



ISSUES COVERAGE REPORT

Location History - AP Story Day 4 (shorter report than previous ones)

Wednesday, August 16; 3:30 pm PT

Sentiment | Coverage Themes | Social Conversation | Third Party Commentary | Coverage Links

Today, Ryan Nakashima noticed that we posted an update to our Location History Help Center and broke the news (AP NewsBreak: Google clarifies location-tracking policy), that Google revised its help page to clarify that it still tracks user location even if "Location History" is turned off. The AP tweeted the story out, which created a surge of social chatter (~8,000 re-tweets) and the story was picked up by +60 outlets, including The New York Times, U.S. News and World Report and The Washington Post. Both CNET and Axios published original stories, which include brief overviews of the original AP stories that ran on Monday.

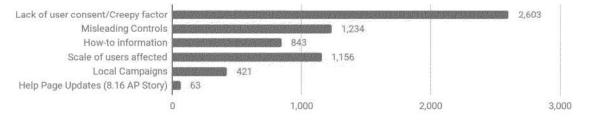
SENTIMENT:

			MEDIA COV	/ERAGE	
		GLOBAL -	ALL PUBS	/ENGLISH ONLY	
Mentions	Positive	Negative	Neutral	Social Shares	Headlines vs. Mentions vs. Feature Articles
3,738* (total stories since 2pm 8/16)	0%	100%	0%	187,007 (including FB shares)	Headlines: 66% Mentions: 20% Feature Articles: 13%

^{* 63} stories (1.69%) are pick-up from today's AP story

COVERAGE THEMES:

Location History AP Story: Top-6 Topics



- 69% of coverage mentioned the lack of user consent / creepy factor, including <u>eWeek</u> and <u>Alphr</u>
- 33% of coverage mentioned misleading controls, including Slate and Android Newspad
- 23% of coverage mentioned how-to information for consumers managing their data, including <u>Spyware News</u> and <u>KPEL</u>
- 31% of coverage mentioned the scale of the users affected, including IT Security Guru

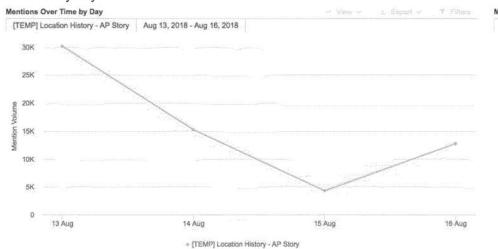
- 11% of coverage mentioned Local Campaigns, including Waynesville Daily Guide (AP pick-up)
- 1.69% of coverage ran as a result of the 8/16 AP story on Google's help page updates, including The New York Times, U.S. News and World Report and The Washington Post

SOCIAL CONVERSATION:

Volume (does not include Facebook):

- VOLUME: 62,000 mentions since the story broke.
 - Mentions by day still highest on day 1 and trended downward until day 4 (totay) due to new AP reporting.
 - o Driven by ~8,000 re-tweets of this AP tweet

Mentions by day.



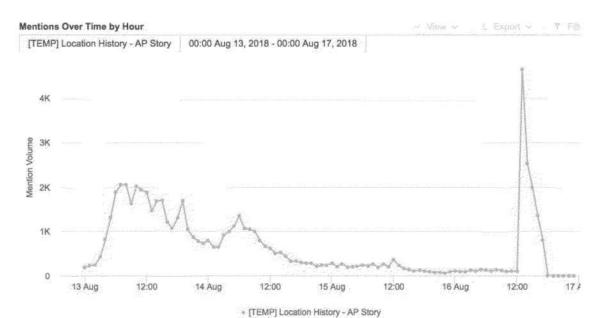
Mentions by

hour.

- <u>CONTEXT</u>: The story peaked TODAY at 1pm PT with more than 4,600 mentions/hour.
 Day 1 of the story had peaked at 2,000 mentions/hour.
 - For comparison, we saw approximately 2,000 mentions/hour during the peak of the Dragonfly cycle two weeks ago.

TOPICS (today):





Of the 12,711 mentions today, 7,945 of the mentions were retweets of this AP tweet.

- Other engaged tweets came from conservatives:
 - Ryan Saavedra: Does @Google track the location of minors?
 - Mike Cernovich: This is literally fraud, it's time for massive class action lawsuits against Google.https://apnews.com/ef95c6a91eeb4d8e9dda9cad887bf211 ...
- <u>Director of Cybersecurity for EFF</u>: When you tell Google to stop tracking your location, it should stop tracking your location. Period.

