

## **Privacy Demands for Google Book Search**

The ACLU of Northern California, the Electronic Frontier Foundation, and the Samuelson Clinic at University of California at Berkeley demand that Google, at a minimum, take the following steps to protect reader privacy:

### **Protection Against Disclosure**

Readers should be able to read and purchase books on Google Book Search without worrying that the government or a third party may be reading over their shoulder. To ensure that any information it stores linking Google Book Search users to the books they view or purchase is not freely disclosed to the government or third parties, Google must:

- commit that Google will not disclose information about Google Book Search users to government entities or third parties in a pending civil or administrative action absent a warrant or court order;
- notify the user prior to complying with any government or third party request for her or his information, unless forbidden to do so by law or court order; and
- guarantee that Google will not provide the titles of books purchased to any credit card company or other third party directly or indirectly involved in the purchase, including the Book Rights Registry.

### **Limited Tracking**

Just as readers may anonymously browse books in a library or bookstore, readers should be able to search, browse, and preview books on Google Book Search without being forced to identify themselves to Google. At a minimum Google must:

- ensure that searching and previewing books does not require user registration or the affirmative disclosure of any personal information;
- commit that Google will not connect any information it collects from an individual's use of Google Book Search with the same individual's use of other Google services without her or his specific, informed consent;
- purge all logging or other information related to individual uses of Google Book Search no later than 30 days after the use to ensure that this information cannot be used to connect particular books viewed to particular computers or users; and
- allow users of anonymity providers, such as Tor, proxy servers, and anonymous VPN providers, to access Google Book Search.

Similarly, in order to protect the privacy of users of institutional subscriptions to Google Book Search, At a minimum, Google must:

- collect no information about the browsers or computers of Google Book Search institutional users other than encrypted or anonymous session identifying information from the institution; and

- ensure that information about an individual’s use of an institutional subscription is not connected to the same individual’s use information from other Google services.

### **User Control**

Registered users should have complete control over information Google stores about their book previews and purchases. In order to protect the privacy of registered users of Google’s various services when they purchase and read books on Google Book Search, At a minimum, Google must:

- allow users to review all records of their use of Google Book Search and delete records of use at their discretion;
- allow registered users to control what other local or remote computer users can see about her or his Google Book Search use through the use of separate password-protected “bookshelves” or other technical means; and
- allow users to anonymously “gift” purchases to accounts that do not have Google Checkout or other identifying features, including gifts to accounts controlled by that user.

### **Transparency and Enforceability**

In the interest of transparency and enforceability in the protection of reader privacy, at a minimum, Google must:

- provide a robust, easy-to-read notice of Google Book Search privacy provisions on the Google Book Search pages themselves and in Google’s privacy policies for the various Google Book Search services.
- ensure that any commitment Google makes to protecting reader privacy on Google Book Search is legally enforceable and that all data Google collects about U.S. Google Book Search users is stored such that it is subject to U.S. legal protections.
- ensure that any watermarks or other marking technologies used on Google Book Search for security purposes do not contain identifying information about users and are disclosed to users sufficiently to alert them to the existence of such marks and the type of information they encode.
- annually publish online, in a conspicuous and easily accessible area of its website, the type and number of requests it receives for information about Google Book Search Users from government entities or third parties.

If these principles resonate with you, please support us and tell Google CEO Eric Schmidt that Google must offer readers a level of online privacy that at least comes to par with the privacy protections we have offline.