

1 QUINN EMANUEL URQUHART &
SULLIVAN, LLP

2 Andrew H. Schapiro (*pro hac vice*)
andrewschapiro@quinnemanuel.com
3 191 N. Wacker Drive, Suite 2700
Chicago, IL 60606
4 Telephone: (312) 705-7400
Facsimile: (312) 705-7401

5 Stephen A. Broome (CA Bar No. 314605)
stephenbroome@quinnemanuel.com
6 Viola Trebicka (CA Bar No. 269526)
violatrebicka@quinnemanuel.com
7 865 S. Figueroa Street, 10th Floor
Los Angeles, CA 90017
8 Telephone: (213) 443-3000
9 Facsimile: (213) 443-3100

10 Diane M. Doolittle (CA Bar No. 142046)
dianedoolittle@quinnemanuel.com
11 555 Twin Dolphin Drive, 5th Floor
Redwood Shores, CA 94065
12 Telephone: (650) 801-5000
13 Facsimile: (650) 801-5100

14 *Attorneys for Defendant; additional counsel
listed in signature blocks below*

BOIES SCHILLER FLEXNER LLP
Mark C. Mao (CA Bar No. 236165)
mmao@bsflfp.com
44 Montgomery Street, 41st Floor
San Francisco, CA 94104
Telephone: (415) 293 6858
Facsimile: (415) 999 9695

SUSMAN GODFREY L.L.P.
William Christopher Carmody (*pro hac vice*)
bcarmody@susmangodfrey.com
Shawn J. Rabin (*pro hac vice*)
srabin@susmangodfrey.com
1301 Avenue of the Americas, 32nd Floor
New York, NY 10019
Telephone: (212) 336-8330

MORGAN & MORGAN
John A. Yanchunis (*pro hac vice*)
jyanchunis@forthepeople.com
Ryan J. McGee (*pro hac vice*)
rmcgee@forthepeople.com
201 N. Franklin Street, 7th Floor
Tampa, FL 33602
Telephone: (813) 223-5505

*Attorneys for Plaintiffs; additional counsel
listed in signature blocks below*

17 UNITED STATES DISTRICT COURT

18 NORTHERN DISTRICT OF CALIFORNIA, SAN JOSE DIVISION

19 CHASOM BROWN, MARIA NGUYEN,
20 WILLIAM BYATT, JEREMY DAVIS, and
CHRISTOPHER CASTILLO, individually
21 and on behalf of all similarly situated,

22 Plaintiffs,

23 v.

24 GOOGLE LLC,
25 Defendant.

Case No. 5:20-cv-03664-LHK

**STIPULATION AND [PROPOSED]
ORDER RE LEAVE TO FILE SECOND
AMENDED COMPLAINT AND
DEADLINE TO RESPOND TO SECOND
AMENDED COMPLAINT**

Judge: Honorable Lucy H. Koh

1 This stipulation is entered into between Plaintiffs Chasom Brown, Maria Nguyen, William
2 Byatt, Jeremy Davis, and Christopher Castillo (collectively, “Plaintiffs”) and Google LLC
3 (“Google”), collectively referred to as the “Parties.”

4 WHEREAS, Plaintiffs filed their First Amended Class Action Complaint (“First Amended
5 Complaint”) on September 21, 2020 (Dkt. No. 68);

6 WHEREAS, Google filed its Motion to Dismiss Plaintiffs’ First Amended Complaint on
7 October 21, 2020 (Dkt. No. 82);

8 WHEREAS, the Court issued an order denying Google’s Motion to Dismiss Plaintiffs’ First
9 Amended Complaint on March 12, 2021 (Dkt. No. 113);

10 WHEREAS, the Parties stipulated to extend the deadline for Google to file its Answer to
11 Plaintiffs’ First Amended Complaint to April 16, 2021 (Dkt. No. 117), and the Court ordered as
12 such pursuant to the stipulation (Dkt. No. 122);

13 WHEREAS, Plaintiffs seek leave to file their Second Amended Class Action Complaint
14 (“Second Amended Complaint”), attached hereto as Exhibit A. A redline comparing the First
15 Amended Complaint to the Second Amended Complaint is attached hereto as Exhibit B;

16 WHEREAS, subject to Court approval, the Parties agree that Google shall respond to
17 Plaintiffs’ Second Amended Complaint within 30 days of Plaintiffs filing their new Complaint;

18 WHEREAS, subject to Court approval, the Parties agree that should Google move to dismiss
19 Plaintiffs’ Second Amended Complaint, Google shall file its Answer 30 days after the Court’s ruling
20 on the motion to dismiss;

21 NOW THEREFORE, the Parties stipulate as follows:

22 (1) Google’s April 16, 2021 deadline to answer Plaintiffs’ First Amended Complaint is
23 hereby VACATED.

24 (2) Plaintiffs’ request for leave to file their Second Amended Complaint is hereby
25 GRANTED.

26 (3) Google shall respond to the Second Amended Complaint within 30 days of Plaintiffs
27 filing their new Complaint. Should Google move to dismiss Plaintiffs’ Second Amended
28

1 Complaint, Google shall file its Answer 30 days after the Court's ruling on the motion
2 to dismiss.

3 DATED: April 14, 2021

QUINN EMANUEL URQUHART &
SULLIVAN, LLP

5 By /s/ Andrew H. Schapiro

6 Andrew H. Schapiro (admitted *pro hac vice*)
andrewschapiro@quinnemanuel.com
7 191 N. Wacker Drive, Suite 2700
8 Chicago, IL 60606
Tel: (312) 705-7400
9 Fax: (312) 705-7401

10 Stephen A. Broome (CA Bar No. 314605)
stephenbroome@quinnemanuel.com
11 Viola Trebicka (CA Bar No. 269526)
violatrebicka@quinnemanuel.com
12 865 S. Figueroa Street, 10th Floor
13 Los Angeles, CA 90017
Telephone: (213) 443-3000
14 Facsimile: (213) 443-3100

15 Diane M. Doolittle (CA Bar No. 142046)
dianedoolittle@quinnemanuel.com
16 Thao Thai (CA Bar No. 324672)
thaothai@quinnemanuel.com
17 555 Twin Dolphin Drive, 5th Floor
18 Redwood Shores, CA 94065
Telephone: (650) 801-5000
19 Facsimile: (650) 801-5100

20 William A. Burck (admitted *pro hac vice*)
williamburck@quinnemanuel.com
21 Josef Ansorge (admitted *pro hac vice*)
josefansorge@quinnemanuel.com
22 1300 I. Street, N.W., Suite 900
23 Washington, D.C. 20005
Telephone: 202-538-8000
24 Facsimile: 202-538-8100

25 Jomaire A. Crawford (admitted *pro hac vice*)
jomairecrawford@quinnemanuel.com
26 51 Madison Avenue, 22nd Floor
27 New York, NY 10010
Telephone: (212) 849-7000
28 Facsimile: (212) 849-7100

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

Jonathan Tse (CA Bar No. 305468)
jonathantse@quinnemanuel.com
50 California Street, 22nd Floor
San Francisco, CA 94111
Telephone: (415) 875-6600
Facsimile: (415) 875-6700

Attorneys for Defendant
Google LLC

1 DATED: April 14, 2021

SUSMAN GODFREY L.L.P.

2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

By /s/ Amanda Bonn

Amanda Bonn (CA Bar No. 270891)
abonn@susmangodfrey.com
SUSMAN GODFREY L.L.P.
1900 Avenue of the Stars, Suite 1400
Los Angeles, CA 90067
Telephone: (310) 789-3100

Mark C. Mao (CA Bar No. 236165)
mmao@bsflp.com
Sean Phillips Rodriguez (CA Bar No. 262437)
srodriguez@bsflp.com
Beko Rebitz-Richardson (CA Bar No. 238027)
brichardson@bsflp.com
Alexander Justin Konik (CA Bar No. 299291)
akonik@bsflp.com
BOIES SCHILLER FLEXNER LLP
44 Montgomery Street, 41st Floor
San Francisco, CA 94104
Telephone: (415) 293 6858
Facsimile (415) 999 9695

James W. Lee (*pro hac vice*)
jlee@bsflp.com
Rossana Baeza
rbaeza@bsflp.com
BOIES SCHILLER FLEXNER LLP
100 SE 2nd Street, Suite 2800
Miami, FL 33130
Telephone: (305) 539-8400
Facsimile: (305) 539-1304

William Christopher Carmody (*pro hac vice*)
bcarmody@susmangodfrey.com
Shawn J. Rabin (*pro hac vice*)
srabin@susmangodfrey.com
Steven Shepard (*pro hac vice*)
sshepard@susmangodfrey.com
Alexander P. Frawley (*pro hac vice*)
afrawley@susmangodfrey.com
SUSMAN GODFREY L.L.P.
1301 Avenue of the Americas, 32nd Floor
New York, NY 10019
Telephone: (212) 336-8330

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

John A. Yanchunis (*pro hac vice*)
jyanchunis@forthepeople.com
Ryan J. McGee (*pro hac vice*)
rmcgee@forthepeople.com
Michael F. Ram (*pro hac vice*)
mram@forthepeople.com
Ra O. Amen (*pro hac vice*)
ramen@forthepeople.com
MORGAN & MORGAN, P.A.
201 N Franklin Street, 7th Floor
Tampa, FL 33602
Telephone: (813) 223-5505
Facsimile: (813) 222-4736

Attorneys for Plaintiffs

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

[PROPOSED] ORDER

Pursuant to stipulation of the parties, the Court hereby **ORDERS:**

1. Google’s April 16, 2021 deadline to answer Plaintiffs’ First Amended Class Action Complaint is hereby VACATED.
2. Plaintiffs’ request for leave to file their Second Amended Class Action Complaint is hereby GRANTED. The Second Amended Class Action Complaint (attached as Exhibit A) shall be deemed filed as of the date of this Order.
3. Google shall file its Answer to the Second Amended Class Action Complaint within 30 days of Plaintiffs filing their new Complaint. Should Google move to dismiss Plaintiffs’ Second Amended Class Action Complaint instead, Google shall file its Answer 30 days after the Court’s ruling on the motion to dismiss.

IT IS SO ORDERED.

DATED: _____, 2021

Hon. Lucy H. Koh
United States District Judge

EXHIBIT A

1 Mark C. Mao, CA Bar No. 236165
2 Sean P. Rodriguez, CA Bar No. 262437
3 Beko Richardson, CA Bar No. 238027
4 **BOIES SCHILLER FLEXNER LLP**
5 44 Montgomery St., 41st Floor
6 San Francisco, CA 94104
7 Tel.: (415) 293-6800
8 Fax: (415) 293-6899
9 mmao@bsfllp.com
10 srodriguez@bsfllp.com
11 brichardson@bsfllp.com

12 James Lee (admitted *pro hac vice*)
13 Rossana Baeza (admitted *pro hac vice*)
14 **BOIES SCHILLER FLEXNER LLP**
15 100 SE 2nd St., 28th Floor
16 Miami, FL 33131
17 Tel.: (305) 539-8400
18 Fax: (303) 539-1307
19 jlee@bsfllp.com
20 rbaeza@bsfllp.com

21 Amanda K. Bonn, CA Bar No. 270891
22 **SUSMAN GODFREY L.L.P**
23 1900 Avenue of the Stars, Suite 1400
24 Los Angeles, CA. 90067
25 Tel: (310) 789-3100
26 Fax: (310) 789-3150
27 abonn@susmangodfrey.com

28 *Attorneys for Plaintiffs*

**UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA**

CHASOM BROWN, WILLIAM BYATT,
JEREMY DAVIS, CHRISTOPHER
CASTILLO, and MONIQUE TRUJILLO,
individually and on behalf of all other
similarly situated,

Plaintiffs,

v.

GOOGLE LLC,

Defendant.

William S. Carmody (admitted *pro hac vice*)
Shawn Rabin (admitted *pro hac vice*)
Steven M. Shepard (admitted *pro hac vice*)
Alexander Frawley (admitted *pro hac vice*)
SUSMAN GODFREY L.L.P.
1301 Avenue of the Americas, 32nd Floor
New York, NY 10019-6023
Tel.: (212) 336-8330
Fax: (212) 336-8340
bcarmody@susmangodfrey.com
srabin@susmangodfrey.com
sshepard@susmangodfrey.com
afrawley@susmangodfrey.com

John A. Yanchunis (admitted *pro hac vice*)
Ryan J. McGee (admitted *pro hac vice*)
MORGAN & MORGAN
201 N. Franklin Street, 7th Floor
Tampa, FL 33602
Tel.: (813) 223-5505
jyanchunis@forthepeople.com
rmcgee@forthepeople.com

Case No. 5:20-cv-03664-LHK

SECOND AMENDED COMPLAINT

**CLASS ACTION FOR
(1) FEDERAL WIRETAP VIOLATIONS,
18 U.S.C. §§ 2510, ET. SEQ.;
(2) INVASION OF PRIVACY ACT
VIOLATIONS, CAL. PENAL CODE §§ 631
& 632;
(3) VIOLATIONS OF THE
COMPREHENSIVE COMPUTER DATA
ACCESS AND FRAUD ACT (“CDAFA”),**

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

**CAL. PENAL CODE §§ 502 *ET SEQ.*
(4) INVASION OF PRIVACY;
(5) INTRUSION UPON SECLUSION;
(6) BREACH OF CONTRACT; AND
(7) VIOLATION OF CA UCL, CAL BUS. &
PROF. CODE §§ 17200, *ET. SEQ.***

DEMAND FOR JURY TRIAL

TABLE OF CONTENTS

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

INTRODUCTION 3

THE PARTIES..... 5

JURISDICTION AND VENUE 5

FACTUAL ALLEGATIONS REGARDING GOOGLE 6

 I. Google’s History of Privacy Violations & Its Agreement with the FTC 6

 II. Google’s Privacy Policy, Privacy “Controls,” and “Incognito Screen”
 Each Falsely State that Users Can Prevent Google’s Collection By Using
 “Private Browsing Mode” 10

 A. Privacy Policy 11

 B. Privacy “Controls” 12

 C. “Incognito Screen” 14

 D. Plaintiffs Had a Reasonable Expectation of Privacy 16

 III. Google Surreptitiously Intercepts Communications Between Users and
 Websites And Collects Personal and Sensitive User Data Even When the
 Users are in “Private Browsing Mode” 17

 A. The Data Secretly Collected 17

 B. Google Collects Data Using Google Analytics 20

 C. Google Collects Data Using Ad Manager 24

 D. Google Collects This Data From Users Even in “Private Browsing
 Mode” 26

 IV. Google Creates Profiles On Its Users Using Confidential Information..... 28

 A. Google’s Business Model Requires Extensive And Continual User
 Data Collection 28

 B. Google Creates a User Profile on Each Individual 28

 C. Google Analytics Profiles Are Supplemented by the “X-Client-
 Data Header” 29

 D. Google Identifies You with “Fingerprinting” Techniques..... 31

 E. Google Identifies You With Your System Data and Geolocation
 Data 33

 V. Google Profits from Its Surreptitious Collection of User Data..... 35

 VI. Google’s Recent About-Face..... 42

 VII. Tolling of the Statute of Limitations..... 44

 VIII. Google Collected the Data for the Purpose of Committing Further Tortious
 and Unlawful Acts 49

FACTUAL ALLEGATIONS REGARDING THE NAMED PLAINTIFFS 51

CLASS ACTION ALLEGATIONS 55

COUNTS..... 58

 COUNT ONE: VIOLATION OF THE FEDERAL WIRETAP ACT, 18 U.S.C. §
 2510, *ET. SEQ.*..... 58

 COUNT TWO: VIOLATION OF THE CALIFORNIA INVASION OF
 PRIVACY ACT (“CIPA”), CALIFORNIA PENAL CODE §§ 631 AND
 632..... 61

 COUNT THREE: VIOLATIONS OF THE COMPREHENSIVE COMPUTER
 DATA ACCESS AND FRAUD ACT (“CDAFA”), CAL. PENAL CODE
 § 502 *ET SEQ.*..... 64

 COUNT FOUR: INVASION OF PRIVACY 65

 COUNT FIVE: INTRUSION UPON SECLUSION 68

 COUNT SIX: BREACH OF CONTRACT 69

 COUNT SEVEN: CA UNFAIR COMPETITION LAW (“UCL”), CAL. BUS. &
 PROF. CODE § 17200 *ET SEQ.*..... 70

PRAYER FOR RELIEF 71

JURY TRIAL DEMAND 72

1 **SECOND AMENDED CLASS ACTION COMPLAINT**

2 Plaintiffs Chasom Brown, William Byatt, Jeremy Davis, Christopher Castillo, and Monique
3 Trujillo, individually and on behalf of all others similarly situated, file this Second Amended Class
4 Action Complaint against defendant Google LLC (“Google” or “Defendant”), and in support state
5 the following.

6 **INTRODUCTION**

7 *“I want people to know that everything they’re doing online is being watched, is being
8 tracked. Every single action you take is carefully monitored and recorded.”*

9 -Jeff Seibert; Former Head of Consumer Product of Twitter¹

10 1. This lawsuit concerns Google’s surreptitious interception and collection of personal
11 and sensitive user data while users are in a “private browsing mode.” Google does this without
12 disclosure or consent of users, to profile Plaintiffs and other class members. As a result, from this
13 data, Google reaps billions of dollars in profits each year.

14 2. Since June 1, 2016 (the “Class Period”), Google has represented that users are “in
15 control of what information [they] share with Google,” meaning that they have the power to limit
16 what data Google tracks, collects, and shares with third parties. Google has represented that one
17 way for users to exercise this “control” is by setting their web-browsing software (used to connect
18 to websites) to “private browsing mode.”

19 3. Based on Google’s representations, Plaintiffs and Class members reasonably
20 believed that their data would not be collected by Google and that Google would not intercept their
21 communications when they were in “private browsing mode.”

22 4. Google’s representations were and are false. Throughout the Class Period, Google
23 unlawfully intercepted users’ private browsing communications to collect personal and sensitive
24 information concerning millions of Americans, without disclosure or consent.

25 5. Google intercepts and collects this data by causing the user’s web browsing software
26 to run Google software scripts (bits of code) that replicate and send the data to Google servers in
27 California. These Google software “scripts” do this even if the user is not engaged with any Google

28 ¹ Jeff Orlowski, Davis Coombe, Vickie Curtis, and Larissa Rhodes, *The Social Dilemma*,
<https://www.netflix.com/title/81254224?s=i&trkid=13747225> (Jan. 2020).

1 site or functionality and even when the user is in a private browsing mode. These Google software
2 scripts give no notice to the user of Google’s data collection methods.

3 6. Google only recently admitted that it engages in these practices, after Plaintiffs filed
4 their Complaint and in its motion to dismiss. Google previously represented and led users (and
5 regulators) to believe – falsely – that users could limit Google’s data collection practices by setting
6 their web-browsing software to private browsing mode.

7 7. In response to this lawsuit, Google has not disputed that it engages in these
8 interceptions and data collection and instead awkwardly claimed that it fully disclosed what it is
9 doing, and that it therefore has consent to engage in this conduct. Just the opposite is true, as is
10 demonstrated by materials Google itself has cited as the basis for its purported disclosures and
11 consent, as explained below.

12 8. Google accomplishes its surreptitious interception and data collection through means
13 that include Google Analytics, Google “fingerprinting” techniques, concurrent Google applications
14 and processes on a consumer’s device, and Google’s Ad Manager. More than 70% of all online
15 publishers (websites) use one or more of these Google services. When a user’s web-browsing
16 software accesses one of those websites, hidden Google software “scripts” cause the user’s device to
17 send detailed, personal information to Google’s servers, including the private browsing
18 communications between the user and the website. This includes the contents of the webpage being
19 requested and the URL viewed.

