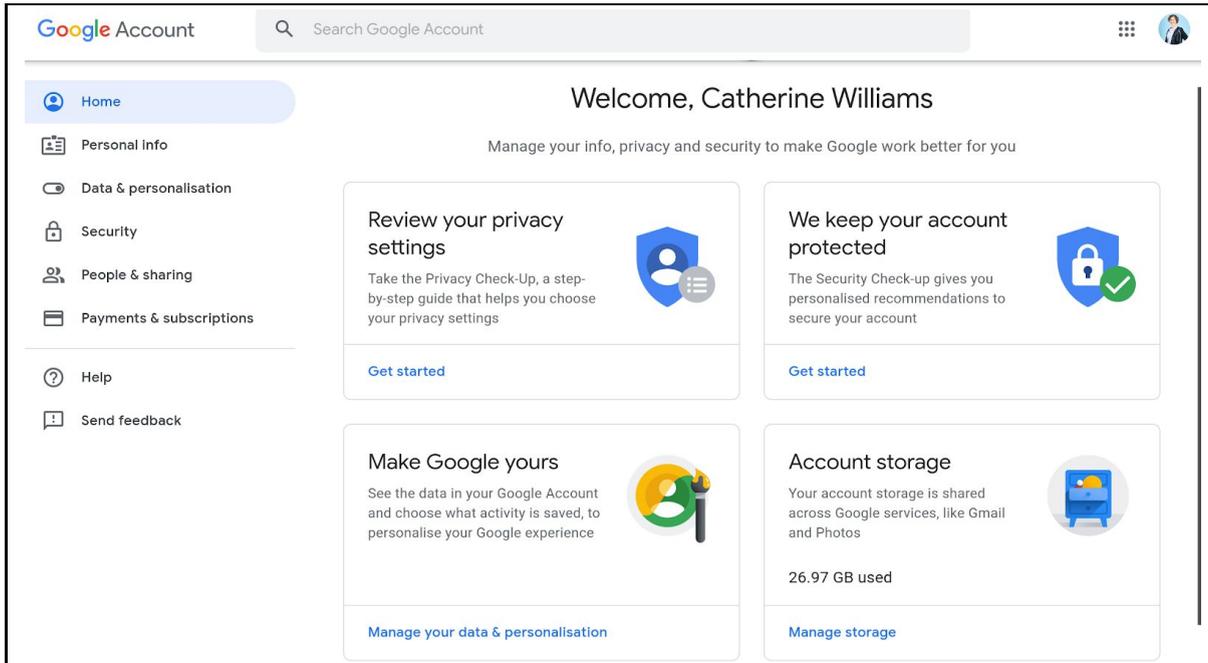
Please identify any steps you have taken to ensure that these settings are easy to understand, prominently placed, user friendly and accessible.

All of this information is available via the YouTube Help pages.

3. Where are users able to view and change or update their privacy status? tick any that apply)

- On each page of the website/service
- At each point where content may be posted
- In separate location such as a settings/safety/privacy page
- In a browser extension
- In a separate app for a connected device
- Other (please specify):

[Please provide details including links or screenshots as relevant]



4. Which of the following information, resources or help features (if any) are provided to encourage users to make informed decisions about their privacy or the information they share?

