



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Office of the Director
Bureau of Consumer Protection

February 26, 2010

Marc Rotenberg
Executive Director
Electronic Privacy Information Center
1718 Connecticut Avenue, N.W.
Suite 200
Washington, D.C. 20009

Dear Mr. Rotenberg:

Thank you for your recent complaint to the Commission regarding Google's social networking service Google Buzz. The complaint raises a number of privacy concerns relating to Google's use of consumers' personal information in launching Buzz.

The Commission staff carefully reviews all complaints that it receives. Your most recent complaint raises interesting issues that relate to consumer expectations about the collection and use of their data. This topic has been a major theme at our public roundtables, where we have discussed existing and emerging business models and their impact on consumer privacy. As the products and applications offered by companies grow in complexity, it is critical that consumers understand how their data will be used and have the opportunity to exercise meaningful control over such uses. We appreciate your valuable participation in our public roundtables, as well as the specific concerns you raised in your complaint to the Commission.

If you have any additional information you wish to provide about this matter, please contact Maneesha Mithal, Associate Director in the Division of Privacy and Identity Protection. Please be advised that any Commission investigation is non-public until the Commission decides to issue a formal complaint or close the investigation. As a result, we can neither confirm nor deny that we are conducting an investigation of the issues raised by your complaint.

Thank you for raising this issue with us.

Sincerely,

A handwritten signature in black ink, appearing to read "D. Vladeck", written over a white background.

David C. Vladeck