20 9. Google’s practices infringe upon users’ privacy; intentionally deceive consumers;
21 give Google and its employees power to learn intimate details about individuals’ lives, interests,
22 and internet usage; and make Google “one stop shopping” for any private, government, or criminal
23 actor who wants to undermine individuals’ privacy, security, and freedom.

24 10. Through its pervasive data tracking business, Google knows who your friends are,
25 what your hobbies are, what you like to eat, what movies you watch, where and when you like to
26 shop, what your favorite vacation destinations are, what your favorite color is and even the most
27 intimate and potentially embarrassing things you browse on the internet—regardless of whether you
28 follow Google’s advice to keep your activities “private.” Notwithstanding consumers’ best efforts,

1 to keep their activities on the internet private, Google has made itself an unaccountable trove of
2 information so detailed and expansive that George Orwell could never have dreamed it.

3 **THE PARTIES**

4 11. Plaintiffs are Google subscribers whose internet use was tracked by Google during the
5 Class Period, starting on June 1, 2016 and ongoing, while browsing the internet from a browser in a
6 private browsing mode. They bring federal and California state law claims on behalf of other
7 similarly-situated Google users in the United States (the “Classes” defined in Paragraph 192,
8 hereinafter the members of both Classes are referred to as “Class members”) arising from Google’s
9 knowing and unauthorized interception and tracking of users’ internet communications and activity,
10 and knowing and unauthorized invasion of consumer privacy.

11 12. Plaintiff Mr. Chasom Brown (“Brown”) is an adult domiciled in Los Angeles,
12 California. Brown had an active Google account during the entire Class Period.

13 13. Plaintiff Mr. William Byatt (“Byatt”) is an adult domiciled in Florida. Byatt had an
14 active Google account during the entire Class Period.

15 14. Plaintiff Mr. Jeremy Davis (“Davis”) is an adult domiciled in Arkansas. Davis had
16 an active Google account during the entire Class Period.

17 15. Plaintiff Mr. Christopher Castillo (“Castillo”) is an adult domiciled in California.
18 Castillo had an active Google account during the entire Class Period.

19 16. Plaintiff Ms. Monique Trujillo (“Trujillo”) is an adult domiciled in California.
20 Trujillo had an active Google account during the entire Class Period.

21 17. Defendant Google is a Delaware limited liability company with a principal place of
22 business at what is officially known as The Googleplex, 1600 Amphitheatre Parkway, Mountain
23 View, California 94043. Google regularly conducts business throughout California and in this
24 judicial district. Google is one of the largest technology companies in the world and conducts
25 product development, search, and advertising operations in this district.

26 **JURISDICTION AND VENUE**

27 18. This Court has personal jurisdiction over Defendant because Google’s principal
28 place of business is in California. Additionally, Defendant is subject to specific personal

1 jurisdiction in this State because a substantial part of the events and conduct giving rise to Plaintiffs’
2 and Class members’ claims occurred in this State, including Google servers in California receiving
3 the intercepted communications and data at issue, and because of how employees of Google in
4 California reuse the communications and data collected.

5 19. This Court has subject matter jurisdiction over the federal claims in this action,
6 namely the Federal Wiretap Act, 18 U.S.C. § 2511 (the “Wiretap Act”) pursuant to 28 U.S.C.
7 § 1331.

8 20. This Court has subject matter jurisdiction over this entire action pursuant to the Class
9 Action Fairness Act (“CAFA”), 28 U.S.C. § 1332(d), because this is a class action in which the
10 amount in controversy exceeds \$5,000,000, and at least one Class member is a citizen of a state
11 other than California or Delaware.

12 21. This Court also has supplemental jurisdiction over the state law claims in this action
13 pursuant to 28 U.S.C. § 1367 because the state law claims form part of the same case or controversy
14 as those that give rise to the federal claims

15 22. Venue is proper in this District because a substantial portion of the events and actions
16 giving rise to the claims in this matter took place in this judicial District. Furthermore, Google is
17 headquartered in this District and subject to personal jurisdiction in this District.

18 23. Intradistrict Assignment. A substantial part of the events and conduct which give rise
19 to the claims herein occurred in Santa Clara County.

20 **FACTUAL ALLEGATIONS REGARDING GOOGLE**

21 **I. Google’s History of Privacy Violations & Its Agreement with the FTC**

22 24. Google’s violation of consumers’ privacy rights is not new – it has been persistent
23 and pervasive for at least a decade.

24 25. In 2010, the FTC charged that Google “used deceptive tactics and violated its own
25 privacy promises to consumers when it launched its social network, Google Buzz.” To settle the
26
27
28

1 matter, the FTC barred Google “from future privacy misrepresentations” and required Google “to
2 implement a comprehensive privacy program.”²

3 26. In 2011, Google entered into a consent decree with the FTC (the “Consent Decree”),
4 effective for 20 years, in which the FTC required and Google agreed as follows (emphasis added):

5 IT IS ORDERED that [Google], in or affecting commerce, shall not
6 misrepresent in any manner, expressly or by implication:

7 A. the extent to which [Google] maintains and protects the privacy and
8 confidentiality of any covered information, including, but not limited to,
9 misrepresentations related to: (1) the purposes for which it collects and uses
10 covered information, and (2) the extent to which consumers may exercise
11 control over the collection, use, or disclosure of covered information.³

12 27. This requirement applies to the Google conduct at issue in this lawsuit, as the Consent
13 Decree broadly defines “covered information” to include information Google “collects from or about
14 an individual” including a “persistent identifier, such as IP address,” and combinations of additional
15 data with the same.

16 28. Just one year after the Consent Decree was entered, the FTC found that Google had
17 already violated the Consent Decree, by way of Google’s misrepresentations regarding what
18 consumer data it would and would not collect with the Safari web browser. In an August 2012 press
19 release, the FTC explained:

20 Google Inc. has agreed to pay a record \$22.5 million civil penalty to settle
21 Federal Trade Commission charges that it misrepresented to users of
22 Apple Inc.’s Safari Internet browser that it would not place tracking
23 “cookies” or serve targeted ads to those users, violating an earlier privacy
24 settlement between the company and the FTC.

25 The settlement is part of the FTC’s ongoing efforts make sure companies
26 live up to the privacy promises they make to consumers, and is the largest
27 penalty the agency has ever obtained for a violation of a Commission
28 order. In addition to the civil penalty, the order also requires Google to
disable all the tracking cookies it had said it would not place on
consumers’ computers.

“The record setting penalty in this matter sends a clear message to all
companies under an FTC privacy order,” said Jon Leibowitz, Chairman of

2 <https://www.ftc.gov/news-events/press-releases/2011/03/ftc-charges-deceptive-privacy-practices-googles-rollout-its-buzz>.

3 <https://www.ftc.gov/sites/default/files/documents/cases/2011/03/110330googlebuzzagreeorder.pdf>.

1 the FTC. “No matter how big or small, all companies must abide by FTC
2 orders against them and keep their privacy promises to consumers, or they
3 will end up paying many times what it would have cost to comply in the
4 first place.”⁴

5 29. Since 2012, a number of federal, state, and international regulators have similarly
6 accused Google of violating its promises to consumers on what data it would and would not collect,
7 with Google failing to obtain consent for its conduct.

8 30. In September 2016, when Google updated its browser app for Apple iOS, Google
9 wrote that users would have “[m]ore control with incognito mode” and “Your searches are your
10 business. That’s why we’ve added the ability to search privately with incognito mode in the Google
11 app for iOS. When you have incognito mode turned on in your settings, your search and browsing
12 history will not be saved.”⁵ Google made no statements about how users’ privacy would actually
13 be limited in these private browsing sessions and avoided for years what it now claims (as a result
14 of this litigation shining the light on its practices): that users never had the privacy they were
15 promised.

16 31. Similarly, in May 2018, Google modified its privacy policy to state, “[y]ou can use
17 our services in a variety of ways to manage your privacy. . . . You can also choose to browse the
18 web privately using Chrome in Incognito mode.”⁶

19 32. Nonetheless, in 2019, Google and YouTube agreed to pay \$170 million to settle
20 allegations by the Federal Trade Commission and the New York Attorney General that YouTube
21 video sharing services illegally collected personal information from children without their parents’
22 consent.

23 33. Then, in June 2020, France’s Highest Administrative Court upheld a 50 million Euro
24 fine against Google based on its failure to provide clear notice and obtain users’ valid consent to
25 process their personal data for ad personalization purposes.

26 ⁴ <https://www.ftc.gov/news-events/press-releases/2012/08/google-will-pay-225-million-settle-ftc-charges-it-misrepresented>.

27 ⁵ <https://www.googblogs.com/the-latest-updates-and-improvements-for-the-google-app-for-ios/>.
28 See also, <https://search.googleblog.com/index.html>.

⁶ <https://policies.google.com/privacy/archive/20171218-20180525?hl=en-US>.

1 34. There are ongoing proceedings by the Arizona Attorney General and the Australian
2 Competition and Consumer Commission alleging Google’s failure to obtain consent regarding its
3 collection of location data and its decision to combine certain user data.

4 35. In the Arizona Attorney General action, Google has produced documents
5 establishing “overwhelming” evidence that “Google has known that the user experience they
6 designed misleads and deceives users.”

7 36. Google’s employees made numerous admissions in internal communications,
8 recognizing that Google’s privacy disclosures are a “mess” with regards to obtaining “consent” for
9 its data collection practices and other issues relevant in this lawsuit. Those documents are heavily
10 redacted by Google, and include for example the following comments and questions by Google
11 employees:

12 a. “Do users with significant privacy concerns understand what data we are
13 saving?”

14 b. “[T]ake a look at [redacted by Google] – work in progress, trying to rein
15 in the overall mess that we have with regards to data collection, consent,
16 and storage.”

17 c. “[A] bunch of other stuff that’s super messy. And it’s a Critical User
18 Journey to make sense out of this mess.”

19 37. Those internal documents are not limited to location data, and unredacted versions
20 of those documents and other internal Google documents will further demonstrate and confirm the
21 lack of consent for the Google conduct at issue in this lawsuit.

22 38. And in an ongoing Australia proceeding, the Australian Competition & Consumer
23 Commission (“ACCC”) alleges that “Google misled Australian consumers to obtain their consent
24 to expand the scope of personal information that Google could collect and combine about
25 consumers’ internet activity, for use by Google, including for targeted advertising.”⁷ The ACCC

26
27 ⁷ [https://www.accc.gov.au/media-release/correction-accc-alleges-google-misled-consumers-
28 about-expanded-use-of-personal-
data#:~:text=The%20ACCC%20has%20launched%20Federal,Google%2C%20including%20for
%20targeted%20advertising.](https://www.accc.gov.au/media-release/correction-accc-alleges-google-misled-consumers-about-expanded-use-of-personal-data#:~:text=The%20ACCC%20has%20launched%20Federal,Google%2C%20including%20for%20targeted%20advertising.)

1 contends that Google “misled Australian consumers about what it planned to do with large amounts
2 of their personal information, including internet activity on websites not connected to Google.”⁸

3 **II. Google’s Privacy Policy, Privacy “Controls,” and “Incognito Screen” Each Falsely**
4 **State that Users Can Prevent Google’s Collection By Using “Private Browsing**
5 **Mode”**

6 39. The public, legislators, and courts have become increasingly aware of online threats
7 to consumer privacy—including threats posed by powerful technology companies like Google that
8 have become household names.

9 40. To comply with the new laws like the California Consumer Privacy Act (the
10 “CCPA”) and Europe’s General Data Privacy Regulation (the “GDPR”) and to comply with the
11 Consent Decree, Google has repeatedly represented (throughout the Class Period) that users have
12 control over what information is shared with Google and that users can prevent Google from
13 tracking their browsing history and collecting their personal data online.

14 41. During the Class Period, Plaintiffs and Class members had a reasonable expectation
15 of privacy while they were using a private browser mode. Specifically, Plaintiffs and Class
16 members expected that, when they were using a browser in “private browsing mode,” Google (a)
17 would not collect the data described below in Paragraphs 63 through 66, and 78 through 83, and (b)
18 would not thereafter use the data, collected during “private browsing mode,” for all of the purposes
19 described below.

20 42. This expectation of privacy was reasonable because of Google’s own statements
21 regarding “private browsing modes” as described below, including the following:

- 22 • ***“You’re in control*** of what information you share with Google”
- 23 • “You can use our services in a variety of ways to manage your privacy . . . across
24 our services, ***you can adjust our privacy settings to control what we collect and***
25 ***how your information is used.***”
- 26 • “You can also choose to ***browse the web privately*** using Chrome in Incognito
27 mode.”

28 ⁸ *Id.*

- 1 • “Your search and ad results may be customized using search-related activity even
2 if you’re signed out. *To turn off this kind of search customization, you can search
3 and browse privately.*”
- 4 • “To browse the web privately, *you can use private browsing*, sign out of your
5 account, change your custom results settings, or delete past activity.”
- 6 • “Your searches are your business. . . . When you have incognito mode turned on
7 in your settings, your search and browsing history *will not be saved.*”

8 Importantly, Google did not represent in any disclosure to Plaintiffs or Class members that it
9 would continue to intercept, track, and collect communications even when they used a browser
10 while in “private browsing mode.”

11 43. Throughout the Class Period, Google never notified Plaintiffs that Google would
12 intercept users’ communications while in a private browsing mode, and that Google was doing so
13 for purposes of creating user profiles or providing targeted advertisings. Google’s representations
14 instead misled Plaintiffs and Class members into believing that their communications during private
15 browsing were not intercepted and used to create user profiles or provide targeted advertising.

16 **A. Privacy Policy**

17 44. In Google’s Privacy Policy (the “Privacy Policy”), throughout the Class Period,
18 Google made numerous representations about how users can “control” the information users share
19 with Google and how users can browse the web anonymously and without their communications
20 with websites being intercepted.

21 45. Google’s Privacy Policy starts by stating in the Introduction section that “you can
22 adjust your privacy settings to control what we collect and how your information is used” and that
23 “[y]ou can choose to browse the web privately using Chrome in Incognito mode”:

24 on Google or watching YouTube videos. You can also choose to browse the web
25 privately using Chrome in Incognito mode. And across our services, you can adjust
26 your privacy settings to control what we collect and how your information is used.

27 //

28 //

1 46. The front and center of the “choices” offered to consumers is “Your privacy
2 controls” on the Privacy Policy. Here, Google reiterates, “[y]ou have choices regarding the
3 information we collect and how it’s used.” On the “My Activity” section of this part of the Privacy

4 **Ways to review & update your information**



7 **My Activity**

8 My Activity allows you to review and control data that’s created when you use Google
9 services, like searches you’ve done or your visits to Google Play. You can browse by date
10 and by topic, and delete part or all of your activity.

11 [Go to My Activity](#)

12 Policy, Google reiterates that “My Activity allows you to review and *control data that’s created*
13 *when you use Google services*, like searches you’ve done.”

14 **B. Privacy “Controls”**

15 47. Users interested in controlling what Google collects are directed to the “Control Panel”
16 of this same Privacy Policy, where Google assures users that “[t]o browse the web privately, you can
17 use private browsing” and that “[i]f you want to search the web without saving your search activity
18 to your account, you can use private browsing mode in a browser (like Chrome or Safari).”⁹ When
19 users click on “Go to My Activity” to control their data, they are presented with the option to “Learn
20 more.” When users click on “Learn more,” they are taken to a page where they are supposed to be
21 able to “View & control activity in your account.” On that page, Google states that you may “[s]top
22 saving activity temporarily. . . . You can search and browse the web privately,” embedding a
23 hyperlink to the “Search & Browse Privately” page.¹⁰

24 48. On the “Search & Browse Privately” page, Google once again reiterates that the user,
25 not Google, is “in control of what information [a user] . . . share[s] with Google” Google states
26 simply that consumers enabling “private browsing mode” on their browsers will allow consumers
27 to “browse the web privately”:

28 ⁹ <https://support.google.com/websearch/answer/4540094?>

¹⁰ See SEARCH & BROWSE PRIVATELY, https://support.google.com/websearch/answer/4540094?hl=en&ref_topic=3036132 (last visited May 29, 2020).

Search & browse privately

You're in control of what information you share with Google when you search. To browse the web privately, you can use private browsing, sign out of your account, change your custom results settings, or delete past activity.

If you want to search the web without saving your search activity to your account, you can use private browsing mode in a browser (like Chrome or Safari).

How private browsing works

Private browsing works differently depending on which browser you use. Browsing in private usually means:

- The searches you do or sites you visit won't be saved to your device or browsing history.
- Files you download or bookmarks you create might be kept on your device.
- Cookies are deleted after you close your private browsing window or tab.
- You might see search results and suggestions based on your location or other searches you've done during your current browsing session.

Important: If you sign in to your Google Account to use a web service like Gmail, your searches and browsing activity might be saved to your account.

Open private browsing mode

There is nothing on this page about Google Analytics, Google Ad Manager, any other Google data collection tool, or where and which websites online implement such data collection tools.

49. From the “View & control activity in your account” page referenced above, a consumer can also click the link, “See & control your Web & App Activity” on the right-hand side.¹¹ On that page, Google again represents that searching and browsing in “private browsing mode” will “turn off” any “search customization” “using search-related activity”:

How Web & App Activity works when you're signed out

Your search and ad results may be customized using search-related activity even if you're signed out. To turn off this kind of search customization, you can search and browse privately. [Learn how.](#)

50. When users click the “Learn how” link, they are again redirected back to the “Search & Browse Privately” page. In other words, because Google repeatedly touts that users can “control” the information they share with Google and Google constantly refers users back to its recommendations on how users may “browse the web privately,” users are left with only one

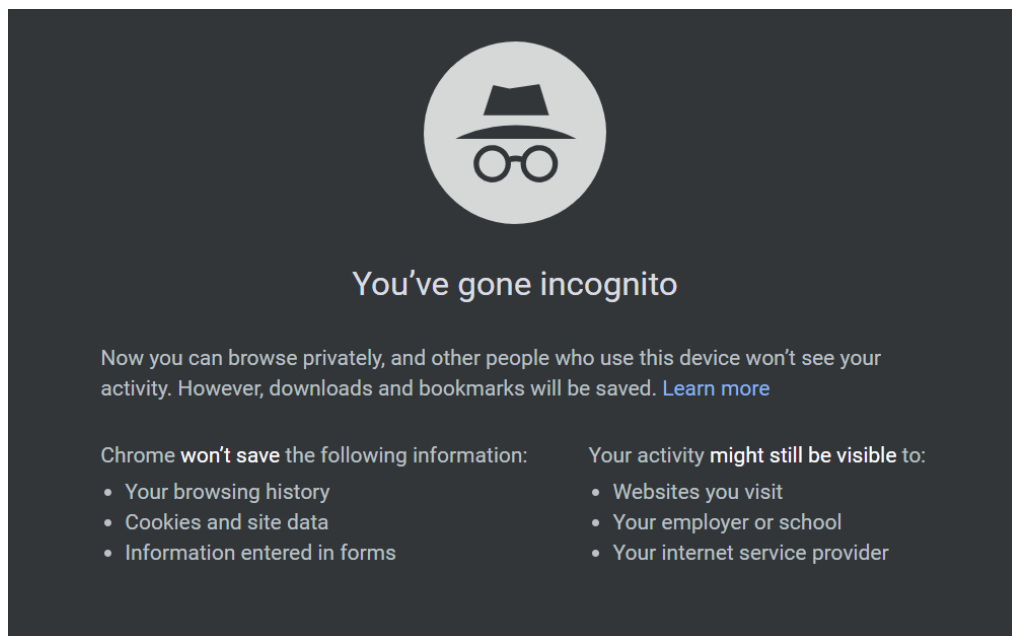
¹¹ SEE & CONTROL YOUR WEB & APP ACTIVITY, https://support.google.com/websearch/answer/54068?visit_id=6372555086257257422105376128&hl=en&rd=1 (last visited May 29, 2020).

