

[REDACTED] (CNECT)

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**From:** [REDACTED] (CNECT)  
**Sent:** 09 November 2016 10:20  
**To:** TIMMERS Paul (CNECT); BURY Claire (CNECT); [REDACTED] (CNECT); [REDACTED] (CNECT); [REDACTED] (CNECT); [REDACTED] (CNECT)  
**Cc:** [REDACTED] (CNECT); [REDACTED] (CNECT); [REDACTED] (CNECT); [REDACTED] (CNECT); [REDACTED] (CNECT); [REDACTED] (CNECT)  
**Subject:** Minutes meeting Google 8/11

Dear all,

Yesterday Paul and I met representatives from Google. Hereby we would like to share the minutes of the meeting with you.

Best,

Minutes meeting Google ([REDACTED] [REDACTED] and [REDACTED] and Paul Timmers and [REDACTED]  
[REDACTED] 8/11

- Google gave an insight in their privacy programme, which underwent major changes in 2012 (new privacy policy) and 2014 (CJEU judgment). Learning from the challenges at that time, they are well prepared to face GDPR compliance exercise. They foresee engagement with authorities, as before, to ensure the same interpretations and to deploy their engineering facilities efficiently.
- They see the GDPR as an opportunity to make their new website 'myaccount.google.com', meant for user control and transparency, even better. They used the meeting to explain functionalities of 'my account'. They explained they have researched when/where/how to ask consent to ensure a real consent.
- DoubleClick: they believe they made major efforts to ensure an informed consent from users, also by contractually agreeing with parties using DoubleClick that they have obtain consent as well for placing the cookies and sharing data. They give guidance, no dictation of how consent should be obtained (which would be anti-competitive).
- DNT: Google observes that there is no consensus under stakeholders how to operate it. There are difficulties to agree which information is still to be collected. Google settings do more and are more granular than DNT standards. They believe there should be a common target and that enforcement is needed, but no technical standard as technique and business models evolve.
- Also with regard to how consent should be obtained, they believe in a principle based approach (to be interpreted by DPAs) to ensure flexibility. On top of that, industry should not be withheld to innovate and develop new standards.