Full social report here

COVERAGE - UNIQUE GLOBAL:

Full list of global coverage is linked here.

Shared Articles:

Associated Press: 24,430 shares

BBC: 11,901 shares

Hacker News: 7,722 shares

The Guardian: 6,162 shares

<u>Today</u>: 4,517 shares

• Global News Canada: 3,709 shares

Wired: 3,670 shares

CTV News: 3,415 shares

Breitbart: 3,414 shares

CBC: 3,326 shares

The Guardian: 2,049 shares

• The Hacker News: 1,399 shares

Alaska Dispatch News: 1,906 shares

Digital Trends: 1,874 shares

CNBC: 1,347 shares

Associated Press: 1,138 shares

• End Time Headlines: 1,127 shares

CNET: 1,026 shares

Global News Canada: 935 shares

CBS News: 922 shares



ISSUES COVERAGE REPORT Location History - AP Story Day 2

Tuesday, August 14

Sentiment | Coverage Themes | Social Conversation | Third Party Commentary | Coverage Links

The second day of the AP Location History cycle (AP Exclusive: Google tracks your movements, like it or not and How to find and delete where Google knows you've been) got legs in the UK with negative pieces in the BBC and The Guardian. While the story is trending down (only +430 original articles today), The Today Show extended the consumer cycle around "how you can keep Google from tracking you". Ads mentions slightly increased in volume by 117 stories, but the percent of overall stories that mentioned Local Campaigns decreased from 30% yesterday to 19.2% today, signaling that ads are becoming less of a focus in this narrative. By the end of the day, this story was no longer on the list of top 10 trending stories across tech.

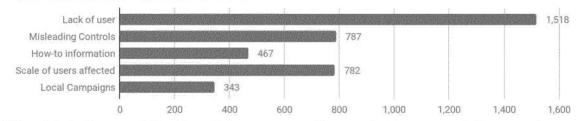
We fielded less than 10 press inquiries today, bringing the total to just under 50.

SENTIMENT:

			MEDIA COV	/ERAGE	
		GLOBAL -	ALL PUBS	/ ENGLISH ONLY	
Mentions	Positive	Negative	Neutral	Social Shares	Headlines vs. Mentions vs. Feature Articles
1,787 (total stories since 2pm 8/13)	0%	100%	0%	67,170 (including FB shares)	Headlines: 84.3% Mentions: 7.2% Feature Articles: 8.5%

COVERAGE THEMES:

Location History AP Story: Top-5 Topics



Although lack of user control continues to trump coverage themes, ads decreases and others remain constant

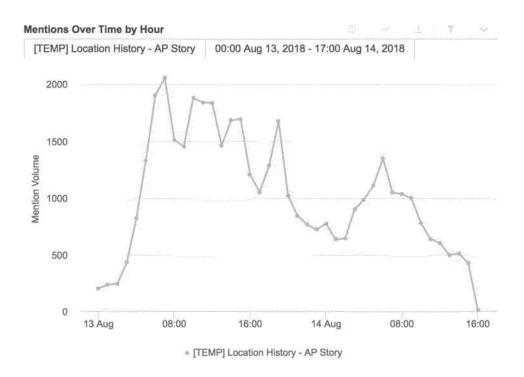
85% of coverage mentioned the lack of user consent / creepy factor, including Quartz, BBC,
 The Guardian

- 44% of coverage mentioned misleading controls, including Android Authority, Mobile Marketing Magazine, Irish Times
- 26% of coverage mentioned how-to information for consumers managing their data, including <u>The Today Show</u>, <u>CNET</u>, <u>Business Insider</u>
- 44% of coverage mentioned the scale of the users affected, including Mirror, TechRepublic, PC Authority
- 19% of coverage mentioned Local Campaigns, including Silicon Republic

SOCIAL CONVERSATION:

Volume (does not include Facebook):

- As of 3:15pm PT on 8/14: 42,000 mentions over the past two days, peaking at 7-8am PT yesterday with just over 2,000 mentions/hour. Overall, the story is trending downward there was a spike this morning but volume has decreased every subsequent hour and well into the afternoon (data for 4-5pm PT today has not yet come in so don't misread the "drop" at the end)
- Within this volume, here are the most shared stories (these figures include Facebook shares which our social media listening tool, BrandWatch, cannot include due to privacy restrictions):
 - Most shared articles are from <u>Associated Press</u> (10,595 shares), <u>Hacker News</u> (5,462 shares), <u>The Guardian</u> (4,459 shares), <u>Global News Canada</u> (3,709 shares), <u>Breitbart</u> (3,203 shares), <u>CTV News</u> (2,956 shares), <u>CBC</u> (2,553 shares), and <u>Wired</u> (1,907 shares).



