



**Australian  
Privacy  
Foundation**

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**Media Release**

**Search and you may find – Can you find Google’s Privacy Policy?**

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“Google Australia is taking steps to improve its approach to privacy. However, so far it has failed to take the most obvious step of making its Privacy Policy easy to find” says Dr Dan Svantesson of the Australian Privacy Foundation (APF).

Unlike most major Internet companies, Google has refused to place a link to its Privacy Policy on the front page of its website. “This makes it unnecessarily difficult for people to even know that Google has a Privacy Policy, not to mention what is in it and how it applies to Google service users whose data may be captured.”

Search engine company Google has on several occasions been accused of being one of the worst privacy offenders amongst the popular Internet companies. Earlier this week a coalition of privacy advocates in the US suggested that Google may be violating Californian Law which requires privacy policies to be displayed “conspicuously”.

“While Australian law does not specifically address this issue, one would hope that companies like Google would wish to pursue ‘best practice’. In this case, doing so would mean placing a seven letter (i.e. “privacy”) link on the front page.”

“By establishing the Google Privacy Centre, which includes privacy information in the form of YouTube video clips and links to general and specific privacy policies, Google has taken a good initiative. Why not make it easy for people to find that valuable resource?”

The APF – Australia’s leading public interest voice in the privacy arena since 1987