

Google LLC

● Active Participant

Other Covered
Entities

Industries

Participation

Privacy Policy

Dispute
Resolution

Other Covered Entities

🛡 See Purposes of Data Collection section for details on scope of cert

Industries

📌 Information and Communications Technology
Information Technology Services

Participation

SWISS-U.S. PRIVACY SHIELD FRAMEWORK: ACTIVE

Original Certification Date: 4/18/2017

Next Certification Due Date: 9/14/2023

Data Collected: HR, NON-HR

EU-U.S. PRIVACY SHIELD FRAMEWORK: ACTIVE

Original Certification Date: 9/22/2016

Next Certification Due Date: 9/14/2023



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Data Collected: HR, NON-HR

PURPOSE OF DATA COLLECTION

This certification applies to Google LLC and its wholly-owned U.S. subsidiaries, including X (a division of Google LLC) and Chronicle LLC, and any other wholly-owned U.S. subsidiary of Google LLC to the extent of any current separate self-certification by such entity. With respect to personal data other than human resources data: Data is processed for various purposes depending on the particular product or service being provided, including: sales and marketing to consumers and businesses; supplying services and products to consumers and businesses; operating, developing and improving services and products of Google and/or any of its wholly-owned U.S. subsidiaries identified below; personalizing services and products; financial processing and management; supplier, vendor and partner relationship management; fraud prevention, security, and protection of Google, its wholly-owned U.S. subsidiaries, and our users; compliance with applicable law and governmental, legislative and regulatory bodies; and customer support and relationship management. Data is disclosed to third parties as detailed in our relevant Privacy Policies, listed below, including: in situations in which we have consent, for external processing, with domain administrators, and for legal reasons. With respect to human resources data: Data is processed for various employment and legal purposes, including: recruitment and staffing; compensation, benefit programs and payroll;



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Privacy Shield

performance management and training; compliance and risk management; workplace management; protection against injury, theft, legal liability, fraud and abuse; and other business purposes. Data is disclosed to third parties as detailed in our relevant Privacy Policies, listed below, including for business-related and legal purposes. As of July 16, 2020, we no longer rely on the EU-U.S. Privacy Shield to transfer EEA, UK and Swiss personal information to the U.S. but continue to apply the Privacy Shield Principles to personal data we received from the EEA, UK and Switzerland in reliance on the Shield.

Privacy Policy

NON-HR DATA

Document: Dataform Privacy Policy
(<https://dataform.co/privacy>)

Description:

Explains the data that we collect and why we collect it, how we use that data, and the choices we offer to control that data. The EU Data Protection Authorities (DPAs) will serve as the dispute resolution provider for this privacy policy.

Effective Date: 9/14/2022

Document: Fitbit Privacy Policy
(<https://www.fitbit.com/legal/privacy-policy>)

Description:



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The Fitbit Privacy Policy describes the privacy practices for our devices, applications, software, websites, APIs, products, and services. The Privacy Policy covers the data we collect, how we use it, the controls we offer, and security measures we take.

Effective Date: 8/16/2021

Document: Google Cloud Privacy Notice
(<https://cloud.google.com/terms/cloud-privacy-notice>)

Description:

Explains the data that we collect and why we collect it, how we use that data, and the choices we offer to control that data. The EU Data Protection Authorities (DPAs) serve as the dispute resolution provider for this privacy notice.

Effective Date: 4/20/2022

Document: Google Privacy Policy
(<https://policies.google.com/privacy>)

Description:

Explains the data that we collect and why we collect it, how we use that data, and the choices we offer to control that data. The EU Data Protection Authorities (DPAs) serve as the dispute resolution provider for this Privacy Policy.

Effective Date: 2/10/2022

Document: Looker Privacy Policy
(<https://looker.com/trust-center/privacy/policy/>)

Description:

Explains the data that we collect and why we collect it, how we use that data, and the choices we offer to control that data. The EU Data Protection Authorities (DPAs) serve as the dispute resolution provider for this privacy policy.

Effective Date: 2/14/2022



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Document: Qwiklabs Privacy Policy

(https://www.qwiklabs.com/privacy_policy)

Description:

Explains the data that we collect and why we collect it, how we use that data, and the choices we offer to control that data. The EU Data Protection Authorities (DPAs) serve as the dispute resolution provider for this privacy policy.

Effective Date: 4/1/2022

Document: Siemplify Privacy Policy

(<https://www.siemplify.co/privacy/>)

Description:

Explains the data that we collect and why we collect it, how we use that data, and the choices we offer to control that data. The EU Data Protection Authorities (DPAs) serve as the dispute resolution provider for this privacy policy.

Effective Date: 1/4/2022

VERIFICATION METHOD

Self-Assessment

Dispute Resolution

QUESTIONS OR COMPLAINTS?

If you have a question or complaint regarding the covered data, please contact Google LLC at:

Keith Enright

Chief Privacy Officer

Google LLC



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Google Data Protection Office

1600 Amphitheatre Parkway

Mountain View, California 94043

privacy-shield-google@google.com (mailto:privacy-shield-google@google.com)

Phone: (650) 253-0000 (tel:(650) 253-0000)

Fax: 650.618.1806

Privacy Shield organizations must respond within 45 days of receiving a complaint.

If you have not received a timely or satisfactory response from Google LLC to your question or complaint, please contact the independent recourse mechanism listed below

HR RECOURSE MECHANISM

Swiss Federal Data Protection and Information
Commissioner (FDPIC)

(<https://www.edoeb.admin.ch/edoeb/en/home/the-fdpic/task.html>)

EU Data Protection Authorities (DPAs)

(https://edpb.europa.eu/about-edpb/board/members_en)

NON-HR RECOURSE MECHANISM

Swiss Federal Data Protection and Information
Commissioner (FDPIC)

(<https://www.edoeb.admin.ch/edoeb/en/home/the-fdpic/task.html>)

EU Data Protection Authorities (DPAs)

(https://edpb.europa.eu/about-edpb/board/members_en)



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Appropriate statutory body with jurisdiction to investigate any claims against Google LLC regarding possible unfair or deceptive practices and violations of laws or regulations covering privacy Federal Trade Commission (<https://www.ftc.gov>)

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Self-Certification

Privacy Policy

Dispute Resolution

- Audiences (/US-Businesses)
- U.S. Businesses (/US-Businesses)
- European Businesses (/European-Businesses)
- EU and Swiss Individuals (/Individuals-in-Europe)
- Data Protection Authorities (/Data-Protection-Authorities)

Privacy Shield List

About (/Program-Overview)

- Program Overview (/Program-Overview)
- Framework Text (/EU-US-Framework)
- Inactive Participants (/inactive)
- News & Events (/NewsEvents)
- Contact (/assistance)
- Privacy Program (/Website-Privacy-Policy)





INTERNATIONAL TRADE ADMINISTRATION

Home (/) | Website Feedback (/assistance) | Privacy Policy (/Privacy-Statement) | Disclaimer (/Website-Disclaimer) | FOIA
 Dispute Resolution (https://export.gov/FOIA) | USA.gov (https://www.usa.gov)

The International Trade Administration (<http://www.trade.gov>) (ITA), U.S. Department of Commerce (<https://www.commerce.gov>) manages this site to facilitate the Privacy Shield framework in the United States. External links to other Internet sites should not be construed as an endorsement of the views or privacy policies contained therein. This site contains PDF documents. A PDF Reader (<https://get.adobe.com/reader/>) is available from Adobe Systems Incorporated.

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