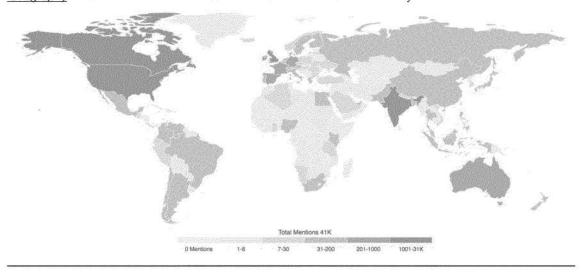
- <u>CONTEXT</u>: For comparison, we saw approximately 2,000 mentions/hour during the peak of the Dragonfly cycle two weeks ago.
- COMPARISON to other hot topics (now looking at Day 2 totals):
 - Dragonfly day 2: 14,400 mentions

- Gmail API day 2: 6,700 mentions
- YouTube Fake Views day 2: 1,000 mentions
- Location History day 2 (so far): 15,200 mentions

Topics (does not include Facebook):



Geography: The USA accounts for 77% of the mentions related to this story.



Includes all social pick up except for Facebook

- MEDIA
 - As of 4pm PT, this story is no longer on the list of top 10 trending stories across tech
 - Yesterday, at its peak, this story accounted for more than half of the top 10 trending tech stories

NOTABLE TWEETS

- Sen. Richard Bluemthal: It should be simple—"off" means "off." Google's relentless
 obsession with following our every movement is encroaching & creepy. I've called for an
 FTC investigation into its persistent privacy invasions. [link to AP story]
- <u>Luther Lowe</u> (Yelp): This explosive piece on illicit location tracking by Google has a significant nexus w/Google's abuse of dominance in local search: key source was, "a graduate researcher [who was] ***prompted to rate a shopping trip to Kohl's,*** even though she had turned Location History off." Google desperately wants a foothold in local because 40% of all Google searches have local intent. That's the *plurality of all search* 1.5 billion queries per day. Instead of competing on the merits, Google nudges users to read & write reviews that are objectively inferior.
- Nick Confessore (NYT): Google's explanation of how it discloses location tracking versus what it promised the @FTC it would do. [Refers to tweet below]
 - <u>Justin Brookman</u> (Consumers' Union/former FTC): [see link for images] I turned off Google Location History years ago, but just checked my phone and somehow the setting had been turned back on. □
- <u>Daniel Stoller</u> (Bloomberg Law): Attorneys have told me today that @Google could face FTC and state-level investigations for the location tracking issue. Google may have followed its privacy policy, but if it isn't clear to the user it could be the basis for regulatory action. FTC declined to comment.
- Josh Fischman (Scientific American): Map shows unethical #PrivacyInvasion by Google, which tracks your movements when you tell it to stop. https://apnews.com/828aefab64d4411bac257a07c1af0ecb Great investigation by @AP.
- <u>Caitlin Kelly</u> (WIRED): You practically need Google Maps directions to find the settings needed to *actually* stop Google from tracking your location. From @EmilyDreyfuss
- Nick Short (conservative): Do you have your "location history" turned off? Doesn't matter.
 Google's still tracking you. [link]
- <u>Pascal Heyman</u> (Belgian political figure): #Google records your location even when you tell it not to. When is Google (and others)'s massive privacy violation finally going to stop? [link to Guardian story]
- <u>Luke Rudkowski</u> (conservative): Google tracks your movements, like it or not -- An
 Associated Press investigation found that many Google services on Android devices and
 iPhones store your location data even if you've used privacy settings that say they will
 prevent it from doing so
- <u>Emily Dreyfuss</u> (WIRED): In light of the @AP's bombshell report on Google Location History, I wrote about how hard it is to find the setting to *actually* turn off your Google location tracking https://www.wired.com/story/google-location-tracking-turn-off/...
- <u>Nick Confessore</u> (NYT): How a normal user would expect to turn off Google's location tracking versus the super clear and straightforward way Google does it: [image]
- <u>Barton Gellman</u> (Princeton): Respectfully note that AP, which published this important privacy story, allows advertisers and data consolidators to track your location and many other things when you visit the site. Including Google. Far from the worst news site, but still.
- Reed Albergotti (The Information): The AP on Google's location tracking even when
 people have turned off location tracking. Shouldn't be a surprise when you're using tools
 created specifically for the purpose of surveillance advertising but it's still interesting.

