



**Australian
Privacy
Foundation**

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30 June 2011

Mr Iarla Flynn
Google
Public Policy & Government Affairs for Australia and New Zealand

Dear Iarla

Re: Google+

At 9:42 +1000 29/6/11, Ishtar Vij wrote:
>I wanted to let you know about the Google+ project.

Notice of these announcements is helpful, thanks.

However there's nothing at all in the the announcement about the service's privacy aspects. Google claims to have learnt from the Google Buzz furore and the difficulties encountered with several other initiatives. So we anticipate that this initiative may be more privacy-sensitive than, in particular, Facebook's outrageous design, and we would therefore have expected your company to make privacy a specific feature of the announcement.

At 13:48 +1000 1/6/11, Ishtar Vij wrote:
> ... As discussed, we are planning to invite a group of organisations to participate in one or two face-to-face meetings each year, at the Google Sydney office. ... We take on board your comments regarding pre-briefings however this is not something we can do at this point in time.

Could you please advise when are you scheduling the first of these events. It would be appropriate for it to be soon, with Google+ as the focus. Given that the product is clearly intended to be a 'game-changer', early engagement with privacy and consumer advocates could add value to Google's design – which, as the announcement makes clear, is emergent rather than finalised.

We'd of course appreciate documentation of the privacy features in advance of the event. We understand that active privacy design was part of the commitment made when Alma Whitten was appointed, so we imagine that a briefing document won't be hard to produce.

Regards

Roger Clarke
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