

Kevin Swan

Company Policy Report Outline (Link: <https://policies.google.com/privacy>)

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For this paper, I will be looking at Google's privacy policy which is associated with Personal Identifiable Information. The policy details what kind of information they collect, how they use the information they collect, the information that you share as well as some information that they share. When analyzing this policy, I will try to explain any assumptions I make that guides my thoughts on it. I will also look at aspects such as the stakeholders that are involved, any risks involved, and consequences if the policy fails. After giving my review of the policy, I will then see if any improvements can be made to it and will make appropriate recommendations if there are.

I believe Google's privacy policy makes for a good example of how the privacy policy of companies who do similar things to Google should be. They kept it relatively simple so it is not too long and gives the information many people would want to know. They recognize that many of their services require giving them personal information and discuss the information they get from users of their service. Information they obtain includes info associated with any Google account, device information, log information, location information, cookies, etc. This is quite a bit of information, but they do not share it typically. They only share personal information in a few cases such as with consent, for legal reasons, or for external processing.

The stakeholders of this policy include Google's management, employees, and any users of their services. The risks that are being mitigated by this policy include anger from users, lawsuits, and it helps set a tone of transparency. If this policy were to fail, millions of users' personal information could be at risk. It is crucial it does not or Google could be under heavy fire. Policy in today's work environment as a whole is essential to being transparent and ethical.

Before I make recommendations on how to improve the policy, I will state an assumption I am making. I am assuming Google is being truthful in this policy and is not selling data, especially personal information. I would recommend they address their Google search service specifically in some portion of this policy and say if they obtain the information and use it for anything since many people worry about this. Also, they mentioned that they use data they collect to personalize advertisements towards the user. I may suggest they provide a way to opt out of this although they do not have to.

Google's Privacy Policy is a well-written and transparent policy. I felt it was fair and any personal information they do share is for good reason. They give people the option to choose what they would like saved to their accounts which is a plus. They are clear on what they obtain,

share, and how they use the information they collect. I did not have much to recommend the company and in conclusion this was an effective policy.