



MEDIA ADVISORY

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Privacy Advocates Call On Google To Implement Global Privacy Control In The Chrome Browser

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OAKLAND — Today, Oakland Privacy announces the launch of the campaign “Chrome Privacy Now!”, calling on Google to implement Global Privacy Control in the Chrome browser.

Google says:

We're committed to designing products that are helpful and protect people's privacy

So it's time for Google to honor the wishes of Internet users who do not want to be tracked or profiled for personalized advertising at all.

The Global Privacy Control (GPC) feature is a setting in some browsers and plug-ins to tell websites not to sell or share your personal data.

Under the California Privacy Rights Act §1798.185(a)(19), the California Attorney General outlines requirements for GPC:

For businesses that collect personal information from consumers online, one acceptable method for consumers to opt-out of sales is via a user-enabled global privacy control, like GPC. Developed in response to the CCPA and to enhance consumer privacy rights, the GPC is

a 'stop selling my data switch'...some consumers want a comprehensive option that broadly signals their opt-out request, as opposed to making requests on multiple websites on different browsers or devices. Opting out of the sale of personal information should be easy for consumers, and the GPC is one option for consumers who want to submit requests to opt-out of the sale of personal information via a user-enabled global privacy control. Under law, it must be honored by covered businesses as a valid consumer request to stop the sale of personal information.

The lack of a Global Privacy Control in the Chrome browser leaves consumers to have to opt-out of the sale of their information at every website - one by one and over and over again.

Tracy Rosenberg, Advocate at Oakland Privacy, comments:

Google is devoting substantial resources to developing "cleaner" tracking models like Topics and Fledge. These maintain tracking activities and ad personalization while removing some of the rougher edges of the legacy cookie system. This is not enough. Google needs to stop interpreting what their Chrome users want and let them decide for themselves.

According to a 2019 Pew Research Center Survey, 79% of adults assert they are very or somewhat concerned about how companies are using the data they collect about them.

To get involved in the campaign: sign on to our open letter to Google, give us a testimonial about why it is important to you that Google honors its commitment to privacy, follow us on Twitter @ChromePrivacy and spread the word on social media using the hashtag #ChromePrivacyNow.

About Chrome Privacy Now!

Chrome Privacy Now! is a call to Google to implement Global Privacy Control in the Chrome browser. To learn more, visit chromeprivacy.org.

About Oakland Privacy

Oakland Privacy is a citizens' coalition that works regionally to defend the right to privacy and enhance public transparency and oversight regarding the use of surveillance techniques and equipment. To learn more, visit oaklandprivacy.org

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