1 reasonable impression—if they are searching or browsing the web in “private browsing mode,”
2 Google will honor their request to be left alone without further Google tracking.

3 C. “Incognito Screen”

4 51. “Incognito” is Google’s name for the “private browsing mode” of Google’s own web
5 browser software, Google Chrome.

6 52. Google’s first motion to dismiss relies primarily on Google’s “Incognito mode”
7 splash screen, which appears when a user opens an Incognito session in Google’s Chrome browser
8 (hereinafter the “Incognito Screen”). As Google conceded in its motion, the Incognito Screen
9 appears whenever a user enters Incognito mode:



21 53. Based on these Google representations, throughout the Class Period, Plaintiffs and
22 Class members reasonably expected that Google would not collect their data while in Incognito
23 mode. They reasonably understood “You’ve gone incognito” and “Now you can browse privately”
24 to mean they could browse privately, without Google’s continued tracking and data collection.
25 Google could have disclosed on this Incognito Screen that Google would track users and collect their
26 data while they were browsing privately, but Google did not do that. Instead, Google included
27 representations meant to assure users that they had “gone incognito” and could “browse privately”
28

1 with only limited exceptions, none of which disclosed Google’s own tracking and data collection
2 practices while users were in a private browsing mode.

3 54. Google’s Incognito Screen is also deeply misleading for three other reasons. *First*,
4 Google represents in the Incognito Screen that it “won’t save . . . [y]our browsing history . . . cookies
5 and site data[.]” False. In fact, Google’s code continues to send the user’s browsing history and
6 other data directly to Google’s servers during users’ private browsing sessions. Google then
7 associates that data with the user’s “Google profile” across its services, so that Google can create,
8 update, and monetize detailed profiles on billions of consumers.

9 55. *Second*, Google represents in the Incognito Screen that “[n]ow you can browse
10 privately, and other people who use this device won’t see your activity.” False. In fact, the session
11 is not “private” at all, and “other people who use this device” will still know what preceding users
12 did by way of targeted ads served by Google based on browsing activity that took place during the
13 “private browsing.”

14 56. *Third*, Google represents in the Incognito Screen that the only entities to whom the
15 user’s “activity might still be visible” are “the websites you visit[,] [y]our employer or school[, and]
16 [y]our internet service provider[.]” False. Users’ activities are visible to Google, which continues
17 to track users, intercept their communications, and collect their data while they are in Incognito mode
18 and other private browsing modes.

19 57. What is conspicuously absent from the Incognito Screen – and any other
20 representation by Google – is a disclosure that Google continues to track users while they are in a
21 private browsing mode. Nothing in Google’s Privacy Policy or Incognito Screen leads users to
22 believe that during private browsing Google continues to persistently monitor them, and sell their
23 browsing history and communications to other third parties. In fact, when the Privacy Policy and
24 Incognito Screen are read together, the user necessarily reaches the opposite conclusion.

25 58. There are many other examples of Google representing during the Class Period that
26 users could control what information was shared with Google, including by using a private browsing
27 mode. For example, since May 2018, Google’s Privacy Policy has stated: “You can use our
28 services in a variety of ways to manage your privacy. . . . You can also choose to browse the web

1 privately using Chrome in Incognito mode.” In September 2016, Google posted about an update
2 for the Google app for iOS, stating that users would have “[m]ore control with incognito mode” and
3 “Your searches are your business. That’s why we’ve added the ability to search privately with
4 incognito mode in the Google app for iOS. When you have incognito mode turned on in your
5 settings, your search and browsing history will not be saved.”

6 59. Google’s representations about how it does not track users under these conditions
7 are completely false, and contrary to the new privacy laws and its 2011 Consent Decree. Not only
8 do consumers (including Plaintiffs and Class members) not know about what Google is doing to
9 collect data on them, they have no meaningful way of avoiding Google’s data collection practices,
10 even if they are following Google’s instructions to “browse the web privately.”

11 **D. Plaintiffs Had a Reasonable Expectation of Privacy**

12 60. Plaintiffs’ and Class members’ expectation of privacy was reasonable, not only
13 because of Google’s various representations, but also because of survey data showing the
14 expectations of Internet users. A number of studies examining the collection of consumers’
15 personal data confirms that the surreptitious taking of personal, confidential, and private
16 information—as Google has done—violates reasonable expectations of privacy that have been
17 established as general social norms. Privacy polls and studies uniformly show that the
18 overwhelming majority of Americans consider one of the most important privacy rights to be the
19 need for an individual’s affirmative consent before a company collects and shares a subscriber’s
20 personal data. Indeed, a recent study by Consumer Reports shows that 92% of Americans believe
21 that internet companies and websites should be required to obtain consent before selling or sharing
22 their data and the same percent believe internet companies and websites should be required to
23 provide consumers with a complete list of the data that has been collected about them.¹²

24 61. Similarly, a study published in the *Harvard Business Review* shows that consumers
25 are largely unaware of how their personal information is used by businesses, with less than 25% of
26

27 ¹² *Consumers Less Confident About Healthcare, Data Privacy, and Car Safety, New Survey*
28 *Finds*, CONSUMER REPORTS (May 11, 2017), <https://www.consumerreports.org/consumer-reports/consumers-less-confident-about-healthcare-data-privacy-and-car-safety/>.

1 consumers realizing that they share their communication history, IP addresses, and web-surfing
2 history when using a standard web browser.¹³ It is also simply common sense that Google should
3 not intercept or collect user communications when users are browsing in “private browsing mode,”
4 as these steps demonstrate a clear expectation that communications under these circumstances are
5 intended to be private or confidential.

6 62. Just as importantly, since 2018, states like California passed the CCPA, which
7 requires that data collection practices be disclosed at or before the actual collection is done.¹⁴
8 Otherwise, “[a] business shall not collect additional categories of personal information or use
9 personal information collected for additional purposes without providing the consumer with notice
10 consistent with this section.”¹⁵

11 **III. Google Surreptitiously Intercepts Communications Between Users and Websites 12 And Collects Personal and Sensitive User Data Even When the Users are in “Private 13 Browsing Mode”**

14 **A. The Data Secretly Collected**

15 63. Whenever a user (even a user in “private browsing mode,” including Plaintiffs and
16 Class members) visits a website that is running Google Analytics or Google Ad Manager, Google’s
17 software scripts on the website surreptitiously direct the user’s browser to send a secret, separate
18 message to Google’s servers in California. This message contains:

19 a. The “GET request” sent from the user’s computer to the website. When an
20 individual internet user visits a web page, his or her browser sends a message called a “GET
21 request” to the webpage’s server. The GET request serves two purposes: it first tells the website
22 what information is being requested and then instructs the website to send the information back to
23 the user. The copy of the “GET request,” which is sent to Google, enables Google to learn exactly
24 what content the user’s browsing software was asking the website to display. The GET request
25

26 ¹³ Timothy Morey, Theodore Forbath & Allison Shoop, *Customer Data: Designing for
27 Transparency and Trust*, HARV. BUS. REV. (May 2015), [https://hbr.org/2015/05/customer-data-
28 designing-for-transparency-and-trust](https://hbr.org/2015/05/customer-data-designing-for-transparency-and-trust).

¹⁴ Cal. Civ. Section 1798.100(b). *See also*, Nev. Rev. Stat. Section 603A.340.

¹⁵ *Id.*

1 also transmits a referer header containing the URL information of what the user has been viewing
2 and requesting from websites online;

3 b. The IP address of the user’s connection to the internet;¹⁶

4 c. Information identifying the browser software that the user is using,
5 including any “fingerprint” data (as described further below, *infra*, at Paragraphs 100-105);

6 d. Any “User-ID” issued by the website to the user, if available (as described
7 further below, *infra*, at Paragraph 69);

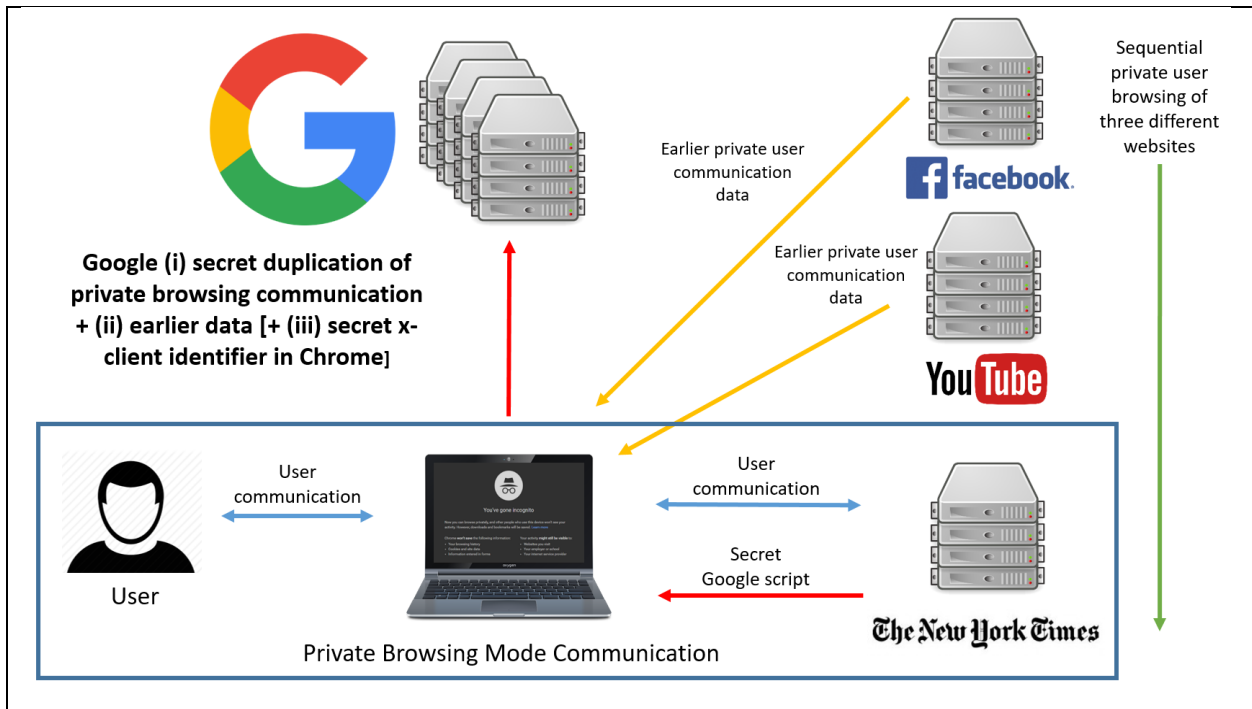
8 e. Geolocation of the user, if available (as described further below, *infra*, at
9 Paragraphs 105-112); and

10 f. Information contained in “Google cookies,” which were saved by the user’s
11 web browser on the user’s device at any prior time (as described further below, *infra*, at Paragraphs
12 70-72).

13 64. To be clear, the second secret transmission directed by Google, containing both the
14 duplicated message and additional data, is initiated by Google code and concurrent with the
15 communications with the third-party website. This diagram illustrates the process:

16 //
17 //
18 //
19 //
20 //
21 //
22 //
23 //
24 //
25 //

26 ¹⁶ IP stands for “Internet Protocol.” Each device, when connected to the Internet, is assigned a
27 unique IP address by the Internet Service Provider (ISP) that is providing the internet connection.
28 IP addresses may change over time but often do not. In many cases, an ISP will continue to
assign the same IP address to the same device.



65. The above chart illustrates how the user communicates with his or her own web browser in a private browsing mode, for example, by clicking on a link to content the user wishes to view on The New York Times. The user's browser then sends a communication to The New York Times. Because The New York Times is running Google Analytics, Google's embedded Google code, written in Javascript, sends secret instructions back to the user's browser, without alerting the user that this is happening. Google causes the user's browser to secretly duplicate the communication with the website, transmitting it to Google servers in California. Google not only surreptitiously duplicates the data included in the communication with The New York Times but it also includes additional information on the user's prior private browsing histories with Facebook and YouTube, by way of technologies such as cached cookies from prior sessions. Where the user is using Google Chrome, Google also causes to be sent its X-Client-Data Header information if that is available, which uniquely identifies the user.

66. Google does not notify users of this secret Google software code designed to collect user data even while they are in a private browsing mode, which is hidden from users and run without any notice to users of the interception and data collection, which exceeded all contemplated and authorized use of their data. Users also have no way to remove that Google script or to opt-out of its functionality. Google designed the software in a way to render ineffective any barriers users

1 may wish to use to prevent access to their information, including by browsing in Incognito mode or
2 other private browsing modes. Private browsing modes are supposed to provide users with privacy,
3 as represented by Google, but Google’s software by design circumvents those barriers and enables
4 Google to secretly collect user data and profile users.

5 **B. Google Collects Data Using Google Analytics**

6 **1. Google Analytics Code**

7
8 67. Over 70% of online websites and publishers on the internet utilize Google’s website
9 visitor-tracking product, “Google Analytics,” in addition to other Google advertisement technology
10 products (altogether the “Websites”). Google Analytics is a “freemium” service that Google makes
11 available to websites.¹⁷ Google Analytics provides data analytics and attribution about the origins
12 of a Website’s traffic, demographics, frequency, browsing habits on the Website, and other data
13 about visitors. While Google Analytics is used by Websites, it is also essential to Google for its
14 targeted advertisement services, and makes Google Search and its rankings possible by tracking the
15 billions of visits to various Websites every day.

16 68. To implement Google Analytics, Google requires that Websites embed Google’s
17 own custom but blackbox code into their existing webpage code. When a consumer visits a
18 Website, his or her browser communicates a request to the Website’s servers to send the computer
19 script to display the Website. The consumer’s browser then begins to read Google’s custom code
20 along with the Website’s own code when loading the Website from the Website’s server. Two sets
21 of code are thus automatically run as part of the browser’s attempt to load and read the Website
22 pages—the Website’s own code, and Google’s embedded code. Google’s embedded code causes
23 the second and concurrent secret transmission from the user’s browser (on the user’s computer or
24 other connected device), containing the duplicated message between the user and the Website, to
25 be combined with additional data such as the user’s prior browsing history and other Google

26
27 ¹⁷ Google Analytics is “free” to implement, but the associated data and attribution reports come
28 at a price tag when Websites want more specific information. To obtain more specific and
granular data about visitors, Websites must pay a substantial fee, such as by paying for Google’s
DV360, Ad Hub, or Google Audience products.

1 trackers, to be sent to Google’s servers.

2 **2. User-ID**

3 69. For larger websites and publishers that are able to pay Google’s additional fees,
4 Google offers an upgraded feature called “Google Analytics User-ID,” which allows Google to map
5 and match the user (including Plaintiffs and Class members) to a specific unique identifier that
6 Google can track across the web. The User-ID feature allows Websites to “generate [their] own
7 unique IDs, consistently assign IDs to users, and include these IDs wherever [the Websites] send
8 data to Analytics.” Because of Google’s omnipresence on the web, the use of User-IDs can be so
9 powerful that the IDs “identify related actions and devices and connect these seemingly independent
10 data points. That same search on a phone, purchases on a laptop, and re-engagement on a tablet
11 that previously looked like three unrelated actions on unrelated devices can now be understood as
12 one user’s interactions with [the website’s] business.”¹⁸ This User-ID information is even more
13 useful to Google than the individual websites, however. Across millions of websites, Google is
14 able to use its secretly embedded computer scripts and User-IDs to compile what URLs the same
15 users are viewing, even when they are in “private browsing mode,” adding all of this information
16 to Google’s stockpile of user profiles. In short, with its market power and User-IDs, no one else
17 can track users online like Google.

18 **3. Cookies**

19 70. Google also uses various cookies (hereinafter “Cookies”) to supplement Google
20 Analytics’ tracking practices. Specifically, Google Analytics contains a script that causes the user’s
21 (including Plaintiffs’ and Class members’) browser to transmit, to Google, information from each
22 of the Google Cookies already existing on the browser’s cache. These Cookies typically show, at
23
24
25
26

27
28 ¹⁸ *How USER-ID Works*, Google Analytics Help,
https://support.google.com/analytics/answer/3123662?hl=en&ref_topic=3123660.

1 a minimum, the prior websites the user has viewed.¹⁹ These Cookies help enrich Google’s profile
2 on the user, which Google uses for its own benefit and profit.

3 71. Google typically has its Cookies working with Google Analytics coded as “first
4 party cookies,”²⁰ so that consumers’ browsers are tricked into thinking that those Cookies are issued
5 by the Website and not Google. This makes it very difficult for consumers to block Google’s
6 Cookies, even if consumers tried to block or clear the cookies issued by “third parties.”

7 72. As discussed earlier, Google’s misuse of Cookies on the Safari browser to
8 circumvent user controls was exactly what caused the FTC to fine Google \$22.5 million in 2012.
9 The FTC had found that such circumvention of consumer controls and representations were direct
10 violations of the Consent Decree.

11 **4. No Consent**

12 73. Google, as a matter of policy, does not require that Websites disclose how Google
13 Analytics work to consumers (including Plaintiffs and Class members). In fact, as of the date of
14 this Second Amended Complaint, Google still only has a “Consent Mode” for Google Analytics,
15 which would help Websites identify whether a particular user (including Plaintiffs and Class
16 members) knows and has consented to their use of Google Analytics and other Google services, in
17 “Beta” or testing mode.²¹ “Consent Mode (Beta)” was released for the first time on September 3,
18 2020, as part of a Google blog entitled, “Measure Conversions While Respecting User Consent
19 Choices.”²²

21
22 ¹⁹ A “cookie” is a piece of code that records information regarding the state of the user’s system
23 (e.g., username; other login information; items added to a “shopping cart” in an online store) or
24 information regarding the user’s browsing activity (including clicking particular buttons, logging
25 in, or recording which pages were visited in the past). Cookies can also be used to remember
26 pieces of information that the user previously entered into form fields, such as names, addresses,
passwords, and payment card numbers. Even in “private browsing mode,” Google’s “scripts” on
websites cause the user’s browser to transmit information to Google relating to pre-existing
“cookies” on the user’s system.

27 ²⁰ <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

28 ²¹ <https://support.google.com/analytics/answer/9976101?hl=en>.

²² <https://blog.google/products/marketingplatform/360/measure-conversions-while-respecting-user-consent-choices/>.

1 74. Also, Google does not tell its users which websites implement Google Analytics.
2 Google starts collecting user data as soon as a page is loading, before a consumer even had the
3 chance to review the page. There is no effective way for users to avoid Google Analytics along
4 with Google’s secret interceptions and data collection.

5 75. Websites implementing Google Analytics do not consent to the Google conduct at
6 issue in this lawsuit, where Google collects consumer data for Google’s own purposes and financial
7 benefit while users have enabled “private browsing mode.” On information and belief, Google
8 never receives consent from Websites implementing Google Analytics or otherwise that Google
9 may continue to intercept user activity and user data for its own purposes when “private browsing
10 mode” has been enabled.

11 76. Google’s disclosures confirm the lack of consent from Websites to intercept or
12 collect data while users are in “private browsing mode.” Google represents to consumers and
13 Websites alike that Google will adhere to its own Privacy Policy as represented, whenever Google
14 Analytics is used. Specifically, Google states on the Analytics Help page for Websites the
15 following, regarding how it follows its own Privacy Policy:

16 //
17 //
18 //
19 //
20 //
21 //
22 //
23 //
24 //
25 //
26 //
27 //
28 //

1 Analytics Help

2

3

4 **Safeguarding your data**

5 This article summarizes Google Analytics' data practices and commitment to protecting the confidentiality and security of data. Visitors to sites or apps using Google Analytics (aka "users") may learn about our end user controls.


6 Site or app owners using Google Analytics (aka "customers") may find this a useful resource, particularly if they are businesses affected by the [European Economic Area's General Data Protection Regulation](#), or [California's California Consumer Privacy Act](#). See also [the Google privacy policy](#) and Google's site for [customers and partners](#).