Tips/advice to users at the point of setting privacy options

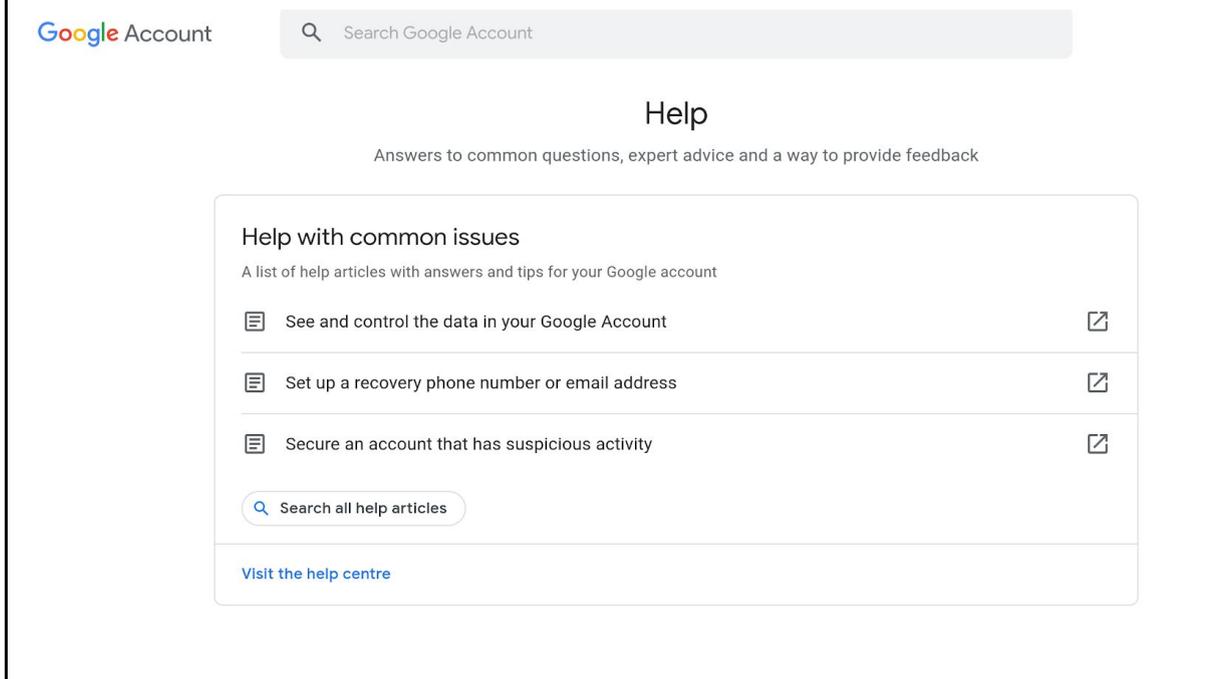
FAQs

Help or educational resources in a separate location of service

Links to any external NGO agencies offering education or awareness-raising related to privacy

Links to governmental or EC agencies (Office of Data Protection Commissioner, ENISA etc.) in relation to privacy and data protection

Other (please specify): Ask a community expert



Guided steps

	Review your privacy settings	A step-by-step guide that helps you choose your privacy settings	>
	We keep your account protected	The Security Check-Up shows you personalised recommendations to secure your account	>
	Find your phone	A few steps may help secure your lost or stolen device	>

Ask a community expert

Ask questions and get advice from people who use the same Google services as you



[Go to Google Product Forums](#)

Share feedback

	Report an issue	Let us know if something isn't working	
	Make a suggestion	Help improve Google services	

5. Please outline briefly any additional policies or activities (existing or proposed), not detailed above, to ensure that personal information is protected, using reasonable safeguards appropriate to the sensitivity of the information.

Principle 6 – Education and Awareness

Requirements

Signatories should:

- Educate children and young people and give them up to date information to manage their access and settings in relation to content, services and applications, adding support where possible to existing initiatives and partnerships.
- Provide advice about features of the service or functionality that are available to allow parents to improve the protection of children, such as tools to prevent access to certain types of content or service.
- Provide links to other sources of relevant, independent and authoritative advice for parents and carers, teachers, and for children.
- Provide access to information that will help educate parents, carers, teachers and children about media literacy and ethical digital citizenship, and help them think critically about the content consumed and created on the internet.
- Encourage parents and teachers to use this information and talk to their children/pupils about the issues arising from the use of online services, including such topics as bullying, grooming and, where relevant, cost management

1. Does your company provide its own educational resources aimed at any of the following groups?

- Younger children, i.e. under 13s
 Teenagers <18s
 Parents and carers
 Teachers and other adults
 Others (please specify):

2. Which of the following topics are included within your own company educational materials? (tick any that apply)

- Online safe behaviour
 Privacy issues
 Cyberbullying
 Download and copyright issues
 Safe use of mobile phones
 Contact with strangers
 Other topics (please specify)

3. With reference to any educational material you provide, which of the following methods do you use?

(tick any as apply)

- X Documentation provided with product/contract on purchase/first registration
- A required presentation by salesperson completing sale
 - Displays/leaflets positioned prominently in stores
 - Notification by email / on-screen statement / other means when product or contract is purchased or first registered
- X Prominent notifications, resources or pop ups on website
- Helpdesk (telephone or online)
- X Other (please specify): media literacy initiatives

4. Please provide details of any links to other *external organisations*, or relevant, independent and authoritative advice for parents/carers, teachers, and for children?

