

Message

From: Adam Juda [Redacted@google.com]
Sent: 9/4/2019 2:44:53 PM
To: Sammit Adhya [Redacted@google.com]; JK Kearns [Redacted@google.com]
CC: Suneeti Vakharia [Redacted@google.com]
Subject: Re: Understanding search ads revenue for signed out/Incognito users

+JK Kearns

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I guess as per the above, I perceive things as still very in-progress :-)

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I'm all for anything that improves efficiency of cycles, so look forward to improving the current situation. It may even behoove us to have JK in our chat right from the start, as I see no point in the two of us being aligned if JK is then thinking something else.

Thanks.

-adam

On Wed, Sep 4, 2019 at 2:30 AM Sammit Adhya <[Redacted@google.com]> wrote:
Thanks Adam! Just a note in-line on the Incognito side of things.

Ex. No.

UPX0811

1:20-cv-03010-APM

On Tue, Sep 3, 2019 at 9:21 PM Suneeti Vakharia <[Redacted@google.com]> wrote:
Will do - thanks, Adam.

We are traveling starting Friday in the EU for a Narnia 3 UX study, and I believe Sammit is OOO the week after, so will target a couple weeks out.

Thanks again, chat soon.
Suneeti

On Tue, Sep 3, 2019, 11:03 AM Adam Juda <[Redacted@google.com]> wrote:
Can you please reach out to my admin to find time for us to meet? Depending on urgency, I'm in MTV next week if that's convenient.

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GOOG-DOJ-11452651

Thanks!

-adam

On Mon, Sep 2, 2019 at 7:29 PM Suneeti Vakharia <Redacted@[google.com](mailto:Redacted@google.com)> wrote:
Thanks, Adam. Responses inline - happy to also meet on any of the Narnia 3 efforts more broadly / where PDPO fits in.

On Mon, Sep 2, 2019 at 9:51 AM Adam Juda <Redacted@[google.com](mailto:Redacted@google.com)> wrote:

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Thanks. Thanks again, and let us know if chatting live with you or someone else on your team would be helpful to ensure we're not duplicating efforts or conversations unnecessarily.

-adam

On Mon, Sep 2, 2019 at 12:11 AM Sammit Adhya <Redacted@[google.com](mailto:Redacted@google.com)> wrote:
-most folks (to BCC)

Hi Adam,

Apologies for the delay and any rework I may have caused. Realize there are multiple efforts to understand revenue impacts, likely from multiple teams, so happy to help figure out how to combine the asks for these efforts.

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Would it be easiest for us to find some time to chat through this?

Thanks much,
Sammit

On Thu, Aug 29, 2019 at 8:42 AM Adam Juda <[Redacted]@google.com> wrote:

Can those asking these questions please fork a thread with me and drop my team? You're asking questions and for additional work where answers already exist and the work has been done, and some of the ballparks you're being provided are inaccurate, so I'd like to limit further loss of cycles here.

Thanks.

-adam

On Wed, Aug 28, 2019 at 9:40 PM Ary Young <[Redacted]@google.com> wrote:

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On Wed, Aug 28, 2019 at 8:59 PM William Kunz <[Redacted]@google.com> wrote:

On Wed, Aug 28, 2019 at 4:49 PM Omkar Muralidharan <[Redacted]@google.com> wrote:
Stepping back, what would you like to do based on the answers to these questions?

+Pranav Kantawala and +Adam Juda in case this relates to other things, I feel like they may be fielding similar questions from others

On Mon, Aug 19, 2019 at 7:44 PM Ary Young <[Redacted]@google.com> wrote:
+William Kunz

On Mon, Aug 19, 2019 at 8:54 PM Sammit Adhya <[Redacted]@google.com> wrote:
Thanks so much for the very quick response! Replies in-line.

Best,
Sammit

On Mon, Aug 19, 2019 at 4:29 PM Ary Young <[Redacted]@google.com> wrote:
+Omkar Muralidharan (who is OOO)

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On Mon, Aug 19, 2019 at 7:07 PM Sammit Adhya <[Redacted]@google.com> wrote:
Hi Ary,

I'm a PM in the PDPO working on the Google-wide Incognito effort as well as getting consent for our signed out users. Divya Sharma suggested researching out to you as a starting point in trying to understand the revenue impact for signed out and Incognito users.

I had a few initial questions and I'm hoping you can point me in the right direction:

- What percentage of revenue is from signed out users?

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This is great, thanks. Just need a ballpark to frame the conversation.

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I've also CC'ed Suneeti, who is working on getting consent from signed in users as FYI.

Happy to setup some time if it's easier to chat. Thanks so much for your help in advance!

Best,
Sammit

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Sammit Adhya | Privacy and Data Protection | Redacted @google.com | Redacted

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Attorney-client product

Private Searching on Google

Prep for product council, June 2019

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GOOG-DOJ-09024407

Product proposal

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Benefits/ risks for doing this

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GOOG-DOJ-09024410

Two options to implement

Rationale	<h1>Confidential</h1>
Impact	
Pros	
Cons	

-
-
-

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Appendix

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Client-side incognito by itself doesn't fully address user needs

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Competitive landscape evolves accordingly

Privacy-focused SEs have non-trivial share

 DuckDuckGo: ~1% market share in US; 0.4% globally

 Qwant: 0.7% market share in France

Other small entrants:







User value prop. centered around privacy slogans



The search engine that doesn't track you.

Qwant

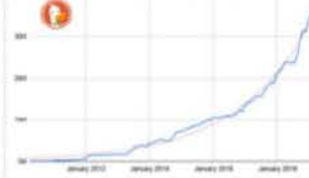
The search engine that respects your privacy.



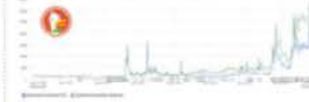
The world's **most private** search engine

Metrics show growth as they tap into zeitgeist

Avg. Daily Actives; 30% CAGR



Daily app downloads



Sources: AppAnnie, DuckDuckGo

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			w/ this proposal
Doesn't save IP address	✓	X eventually expires	✓
Doesn't save User Agent	✓	X	✓
Doesn't save cookie ID	✓	X eventually expires	✓
Doesn't save queries and clicks to user ID	✓	✓- pseudonymously if signed out/WAA off	✓
Doesn't target search ads based on search history	✓	✓- unless Ads p13n is off	✓