

June 3, 2008

Dr. Eric Schmidt, CEO  
Google Inc.  
1600 Amphitheatre Parkway  
Mountain View, CA 94043

Dear Dr. Schmidt,

We are writing to you on behalf of California consumers and Internet users around the world to urge Google to include a direct link to its privacy policy on its homepage.

California law requires the operator of a commercial web site to “conspicuously post its privacy policy on its Web site.” The straightforward reading of that law is that Google must place the word “privacy” on the Google.com web page linked to its privacy policy. Moreover, just about every major company that operates a web site places a link to its privacy policy on its homepage.

While we do not believe that a privacy policy is a guarantee of privacy protection, it does represent a commitment by a commercial web site to inform users about the company's privacy practices.

Google's reluctance to post a link to its privacy policy on its homepage is alarming. We urge you to comply with the California Online Privacy Protection Act and the widespread practice for commercial web sites as soon as possible.

Sincerely,

ACLU of Northern California  
San Francisco, CA

Center for Digital Democracy  
Washington, DC

Center for Financial Privacy and Human Rights  
Washington, DC

Consumer Action  
Los Angeles, CA

Consumer Federation of California  
San Mateo, CA

Electronic Frontier Foundation  
San Francisco, CA

Electronic Privacy Information Center  
Washington, DC

Identity Theft Action Council of Nebraska  
Omaha, Nebraska

Knowledge Ecology International  
Washington, DC

Privacy Lives  
Washington, DC

Privacy Rights Clearinghouse  
San Diego, CA

Privacy Times  
Cabin John, MD

U.S. Bill of Rights Foundation  
Washington, DC

World Privacy Forum  
San Diego, CA

Cc: Joanne McNabb, California's Office of Privacy Protection  
Edmund J. Brown, California Attorney General