7

8

9 **Information for Visitors of Sites and Apps Using Google Analytics**

10

11 [Our privacy policy](#) 

12 At Google, we are keenly aware of the trust you place in us and our responsibility to keep your privacy and data secure. As part of this responsibility, we let you know what information we collect when you use our products and services, why we collect it, and how we use it to improve your experience. The [Google privacy policy & principles](#) describes how we treat personal information when you use Google's products and services, including Google Analytics.

13

14

15 When any Website clicks on the "Google privacy policy & principles" above, they are taken to
 16 Google's Privacy Policy homepage at <https://policies.google.com/privacy?hl=en>, where Google
 17 has made assurances to the users such as "you can adjust your privacy settings to control what we
 18 collect and how your information is used" and that "[y]ou can choose to browse the web privately
 19 using Chrome in Incognito mode." In short, Google has assured Websites that Google Analytics
 20 will only be implemented on Websites in such a way that individual users maintain control.

21 77. Accordingly, Websites implementing Google Analytics have not consented, do not
 22 consent and cannot consent to Google's interception and collection of user data for Google's own
 23 purposes when users have enabled "private browsing mode" because doing so would violate
 24 Google's own Privacy Policy, as well as its assurances that its product complies with privacy laws
 25 and the Consent Decree by respecting consumer choice.

26 **C. Google Collects Data Using Ad Manager**

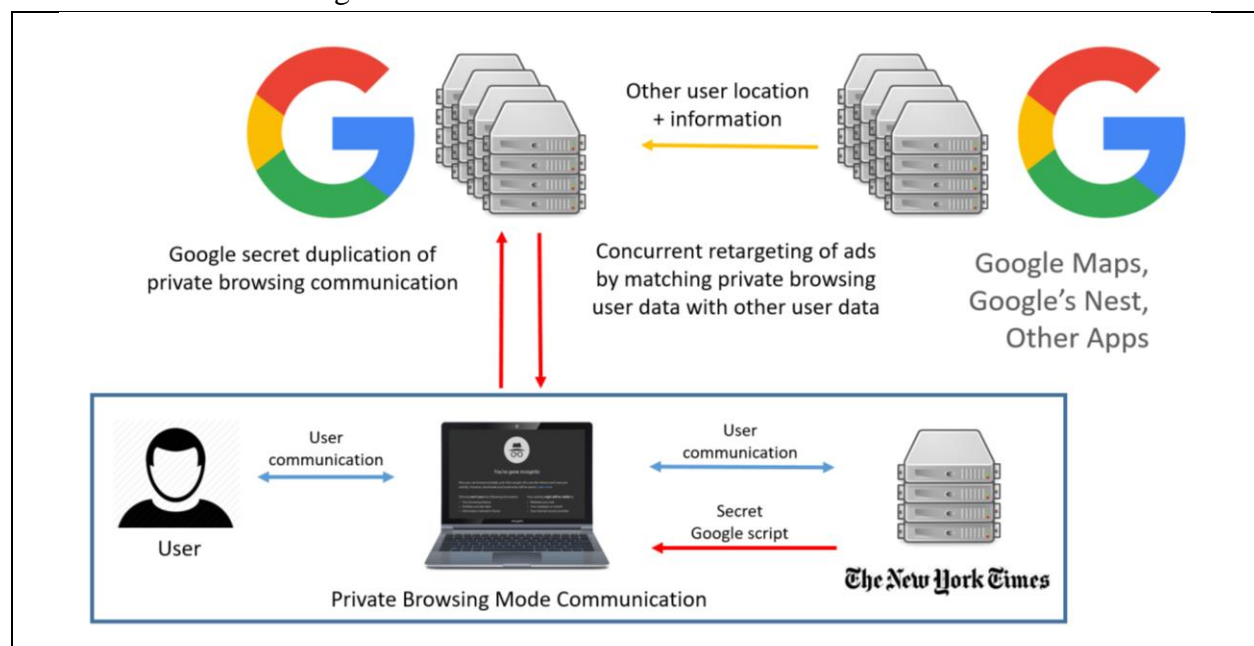
27 78. In addition to Google Analytics, over 70% of website publishers utilize another
 28 Google tracking and advertising product, called "Google Ad Manager" (formerly known as

1 “DoubleClick For Publishers” or “DFP”), which also collects the users’ URL viewing history.

2 79. Like Google Analytics, Google Ad Manager requires Google code to be embedded
 3 into the Website’s code. When the user’s (including Plaintiffs and Class members’) browser sends
 4 a communication to the website, asking for content to be displayed (i.e., the URL), then the
 5 embedded Google code causes the user’s browser to display targeted Google advertisements. These
 6 targeted ads are displayed along with the Website’s actual content. These advertisements are shown
 7 to the user on behalf of Google’s advertising customers, allowing Google to make money.

8 80. Google Ad Manager also uses Approved Pixels (*supra*) and Cookies to track users
 9 across the internet. Because of the number of Websites that use Google Ad Manager, it is very
 10 difficult for consumers (including Plaintiffs and Class members) to avoid its persistence. Like
 11 Google Analytics, Google Ad Manager begins collecting information on a user, before the content
 12 for the webpage has even fully loaded.

13 81. To maximize Google’s revenue, Google Ad Manager is set up to automatically
 14 retarget a user based on information that Google has previously collected, whether this information
 15 is based on a persistent identifier (e.g., Google Analytics User-ID, X-Client-Data Header, *supra*),
 16 Google’s fingerprinting (e.g., Approved Pixels, *supra*), or geolocation. Thereafter, Google
 17 continues to track and target the same user across the internet:



18 82. In many cases, the intercepted communications provide the “context” for targeted
 19
 20
 21
 22
 23
 24
 25
 26
 27
 28

1 “contextual advertising” for Google, where Google combines the URL the consumer is viewing,
2 with what Google knows about that user (e.g., Google Analytics User-ID, geolocation), to target
3 the consumer in the “context” of his or her web experience. Because of Google’s pervasive
4 presence on the internet, its unparalleled reach and its uncanny ability to so target consumers,
5 advertisers are willing to pay a premium for Google’s advertisement services.

6 83. As with Websites implementing Google Analytics, Websites using Ad Manager do
7 not consent to Google collecting data for Google’s own purposes while users have enabled “private
8 browsing mode.” On information and belief, Google never receives consent from Websites
9 implementing Ad Manager that Google may continue to intercept user activity and user data for its
10 own purposes when “private browsing mode” has been enabled. Indeed, Google represents to
11 consumers and Websites alike that it will adhere to its own Privacy Policy.²³

12 **D. Google Collects This Data From Users Even in “Private Browsing Mode”**

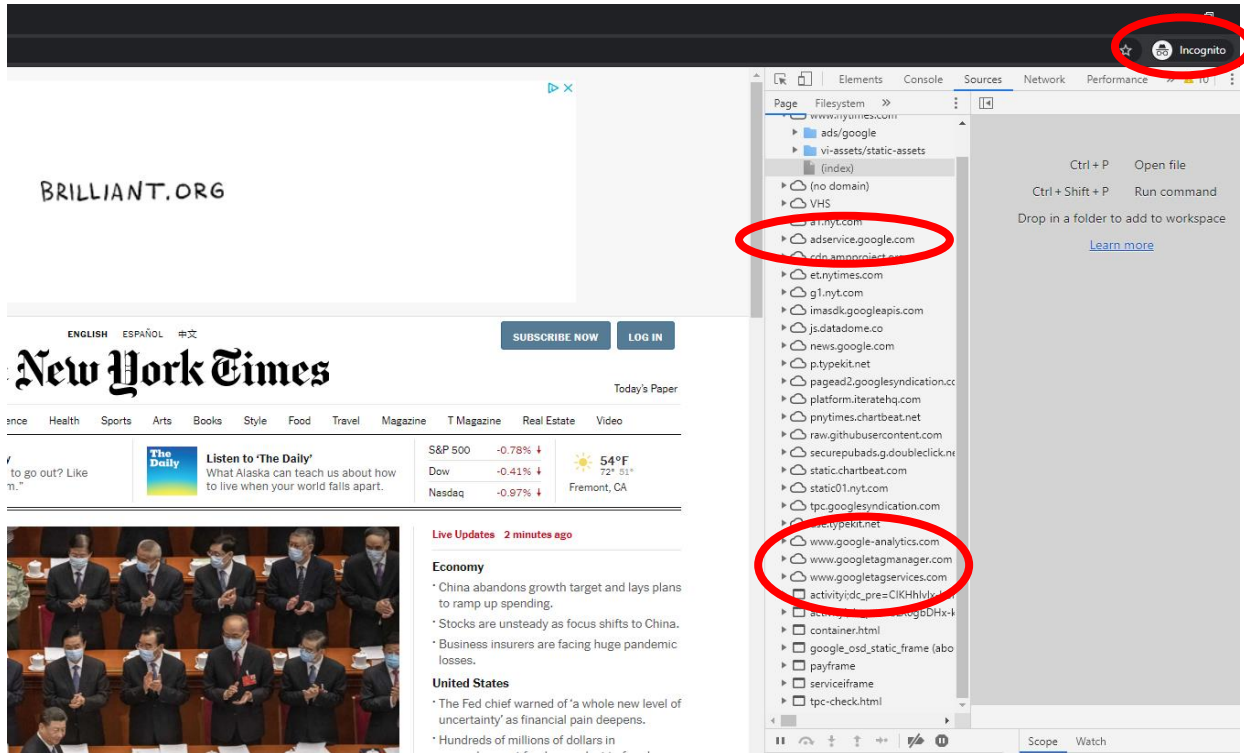
13 84. All of the Google data collection, described above, continues to occur when a user
14 (including Plaintiffs and Class members) enters “private browsing mode” on the user’s browser
15 software. Specifically, Google intercepts the communications between the user and the Websites,
16 whenever the user requests any page from the Website, thereby communicating and requesting a
17 specific URL. Google then duplicates this communication and causes it to be sent to its own servers,
18 after pairing the intercepted communications with whatever other data it can collect, so that Google
19 can generate and profit from targeted advertisements.

20 85. There is no disclosure or consent associated with this Google interception and data
21 collection, as Google designed its software code to run secretly, without disclosure, and render
22 ineffective users’ efforts to restrict Google’s interception and data collection. Google was never
23 authorized to take and use the information it obtained while users were in a private browsing mode,
24 where users revoked any rights Google might otherwise have had to collect such data.

25 86. Take, for example, someone who visits *The New York Times* website in private mode
26 with his Google Chrome browser. Even when he is browsing with “private browsing mode”
27

28 ²³ <https://policies.google.com/privacy?hl=en>.

1 enabled, Google Analytics and Google Ad Manager continue to track his data. This is demonstrated
 2 by the following screenshot, which is not presented to the user and accessible only by using
 3 developer tools:



16 87. As described above, Google's secret Javascript code from Google Analytics causes
 17 the user to concurrently send to Google not only a duplicated copy of the communications
 18 requesting the webpage with the Website but also additional data from the browser, such as Cookies,
 19 browser information and the X-Client-Referrer Header if it is available. And Google's Ad Manager
 20 not only intercepts the user's communications with the Websites; it concurrently combines the
 21 duplicated communications as soon as the user loads a webpage, with data from other Google
 22 processes to target the user with advertisements based on the combined information.

23 88. Thus, even when users are browsing the internet in "private browsing mode," Google
 24 continues to track them, profile them and profit from their data whenever they visit a Website that
 25 uses Google Analytics or Google Ad Manager. Google collects precisely the type of private,
 26 personal information users wish and expect to protect when they have taken these steps to control
 27 what information is shared with Google. Google's tracking occurred and continues to occur no
 28 matter how sensitive or personal users' online activities are.

IV. Google Creates Profiles On Its Users Using Confidential Information

A. Google's Business Model Requires Extensive And Continual User Data Collection

"This is what every business has always dreamt of; to have a guarantee that if it places an ad, it will be successful. . . . In order to be successful in that business, you have to have great predictions. Great predictions begin with one imperative: you need a lot of data."
 -Shoshana Zuboff, PhD; Professor Emeritus, Harvard Business School²⁴

89. The core of Google's business model is targeted advertising. In fact, the bulk of Google's hundreds of billions of dollars in revenue annually come from what companies pay Google for targeted advertising,²⁵ both on Google Search and on various websites and applications that use Google services. The more accurately that Google can track and target consumers, the more advertisers are willing to pay Google's high advertisement fees and services.

90. Allowing consumers (including Plaintiffs and Class members) control over Google's data collections and ad targeting – with an ability to stop Google's data collections and ad targeting, including while in a private browsing mode – is actually against Google's interests and Google's track record with regulators worldwide prove that Google is always tempted to play fast and loose with its obligations and efforts to continue its data collection and ad targeting.

91. Because Google has already collected detailed "profiles" on each user and their devices, Google is able to associate the data (collected from users in private browsing mode) with those users' pre-existing Google "profiles." Doing so improves the "profiles" and allows Google to sell more targeted ads at those users, among many other uses.

B. Google Creates a User Profile on Each Individual

92. Google strives to build "profiles" on each individual (including Plaintiffs and Class members) and each of their devices. These "profiles" contain all the data Google can collect associated with each individual.

93. By tracking, collecting and intercepting users' (including Plaintiffs' and Class

²⁴ Jeff Orlowski, Davis Coombe, Vickie Curtis, and Larissa Rhodes, *The Social Dilemma*, <https://www.netflix.com/title/81254224?s=i&trkid=13747225> (Jan. 2020).

²⁵ <https://www.investopedia.com/articles/investing/020515/business-google.asp#:~:text=Google%20Ads%20and%20Search%20Advertising,results%20generated%20by%20Google's%20algorithm.>

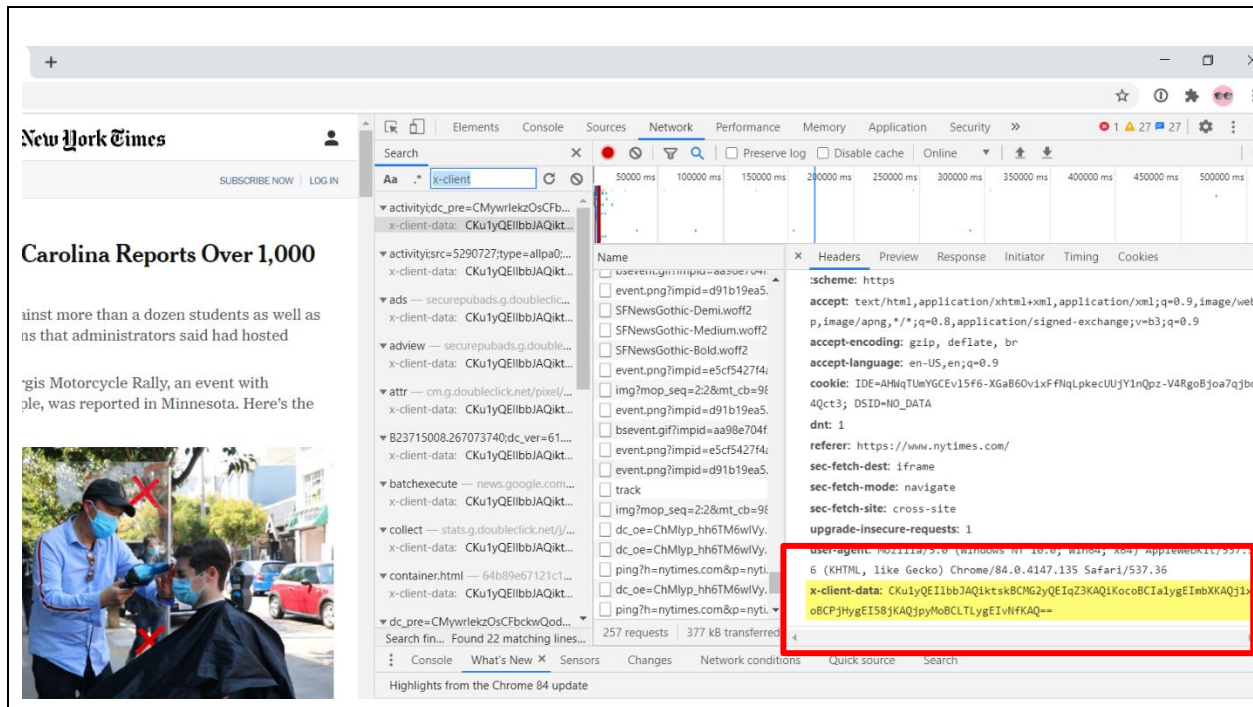
1 members’) personal communications indiscriminately—regardless of whether users attempted to
2 avoid such tracking pursuant to Google’s instructions—Google has gained a complete, cradle-to-
3 grave profile of users:

- 4 a. In many cases, Google is able to associate the data collected from users in
5 “private browsing mode” with specific and unique user profiles through Google
6 Analytics User-ID. Google does this by making use of a combination of the
7 unique identifier of the user it collects from Websites, and Google Cookies that
8 it collects across the internet on the same user;
- 9 b. Information collected from Google Cookies, which includes identifying
10 information regarding the user from private browsing sessions and non-private
11 browsing sessions, across multiple sessions;
- 12 c. Identifying information regarding the consumer from various Google
13 fingerprinting technologies that uniquely identify the device, such as X-Client-
14 Data Header, GStatic, and Approved Pixels;
- 15 d. Geolocation data that Google collects from concurrent Google processes and
16 system information, such as from the Android Operating System; and
- 17 e. The IP address information, which is transmitted to Google’s servers during the
18 private and non-private browsing sessions. Google correlates and aggregates
19 all of this information to create profiles on the consumers.

20 **C. Google Analytics Profiles Are Supplemented by the “X-Client-Data Header”**

21 94. Another powerful tool Google uses in building detailed profiles of what may
22 someday be every individual on the planet is the X-Client-Data Header.