- Ashkan Soltani (former FTC CTO): This is the confusing privacy dialogue from @google may land another @FTC inquiry. "Even with Location History paused, some Google apps automatically store time-stamped location data without asking."
- The following influential accounts have tweeted a link to associated coverage (not an exhaustive list):
 - Cory Doctorow (writer)
 - Paul Joseph Watson (Info Wars)
 - Mike Cernovich
 - Jack Posobiec
 - Sara Carter (Fox News)
 - Zeynep Tufecki (NYT)
 - Adam Baldwin (actor)
 - Gianni Riotta (journalist)
 - Zeke Miller (AP)
 - Josh Greenman (NY Daily News)
 - Richard Nieva (CNET)
 - Matt Drange (The Information)
 - Kevin Corke (Fox News)
 - Jonathan Lemire (AP)
 - Ryan Heath (Politico)
 - Byron Tau (WSJ)
 - Zack Whittaker (TechCrunch)
 - Justin Hendrix (NYC Media Lab)
 - Jerome Corsi (conservative writer)
 - Morgan Fairchild (actress)

Link to full social report here.

COVERAGE - UNIQUE GLOBAL:

Full list of global coverage is linked here.

Shared Articles:

Associated Press: 10,595 shares

Hacker News: 5,462 shares

The Guardian: 4,459 shares

Global News Canada: 3,709 shares

Breitbart: 3,203 shares

CTV News: 2,956 shares

CBC: 2,553 shares

Wired:1,907 shares

Alaska Dispatch News: 1,906 shares

Digital Trends: 1,591

The Hacker News: 1,399 shares
 End Time Headlines: 1,064 shares

CNBC: 993 shares

NBC News: 752 shares

• Daily Mail: 705 shares

Business Insider: 694 shares

RT: 678 shares

· Western Journal: 656 shares

CTV News: 649 shares

The Verge: 612 shares

ISSUES COVERAGE REPORT Day 1



Location History - AP Story

Monday, August 13 (3:00 p.m. PT)

Sentiment | Coverage Themes | Social Conversation | Third Party Commentary | Coverage Links

This morning's Associated Press stories (AP Exclusive: Google tracks your movements, like it or not and How to find and delete where Google knows you've been) about Google's use of user location data resulted in a mix of syndicated stories and original reporting in key online / print outlets including Axios, CNBC, Washington Post, NYT, Fast Company and local outlets. On TV, CBS This Morning and a few local news stations ran stories following the same narrative that Google is tracking your movements regardless of privacy settings and Tucker Carlson from FOX News is expected to cover the story tonight at 8:45pm ET.

We're seeing a growing narrative driven by third party commentary (policy influencers), that alludes to FTC / congressional action (<u>CNET</u>, <u>Vanity Fair</u>, <u>Wired</u>). This will likely become a bigger focus as the week goes on.

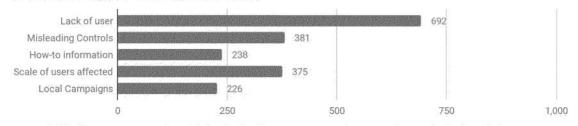
As a result of today's cycle, we have fielded over 40 inbound inquiries. Currently, 51.3% of resulting coverage following the AP report includes our updated statement.

SENTIMENT:

			MEDIA COV	ERAGE	
		GLOBAL -	ALL PUBS	/ ENGLISH ONLY	
Mentions	Positive	Negative	Neutral	Social Shares	Headlines vs. Mentions vs. Feature Articles
741	0%	100%	0%	5,295	Headlines: 94.3% Mentions: 2.9% Feature Articles: 2.8%

COVERAGE THEMES:

Location History AP Story: Top-5 Topics



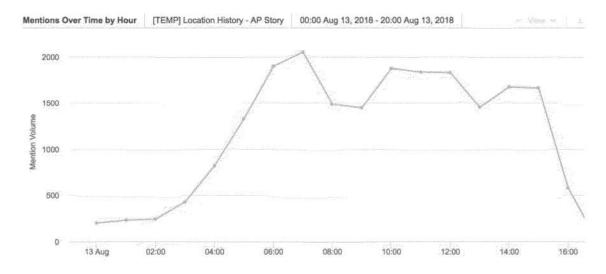
 93% of coverage mentioned the lack of user consent / creepy factor, including Axios, Bloomberg, Mashable.

