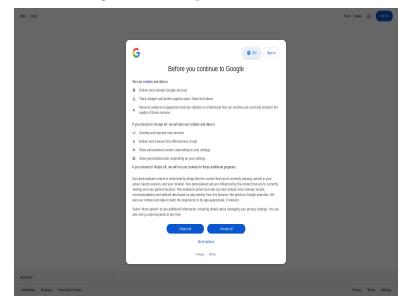
# **Legitimate Analysis Report**



#### **Content:**

This is a Google cookie consent pop-up message. It explains that Google uses cookies and data for various purposes, like delivering and maintaining services, tracking outages, and improving the user experience. The user has two options: Reject all or Accept all, with a "More options" button for customization.

### **Legitimate Characteristics:**

Transparency: The message clearly explains the purpose of using cookies and data.

Choice: Users are given clear options to accept or reject all cookies, or customize settings.

Control: The "More options" button grants users control over their privacy settings.

Purposeful Use: The message outlines legitimate reasons for using cookies, such as service delivery, outage tracking, and user experience improvement.

## **Possible Green Flags:**

Clear and Concise Language: The message uses simple language that is easy for users to understand.

Emphasis on User Control: The message highlights the user's ability to control their cookie settings.

Link to Privacy Policy: (Not explicitly mentioned in the content, but a link to the privacy policy would strengthen legitimacy)

#### Impacts:

Increased User Awareness: The message educates users about how cookies work and their implications.

Enhanced Privacy Control: Users can actively manage their privacy settings based on their preferences.

Improved Trust and Transparency: Providing clear information and choice enhances trust between Google and users.