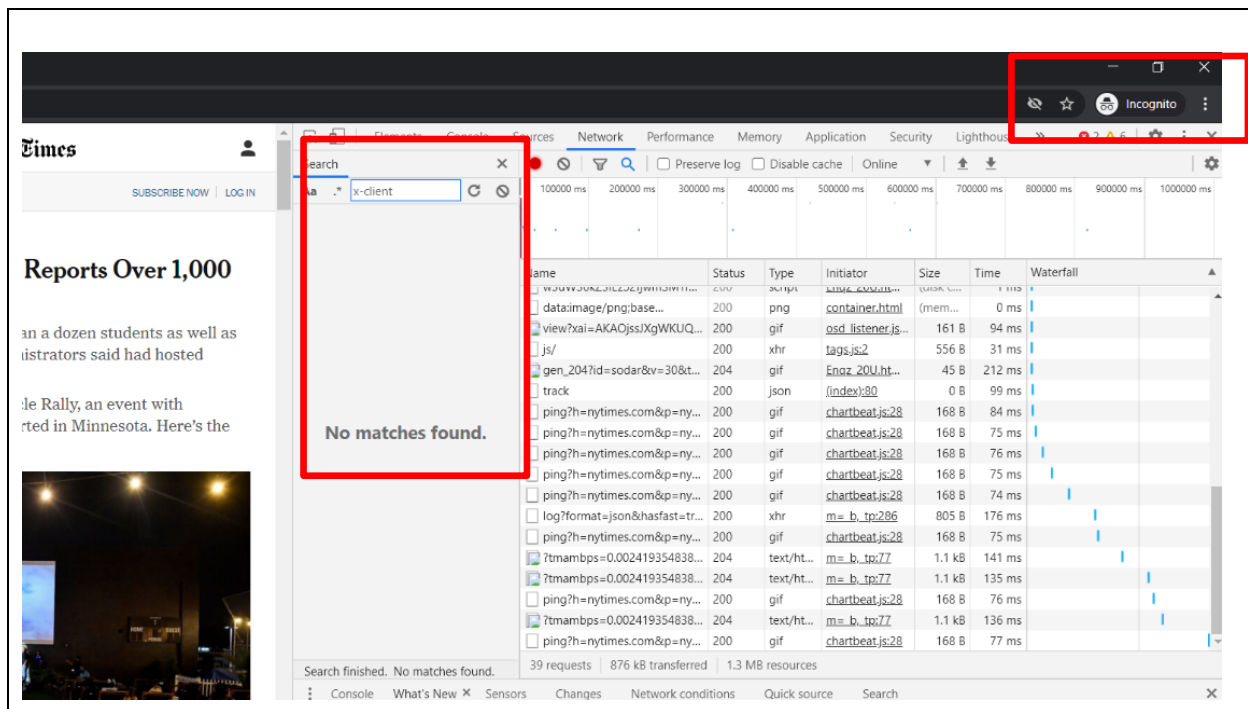
23 95. Google’s Chrome browser identifies every device upon the first installation of
24 Chrome with a unique digital string of characters called Google’s “X-Client-Data Header,” such
25 that Google uniquely identifies the device and user thereafter. Whenever Chrome is used, the
26 Google browser is constantly transmitting this X-Client-Data Header to Google servers. Developer
27 tools confirm this as follows:
28



12 96. Through the X-Client-Data Header, Google is able to tell whether a user (including
 13 Plaintiffs and Class members) is in Incognito mode or not. The X-Client Data Header is present in
 14 all Chrome-states except when the user is in Incognito mode.²⁶ Developer tools confirm this as
 15 follows:

16 //
 17 //
 18 //
 19 //
 20 //
 21 //
 22 //

23
 24 ²⁶ Consistent with its historical behavior, Google actually tried to turn on the X-Client-Data
 25 Header for users in March 2020, but was called out by Microsoft engineers on technical forums.
 26 [https://bugs.chromium.org/p/chromium/issues/detail?id=1060744&q=x-client-](https://bugs.chromium.org/p/chromium/issues/detail?id=1060744&q=x-client-data&can=1&mode=grid&start-date=2020-04-23&end-date=2020-05-23&x=Target)
 27 [data&can=1&mode=grid&start-date=2020-04-23&end-date=2020-05-23&x=Target](https://bugs.chromium.org/p/chromium/issues/detail?id=1060744&q=x-client-data&can=1&mode=grid&start-date=2020-04-23&end-date=2020-05-23&x=Target). Google
 28 thereafter called it a “bug,” and reverted the browser back to not transmitting the identifier when
 the user is in Incognito. As Plaintiffs will prove, however, Google was concurrently representing
 to the press at this time that Google was not so using the X-Client-Data Header in Incognito,
 when in fact it was. *See, e.g.,*
https://www.theregister.co.uk/2020/03/11/google_personally_identifiable_info/.



97. The X-Client-Data Header allows Google to track Chrome users across the web, because it remains unchanged even if users “clear their browser cache” of cookies.²⁷

98. Like Cookies, when the X-Client-Data Header is available, Google will concurrently collect this identifier with the duplicated communications it gets from the Websites and browser, to make it near impossible for the consumer to escape Google’s surveillance.

99. Google designed the Chrome browser software to track users, which further renders ineffective users’ efforts to prevent Google’s access to their information and Google’s creation of detailed user profiles for Google’s advertising and profits.

D. Google Identifies You with “Fingerprinting” Techniques

100. Google also builds its profile of users (including Plaintiffs and Class members) by “fingerprinting” techniques. Because every device and application installed has small differences, images, digital pixels, and fonts display differently for every device and application, just ever so slightly. By forcing a consumer to display one of its images, pixels, or fonts, online companies such

²⁷ See Thomas Claburn, *Is Chrome Really Secretly Stalking You Across Google Sites Using Per-Install ID Numbers? We Reveal the Truth*, THE REGISTER (Feb. 5, 2020), https://www.theregister.co.uk/2020/02/05/google_chrome_id_numbers/.

1 as Google are able to “fingerprint” their users and consumers across the internet, with or without
2 their permission.

3 101. For example, a large portion of the Websites also use Google’s GStatic, which is a
4 Google-hosted service for fonts, where Google loads the fonts displayed on the Website, instead of
5 the Website’s web server. Google sells this service as something that allegedly helps to reduce
6 bandwidth and improve loading time, because Google is hosting the fonts. Plaintiffs are informed
7 and believe and on that basis allege that GStatic is an additional way that Google identifies and
8 tracks consumers, including when consumers are using a private browsing mode.

9 102. Google also authorizes Websites to place digital pixels (“Google Approved Pixels”)
10 embedded within the Websites’ code.²⁸ These pixels are typically created and maintained by
11 “approved third parties” (such as comScore, a data broker registered with California’s CCPA data
12 broker registry).

13 103. Again, when a user’s web browser accesses a website containing a Google Approved
14 Pixels, that browser responds to the pixel by generating a unique display. Each user’s display is
15 unique because it is generated in part, from certain digital signatures that are unique to each specific
16 device (in combination with the browser software running on the device). By tracking these pixels
17 and the unique resulting displays, Google and its data-broker partners are able to track and
18 “measure” consumers across the web.

19 104. GStatic and Google Approved Pixels enable Google to identify consumers because
20 the way the fonts and pixels are displayed on the browser help to uniquely identify whom the user
21 is. This again is another set of data surreptitiously collected by Google vis-à-vis the consumer’s
22 browser which is added to the duplicated communications between the user and Websites, which
23 Google collects concurrent with the user’s communications with the Website even when users are
24 in a private browsing mode.

25
26
27 ²⁸ See, e.g., USE TRACKING PIXELS, [https://support.google.com/news/publisher-](https://support.google.com/news/publisher-center/answer/9603438?hl=en)
28 [center/answer/9603438?hl=en](https://support.google.com/news/publisher-center/answer/9603438?hl=en) (last visited Sept. 20, 2020), [describing partnership with](https://support.google.com/news/publisher-center/answer/9603438?hl=en)
[comScore](https://support.google.com/news/publisher-center/answer/9603438?hl=en).

E. Google Identifies You With Your System Data and Geolocation Data

1
2 105. Google also collects additional system data and geolocation data from (a) the
3 Android operating system running on users’ phones or tablets and (b) Google applications running
4 on phones (e.g., Chrome and Maps), Google Assistant, Google Home, and other Google
5 applications and services.

6 106. Google collects information for its user profiles (including Plaintiffs and Class
7 members) by making use of (a) the Android operating system, which Google created and makes
8 available for smart phones, and (b) various Google applications that run on mobile devices. In a
9 2018 white paper entitled “Google Data Collection,”²⁹ Professor Douglas C. Schmidt of Vanderbilt
10 University concluded that Google’s Android operating system, and several of Google’s mobile
11 applications, are constantly sending system and location data to Google’s servers. Specifically,
12 Professor Schmidt wrote:

13 Both Android and Chrome send data to Google even in the absence
14 of any user interaction. Our experiments show that a dormant,
15 stationary Android phone (with Chrome active in the background)
16 communicated location information to Google 340 times during a
24-hour period, or at an average of 14 data communications per
hour. In fact, location information constituted 35% of all the data
samples sent to Google.

17 Indeed, now that Google has acquired Nest and merged Nest’s data with data obtained via Google
18 Home, Professor Schmidt’s analysis regarding Google’s ability to identify and track who and
19 where we are is even more persistent and pernicious.

20 107. When any user of a Nest or Google Home product is running a Nest or Google Home
21 application, concurrent with Google Assistant, Google is using the data collected from those
22 processes to target users for advertisements. To optimize those advertisements, Google collects the
23 user’s geolocation.

24 108. Because Google Assistant and other Google applications are constantly tracking
25 your geolocation, Google knows exactly who you are, regardless of whether you are in “private
26

27 ²⁹ Douglas C. Schmidt, *Google Data Collection*, DIGITAL CONTENT NEXT 1 (Aug. 15, 2018),
28 [https://digitalcontentnext.org/wp-content/uploads/2018/08/DCN-Google-Data-Collection-
Paper.pdf](https://digitalcontentnext.org/wp-content/uploads/2018/08/DCN-Google-Data-Collection-Paper.pdf).

1 browsing mode” on the web, and Google is collecting and profiting from that personal user data.

2 109. In a *Wired* article regarding Google’s privacy practices, Professor Schmidt stated
3 that Google’s “business model is to collect as much data about you as possible and cross-correlate
4 it so they can try to link your online persona with your offline persona. This tracking is just
5 absolutely essential to their business. ‘Surveillance capitalism’ is a perfect phrase for it.”³⁰ By
6 collecting increasing amounts of user data, Google is able to leverage such data to grow its third-
7 party advertising business and profit.

8 110. Plaintiffs are informed and believe that all of this Google data collection happens
9 even when a consumer is in the web browser’s “private browsing mode.” Indeed, the Arizona
10 Attorney General recently filed a complaint against Google alleging that it deceptively tracks users
11 based on various sources of location data, overriding consumer privacy controls and preferences.³¹

12 111. Plaintiffs are informed and believe that Google has contended in private industry
13 conversations and in internal meetings and documents, that such surreptitious data collection is
14 permissible, as it “aggregates the data” after the data has already been intercepted, collected,
15 reviewed, and analyzed by Google. Even if that contention were true, that would not excuse
16 Google’s unlawful interceptions of data from users in “private browsing mode.”

17 112. Plaintiffs are informed and believe that Google has also claimed in private industry
18 conversations and in internal meetings and documents that its data collection practices are
19 acceptable and not impermissible interceptions of communications, because Google is “acting on
20 behalf of the website(s)”, as their vendor. This contention is untrue. As the chart above indicates,
21 Google’s secret embedded code causes the user data to be sent directly to Google’s servers in
22 California. Google then treats that user data as Google’s own property, which Google may use or
23 sell as it pleases. Indeed, for a website to get access to the data that Google has collected using the
24 embedded code running on that website, the website’s publisher must pay a premium price to
25 Google.

26 ³⁰ Lily Hay Newman, *The Privacy Battle to Save Google from Itself*, WIRED (Nov. 1, 2018),
27 <https://www.wired.com/story/google-privacy-data/>.

28 ³¹ See Complaint, *Arizona v. Google LLC*, Arizona Sup. Ct. Case No. 2020-006219 (May 27, 2020).

V. Google Profits from Its Surreptitious Collection of User Data

1
2 113. Google's continuous tracking of users is no accident. Google is one of the largest
3 technology companies in the world. Google LLC and its parent Alphabet Inc. have over 1.5 billion
4 active account users, and Alphabet Inc. boasts a net worth exceeding \$1 trillion.

5 114. Google's enormous financial success results from its unparalleled tracking and
6 collection of personal and sensitive user information (including Plaintiffs' and Class members') and
7 selling and brokering of that user information to optimize advertisement services. Over the last five
8 years, virtually all of Google's revenue was attributable to third party advertising and it is continuously
9 driven to find new and creative ways to leverage its access to users' data in order to sustain its
10 phenomenal growth.

11 115. Google profits from the data it collects – including the user data collected while users
12 are in a private browsing mode – in at least three ways. First, Google associates the confidential
13 communications and data with a user profile or profiles, to enrich Google's ability to charge its
14 customers for advertisement-related services. Second, Google later uses the intercepted
15 confidential communications and user data (in combination with the user's profile) to direct targeted
16 advertisements to consumers (including Plaintiffs and Class members). Third, Google uses the
17 results to improve Google's own algorithms and technology, such as Google Search.

18 116. The data Google collects contains consumers' personal viewing information.
19 Google collects, reads, analyzes the contents of, and organizes this data based on consumers' prior
20 histories. Google creates "profiles" for each individual user and/or each individual device that
21 accesses the Internet. Google seeks to associate as much information as possible with each profile
22 because, by doing so, Google can profit from Google's ad-targeting services.

23 117. For example, Plaintiffs are informed and believe and on that basis allege, that Google
24 often demands that websites pay for significant and expensive upgrades (e.g., such as to Google's
25 DV360) in order for the Websites to obtain access to specific visitor information. That Google
26 holds such detailed information regarding visitors hostage is proof that Google collects consumer
27 information on Websites primarily for its own use and profit.
28

1 118. Likewise, Google Ad Manager is a service that generates targeted advertisements to
2 be displayed alongside third-party websites' content. The user profiles, which Google creates and
3 maintains using the collected user data, are used by Google's algorithms to select which ads to
4 display through Google.

5 119. Google is paid for these advertisements by the third-party advertisers. Google is
6 able to demand high prices for these targeted-advertising services because Google is able to use
7 user profiles (including data that Google obtained from users while in "private browsing" mode) to
8 select and display advertisements targeted at those specific profiles.

9 120. Plaintiffs are informed and believe that Google also benefits by using the data it
10 collects to improve and refine existing Google products, services, and algorithms and also to
11 develop new products, services and algorithms. This collection, usage, or monetization of user data
12 contravenes the steps Plaintiffs and Class members have taken to try to control their information
13 from being tracked or used by Google in any way, for Google's own profits.

14 121. Google market power in Search is entirely dependent on its ability to track what
15 consumers are doing. The trackers that Google has across the internet not only tell Google where
16 consumers go subsequent to searching on Google Search, the trackers allow Google to track what
17 websites are popular and how often they are visited. By compiling not just consumer profiles, but
18 surveying human behavior across the vast majority of web browser activity, Google is able to create
19 a better and more effective search product as compared to its competitors, by its ability to claim that
20 Google knows how to best rank websites and online properties, because Google can track consumer
21 activity better than anyone else. Google Search would not be nearly as effective of a search tool
22 without Google Analytics as a complement.

23 122. Google profits from users by acquiring their sensitive and valuable personal
24 information, which includes far more than mere demographic information and volunteered personal
25 information like name, birth date, gender and email address. More importantly, when consumers use
26 Google, Google secretly plants numerous tracking mechanisms on users' computers and web-
27 browsers, which allow Google to track users' browsing histories and correlate them with user, device,
28 and browser IDs, rendering ineffective users' efforts to prevent access to their data.

1 123. The information Google tracks has and had massive economic value during the Class
2 Period. This value is well understood in the e-commerce industry, and personal information is now
3 viewed as a form of currency.

4 124. Well before the Class Period, there was a growing consensus that consumers'
5 sensitive and valuable personal information would become the new frontier of financial exploit.

6 125. Professor Paul M. Schwartz noted in the *Harvard Law Review*:

7 Personal information is an important currency in the new
8 millennium. The monetary value of personal data is large and still
9 growing, and corporate America is moving quickly to profit from
10 the trend. Companies view this information as a corporate asset and
have invested heavily in software that facilitates the collection of
consumer information.³²

11 126. Likewise, in *The Wall Street Journal*, former fellow at the Open Society Institute
12 (and current principal technologist at the ACLU) Christopher Soghoian noted:

13 The dirty secret of the Web is that the “free” content and services that
14 consumers enjoy come with a hidden price: their own private data.
15 Many of the major online advertising companies are not interested in
16 the data that we knowingly and willingly share. Instead, these
parasitic firms covertly track our web-browsing activities, search
17 behavior and geolocation information. Once collected, this mountain
18 of data is analyzed to build digital dossiers on millions of consumers,
in some cases identifying us by name, gender, age as well as the
medical conditions and political issues we have researched online.

19 Although we now regularly trade our most private information for
20 access to social-networking sites and free content, the terms of this
exchange were never clearly communicated to consumers.³³

21 127. The cash value of the personal user information unlawfully collected by Google
22 provided during the Class Period can be quantified. For example, in a study authored by Tim
23 Morey, researchers studied the value that 180 internet users placed on keeping personal data
24

25
26
27 ³² Paul M. Schwartz, *Property, Privacy and Personal Data*, 117 HARV. L. REV. 2055,
2056–57 (2004).

28 ³³ Julia Angwin, *How Much Should People Worry About the Loss of Online Privacy?*, THE WALL
STREET JOURNAL (Nov. 15, 2011).

1 secure.³⁴ Contact information of the sort that Google requires was valued by the study participants
 2 at approximately \$4.20 per year. Demographic information was valued at approximately \$3.00 per
 3 year. However, web browsing histories were valued at a much higher rate: \$52.00 per year. The
 4 chart below summarizes the findings:



14

15 128. Similarly, the value of user-correlated internet browsing history can be quantified,
 16 because Google itself was willing to pay users for the exact type of communications that Google
 17 illegally intercepted from Plaintiffs and other members of the Class during the Class Period. For
 18 example, Google Inc. had a panel during the Class Period (and still has one today) called “Google
 19 Screenwise Trends” which, according to the internet giant, is designed “to learn more about how
 20 everyday people use the Internet.”

21 129. Upon becoming a panelist, internet users would add a browser extension that shares
 22 with Google the sites they visit and how they use them. The panelists consented to Google tracking
 23 such information for three months in exchange for one of a number of “gifts,” including gift cards
 24 to retailers such as Barnes & Noble, Walmart, and Overstock.com.

25

26

27 ³⁴ Tim Morey, *What’s Your Personal Data Worth?*, DESIGN MIND (Jan. 18, 2011),
 28 <https://web.archive.org/web/20131206000037/http://designmind.frogdesign.com/blog/what039s-your-personal-data-worth.html>.

1 130. After three months, Google also agreed to pay panelists additional gift cards “for
2 staying with” the panel. These gift cards, mostly valued at exactly \$5, demonstrated conclusively
3 that internet industry participants understood the enormous value in internet users’ browsing habits.
4 Google now pays Screenwise panelists up to \$3 *per week* to be tracked.

5 131. As demonstrated above, user-correlated URLs have monetary value. They also have
6 non-monetary, privacy value. For example, in a recent study by the Pew Research Center, 93% of
7 Americans said it was “important” for them to be “in control of who can get information” about
8 them. Seventy-four percent said it was “very important.” Eighty-seven percent of Americans said
9 it was “important” for them not to have someone watch or listen to them without their permission.
10 Sixty-seven percent said it was “very important.” And 90% of Americans said it was “important”
11 that they be able to “control[] what information is collected about [them].” Sixty-five percent said
12 it was very important.

13 132. Likewise, in a 2011 Harris Poll study, 76% of Americans agreed that “online
14 companies, such as Google or Facebook, control too much of our personal information and know
15 too much about our browsing habits.”

16 133. Consumers’ sensitive and valuable personal information increased as a commodity,
17 where Google itself began paying users specifically for their browsing data.³⁵ As early as 2012
18 Google publicly admitted it utilized consumers’ browsing data, paired with other sensitive and
19 valuable personal information, to achieve what it called “nowcasting,” or “contemporaneous
20 forecasting,” which Google’s Chief Economist Hal Varian equated to the ability to predict what is
21 happening as it occurs.³⁶

26
27 ³⁵ Jack Marshall, *Google Pays Users for Browsing Data*, DigiDay (Feb. 10, 2012),
<https://digiday.com/media/google-pays-users-for-browsing-data/>

28 ³⁶ K.N.C., *Questioning the searches*, The Economist (June 13, 2012),
<https://www.economist.com/schumpeter/2012/06/13/questioning-the-searchers>

1 134. As the thirst grew for sensitive, personal information,³⁷ it became readily apparent
2 that the world’s most valuable resource was no longer oil, but instead consumers’ data in the form
3 of their sensitive, personal information.³⁸

4 135. During the Class Period, a number of platforms have appeared where consumers can
5 and do directly monetize their own data, and prevent tech companies from targeting them absent
6 their express consent:

7 a. Brave’s web browser, for example, will pay users to watch online targeted
8 ads, while blocking out everything else.³⁹

9 b. Loginhood states that it “lets individuals earn rewards for their data and
10 provides website owners with privacy tools for site visitors to control their
11 data sharing,” via a “consent manager” that blocks ads and tracking on
12 browsers as a plugin.⁴⁰

15
16 ³⁷ *Exploring the Economic of Personal Data: A Survey of Methodologies for Measuring*
17 *Monetary Value*, OECD Digital Economy Paper No. 220 at 7 (Apr. 2, 2013),
18 <http://dx.doi.org/10.1787/5k486qtxldmq-en>; *Supporting Investment in Knowledge Capital,*
19 *Growth and Innovation*, OECD, at 319 (Oct. 13, 2013),
20 <https://www.oecd.org/sti/inno/newsourcesofgrowthknowledge-basedcapital.htm>; Pauline
21 Glickman and Nicolas Glady, *What’s the Value of Your Data?* TechCrunch (Oct. 13, 2015)
22 <https://techcrunch.com/2015/10/13/whats-the-value-of-your-data/>; Paul Lewis and Paul Hilder,
23 *Former Cambridge Analytica exec says she wants lies to stop*, The Guardian (March 23, 2018)
24 [https://www.theguardian.com/uk-news/2018/mar/23/former-cambridge-analytica-executive-](https://www.theguardian.com/uk-news/2018/mar/23/former-cambridge-analytica-executive-brittany-kaiser-wants-to-stop-lies)
25 [brittany-kaiser-wants-to-stop-lies](https://www.theguardian.com/uk-news/2018/mar/23/former-cambridge-analytica-executive-brittany-kaiser-wants-to-stop-lies); Shoshanna Zuboff, *The Age of Surveillance Capitalism* 166
26 (2019).