- 51% of coverage mentioned misleading controls, including CNBC, Wired, Consumer Affairs.
- 32% of coverage mentioned how-to information for consumers managing their data, including <u>Gizmodo</u>, <u>Buzzfeed</u>, <u>Mic</u>.
- 51% of coverage mentioned the scale of the users affected, including <u>Associated Press</u>, <u>The</u> Guardian, GQ Magazine.
- 30% of coverage mentioned Local Campaigns, including Vanity Fair.

SOCIAL CONVERSATION:

Volume (does not include Facebook):

- As of 4:15pm PT on 8/13: We've seen approximately. 21,000 mentions of this story so far today, peaking at 7-8am PT with just over 2,000 mentions. For the past 2 hours, there have been 1,600+ mentions/hr, indicating that this story has continued to trend throughout the day. (Results for 4pm PT update throughout the hour, so do not read into the "drop").
- Within this volume, here are the most shared stories (these figures include Facebook shares which our social media listening tool, BrandWatch, cannot include due to privacy restrictions):
 - Most shared articles are from <u>Associated Press</u> (1,961 shares), <u>CTV News</u> (481 shares), <u>SBS Australia</u> (279 shares), <u>WRCB-TV Online</u> (200 shares), <u>The Hacker News</u> (118 shares), and <u>NBC News</u> (102 shares).



- <u>CONTEXT</u>: For comparison, we saw approximately 2,000 mentions/hour during the peak of the Dragonfly cycle two weeks ago
- · COMPARISON to other hot topics:
 - Dragonfly day 1: 22,000 mentions
 - Gmail API day 1: 3,400 mentions
 - YouTube Fake Views day 1: 2,000 mentions
 - Location History day 1 (so far): 21,000

Topics (does not include Facebook):





Includes all social pick up except for Facebook

Media Trending Analysis

- The <u>AP story</u> is still the 5th most trending tech story in past 24 hours (down from 4th two hours ago).
- Among Google/YouTube stories, versions of the AP story and follow-on coverage are 6 out of the top 10 trending (the top 6 stories)

NOTABLE TWEETS (nothing notable new since 1pm)

- <u>Daniel Stoller</u> (Bloomberg Law): Attorneys have told me today that @Google could face FTC and state-level investigations for the location tracking issue. Google may have followed its privacy policy, but if it isn't clear to the user it could be the basis for regulatory action. FTC declined to comment.
- Josh Fischman (Scientific American): Map shows unethical #PrivacyInvasion by Google, which tracks your movements when you tell it to stop.
 https://apnews.com/828aefab64d4411bac257a07c1af0ecb Great investigation by @AP.
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- <u>Ashkan Soltani</u> (former FTC CTO): This is the confusing privacy dialogue from @google may land another @FTC inquiry. "Even with Location History paused, some Google apps automatically store time-stamped location data without asking."
- Justin Brookman (Consumer Reports, ex-FTC): "I turned off Google Location History years ago, but just checked my phone and somehow the setting had been turned back on. □" (Also tweeted images of help center).
- The following influential accounts have tweeted a link to associated coverage (not an exhaustive list):
 - Cory Doctorow (writer)
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 - Sara Carter (Fox News)
 - Zeynep Tufecki (NYT)
 - Adam Baldwin (actor)
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 - Ryan Heath (Politico)
 - Byron Tau (WSJ)
 - Zack Whittaker (TechCrunch)
 - Justin Hendrix (NYC Media Lab)
 - Jerome Corsi (conservative writer)

Link to full social report here.

THIRD PARTY COMMENTARY:

This news cycle has drawn out negative criticisms from policy influencers, including several that are calling for an FTC investigation:

Senator Mark Warner: "If a Google user disables location services, it is perfectly reasonable for that person to expect that apps will not continue tracking their location," Warner, the top Democrat on the Senate Intelligence Committee, said in a statement. "Unfortunately, it is frustratingly common for social media companies to have corporate practices that diverge wildly from the totally reasonable expectations of their users." - Politico

Jonathan Mayer (former chief technologist for FCC, lead researcher for 2012 Safari issue): "If you're going to allow users to turn off something called 'Location History,' then all the places where you maintain location history should be turned off," Mayer said. "That seems like a pretty straightforward position to have." - Associated Press (quoted widely)



