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March 7, 2022

Sundar Pichai
Chief Executive Officer
Google, Inc.
1600 Amphitheatre Parkway
Mountain View, California 94043

Re: Google Search on 2022 Dirty Dozen List

Dear Mr. Pichai:

We want to first thank you for the many positive changes Google has made in 2021 to further protect your users – especially children. We are especially grateful for the precedent-setting decision to default Chromebooks and education products for K – 12 students to the highest safety levels. We received an outpouring of gratitude, including from families whose children had been harmed by pornography and even predators through school-issued Chromebooks. Several hundred people signed our petition of appreciation to Google that we shared with your global lead on child safety policy, Almudena Lara – who in turn, shared it with your engineers. We formally removed Google Chromebooks from the 2021 Dirty Dozen List.

We're also grateful to Google for setting SafeSearch as the default for *all* minor accounts, for improving the visibility of the SafeSearch feature overall, and for prohibiting apps and ads promoting "compensated sexual relationships," including 'sugar dating,' which we know from law enforcement and survivors we work with is a form of prostitution particularly appealing to traffickers. We will continue to publicly applaud Google for these significant improvements over the past year (and prior).

We also must commend Ms. Lara's leadership and very much value our relationship with her. She represents Google with the utmost professionalism and a sincere desire to live out Google's commitment to "do the right thing." Most notably, Ms. Lara and more than a dozen of her colleagues met with survivors of sex trafficking to hear how Google products impact their daily lives and unfortunately further

their trauma. We will publicly acknowledge Google for this willingness to learn from people with lived experiences.

However, while we appreciate the steps Google has taken, **we are still deeply concerned about Google Search’s facilitation of exploitation and abuse and the complicated reporting and removal process for nonconsensual pornography.**

Given Google’s vast global impact, abundant resources, and 92% market share of search engines, we feel an obligation to raise awareness of certain poorly constructed policies and practices that continue to cause harm to users, especially survivors of sexual crimes.

Therefore, we are writing to inform you that the **National Center on Sexual Exploitation is placing Google Search on the 2022 Dirty Dozen List**—a campaign that names 12 mainstream contributors to sexual exploitation and abuse. Specifically, we will be noting Google’s:

1. Facilitation of real and depicted content of sexual abuse, including graphic videos of sex trafficking, child sexual abuse, and nonconsensually recorded and/or shared content,
2. Driving users to pornography sites when they search for themes of rape, racism, incest, sexual abuse of minors, and other illegally-themed or socially damaging-themed pornography.
3. Insufficient reporting and removal mechanisms for nonconsensual pornography.

Google Search facilitates access to real and depicted content of sexual abuse, including graphic videos of sex trafficking, child sexual abuse, and nonconsensually recorded/shared content, as well as illegal and socially damaging-themed content.

NCOSE researchers found videos that appear to depict survivors of the criminally- indicted GirlsDoPorn sex trafficking ring within the very first related Google Search result. Some of these videos included titles listing the survivors’ full names.

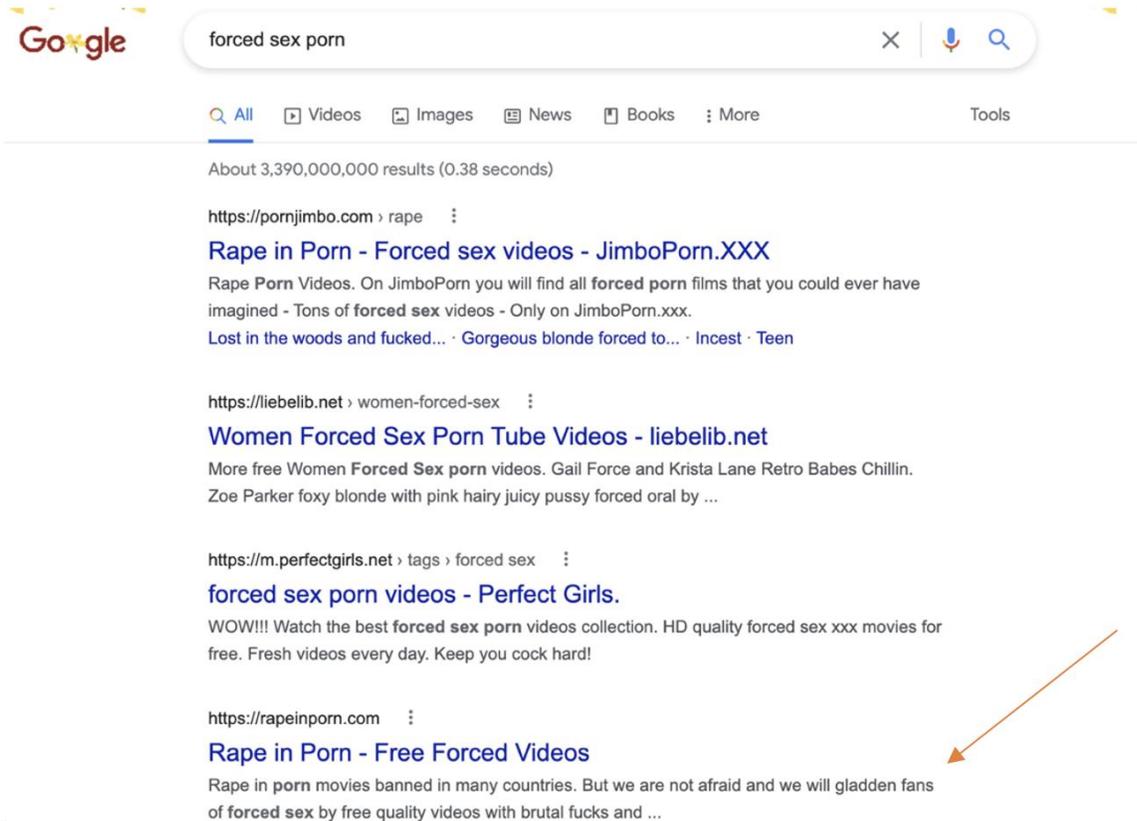
Furthermore, while it is well-known the pornography industry as a whole routinely fails to effectively verify age or consent of performers – there are several pornography sites that have come under particular scrutiny through recent government investigations, victorious lawsuits, survivor testimony, and investigative reporting to be hosting child sex abuse material, sex trafficking (i.e., criminal) content.