27 ³⁸ *The world’s most valuable resource is no longer oil, but data*, The Economist (May 6, 2017),
28 [https://www.economist.com/leaders/2017/05/06/the-worlds-most-valuable-resource-is-no-](https://www.economist.com/leaders/2017/05/06/the-worlds-most-valuable-resource-is-no-longer-oil-but-data)
29 [longer-oil-but-data](https://www.economist.com/leaders/2017/05/06/the-worlds-most-valuable-resource-is-no-longer-oil-but-data).

30 ³⁹ Get Paid to Watch Ads in the Brave Web Browser, at: [https://lifelhacker.com/get-paid-to-](https://lifelhacker.com/get-paid-to-watch-ads-in-the-brave-web-browser-1834332279#:~:text=Brave%2C%20a%20chromium-based%20web%20browser%20that%20boasts%20an,a%20more%20thoughtful%20way%20than%20we%E2%80%99re%20accustomed%20to)
31 [watch-ads-in-the-brave-web-browser-1834332279#:~:text=Brave%2C%20a%20chromium-](https://lifelhacker.com/get-paid-to-watch-ads-in-the-brave-web-browser-1834332279#:~:text=Brave%2C%20a%20chromium-based%20web%20browser%20that%20boasts%20an,a%20more%20thoughtful%20way%20than%20we%E2%80%99re%20accustomed%20to)
32 [based%20web%20browser%20that%20boasts%20an,a%20more%20thoughtful%20way%20than](https://lifelhacker.com/get-paid-to-watch-ads-in-the-brave-web-browser-1834332279#:~:text=Brave%2C%20a%20chromium-based%20web%20browser%20that%20boasts%20an,a%20more%20thoughtful%20way%20than%20we%E2%80%99re%20accustomed%20to)
33 [%20we%E2%80%99re%20accustomed%20to](https://lifelhacker.com/get-paid-to-watch-ads-in-the-brave-web-browser-1834332279#:~:text=Brave%2C%20a%20chromium-based%20web%20browser%20that%20boasts%20an,a%20more%20thoughtful%20way%20than%20we%E2%80%99re%20accustomed%20to) (Lifelhacker, April 26, 2019) (“The model is
34 entirely opt-in, meaning that ads will be disable by default. The ads you view will be converted
35 into Brave’s cryptocurrency, Basic Attention Tokens (BAT), paid out to your Brave wallet
36 monthly”).

37 ⁴⁰ <https://loginhood.io/>. See also, <https://loginhood.io/product/chrome-extension> (“[s]tart earning
38 rewards for sharing data – and block others that have been spying on you. Win-win.”).

- 1 c. Ex-presidential candidate Andrew Yang’s “Data Dividend Project” aims to
2 help consumers, “[t]ake control of your personal data. If companies are
3 profiting from it, you should get paid for it.”⁴¹
- 4 d. Killi is a new data exchange platform that allows you to own and earn from
5 your data.⁴²
- 6 e. Similarly, BIGtoken “is a platform to own and earn from your data. You
7 can use the BIGtoken application to manage your digital data and identity
8 and earn rewards when your data is purchased.”⁴³
- 9 f. The Nielsen Company, famous for tracking the behavior of television
10 viewers’ habits, has extended their reach to computers and mobile devices
11 through Nielsen Computer and Mobile Panel. By installing the application
12 on your computer, phone, tablet, e-reader, or other mobile device, Nielsen
13 tracks your activity, enters you into sweepstakes with monetary benefits,
14 and earn points worth up to \$50 per month.⁴⁴

23 ⁴¹ How Does It Work, at: <https://www.datadividendproject.com/> (“Get Your Data
24 Dividend... We’ll send you \$\$\$ as we negotiate with companies to compensate you for using
25 your personal data.”).

⁴² <https://killi.io/earn/>.

⁴³ https://bigtoken.com/faq#general_0 (“Third-party applications and sites access BIGtoken to
26 learn more about their consumers and earn revenue from data sales made through their platforms.
27 Our BIG promise: all data acquisition is secure and transparent, with consumers made fully
28 aware of how their data is used and who has access to it.”).

⁴⁴ Kevin Mercandante, *Ten Apps for Selling Your Data for Cash*, Best Wallet Hacks (June 10,
2020), <https://wallethacks.com/apps-for-selling-your-data/>.

1 136. Technology companies recognize the monetary value of users’ sensitive, personal
2 information, insofar as they encourage users to install applications explicitly for the purpose of
3 selling that information to technology companies in exchange for monetary benefits.⁴⁵

4 137. The CCPA recognizes that consumers’ personal data is a property right. Not only
5 does the CCPA prohibit covered businesses from discriminating against consumers that opt-out of
6 data collection, the CCPA also expressly provides that: “[a] business may offer financial incentives,
7 including payments to consumers as compensation, for the collection of personal information, the
8 sale of personal information, or the deletion of personal information.” Cal. Civ. Code §
9 1798.125(b)(1). The CCPA provides that, “[a] business shall not use financial incentive practices
10 that are unjust, unreasonable, coercive, or usurious in nature.” Cal. Civ. Code § 1798.125(b)(4).

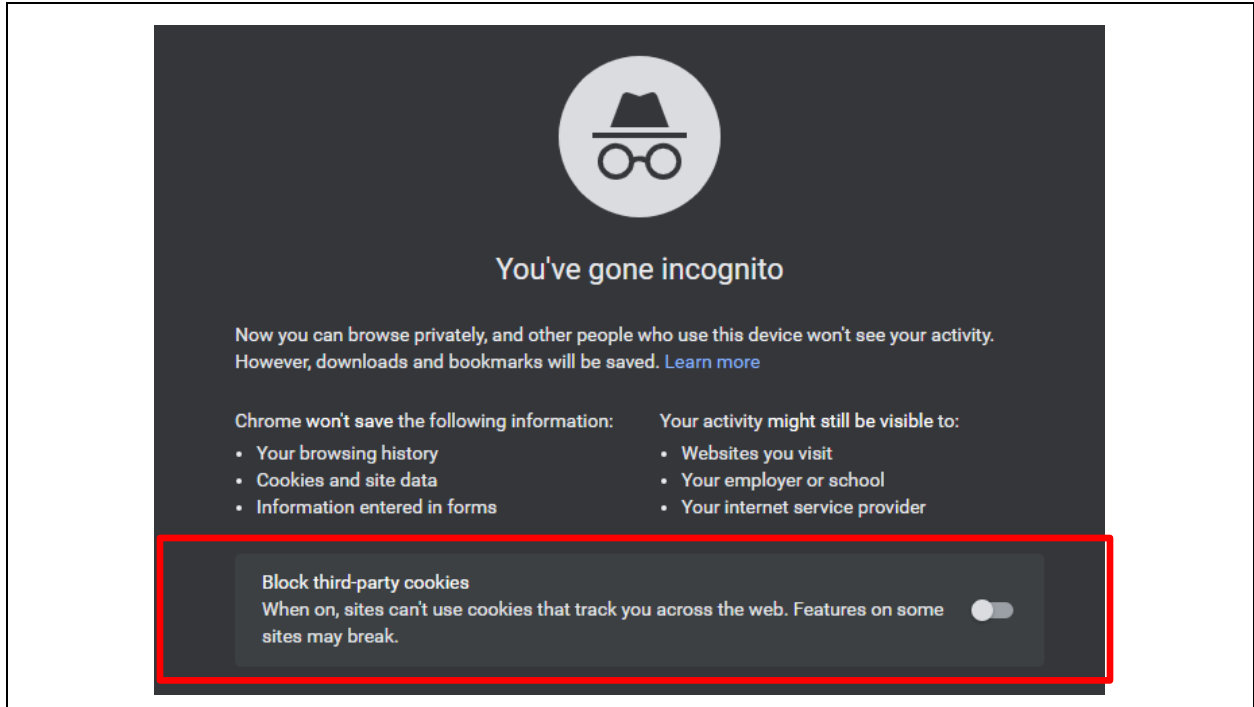
11 138. Through its false representations and unlawful data collection, Google is unjustly
12 enriching itself at the cost of consumer choice, when the consumer would otherwise have the ability
13 to choose how they would monetize their own data.

14 **VI. Google’s Recent About-Face**

15 139. Google has already acknowledged the inappropriateness of its tracking practices in
16 private browsing mode. *First*, after Plaintiffs filed the instant lawsuit, Google changed its own
17 Incognito Screen to add an additional option of “block[ing] third-party cookies.” Google’s
18 disclosure is still unclear as to whether the term ‘third party cookies’ encompasses Google’s own
19 ‘DoubleClick’ cookies and, once again, leaves a misleading impression about Google’s own
20 interception and collection of user data. Because Google used its Doubleclick cookies to track
21 users across websites, including when users are in Incognito or some other private browsing mode,
22 Google was able to identify and track users even when they were in such private browser modes:

23
24 ⁴⁵ Kari Paul, *Google launches app that will pay users for their data*, The Guardian (June 11,
25 2019), [https://www.theguardian.com/technology/2019/jun/11/facebook-user-data-app-privacy-](https://www.theguardian.com/technology/2019/jun/11/facebook-user-data-app-privacy-study)
26 [study](https://www.theguardian.com/technology/2019/jun/11/facebook-user-data-app-privacy-study); Saheli Roy Choudhury and Ryan Browne, *Facebook pays teens to install an app that*
27 *could collect all kinds of data*, CNBC (Jan. 30, 2019),
28 [https://www.cnn.com/2019/01/29/facebook-paying-users-to-install-app-to-collect-data-](https://www.cnn.com/2019/01/29/facebook-paying-users-to-install-app-to-collect-data-techcrunch.html)
[techcrunch.html](https://www.cnn.com/2019/01/29/facebook-paying-users-to-install-app-to-collect-data-techcrunch.html); Jay Peters, *Facebook will now pay you for your voice recordings*, The Verge
(Feb. 20, 2020), [https://www.theverge.com/2020/2/20/21145584/facebook-pay-record-voice-](https://www.theverge.com/2020/2/20/21145584/facebook-pay-record-voice-speech-recognition-viewpoints-pronunciations-app)
[speech-recognition-viewpoints-pronunciations-app](https://www.theverge.com/2020/2/20/21145584/facebook-pay-record-voice-speech-recognition-viewpoints-pronunciations-app).

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28



Notably, Google provides no explanation of what “third-party cookies” Google is referring to, or that Google may in fact be talking about itself, where Google had been intercepting the user’s communications in Incognito for years.

140. **Second**, after Plaintiffs filed the instant lawsuit, Google began testing a “Consent Mode (Beta)” for Google Analytics, where Websites for the first time will be required to indicate to Google whether the users agreed to be tracked by Google Analytics and Ad Manager, before “the associated [computer code] tags will function normally” for those products.⁴⁶

//
//
//
//
//
//
//

⁴⁶ <https://support.google.com/analytics/answer/9976101?hl=en>.

1
2
3
4
5
6
7
8
9
10
11
12
13
14

Analytics Help

[Help Center](#) [Community](#)

Data privacy and security > [Consent mode \(beta\)](#)

Consent mode (beta)

Consent mode (beta) allows you to adjust how your Google tags behave based on the consent status of your users. You can indicate whether consent has been granted for Analytics and Ads cookies. Google's tags will dynamically adapt, only utilizing cookies for the specified purposes when consent has been given by the user.

Products that support consent mode include:

- Google Ads*
- Floodlight
- Google Analytics

** includes Google Ads Conversion Tracking and Remarketing; support for Phone Call Conversions pending.*

Once consent mode is deployed, it will adjust the behavior of these types of pings:

- **Consent status pings:** Consent status pings are sent from each page the user visits where consent mode is implemented, as well as if the consent state changes (e.g., if the user opts in). These pings communicate the consent state (i.e. granted or denied) for each consent type (e.g. ad storage, analytics storage).
- **Conversion pings:** Conversion pings are sent to indicate that a conversion has occurred.
- **Google Analytics pings:** Google Analytics pings are sent on each page of a website where Google Analytics is implemented and upon events being logged.

When consent is granted, the associated tags will function normally.

15 141. Google's release of such functionalities for testing is proof that Google did not
16 previously implement sufficient user controls to ensure consent – by users or Websites – and comply
17 with the Consent Decree or privacy laws.

18 VII. Tolling of the Statute of Limitations

19 142. Any applicable statutes of limitations have been tolled under (1) the fraudulent
20 concealment doctrine, based on Google's knowing and active concealment and denial of the facts
21 alleged herein and (2) the delayed discovery doctrine, as Plaintiffs did not and could not reasonably
22 have discovered Google's conduct alleged herein until shortly before the Complaint was filed.

23 143. Throughout the Class Period, Google repeatedly and falsely represented that its users
24 (including Plaintiffs and Class members) could prevent Google from tracking users and collecting
25 their information, such as by using a browser in "private browsing mode."

26 144. Google never disclosed that it would continue to track users and collect their data
27 once these steps were performed, nor did Google ever admit that it would still attempt to collect,
28

1 aggregate, and analyze user data so that it can continue to track individual users even when the user
2 has followed Google’s instructions on how to browse privately.

3 145. Google also further misled users by indicating that data associated with them would
4 be viewable through their account, but Google did not include the user data at issue in this lawsuit
5 (collected while in a private browser mode) in user accounts. Google’s failure to do so during the
6 Class period is part of Google’s active deception and concealment.

7 146. Google has also made the following statements, which (1) misrepresent material
8 facts about Google’s interception and use of users’ data in Incognito and/or private browsing modes
9 and/or (2) omit to state material facts necessary to make the statements not misleading. Google
10 thereby took affirmative steps to mislead Plaintiffs and other users about the privacy of their data
11 when using private browsing modes like Incognito.

- 12 • On September 27, 2016, Google Director of Product Management Unni Narayana
13 published an article in which he wrote that Google was giving users “more control
14 with incognito mode” and stated “Your searches are your business. That’s why
15 we’ve added the ability to search privately with incognito mode in the Google app
16 for iOS. When you have incognito mode turned on in your settings, your search
17 and browsing history will not be saved.”⁴⁷
- 18 • On September 8, 2017, Google Product Manager Greg Fair posted an article titled
19 “Improving our privacy controls with a new Google Dashboard” in which he
20 touted how Google has “[p]owerful privacy controls that work for you” and
21 emphasizing how users had “control” over their information and tools “for
22 controlling your data across Google.”⁴⁸
- 23 • On May 25, 2018, Google updated its Privacy Policy to state that users are “in
24 control” and “can also choose to browse the web privately using Chrome in
25 Incognito mode.”⁴⁹

26 ⁴⁷ <https://blog.google/products/search/the-latest-updates-and-improvements-for/>.

27 ⁴⁸ [https://www.blog.google/topics/safety-security/improving-our-privacy-controls-new-google-](https://www.blog.google/topics/safety-security/improving-our-privacy-controls-new-google-dashboard/)
28 [dashboard/](https://www.blog.google/topics/safety-security/improving-our-privacy-controls-new-google-dashboard/).

⁴⁹ <https://policies.google.com/privacy/archive/20171218-20180525?hl=en-US>.

- 1 • On June 21, 2018, Google Product Manager Jon Hannemann posted an article
2 titled “More transparency and control in your Google Account” in which he
3 wrote: “For years, we’ve built and refined tools to help you easily understand,
4 protect and control your information. As needs around security and privacy
5 evolve, we will continue to improve these important tools to help you control how
6 Google works for you.”⁵⁰
- 7 • On May 7, 2019, the New York Times published an opinion piece by Google
8 CEO Sudar Pichai in which he represented that it is “vital for companies to give
9 people clear, individual choices around how their data is used” and that Google
10 focuses on “features that make privacy a reality — for everyone.” He specifically
11 referenced Incognito, stating: “For example, we recently brought Incognito
12 mode, the popular feature in Chrome that lets you browse the web without linking
13 any activity to you, to YouTube.” He continued: “To make privacy real, we give
14 you clear, meaningful choices around your data.”⁵¹
- 15 • On May 7, 2019, during Google’s annual I/O conference, Google CEO Sundar
16 Pichai represented that Google’s products are “built on a foundation of user trust
17 and privacy” and ensuring “that people have clear, meaningful choices around
18 their data.” He specifically referenced Incognito mode in Chrome, stating that
19 Google was bringing Incognito mode to Google Maps: “While in Incognito in
20 Maps, your activity, like the places you search and navigate to, won’t be linked to
21 your account.”⁵²
- 22 • On October 2, 2019, Google Director of Product Management, Privacy and Data
23 Protection Office Eric Miraglia published an article titled “Keeping privacy and
24 security simple, for you” in which he touted Google’s decision to add Incognito
25

26 ⁵⁰ <https://blog.google/technology/safety-security/more-transparency-and-control-your-google-account/>.

27 ⁵¹ <https://www.nytimes.com/2019/05/07/opinion/google-sundar-pichai-privacy.html>.

28 ⁵² <https://singjupost.com/sundar-pichai-at-google-i-o-2019-keynote-full-transcript/?singlepage=1>.

1 mode to Google Maps, stating: “When you turn on Incognito mode in Maps, your
2 Maps activity on that device, like the places you search for, won’t be saved to
3 your Google Account and won’t be used to personalize your Maps experience.”⁵³

- 4 • On December 19, 2019, Google Vice President of Product Privacy Rahul Roy-
5 Chowdhury published an article titled “Putting you in control: our work in privacy
6 this year” in which he noted that Google had “expanded incognito mode across all
7 our apps” as an example of Google’s “tools to give you control over your data.”⁵⁴
- 8 • On January 28, 2020, Google Vice President of Product Privacy Rahul Roy-
9 Chowdhury published an article titled “Data Privacy Day: seven ways we protect
10 your privacy” in which he identified Incognito mode as one of the ways Google
11 keeps “you in control of your privacy” and touted how “Incognito mode has been
12 one of our most popular privacy controls since it launched with Chrome in
13 2008.”⁵⁵
- 14 • On or about July 29, 2020, Google submitted written remarks to Congress for
15 testimony by its current CEO Sundar Pichai (who helped develop Google’s
16 Chrome browser), which stated: “I’ve always believed that privacy is a universal
17 right and should be available to everyone and Google is committed to keeping
18 your information safe, treating it responsibly and putting you in control of what
19 you choose to share.”⁵⁶

20 147. The above Google representations were false. Google did not provide users with
21 control and permit them to browse privately, and Google instead continued to intercept users’
22 communications and collect user data while users were in a private browsing mode such as
23 Incognito. These Google representations, at a minimum, omitted material facts that would be
24

25 ⁵³ <https://blog.google/technology/safety-security/keeping-privacy-and-security-simple-you/>.