An important use of technology is its capacity to create new opportunities and channels for learning. Technology helps young people explore their interests, learn, and create. We understand the great potential of technology and invest in campaigns and programmes to encourage young people to learn and make the most of the opportunities that technology can offer.

- **Google Science Fair** – a contest designed to help children pursue their passions in science and technology. We’ve seen students from around the world take revolutionary ideas and make them into game-changing advances—from plastics made out of banana peels, to flashlights that work without batteries to new ways to detect and fight cancer. [Examples and videos [here](#).]
- **Made with Code** – an initiative for girls to learn firsthand that coding can be an incredible platform for creativity and expression. [examples [here](#).]
- **Young people as role models**. We also see young people’s amazing creativity through the creators who are tapping into YouTube’s global reach to entertain, educate and inspire. Check out [these two](#).

Digital citizenship campaigns around the world

- We want to make sure parents and children have the tools and knowledge they need to make smart and responsible choices online. That’s why we created:
 - **[English, Spanish & Portuguese] Be Internet Awesome**. In 2017 we launched [Be Internet Awesome](#), a digital citizenship and safety program for kids, parents and educators, the centerpiece of which is an interactive game called [Interland](#). Interland is a free, web-based game that teaches the core lessons of online safety – users are invited to play their way to Internet Awesome in a quest to deny hackers, sink phishers, one-up cyberbullies, outsmart overshareers and become fearless explorers of the online world.
 - **[UK] Be Internet Legends & Be Internet Citizens**. [Be Internet Legends](#) is an educational programme aimed at 7-11 year olds to help them become safe, confident explorers of the online world. [Be Internet Citizens](#) is aimed at 13-15 year olds and is designed to teach media literacy, critical thinking and digital citizenship; with the aim of encouraging young people to be positive voices online.
 - **[EU] Young Digital Leaders** is a workshop for 13-17 year olds to empower them with the skills they need to stay safe online, become positive digital citizens and leaders, and increase their resilience to hate and extremism online. The curriculum covers topics such as; tackling misinformation, combating hate speech and understanding manipulation. The curriculum consists of four toolkits which can be adapted as needed by practitioners. The content is translated, localized and deployed by a local educational NGO.

- **[Multiple] Web Rangers.** We started Web Rangers ([video](#)) in Israel in 2011 and it has rolled out to 15 countries across APAC, EMEA and LATAM. It is a peer-to-peer model that empowers teenagers to be advocates of online safety, tolerance and respect. Web Rangers promotes internet safety among young people, by empowering teenagers (age 13-15) to campaign for safe and responsible use of the internet in their wide influence circles.

Resources for Educators

- **Digital Citizenship Curriculum Booklet for Educators:** An activity booklet that teachers can use in classrooms for students aged 10-14 years. Covers topics such as how to ascertain the credibility of online information, protecting your online identity and reputation, and how to identify and evade online scams. The booklets are currently available in 17 languages, including [German](#), [English \(US\)](#), [Spanish \(Latin America\)](#), [French](#) & [Indonesian](#), among many others.
- **Digital Citizenship and Safety Online Open Course (MOOC):** An [online safety course](#) to equip teachers with the skills to impart online safety knowledge in classrooms. This course is within Google for Education's existing online platform. The course consists of five online safety videos followed by short quizzes.
- **GSuite for Education** is a version of our Enterprise apps for use in schools. Services include Gmail, Calendar, Drive, Groups. GSuite for Education is an easier, more effective way for teachers to organize their work, collect homework, distribute assignments, and give students feedback in real time.
- Our **Training Center** provides [free, online trainings](#) about using Google tools and integrating them into the classroom.
- The resources used in the [Online Safety Roadshow](#) (mentioned above) are also available for educators to use in their own classrooms -- [videos](#), [lessons and activity handout](#).
- We also run [various programs](#) that educators and students develop technical skills, including [CS First](#), a free computer science curriculum for in and out of the classroom.