So, it’s particularly concerning that Google continues to drive users to these sites - Pornhub, OnlyFans, XVideos, XHamster, and others – that are likely hosting criminal content. These sites are often listed on the first page. Google is driving up the profits of these (and other) pornography companies and likely leading people to view criminal acts for their own pleasure furthering the exploitation of survivors.

Google Search drives people to pornography sites when they search for themes of rape, racism, incest, sexual abuse of minors, and other illegally-themed or socially damaging-themed pornography.

When users search for illegal-, violent-, incest-, and racist-themed pornography like “**forced sex porn,**” “**drugged porn,**” “**white supremacist porn,**” “**hidden camera porn,**” “**Asian slave porn,**” “**leaked**”/ “**hidden camera porn,**” “**teen porn,**” etc. Google Search yields pornography sites. We’ve raised this concern with before and have asked Google to surface articles, resources, or commentary on the harms of racist or rape pornography—yet Google Search serves up the exploitation itself.

In fact, when the NCOSE Law Center was reviewing the content for the Dirty Dozen List and doing its due diligence, this review resulted in a report to NCMEC as one of the rape-themed websites under the results for "forced sex porn" displayed apparent CSAM on its homepage (see screenshot below for search results page – no images). **These websites are advertising and hosting real, not simulated, rape.** There is absolutely no reason rape-themed searches should be yielding *any* pornographic sites and it is irresponsible for Google to permit these websites to be indexed in Google Search at all.





black slave porn

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About 1,420,000,000 results (0.37 seconds)

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XNXX.COM 'black slave' Search, free sex videos. ... Watch Long Porn Videos for FREE ... The arabian gorgeous slave Kyra Black, gets her training to being ...

https://www xvideos.com k=black+slave related

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white supremacy porn

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About 6,700,000 results (0.37 seconds)

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White Superiority Porn Videos | Pornhub.com

We did notice that the specific search for “rape porn” no longer leads to porn sites on the first page the way that it did a few months ago when we last raised this concern with you – but hardcore porn sites show up on subsequent pages. This is not good enough. Please do not surface any results for any combination of terms

indicating rape-themed pornography and banning websites which clearly and openly advertise rape content from Google Search altogether and consider at the very least, removing pornography sites for other violent and socially-damaging terms from the first results page.

Insufficient reporting and removal mechanisms for nonconsensual pornography

Google has yet to prioritize survivor-centered practices to remove nonconsensual sexual content from search results, thereby leaving many victims to live with on-going trauma and extensive consequences to their daily lives as their abuse is replayed over and over online. Google's reporting mechanisms for such content are overly complicated, retraumatizing, and insufficient.

Unfortunately, the National Center on Sexual Exploitation has witnessed this firsthand in the course of serving survivors of sex trafficking and other sexual abuses whose assaults were recorded and uploaded online.

Though we know Google is reviewing its reporting systems with the goal of making them more intuitive and less cumbersome, Google is *currently* making a policy choice to, by default, believe the hosts or uploaders of content, *over the people depicted and being harmed in the content*. In other words, the onus is on the survivors to prove consent *wasn't given* (which is not possible), rather than place the burden on those posting the material to prove consent was obtained.

