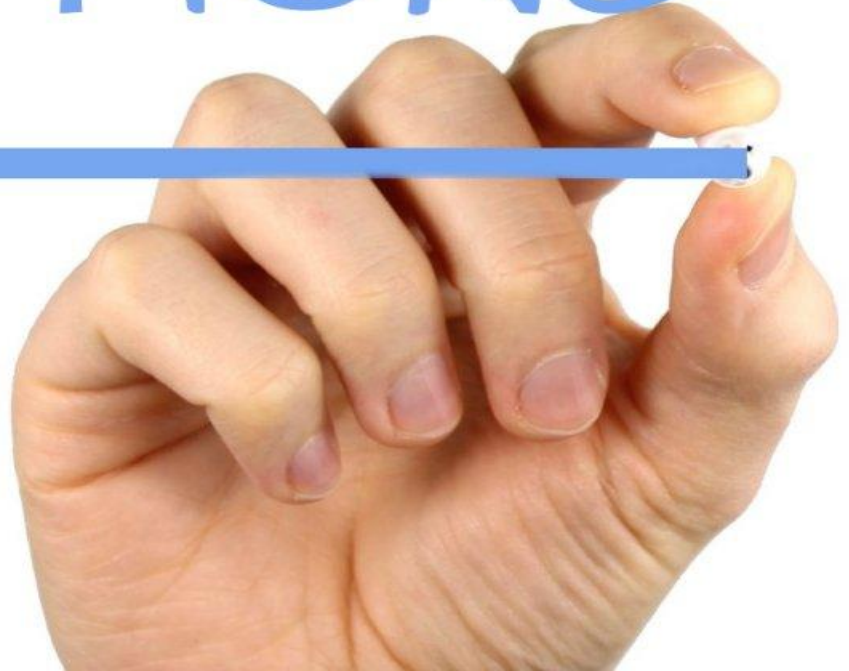


TERMS AND CONDITIONS

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Outline

- Abstract
- Financial Dimension
- Legal Dimension
- Ethical Dimension
- Solutions



Abstract

Google has positively affected society via its technological innovations.

Long terms and conditions complicate the relationship between Google and end users; furthermore, simplifying aforementioned terms and conditions would be an ethical asset for both Google and end users.

Google's Mission

To organize the world's information and make it universally accessible and useful.



Financial: The Product

- End users of Internet services that are free are not the customer, they are the product.



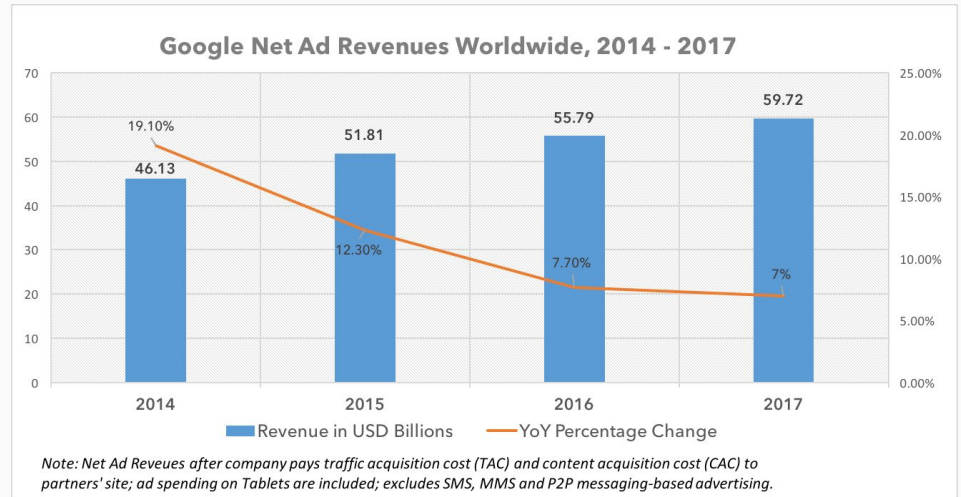
Financial: What does Google do with DATA



- Google offers your information to those who buy ad space from Google.
- By using end user specific collected data Google is able to sell precise advertisements directly to end users.
- In order to make money it will use Google platforms & the information you provide/allow Google to use by agreeing to Google's terms & conditions

Financial: Google Revenue Breakdown

- Heavily based on Ads.
 - AdWords and AdSense
- Other revenue
 - Cloud, Store, Hardware, Apps, etc.
- Note: Declining Year Over Year



Legal: What is Privacy

- Constitutional Law: the right of people to make personal decisions regarding intimate matters.
- Common Law: the right of people to lead their lives in a manner that is reasonably secluded from public scrutiny.
- Statutory law: the right of people to be free from unwarranted testing and Electronic Surveillance.

Legal: Expectation of Privacy



- A legal test which is crucial in defining the scope of the applicability of the privacy protections of the Fourth Amendment to the United States Constitution.
- Assumption of privacy
- Note, expectation of privacy may be waived; however, clearly understanding the waiver is paramount to its function.

Legal: Google's Privacy Policy

Google is saving the following activity

- ✓ YouTube Watch History
- ✓ YouTube Search History

These settings are not turned on

- ⏸ Web & App Activity
- ⏸ Voice & Audio Activity
- ⏸ Device Information

You can review privacy settings with the Privacy Checkup.

