

Response from Google

The Business & Human Rights Resource Centre invited Google to respond to a report by Ranking Digital Rights that alleges that Google does not disclose any evidence that it conducts human rights due diligence on its use of algorithmic systems or on its targeted advertising practices.

- "[It's not just the content, it's the business model: Democracy's online speech challenge](#)," Ranking Digital Rights, March 2020

On 10 April 2020, Google sent the following information:

Google-wide human rights information that applies across the company:

- Information about Google's [commitment to human rights](#)
- A high-level [explanation](#) of how we meet our commitment to human rights due diligence

More specific information on advertising:

- The [Google AI principles](#) that explicitly reiterate our human rights commitment
- Commentary we published on how we're implementing the AI principles: [six months out](#), and a [follow-up](#)
- This [site](#) explains in detail, how we have created a responsible, privacy-respecting approach to advertising -- giving users the ability to control setting and turn off personalization
- Our detailed [ads policies](#)