Alan Butler, senior council at the Electronic Privacy Information Center: "If Google is representing to its users that they can turn off or pause location tracking but it's nevertheless tracking their location, that seems like textbook deception to me" - <u>WIRED</u>

Luther Lowe, SVP policy at Yelp: RT'd @AP's tweet

SELECT COVERAGE - UNIQUE GLOBAL:

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TechMeme, 8/13

- · Associated Press, AP Exclusive: Google tracks your movements, like it or not
- Associated Press, How to find and delete where Google knows you've been AP News
- Axios, Google services track mobile location despite privacy settings
- Bloomberg: Google Tracks Location Data Even When Users Turn Service Off, AP Report Finds
- Boing Boing, AP and Princeton University: Google tracks location of users even when they tell it
 not to
- . BuzzFeed, Here's How To Actually Prevent Google From Tracking Your Location
- CNET, Google is probably tracking your location, even if you turn it off, says report
- CNBC, <u>Turning off location history doesn't stop Google from storing where you've been here's how to limit the info it logs</u>
- Consumer Affairs, Google stores users' location regardless of privacy settings
- Daily Mail, Google really IS recording your every move! Search firm tracks location data using your smartphone, even when you explicitly tell it not to
- Fast Company, Google tracks your movements even if you've turned location history off
- Fortune, Google Is Tracking Your Location—Even Without Your Permission, Report Says
- Gizmodo, Google Stores Location Data Even With 'Location History' Turned Off—Here's How to Stop That
- GQ, Google Reportedly Doesn't Let You Turn Off Location Tracking After All
- Mashable, Google tracks you even if you turn off 'location history': report
- Metro UK, Google is spying on where you are (even if you've disabled location tracking)
- Mic, Google is tracking your location even when you ask it to stop, study shows. Here's the fix.
- New York Post, Google tracks you even if you've asked it to stop
- PC Mag, Report: Google Tracks Location Data Even If You've Opted Out
- The Hill, Report: Google tracks users even with location history turned off

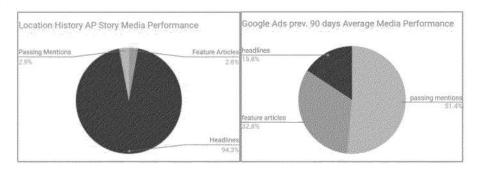
- The Sun, Google SPYING on your real-world movements even if you have Location History turned off
- . The Telegraph, Google tracks your location, even when you explicitly ask it not to
- The Week, Turning off Google's location history won't stop it from tracking where you are
- Tom's Guide, Google Still Tracking Users Who Turn Off Location History
- U.S. News & World Report, Google Continuously Tracks People's Locations
- Vanity Fair, Will Google Be Washington's Next Target
- Wired, Google tracks you even if location history's off. Here's how to stop it

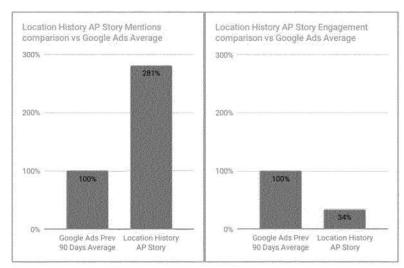
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- SBS Australia: 279 shares
- WRCB-TV Online: 200 shares
- The Hacker News: 118 shares
- NBC News: 102 shares
- MacRumors: 98 shares
- The Guardian: 91 shares
- MIT Technology Review: 70 shares
- The Real News: 62 shares

- Breitbart: 59 shares
- The Globe and Mail: 53 shares
- Common Dreams: 51 shares
- Khaleej Times: 50 shares
- The Register: 39 shares
- Fox News: 32 shares
- The Financial Express: 29 shares
- Wired: 27 shares
- CNET: 25 shares
- Gizmodo: 23 shares

Graphs:







Set up Now cards?

To get Now cards, you need to have the following Google Account settings turned on for dhawkey.now@gmail.com:

Your searches and browsing activity

Web & App Activity includes searches, Chrome history, and content you browse in apps

Information from your devices

Device Information includes contacts, calendars, apps, music, battery life, sensor readings

Places you go

Location History creates a private map of where you go with your logged-in devices

LEARN MORE

These settings allow Google to store and use information whenever you're signed in to a Google product (like Chrome or YouTube). By choosing "Yes, I'm in", Google will turn these settings on for you. If you choose "Cancel", your existing settings stay the same. You can manage your settings at any time in

CANCEL YES, I'M IN

