

# Chapitre 5

## SUJET ÉCRIT

### DES ANNALES SIO 2015

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#### 1. Le texte

##### **Google 'right to be forgotten' ruling enriches PR companies scrubbing the Web**

*Controversial EU new ruling on de-linking worries freedom of speech groups*  
Google has begun removing Web pages and articles from its search results following a "right to be forgotten" ruling by the European Court of Justice in May 2014. It is creating a boom time for reputation management PR companies, which are charging clients for having personal information erased from the Internet.

Freedom of speech campaigners today called for Google to "be robust" in resisting claims, saying that a new culture of censorship had taken hold in Britain.

Public interest in deleting embarrassing or damaging personal content has also surged in the wake of the revelations of hacked photographs of naked celebrities, including Jennifer Lawrence and Rihanna.

In an email touting for business and sent under the subject line "Problems with Google", the Leeds-based company Ignyte, boasts of being "one of the world's leading experts at removing negative search results from Google".

The company's managing director Simon Wadsworth told *The Independent* that the international row over the controversial EU court ruling in May had led to a boom in business. The finding has led to more than 30 million requests for links to be deleted. In the initial period after the ruling, Google had approved more than 50 per cent of requests. "The ruling has raised awareness of the

whole industry and our business has increased quite significantly since this issue," said Mr Wadsworth. "I get calls all the time saying 'delete everything about me from the Internet'."

He said Igniye was asked to remove material including references to previous criminal convictions, adverse rulings by professional organisations, naked photographs, and defamatory comments. "We get people who have cleaned their act up – should they be punished after 10 years?"

But Jo Glanville, director of freedom of speech campaigners English Pen International, called on Google to take a firm line in resisting requests for content deletion. She claimed that Britain was undergoing a worrying cultural change in which "censorship is seen as an act for the public good". She said: "Even when PR firms are unable to take advantage of legislation, they are taking advantage of the climate and the celebrity pictures on iCloud issue, which makes people nervous and more sympathetic to censorship."

Igniye successfully removed topless photographs from Google searches for a woman who was seeking work as a serious television presenter. But Mr Wadsworth said that many clients had an unrealistic expectation of the "right to be forgotten" ruling, and that Google rejected many applications on the basis that material had been published "in the public interest". Mr Wadsworth claimed that the definition of public interest was "a grey area". Mr Wadsworth admitted that it was often not possible to delete material. "Nine times out of 10 we are not pulling that content and if people want to dig they will find it." But in such cases, negative material might be removed from the first page of a Google search by the company or individual self-generating positive material about itself.

Source : Ian Burrell, The Independent, September 8, 2014.

## 2. Le sujet

### Première partie (10 points)

Vous rédigerez en français un compte rendu du texte.

Votre compte rendu devra comprendre une brève introduction qui indiquera la source et le thème du document. Vous synthétiserez et reformulerez les idées essentielles du texte.

Une brève conclusion personnelle qui dégage l'intérêt du document dans une perspective professionnelle sera valorisée.

Le nombre de mots attendu est de 200 mots (+/- 10 %). Vous indiquerez impérativement le nombre de mots de votre compte rendu.



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