26 ⁵⁴ <https://blog.google/technology/safety-security/putting-you-in-control-privacy-2019/>.

27 ⁵⁵ <https://blog.google/technology/safety-security/data-privacy-day-seven-ways-we-protect-your-privacy/>.

28 ⁵⁶ <https://docs.house.gov/meetings/JU/JU05/20200729/110883/HHRG-116-JU05-Wstate-PichaiS-20200729.pdf>.

1 necessary to make the statements made not misleading, as they left the false impression that Google
2 did not intercept and collect users' data while they were in private browsing mode.

3 148. Moreover, Google's labeling of the relevant products "Incognito" mode and
4 "private browsing" is, in and of itself, misleading absent clear disclosures about the ways in which
5 Google intercepts and uses users' private data. Indeed, "incognito" is defined as "with one's
6 identity concealed." Private is defined as "not known or intended to be known publicly: secret."
7 However, as alleged above, Google in fact intercepts users' private data and then associates that
8 data with the user's "Google profile" across its services—hardly "private" or "Incognito" at all.

9 149. Plaintiffs relied upon Google's false and misleading representations and omissions
10 that they controlled use of their data through private browsing modes such as Incognito and, based
11 on those misrepresentations, believed that Google was not intercepting and using their private data
12 when they were in such private browsing modes.

13 150. Plaintiffs did not discover and could not reasonably have discovered, that Google
14 was instead intercepting and using their data in the ways set forth in this Complaint until shortly
15 before the lawsuit was filed in consultation with counsel.

16 151. Indeed, even after this lawsuit was filed, Google made yet another misleading
17 public statement about its data interception and collection practices. Google spokesperson Jose
18 Castaneda was quoted in articles published in June 2020 stating: "Incognito mode in Chrome
19 gives you the choice to browse the internet without your activity being saved to your browser or
20 device. As we clearly state each time you open a new incognito tab, websites might be able to
21 collect information about your browsing activity during your session." Once again, Google left
22 the misleading impression that users' data was not being intercepted and collected without their
23 knowledge and omitted to disclose the ways in which Google actually intercepts and uses user data
24 in private browsing sessions.

25 152. Plaintiffs exercised reasonable diligence to protect their data from interception.
26 Indeed, that is precisely the reason *why* they used Google's "Incognito" and private browsing
27 modes. Yet they did not and could not reasonably have discovered their claims until consulting
28 with counsel shortly before the filing of this Complaint through the exercise of reasonable

1 diligence.

2 153. Accordingly, Plaintiffs and Class members could not have reasonably discovered
3 the truth about Google’s practices until shortly before this class litigation was commenced.
4 Plaintiffs only learned of the truth in the weeks leading up to the filing of this Complaint.

5 **VIII. Google Collected the Data for the Purpose of Committing Further Tortious and**
6 **Unlawful Acts**

7 154. Google collected the data from users in “private browsing mode” for the purpose of
8 committing additional tortious and unlawful acts. Google’s subsequent use of the data violated the
9 California Consumer Privacy Act (CCPA) and the FTC’s 2011 Consent Decree. Google also used
10 the data to tortiously invade consumers’ privacy and intrude on their seclusion.

11 155. *Google collected the data with the intent to violate the California Consumer*
12 *Privacy Act (CCPA).* The data collected from users in “private browsing mode” qualifies as
13 “personal information” that is protected by the CCPA. Cal. Civ. Code § 1798.140(o).

14 The CCPA provides:

15 “A business that collects a consumer’s personal information shall, at or
16 before the point of collection, inform consumers as to the categories of
17 personal information to be collected and the purposes for which the
18 categories of personal information shall be used. A business shall
not . . . use personal information collected for additional purposes without
providing the consumer with notice consistent with this section.”

19 Cal. Civ. Code § 1798.100(b) (emphasis added).

20 156. At the time Google collected data from users in “private browsing mode,” Google
21 intended to “use” that data “for additional purposes without providing the consumer with notice
22 consistent with this section.” Whenever Google uses the confidential communications wrongfully
23 collected, or aggregates it with other information to gain additional insight and intelligence, Google
24 has violated the express prohibitions of the CCPA.

25 157. Moreover, Google carried out its intent: As described elsewhere in this complaint,
26 Google made use of the data it collected from users in “private browsing mode,” for “additional
27 purposes.” The users had never been “informed” of those “additional purposes.” Google never
28 gave its users “notice consistent with” the CCPA’s requirements regarding these “additional

1 purposes” for which Google used the data collected from users in “private browsing mode.”

2 158. ***Google collected the data with the intent to violate the FTC’s 2011 Consent***
3 ***Decree.*** The FTC ordered Google to obtain “express affirmative consent” from each user, “prior to
4 any new or additional sharing” of a user’s information that is “a change from stated sharing practices
5 in effect at the time [Google] collected such information.”⁵⁷

6 159. At the time Google collected data from users in “private browsing mode,” Google
7 intended to share that data with third parties, in a manner that was very different from the “stated
8 sharing practices” Google had disclosed to users. Google intended to do this without obtaining
9 consent from the users.

10 160. Moreover, Google carried out its intent: Google shared and/or sold the data,
11 collected from users in “private browsing mode,” with third-parties including Google’s advertising
12 customers. That sharing and/or selling of data contradicted Google’s repeated assurances to users,
13 described herein. Google shared this data without obtaining consent.

14 161. ***Google collected the data with the intent to intrude upon users’ seclusion and***
15 ***invade their constitutional privacy.*** The California Constitution and common law protect
16 consumers from invasions of their privacy and intrusion upon seclusion.

17 162. Users of the Internet enable “private browsing mode” for the purpose of preventing
18 others—including others in their own household, with whom they share devices—from finding out
19 what the users are viewing on the Internet. For example, users’ Internet activity, while in “private
20 browsing mode,” may reveal: a user’s dating activity; a user’s sexual interests and/or orientation; a
21 user’s political or religious views; a user’s travel plans; a user’s private plans for the future (e.g.,
22 purchasing of an engagement ring). These are just a few of the many intentions, desires, plans, and
23 activities that users intend to keep private when they enable “private browsing mode.”

24 163. It is common knowledge that Google collects information about the web-browsing
25 activity of users who are not in “private browsing mode.” It is also common knowledge that Google
26

27 ⁵⁷ *In the Matter of Google, Inc.*, No. C-4336, Decision and Order Part II, p.3 (F.T.C. Oct. 13,
28 2011), available at <https://www.ftc.gov/enforcement/cases-proceedings/102-3136/google-inc-matter>.

1 causes targeted advertisements to be sent based on that information. For example, a reasonable
2 person who (a) uses a shared laptop computer to access a website (e.g., the L.A. Times) and who
3 (b) sees displayed on that website a targeted advertisement for a wedding engagement ring; would
4 therefore (c) believe that some other user of the shared computer had, while not in “private browsing
5 mode,” viewed content relating to engagement rings.

6 164. By causing targeted advertisements to be sent to users and to users’ devices, based
7 on data collected while users were in “private browsing mode,” Google has caused that data to be
8 revealed to others and has thereby invaded the privacy and intruded upon the seclusion, of the users
9 whose data was collected while in “private browsing mode.”

10 165. Google had the intent to send these targeted advertisements at the time that Google
11 was collecting data from users who were in “private browsing mode.”

12 **FACTUAL ALLEGATIONS REGARDING THE NAMED PLAINTIFFS**

13 166. Plaintiff Brown is an adult domiciled in California and has an active Google account
14 and had an active account during the entire Class Period.

15 167. He accessed the internet and sent and received communications with Websites on
16 several computing devices that were not shared devices.

17 168. Since at least 2016, Mr. Brown has been a user of various Google products, including
18 Google Maps, Waze, Gmail, and the Chrome browser. At various times since 2016, including
19 between February 28 and May 31, 2020, Mr. Brown visited several major websites using Chrome,
20 in Incognito mode, on his Android devices, which included Android mobile phones and laptops.
21 These websites included but are not limited to Apartments.com, CNN.com, and *latimes.com*, and
22 other private websites. Although Mr. Brown did not know at that time, Plaintiffs are informed and
23 believe now that Google was still tracking Mr. Brown, via various Android and Google-branded
24 software and services, in addition to the X-client-Data Header.

25 169. Google thereby tracked Mr. Brown and intercepted his communications with
26 Websites. Many of these requests were URL requests that revealed what he viewed and when.

27 170. Mr. Brown is aware that he is able to sell his own personal data, via other websites
28

1 such as Killi (<https://killi.io/earn/>). Unlike these other websites that ask for Mr. Brown's permission
2 to sell his data in exchange for consideration, Google never asked for his permission and instead
3 impermissibly intercepts his communications with Websites, and sells information gleaned from
4 such communications. Google's practices irreparably damage Mr. Brown's privacy and his ability
5 to control his own personal rights and data.

6 171. Plaintiff Byatt is an adult domiciled in Florida and has an active Google account and
7 had an active account during the entire proposed Class Period.

8 172. He accessed the internet and sent and received communications with Websites on
9 several computing devices that were not shared devices.

10 173. Since at least 2016, Mr. Byatt has been a user of various Google products, including
11 Google Maps, Waze, Gmail, and the Chrome browser. At various times since 2016, including
12 between February 28 and May 31, 2020, Mr. Byatt visited several major websites using Chrome, in
13 Incognito mode, on his Android and Apple devices, which included Android mobile phones. These
14 Websites included, *The New York Times* (nytimes.com) and *The Washington Post*
15 (Washingtonpost.com), and other private websites, and Google is in possession of a full record of
16 these Websites. Although Mr. Byatt did not know at that time, Plaintiffs are informed and believe
17 now that Google was still tracking Mr. Byatt, via various Android and Google-branded software
18 and services, in addition to the X-client-Data Header.

19 174. Google thereby tracked Mr. Byatt and intercepted his communications with
20 Websites. Many of these requests were URL requests that revealed what he viewed and when.

21 175. Mr. Byatt is aware that he is able to sell his own personal data, via other websites
22 such as Killi (<https://killi.io/earn/>). Unlike these other websites that ask for Mr. Byatt's permission
23 to sell his data in exchange for consideration, Google never asked for his permission and instead
24 impermissibly intercepts his communications with Websites, and sells information gleaned from
25 such communications. Google's practices irreparably damage Mr. Byatt's privacy and his ability
26 to control his own personal rights and data.

27 176. Plaintiff Davis is an adult domiciled in Arkansas and has an active Google account
28 and had an active account during the entire proposed Class Period.

1 177. He accessed the internet and sent and received communications with Websites on
2 several computing devices that were not shared devices.

3 178. Since at least 2016, Mr. Davis has been a user of various Google products, including
4 Google Maps, Gmail, and the Chrome browser. At various times since 2016, including between
5 February 28 and May 31, 2020, Mr. Davis visited several major websites using Chrome, in
6 Incognito mode, on his laptops and Apple device, which included his Apple iPhone. These
7 Websites included various news organizations' sites, crypto-currency sites, and other private
8 websites, and Google is in possession of a full record of these Websites. Although Mr. Davis did
9 not know at the that time, Plaintiffs are informed and believe now that Google was still tracking
10 Mr. Davis, via various Google-branded software and services, in addition to the X-client-Data
11 Header.

12 179. Google thereby tracked Mr. Davis and intercepted his communications with
13 Websites. Many of these requests were URL requests that revealed what he viewed and when.

14 180. Mr. Davis is aware that he is able to sell his own personal data, via other websites
15 such as Killi (<https://killi.io/earn/>). Unlike these other websites that ask for Mr. Davis' permission
16 to sell his data in exchange for consideration, Google never asked for his permission and instead
17 impermissibly intercepts his communications with Websites, and sells information gleaned from
18 such communications. Google's practices irreparably damage Mr. Davis' privacy and his ability to
19 control his own personal rights and data.

20 181. Plaintiff Castillo is an adult domiciled in California and has an active Google account
21 and had an active account during the entire proposed Class Period.

22 182. He accessed the internet and sent and received communications with Websites on
23 several computing devices that were not shared devices.

24 183. Since at least 2016, Mr. Castillo has been a user of various Google products,
25 including Google Maps, Gmail, and the Chrome browser. At various times since 2016, including
26 between February 28 and May 31, 2020, Mr. Castillo visited several major websites using Chrome,
27 in Incognito mode, on his laptop and Android device, which included his Android-based Samsung
28 phone. These Websites included dating websites and other private websites, and Google is in

1 possession of a full record of these Websites. Although Mr. Castillo did not know at that time,
2 Plaintiffs are informed and believe now that Google was still tracking Mr. Castillo, via various
3 Android and Google-branded software and services, in addition to the X-client-Data Header.

4 184. Google thereby tracked Mr. Castillo and intercepted his communications with
5 Websites. Many of these requests were URL requests that revealed what he viewed and when.

6 185. Mr. Castillo is aware that he is able to sell his own personal data, via other websites
7 such as Killi (<https://killi.io/earn/>). Unlike these other websites that ask for Mr. Castillo's
8 permission to sell his data in exchange for consideration, Google never asked for his permission
9 and instead impermissibly intercepts his communications with Websites, and sells information
10 gleaned from such communications. Google's practices irreparably damage Mr. Castillo's privacy
11 and his ability to control his own personal rights and data.

12 186. Plaintiff Trujillo is an adult domiciled in California and has an active Google account
13 and had an active account during the entire Class Period.

14 187. She accessed the internet and sent and received communications with Websites on
15 several computing devices that were not shared devices.

16 188. Since at least 2016, Ms. Trujillo has been a user of various Google products,
17 including Google Maps, Gmail, and the Chrome browser. At various times since 2016, including
18 between February 28 and May 31, 2020, Ms. Trujillo visited several major websites using Chrome,
19 in Incognito mode, on her laptop, Windows-based PC, and Apple devices, which included her Apple
20 iPhones. These websites included various travel websites (including multiple airlines and hotels),
21 as well as other private websites, and Google is in possession of a full record of these Websites.
22 Although Ms. Trujillo did not know at the time, Plaintiffs are informed and believe now that Google
23 was still tracking Ms. Trujillo, via various Google-branded software and services, in addition to the
24 X-client-Data Header.

25 189. Google thereby tracked Ms. Trujillo and intercepted her communications with
26 Websites. Many of these requests were URL requests that revealed what she viewed and when.

27 190. Ms. Trujillo is aware that she is able to sell her own personal data, via other websites
28 such as Killi (<https://killi.io/earn/>). Unlike these other websites that ask for Ms. Trujillo's

1 permission to sell her data in exchange for consideration, Google never asked for her permission
2 and instead impermissibly intercepts her communications with Websites, and sells information
3 gleaned from such communications. Google’s practices irreparably damage Ms. Trujillo’s privacy
4 and her ability to control her own personal rights and data.

5 191. None of these Plaintiffs consented to the tracking and interception of their
6 confidential communications made while browsing in “private browsing mode.”

7 **CLASS ACTION ALLEGATIONS**

8 192. This is a class action pursuant to Rules 23(a) and (b)(3) of the Federal Rules of Civil
9 Procedure on behalf of the following Classes:

- 10 • Class 1 – All Android device owners who accessed a non-Google
11 website containing Google Analytics or Ad Manager using such a
12 device and who were (a) in “private browsing mode” on that
13 device’s browser and (b) were not logged into their Google
14 account on that device’s browser, but whose communications,
15 including identifying information and online browsing history,
16 Google nevertheless intercepted, received, or collected from June
17 1, 2016 through the present (the “Class Period”).
- 18 • Class 2 – All individuals with a Google account who accessed a
19 non-Google website containing Google Analytics or Ad Manager
20 using any non-Android device and who were (a) in “private
21 browsing mode” on that device’s browser, and (b) were not logged
22 into their Google account on that device’s browser, but whose
23 communications, including identifying information and online
24 browsing history, Google nevertheless intercepted, received, or
25 collected from June 1, 2016 through the present (the “Class
26 Period”).

27 193. Excluded from the Classes are: (1) the Court (including any Judge or Magistrate
28 presiding over this action and any members of their families); (2) Defendant, its subsidiaries,
parents, predecessors, successors and assigns, including any entity in which any of them have a
controlling interest and its officers, directors, employees, affiliates, legal representatives;
(3) persons who properly execute and file a timely request for exclusion from the Class; (4) persons
whose claims in this matter have been finally adjudicated on the merits or otherwise released;

1 (5) Plaintiffs’ counsel, Class counsel and Defendant’s counsel; and (6) the legal representatives,
2 successors, and assigns of any such excluded persons.

3 194. **Ascertainability:** Membership of the Classes is defined based on objective criteria
4 and individual members will be identifiable from Google’s records, including from Google’s
5 massive data storage, consumer accounts, and enterprise services. Based on information readily
6 accessible to it, Google can identify members of the Classes who own an Android device or have a
7 non-Android device with an associated Google account, who were victims of Google’s
8 impermissible interception, receipt, or tracking of communications as alleged herein.

9 195. **Numerosity:** Each of the Classes likely consists of millions of individuals.
10 Accordingly, members of the Classes are so numerous that joinder of all members is impracticable.
11 Class members may be identified from Defendant’s records, including from Google’s consumer
12 accounts and enterprise services.

13 196. **Predominant Common Questions:** Common questions of law and fact exist as to
14 all members of the Classes and predominate over any questions affecting solely individual members
15 of the Classes. Common questions for the Classes include, but are not limited to, the following:

- 16 a. Whether Google represented that Class Members could control what
17 communications of user information, browsing history and web activity data
18 were intercepted, received, or collected by Google;
- 19 b. Whether Google gave the Class members a reasonable expectation of privacy
20 that their communications of user information, browsing history and web
21 activity data were not being intercepted, received, or collected by Google
22 when the Class member was using a browser while in “private browsing
23 mode”;
- 24 c. Whether Google in fact intercepted, received, or collected communications of
25 user information, browsing history and web activity from Class members
26 when the Class members were using a browser while in “private browsing
27 mode”;
- 28 d. Whether Google’s practice of intercepting, receiving, or collecting

1 communications of user information, browsing history and web activity
2 violated state and federal privacy laws;

3 e. Whether Google’s practice of intercepting, receiving, or collecting
4 communications of user information, browsing history and web activity
5 violated state and federal anti-wiretapping laws;

6 f. Whether Google’s practice of intercepting, receiving, or collecting
7 communications of user information, browsing history and web activity
8 violated any other state and federal tort laws;

9 g. Whether Plaintiffs and Class members are entitled to declaratory and/or
10 injunctive relief to enjoin the unlawful conduct alleged herein; and

11 h. Whether Plaintiffs and Class members have sustained damages as a result of
12 Google’s conduct and if so, what is the appropriate measure of damages or
13 restitution.

14 197. **Typicality:** Plaintiffs’ claims are typical of the claims of other Class members, as all
15 members of the Classes were uniformly affected by Google’s wrongful conduct in violation of
16 federal and state law as complained of herein.

17 198. **Adequacy of Representation:** Plaintiffs will fairly and adequately protect the interests
18 of the members of the Classes and have retained counsel that is competent and experienced in class
19 action litigation, including nationwide class actions and privacy violations. Plaintiffs and their counsel
20 have no interest that is in conflict with, or otherwise antagonistic to the interests of the other Class
21 members. Plaintiffs and their counsel are committed to vigorously prosecuting this action on behalf
22 of the members of the Classes, and they have the resources to do so.

23 199. **Superiority:** A class action is superior to all other available methods for the fair and
24 efficient adjudication of this controversy since joinder of all members is impracticable. This proposed
25 class action presents fewer management difficulties than individual litigation and provides the benefits
26 of a single adjudication, economies of scale and comprehensive supervision by a single, able court.
27 Furthermore, as the damages individual Class members have suffered may be relatively small, the
28 expense and burden of individual litigation make it impossible for members of the Class to individually

1 Act of 1986, prohibits the intentional interception of the contents any wire, oral, or electronic
2 communication through the use of a device. 18 U.S.C. § 2511.

