



Protecting Children Online

Google is deeply committed to protecting children on the Internet and providing all of our users with a safe experience. Our approach has three primary elements: (1) powerful tools to empower families to control their activity online; (2) cooperation with law enforcement and industry partners to stop illegal content and activity online; and (3) educational efforts to increase awareness about online safety. We're pursuing this approach through a number of initiatives:

- **SafeSearch tool for users to filter unwanted content.** We understand that many people prefer not to have adult content included in their search results, especially when children are using the computer. Google has developed its own SafeSearch filter, which uses advanced technology to block pornographic and explicit content from search results. Users can customize their SafeSearch settings by clicking on the "Preferences" link to the right of the search box on Google.com.
- **Cooperation with law enforcement to combat child exploitation.** Google responds to thousands of law enforcement requests for assistance each year and has a legal team devoted to this effort 24 hours a day. We respond to hundreds of subpoenas a year as part of our cooperation in local and federal child safety investigations.
- **Strict prohibition on illegal content in our products.** For example, our AdWords program has a strict policy prohibiting advertising that promotes child pornography or other illegal material, and all ads are reviewed to ensure their compliance with this policy. We invite our users to tell us about illegal content they encounter on the Web through the Google Help Center. When we discover child pornography or are made aware of it, we respond quickly to remove and report it to NCMEC.
- **Engagement in industry-led efforts to fight child pornography.** Google is working with coalitions of financial and technology companies and NCMEC to develop new solutions aimed at eradicating child pornography on the Internet.
- **Support for educational efforts to increase awareness about child safety online.** For example, Google is working with the National Center for Missing and Exploited Children (NCMEC) to run an online advertising campaign promoting resources for reporting child exploitation and educating users about online safety. Google is also supporting the efforts of WiredSafety to provide community officers with training materials for use in schools and sponsored a WiredSafety Internet Safety Summit focused on best practices for social networking websites.

For more information about Google's efforts to protect children online, please contact:

Alan Davidson
Washington Policy Counsel, Google Inc.
202.742.6522
adavidson@google.com