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**Attorneys General Challenge Google on New Privacy Policy**  
*Compromised privacy is a tantalizing market for identity theft*

*Guam*-In a letter to Google Chief Executive Larry Page, Attorney General Leonardo Rapadas, joined by 35 Attorneys General from across the United States, outlined multiple concerns with recently announced changes to Google's Privacy Policy that is scheduled to automatically go into effect for all users of Google products and services on March 1, 2012. This policy change threatens the privacy of those users of various Google products who wish to keep various parts of their online experience separate. It also has the potential to heighten the risk of damaging identity theft and fraud, given that Google will now be storing richer personal information profiles.

"We are deeply concerned about Google's effort to force this major privacy change on consumers without giving them the opportunity to opt out and we want to know why," said Attorney General Rapadas.

Under the new privacy policy, Google gives itself the freedom to combine users' personal information from services like Web History and YouTube with all other Google Products, and prevents existing users from opting out of this policy change without opting out of the Google ecosystem entirely.

With the new privacy policy, it will be virtually impossible to avoid for millions of consumers who already use Android-powered smartphones. Users of these smartphones must log in to Google to activate much of the functionality of their devices. They would now have to choose between either frequently logging in and out to avoid Google's consolidation of their data or replacing their smartphones at great personal expense.

While the Attorneys General recognize there may be many consumers who will welcome the consolidation and sharing of their personal information and data across multiple platforms, many consumers will either dislike the consolidation or not realize the potential harm that comes from it.

Threats to consumers' privacy go beyond the consolidation and use of personal data. Consolidated personal data profiles offer a tantalizing target for hackers and privacy thieves.

"We receive reports of identity theft nearly everyday; this new privacy policy Google is instituting will only exacerbate the situation," Attorney General Rapadas said

The Attorneys General have requested a meeting with Google Inc. CEO Larry Page as soon as possible. Mr. Page has been asked to reply no later than Wednesday, February 29.

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