Google and the uploaders and hosts of this material have a lot less to lose by removing the content than the survivors have to lose with images of their abuse circulating on the Internet.

NCOSE Law Center analysis of Google reporting mechanisms

In general, when a survivor comes to the NCOSE Law Center and shares that content depicting their abuse is circulating online, the content removal and takedown process requires hundreds of hours writing, sending, and following up with various web hosting providers and websites. And even still, this content does not come down easily. Even when websites and web hosting providers are put on notice that the content contains Child Sexual Abuse Material (CSAM) or depictions of sex trafficking, they are often reluctant to remove the content, refuse to accept responsibility, or ignore the requests altogether.

Even Google, with the newly rolled out nonconsensual explicit or intimate personal image reporting portal, requires the reporting party to provide the full name of the individual in the content, the URL(s) of the webpages that are displaying the content, the Google Search result URL(s), as well as screenshot(s) of the content being reported. Although we understand it is critically important that Google can identify the content requested for removal, the process of taking screenshots is extremely triggering to survivors, as well as those assisting victims with the removal process. It also requires the survivor to duplicate and increase circulation of their own abuse. The harm outweighs the potential usefulness of this requirement – and we urge Google to explore other ways to obtain the same result.

As part of the report, the survivor can indicate that the content in question was uploaded without consent and/or depicts sex trafficking or child sexual abuse material. Once the request is submitted, Google will review the content to determine if it violates their policies. In our experience, the results can take several days to yield a response—in the meantime, the survivor's images remain easily accessible online, thereby leaving the survivor to suffer on-going trauma and vulnerability to sextortion, harassment, and other life-altering consequences like losing a job, getting kicked out of school, or losing friendships as people may not

know the context of the images. And even then, it may be inexplicably determined by Google moderators that the content does *not* violate your terms and conditions (despite the survivor's testimony).

How can Google better determine consent than the person who was harmed? Even law enforcement and other experts often can't tell if an image or video depicts consensual acts as no one can see who else is behind the camera threatening them to look like "they enjoy it" or know what threat was used to coerce the creation of the video.

Notably, copyright infringements appear to be handled more swiftly and thoroughly by Google than image-based sexual abuse.

As noted above, the process to report these images is extremely cumbersome, and it is very difficult for moderators to be able to know whether consent has been given. But we do want to commend Google on advances made in deduping violative nonconsensual images through hashing technology and for delisting violative URLs. We understand that Google does try to detect and remove copied versions of this content in Search, but that modified images may evade detection (at least until more refined technology to detect alterations is created). We are also grateful to Google for adding the "explicit content filtering" checkbox feature on your reporting form last year – this does mitigate the need for users to keep resubmitting removal requests.

We have discussed the reporting and deduplication mechanisms with Google, and again thank Ms. Lara and other Google staff for engaging in those discussions. We sincerely hope that the 2022 Dirty Dozen List will help prioritize internal decision-making at Google to fast-track solutions in 2022, and that we will be able to loudly commend such solutions when they are enacted.

Below are the improvements we are formally asking Google to pursue:

1. Institute a survivor-centered reporting and removal process by immediately removing reported content and blocking the ability for it to resurface while they investigate the report.
2. As a matter of policy, Google should honor removal requests of sexually explicit content unless the uploader can affirmatively prove consent. This would also lift the likely traumatic burden on Google moderators to try to determine whether the rape scene they're looking at is real or simulated.
3. When age/consent cannot be affirmatively proven, not only should the Google Search result be removed and prevented, but Google should also require the platforms hosting the materials to remove them or risk negative page ranking consequences.
4. Make it easier for users to find Google's reporting mechanism for nonconsensual sexually explicit materials.
5. Create different options to identify violative content in order to decrease the burden on survivors to screenshot their own abuse when making a report.
6. Strengthen the hashing system for content deemed to be criminal or nonconsensual to prevent it from resurfacing again and continue to work with other companies to strengthen the technology industry

as a whole in responding to and preventing such content from surfacing (*thank you for sharing Content Safety API and CSAI Match with others free of charge!*).

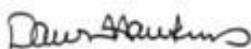
7. Adjust its algorithms so that search terms like “white supremacy porn,” “forced porn,” “drugged porn,” “incest porn,” “teen porn,” and “choking porn,” etc., lead to resources and educational information instead of pornography websites depicting videos of sexual abuse.
8. As a policy matter, only allow pornographic websites which employ meaningful age and consent verification to surface results and utilize marketing tools via Google Search.

We are hopeful that many of these items can be resolved this year, and that we will have the opportunity to thank Google for prioritizing these issues.

Respectfully,



Patrick Trueman, Esq.
President



Dawn Hawkins
CEO

Cc:
Prabhakar Raghavan, Senior Vice President & Head of Search
Almudena Lara, Child Safety Senior Manager