Partnerships & Campaigns

- **(Global) Safer Internet Day:** In February every year we take an active role in being part of the SAfer Internet Day from home page promotions to showcasing great content on YouTube.
- (EU) EU Media Literacy Week 2019: we were excited to take part in the first ever EU media literacy week from 18th March. We showcased our projects on the EU Futurium platform.
- **(Global) Anti-bullying Month:** YouTube Kids celebrates Anti-Bullying Month during the month of October by creating playlists of anti-bullying YouTube videos for the YouTube Kids Spotlight channel.
- **VR Action Lab:** We're partnering with the Harmony Institute to launch a series of three VR experiences about cyberbullying. The experiences focus on how small actions can make a big difference, challenging attitudes about bullying, and a future without bullying. More information can be found [here](#).

5. Please provide details of any campaigns, or active involvement in *industry partnerships* on specific topics to raise public awareness of digital safety for children and young people?

See above.

6. Please provide details of any partnerships with *NGO, civil society or other educational agencies* or campaigns to raise public awareness of digital safety for children and young people.

We partner with and support trusted organizations that help educate and support kids and families. For example, in Europe we partner with Institute for Strategic Dialogue on two programmes aimed at teenagers: Young Digital Leaders and Be Internet Citizens (see above).

7. Please outline briefly any of your own company initiatives in media literacy and ethical digital citizenship, designed to help children and young people to think critically about the content consumed and created on the internet.

In addition to the projects listed above (Web Rangers, Be Internet Citizens and Young Digital Leaders), we also work closely with the Council of Europe and the European Commission on joint digital citizenship projects.

8. Please provide details of any advice and supports to encourage parents or teachers to talk to their children/ pupils about the opportunities and risks arising from their use of the internet.

Parents/carers:

The Google Safety Center has a wide variety of tips for parents and carers to ensure that their children become smart and confident explorers of the online world:

<https://safety.google/families/families-tips/>

Teachers/educators:

The Be Internet Awesome Curriculum: We worked with partners to develop a lesson plan for educators to use in schools and relay these pillars. The [International Society for Technology in Education](#) (ISTE) has awarded Be Internet Awesome its [Seal of Alignment](#). In the UK the programme (branded be Internet Legends) has been developed for Key Stage 2 pupils (aged 7-11, Primary Schools) and is the first online safety course to be accredited by the PSHE association. While we've taught the programme to over 60,000 UK kids so far, we're extending this by employing 6 teachers to deliver 8 sessions a week.

9. Please outline any additional activities or initiatives not detailed above that relate to education and awareness-raising offered by your service or product.

In addition to information submitted related to implementation of the ICT Principles, the following supplementary information supplied in either written form or in discussion with companies provides valuable context and information about the functioning and effectiveness of child safety provision.

1. In respect of ICT Principle 1, that companies should “continue work to provide innovative solutions able to support child safety protection tools and solutions”, please elaborate on company investment in child safety measures, including research. Elaborate also, where possible, on planned future implementations.

Our goal is to help maximize the best of what technology has to offer kids and families, while minimizing the risks. We want young people, parents and educators to have the knowledge they need to make smart and responsible choices online and we invest heavily in digital literacy resources and programs across Google to help build an informed and responsible generation of digital citizens. We are committed to continue our work in this area.

2. Any further data that companies may be able to provide regarding the functioning of child safety features would be an extremely valuable outcome of this assessment.

Where possible, please provide any available summary data in respect of the following elements. (Stipulate where data should only be presented in anonymised form).

Take up or frequency of use of parental control tools on your product or service?

Incidence of reporting use/misuse, categorization and frequency of reports on your product or service? How many? By whom? Which problem?

Kinds of actions taken by the provider for different categories of reports. What was the outcome?

How do you evaluate the effectiveness of response to reports?

Privacy settings: the percentage of children who have private profiles, and those who have changed default privacy settings (and how/what did they change), by age, gender and country

Use of location-based services by children

Take up and use of education and awareness raising activities undertaken for your product or service?

The most comprehensive overview of this can be found in our transparency report:

Google: <https://transparencyreport.google.com/?hl=en>

YouTube: <https://transparencyreport.google.com/youtube-policy/removals?hl=en>

3. Please detail any additional measures adopted to evaluate the effectiveness of child safety features.