- Universal Privacy Policy for all products
- Special products hold individual policies, e.g. Google Wallet, Chrome
- Not selling to third party
- Can't opt out of Google Privacy Policy

Ethical: How Data is Collected

- Things you do
 - Search, website visit, ads clicked on, location, device information, IP address
- Things that make you “you”
 - Name, email address, password, birthday, gender, phone number, country
- Things you create
 - Gmails, contacts, calendar, photo, google docs
- Data is shared across all google products



Ethical: How Data is Protected

- SSL/https Encryption
- 2 step verification for accounts
- Information is only shared with Google employees and affiliates needed to process information



Ethical: Google Privacy Policy

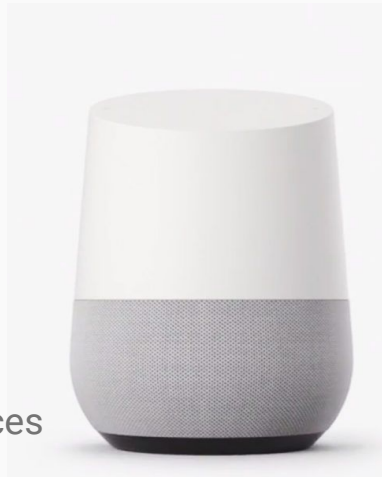
- Long
- Complicated:
 - Flesch-Kincaide Grade Level
Readability Statistics
- Should be made simpler so more readers may comprehend what they are agreeing to

Readability Statistics	
Counts	
Words	2,863
Characters	21,040
Paragraphs	127
Sentences	123
Averages	
Sentences per Paragraph	1.7
Words per Sentence	21
Characters per Word	5.1
Readability	
Flesch Reading Ease	40.1
Flesch-Kincaid Grade Level	12.8

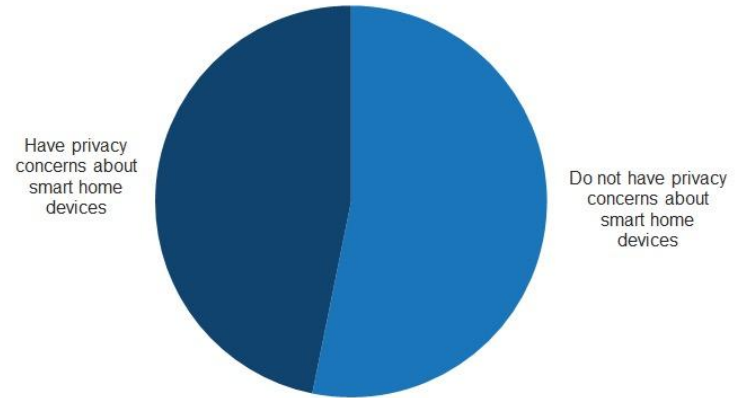
OK

Public Opinion on Smart Home

- Major Con's
 - Privacy Uncertainties
 - Learning Curve
 - Security of Private Data
- Major Pro's
 - Voice Control
 - Record Personal Data
 - Far-field voice recognition
 - Manage Other home devices



Privacy or Security Concerns with Connecting Devices to the Internet
U.S. Broadband Households



© Parks Associates

Ethical: Security & Privacy: Not Mutually Exclusive

- Agencies, Bureaus, and other law enforcement organizations have a responsibility to keep us safe.
- Sharing information with organizations who aim to keep us safe is fundamentally different than sharing information with third parties to buy and sell end user personal information.



Solutions

1. Simplifying terms and agreements; while utilizing intuitive pop-up
2. End users pay to not share personal data option.
3. Provide end users with privacy options across all services.

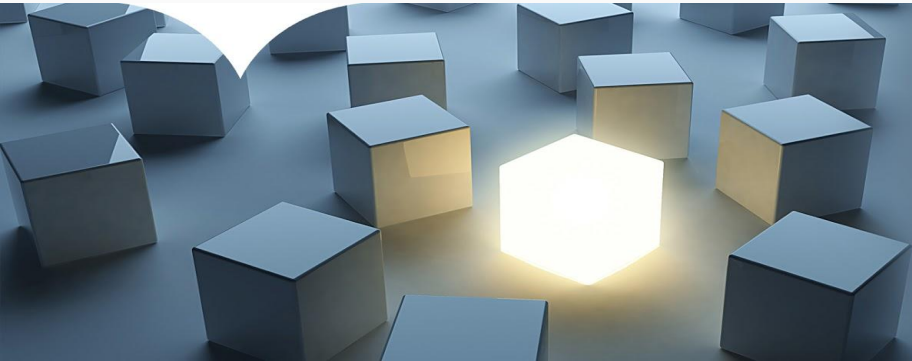


Benefits for the Shareholders of Google?

- Google will still keep mass amounts of private information to make targeted ads.
- Cut down legal fees
 - Google spent more money on Legal than R&D in 2012
- Establish a positive company brand
- Less Complication with the government

Opportunity to Lead

- Build more trust with end users
- Next generation relationships with end users



The Future of
Leadership

Benefits the stakeholders

- People have the right to exchange money for their private information
- The cost will be fair since Google functions on the premise of huge customer base
- Increased user awareness of information that is being used
- Users can prevent NSA or hackers to access their information through Google

Google

Thank you for your time. Questions?