3 204. The Wiretap Act protects both the sending and receipt of communications.

4 205. 18 U.S.C. § 2520(a) provides a private right of action to any person whose wire, oral
5 or electronic communication is intercepted.

6 206. Google’s actions in intercepting and tracking user communications while they were
7 browsing the internet using a browser while in “private browsing mode” was intentional. On
8 information and belief, Google is aware that it is intercepting communications in these
9 circumstances and has taken no remedial action.

10 207. Google’s interception of internet communications that the Plaintiffs and Class
11 members were sending and receiving while browsing the internet using a browser while in “private
12 browsing mode” was done contemporaneously with the Plaintiffs’ and Class members’ sending and
13 receipt of those communications.

14 208. The communications intercepted by Google included “contents” of electronic
15 communications made from the Plaintiffs and Class members to Websites other than Google in the
16 form of detailed URL requests, webpage browsing histories and search queries which Plaintiffs sent
17 to those websites and for which Plaintiffs received communications in return from those websites.

18 209. The transmission of data between Plaintiffs and Class members on the one hand and
19 the websites on which Google tracked and intercepted their communications on the other, without
20 authorization while they were in “private browsing mode” were “transfer[s] of signs, signals,
21 writing, . . . data, [and] intelligence of [some] nature transmitted in whole or in part by a wire, radio,
22 electromagnetic, photoelectronic, or photooptical system that affects interstate commerce[,]” and
23 were therefore “electronic communications” within the meaning of 18 U.S.C. § 2510(12).

24 210. The following constitute “devices” within the meaning of 18 U.S.C. § 2510(5):

25 a. The computer codes and programs Google used to track the Plaintiffs’ and
26 Class members’ communications while they were in “private browsing
27 mode”;

28 b. The Plaintiffs’ and Class members’ browsers and mobile applications;

- 1 c. The Plaintiffs’ and Class members’ computing and mobile devices;
- 2 d. Google’s web and ad servers;
- 3 e. The web and ad-servers of websites from which Google tracked and
- 4 intercepted the Plaintiffs’ and Class members’ communications while they
- 5 were using a web browser in “private browsing mode”;
- 6 f. The computer codes and programs used by Google to effectuate its
- 7 tracking and interception of the Plaintiffs’ and Class members’
- 8 communications while using a web browser while in “private browsing
- 9 mode”; and
- 10 g. The plan Google carried out to effectuate its tracking and interception of
- 11 the Plaintiffs’ and Class members’ communications while using a web
- 12 browser while in “private browsing mode.”

13 211. Google, in its conduct alleged here, was not providing an “electronic
14 communication service,” as that term is defined in 18 U.S.C. § 2510(12) and is used elsewhere
15 in the Wiretap Act. Google was not acting as an Internet Service Provider (ISP). The conduct
16 alleged here does not arise from Google’s separate Gmail business of email communications
17 or Google’s separate GChat business of instant messages.

18 212. Google was not an authorized party to the communication because the Plaintiffs and
19 Class members were unaware of Google’s redirecting of the referer URLs and webpage browsing
20 histories to Google itself, did not knowingly send any communication to Google, were browsing the
21 internet using a browser while in “private browsing mode,” when Google intercepted the
22 communications between the Plaintiffs and websites other than Google. Google could not
23 manufacture its own status as a party to the Plaintiffs’ and Class members’ communications with
24 others by surreptitiously redirecting or intercepting those communications.

25 213. As illustrated herein, the communications between the Plaintiffs and Class members
26 on the one hand, and websites on the other, were simultaneous to, but *separate* from, the channel
27 through which Google acquired the contents of those communications.

28

1 214. The Plaintiffs and Class members did not consent to Google’s continued gathering
2 of the user’s communications after enabling “private browsing mode on their web browser,” and
3 thus never consented to Google’s interception of their communications. Indeed, Google represented
4 to Plaintiffs, Class members and the public at large that users could “control . . . what information
5 [they] share with Google” and “browse the web privately” by browsing in “private browsing mode.”
6 Moreover, the communications intercepted by Google were plainly confidential, which is evidenced
7 by the fact that Plaintiffs and Class members enabled “private browsing mode” in a manner
8 consistent with Google’s own recommendations to prevent sharing of information with Google prior
9 to accessing or communicating with the referer URLs and webpage browsing histories.

10 215. Websites never consented to Google’s gathering of the user’s communications after
11 enabling private browsing mode on their web browser. The interception by Google in the
12 aforementioned circumstances were unlawful and tortious.

13 216. After intercepting the communications, Google then used the contents of the
14 communications knowing or having reason to know that such information was obtained through the
15 interception of electronic communications in violation of 18 U.S.C. § 2511(1)(a).

16 217. As a result of the above actions and pursuant to 18 U.S.C. § 2520, the Court may
17 assess statutory damages to Plaintiffs and Class members; injunctive and declaratory relief; punitive
18 damages in an amount to be determined by a jury, but sufficient to prevent the same or similar
19 conduct by Google in the future, and a reasonable attorney’s fee and other litigation costs reasonably
20 incurred.

21 **COUNT TWO: VIOLATION OF THE CALIFORNIA INVASION OF PRIVACY ACT**
22 **(“CIPA”), CALIFORNIA PENAL CODE §§ 631 AND 632**

23 218. Plaintiffs hereby incorporate Paragraphs 1 through 201 as if fully stated herein.

24 219. The California Invasion of Privacy Act (“CIPA”) is codified at Cal. Penal Code §§
25 630 to 638. The Act begins with its statement of purpose:

26 The Legislature hereby declares that advances in science and
27 technology have led to the development of new devices and
28 techniques for the purpose of eavesdropping upon private
 communications and that the invasion of privacy resulting from the

1 continual and increasing use of such devices and techniques has
2 created a serious threat to the free exercise of personal liberties and
cannot be tolerated in a free and civilized society.

3 Cal. Penal Code § 630.

4 220. California Penal Code § 631(a) provides, in pertinent part:

5 Any person who, by means of any machine, instrument, or
6 contrivance, or in any other manner . . . willfully and without the
7 consent of all parties to the communication, or in any unauthorized
8 manner, reads, or attempts to read, or to learn the contents or meaning
9 of any message, report, or communication while the same is in transit
10 or passing over any wire, line, or cable, or is being sent from, or
11 received at any place within this state; or who uses, or attempts to
12 use, in any manner, or for any purpose, or to communicate in any
way, any information so obtained, or who aids, agrees with, employs,
or conspires with any person or persons to lawfully do, or permit, or
cause to be done any of the acts or things mentioned above in this
section, is punishable by a fine not exceeding two thousand five
hundred dollars

13 221. California Penal Code § 632(a) provides, in pertinent part:

14 A person who, intentionally and without the consent of all parties to a
15 confidential communication, uses an electronic amplifying or
16 recording device to eavesdrop upon or record the confidential
17 communication, whether the communication is carried on among the
18 parties in the presence of one another or by means of a telegraph,
telephone, or other device, except a radio, shall be punished by a fine
not exceeding two thousand five hundred dollars

19 222. Under either section of the CIPA, a defendant must show it had the consent of all
20 parties to a communication.

21 223. Google has its principal place of business in California; designed, contrived and
22 effectuated its scheme to track its users while they were browsing the internet from a browser while
23 in “private browsing mode”; and has adopted California substantive law to govern its relationship
24 with its users.

25 224. At all relevant times, Google’s tracking and interceptions of the Plaintiffs’ and Class
26 members’ internet communications while using a browser in “private browsing mode” was without
27 authorization and consent from the Plaintiffs (and Class members) or Websites. The interception
28 by Google in the aforementioned circumstances were unlawful and tortious.

1 225. Google’s non-consensual tracking of the Plaintiffs’ and Class members’ internet
2 communications who were on their web browser or using a browser in “private browsing mode”
3 was designed to attempt to learn at least some meaning of the content in the URLs.

4 226. The following items constitute “machine[s], instrument[s], or contrivance[s]” under
5 the CIPA, and even if they do not, Google’s deliberate and admittedly purposeful scheme that
6 facilitated its interceptions falls under the broad statutory catch-all category of “any other manner”:

- 7 a. The computer codes and programs Google used to track the Plaintiffs’ and
8 Class members’ communications while they were in “private browsing
9 mode”;
- 10 b. The Plaintiffs’ and Class members’ browsers and mobile applications;
- 11 c. The Plaintiffs’ and Class members’ computing and mobile devices;
- 12 d. Google’s web and ad servers;
- 13 e. The web and ad-servers of websites from which Google tracked and
14 intercepted the Plaintiffs’ and Class members’ communications while they
15 were using a web browser in “private browsing mode”;
- 16 f. The computer codes and programs used by Google to effectuate its
17 tracking and interception of the Plaintiffs’ and Class members’
18 communications while using a web browser in “private browsing mode”;
19 and
- 20 g. The plan Google carried out to effectuate its tracking and interception of
21 the Plaintiffs’ and Class members’ communications while using a browser
22 in “private browsing mode.”

23 227. The data collected by Google constituted “confidential communications,” as that
24 term is used in Section 632, because Plaintiffs and Class members had objectively reasonable
25 expectations of privacy while browsing in “private browser mode.”

26 228. Plaintiffs and Class members have suffered loss by reason of these violations,
27 including, but not limited to, violation of their rights to privacy and loss of value in their personally-
28 identifiable information.

1 229. Pursuant to California Penal Code § 637.2, Plaintiffs and Class members have been
2 injured by the violations of California Penal Code §§ 631 and 632, and each seek damages for the
3 greater of \$5,000 or three times the amount of actual damages, as well as injunctive relief.

4 **COUNT THREE: VIOLATIONS OF THE COMPREHENSIVE COMPUTER DATA**
5 **ACCESS AND FRAUD ACT (“CDAFA”), CAL. PENAL CODE § 502 *ET SEQ.***

6 230. Plaintiffs hereby incorporate Paragraphs 1 through 201 as if fully stated herein.

7 231. Cal. Penal Code § 502 provides: “For purposes of bringing a civil or a criminal action
8 under this section, a person who causes, by any means, the access of a computer, computer system,
9 or computer network in one jurisdiction from another jurisdiction is deemed to have personally
10 accessed the computer, computer system, or computer network in each jurisdiction.” Smart phone
11 devices with the capability of using web browsers are “computers” within the meaning of the statute.

12 232. Google violated Cal. Penal Code § 502(c)(2) by knowingly accessing and without
13 permission taking, copying, analyzing, and using Plaintiffs’ and Class members’ data.

14 233. Despite Google’s false representations to the contrary, Google effectively charged
15 Plaintiffs, Class Members, and other consumers and Google was unjustly enriched, by acquiring
16 their sensitive and valuable personal information without permission and using it for Google’s own
17 financial benefit to advance its advertising business. Plaintiffs and Class members retain a stake in
18 the profits Google earned from their personal browsing histories and other data because, under the
19 circumstances, it is unjust for Google to retain those profits

20 234. Google accessed, copied, took, analyzed, and used data from Plaintiffs’ and Class
21 members’ computers in and from the State of California, where Google: (1) has its principal place
22 of business; and (2) used servers that provided communication links between Plaintiffs’ and Class
23 members’ computers and Google, which allowed Google to access and obtain Plaintiffs’ and Class
24 members’ data. Accordingly, Google caused the access of Plaintiffs’ and Class members’
25 computers from California, and is therefore deemed to have accessed Plaintiffs’ and Class
26 members’ computers in California.

27 235. As a direct and proximate result of Google’s unlawful conduct within the meaning
28 of Cal. Penal Code § 502, Google has caused loss to Plaintiffs and Class members and has been

1 unjustly enriched in an amount to be proven at trial.

2 236. Plaintiffs, on behalf of themselves and Class members, seek compensatory damages
3 and/or disgorgement in an amount to be proven at trial, and declarative, injunctive, or other
4 equitable relief.

5 237. Plaintiffs and Class members are entitled to punitive or exemplary damages pursuant
6 to Cal. Penal Code § 502(e)(4) because Google’s violations were willful and, upon information and
7 belief, Google is guilty of oppression, fraud, or malice as defined in Cal. Civil Code § 3294.

8 238. Plaintiffs and the Class members are also entitled to recover their reasonable
9 attorneys’ fees pursuant to Cal. Penal Code § 502(e).

10 **COUNT FOUR: INVASION OF PRIVACY**

11 239. Plaintiffs hereby incorporate Paragraphs 1 through 201 as if fully stated herein.

12 240. The right to privacy in California’s constitution creates a right of action against
13 private entities such as Google.

14 241. Plaintiffs’ and Class members’ expectation of privacy is deeply enshrined in
15 California’s Constitution. Article I, section 1 of the California Constitution provides: “All people
16 are by nature free and independent and have inalienable rights. Among these are enjoying and
17 defending life and liberty, acquiring, possessing, and protecting property and pursuing and
18 obtaining safety, happiness, *and privacy*.” The phrase “*and privacy*” was added by the “Privacy
19 Initiative” adopted by California voters in 1972.

20 242. The phrase “and privacy” was added in 1972 after voters approved a proposed
21 legislative constitutional amendment designated as Proposition 11. Critically, the argument in favor
22 of Proposition 11 reveals that the legislative intent was to curb businesses’ control over the
23 unauthorized collection and use of consumers’ personal information, stating:

24
25 The right of privacy is the right to be left alone...It prevents
26 government and business interests from collecting and stockpiling
27 unnecessary information about us and from misusing information
28 gathered for one purpose in order to serve other purposes or to
embarrass us. Fundamental to our privacy is the ability to control
circulation of personal information. This is essential to social

relationships and personal freedom.⁵⁸

1
2 243. The principal purpose of this constitutional right was to protect against unnecessary
3 information gathering, use, and dissemination by public and private entities, including Google.

4 244. To plead a California constitutional privacy claim, a plaintiff must show an invasion
5 of (1) a legally protected privacy interest; (2) where the plaintiff had a reasonable expectation of
6 privacy in the circumstances; and (3) conduct by the defendant constituting a serious invasion of
7 privacy.

8 245. As described herein, Google has intruded upon the following legally protected
9 privacy interests:

- 10 a. The Federal Wiretap Act as alleged herein;
11 b. The California Wiretap Act as alleged herein;
12 c. A Fourth Amendment right to privacy contained on personal computing
13 devices, including web-browsing history, as explained by the United States
14 Supreme Court in the unanimous decision of *Riley v. California*;
15 d. The California Constitution, which guarantees Californians the right to
16 privacy;
17 e. Google’s Privacy Policy and policies referenced therein and other public
18 promises it made not to track or intercept the Plaintiffs’ and Class members’
19 communications or access their computing devices and web-browsers
20 while browsing in “private browsing mode.”

21 246. Plaintiffs and Class members had a reasonable expectation of privacy under the
22 circumstances in that Plaintiffs and Class members could not reasonably expect Google would
23 commit acts in violation of federal and state civil and criminal laws; and Google affirmatively
24 promised users (including Plaintiffs and Class members) it would not track their communications
25 or access their computing devices or web-browsers while they were using a web browser while in
26 “private browsing mode.”

27
28 ⁵⁸ BALLOT PAMP., PROPOSED STATS. & AMENDS. TO CAL. CONST. WITH ARGUMENTS TO VOTERS,
GEN. ELECTION *26 (Nov. 7, 1972).

1 247. Google's actions constituted a serious invasion of privacy in that it:

- 2 a. Invaded a zone of privacy protected by the Fourth Amendment, namely the
3 right to privacy in data contained on personal computing devices, including
4 web search and browsing histories;
- 5 b. Violated several federal criminal laws, including the Wiretap Act;
- 6 c. Violated dozens of state criminal laws on wiretapping and invasion of
7 privacy, including the California Invasion of Privacy Act;
- 8 d. Invaded the privacy rights of hundreds of millions of Americans (including
9 Plaintiffs and class members) without their consent;
- 10 e. Constituted the unauthorized taking of valuable information from hundreds
11 of millions of Americans through deceit; and
- 12 f. Further violated Plaintiffs' and Class members' reasonable expectation of
13 privacy via Google's review, analysis, and subsequent uses of Plaintiffs'
14 and Class members' private and other browsing activity that Plaintiffs and
15 Class members considered sensitive and confidential.

16 248. Committing criminal acts against hundreds of millions of Americans constitutes an
17 egregious breach of social norms that is highly offensive.

18 249. The surreptitious and unauthorized tracking of the internet communications of
19 millions of Americans, particularly where, as here, they have taken active (and recommended)
20 measures to ensure their privacy, constitutes an egregious breach of social norms that is highly
21 offensive.

22 250. Google's intentional intrusion into Plaintiffs' and Class members' internet
23 communications and their computing devices and web-browsers was highly offensive to a
24 reasonable person in that Google violated federal and state criminal and civil laws designed to
25 protect individual privacy and against theft.

26 251. The taking of personally-identifiable information from hundreds of millions of
27 Americans through deceit is highly offensive behavior.

28 252. Secret monitoring of web private browsing is highly offensive behavior.

1 Americans through deceit is highly offensive behavior, particularly where, as here, Plaintiffs and
2 Class members took active (and recommended) measures to ensure their privacy.

3 263. Secret monitoring of web private browsing is highly offensive behavior.

4 264. Wiretapping and surreptitious recording of communications is highly offensive
5 behavior.

6 265. Public polling on internet tracking has consistently revealed that the overwhelming
7 majority of Americans believe it is important or very important to be “in control of who can get
8 information” about them; to not be tracked without their consent; and to be in “control[] of what
9 information is collected about [them].” The desire to control one’s information is only heightened
10 while a person is browsing the internet in “private browsing mode.”

11 266. Plaintiffs and the Class members have been damaged by Google’s invasion of
12 their privacy and are entitled to reasonable compensation including but not limited to disgorgement
13 of profits related to the unlawful internet tracking.

14 **COUNT SIX: BREACH OF CONTRACT**

15 267. Plaintiffs hereby incorporate Paragraphs 1 through 201 as if fully stated herein.

16 268. Google’s relationship with its users is governed by the Google Terms of Service,
17 the Google Chrome and Chrome OS Additional Terms of Service, and the Chrome Privacy Notice,
18 which incorporate and/or should be construed consistent with the Privacy Policy, the “Search &
19 Browse Privately” page, and the Incognito Screen.

20 269. The Chrome Privacy Notice promises Plaintiffs and Class members that Google
21 does not collect or use private browsing communications, including by explaining that “[y]ou can
22 limit the information Chrome stores on your system by using incognito mode” and that, within
23 Incognito mode, “Chrome won’t store certain information, such as: Basic browsing history
24 information like URLs, cached paged text, or IP addresses of pages linked from the websites you
25 visit [and] Snapshots of pages that you visit.”

26 270. Google breached these promises.

27 271. The Privacy Policy, the Incognito Screen, and the “Search & Browse Privately”
28

1 page similarly promise that users can control Google’s collection and use of their browsing data,
2 including by enabling a private browsing mode such as Incognito mode, and that Google would
3 not collect and use private browsing data.

4 272. Google breached these promises.

5 273. Plaintiffs and Class members fulfilled their obligations under the relevant contracts
6 and are not in breach of any.

7 274. As a result of Google’s breach(es), Google was able to obtain the personal property
8 of Plaintiffs and Class members and earn unjust profits.

9 275. Plaintiffs and Class Members also did not receive the benefit of the bargain for
10 which they contracted and for which they paid valuable consideration in the form of the personal
11 information they agreed to share, which has ascertainable value to be proven at trial.

12 276. Plaintiffs, on behalf of themselves and Class members, seek compensatory damages,
13 consequential damages, and/or non-restitutionary disgorgement in an amount to be proven at trial,
14 and declarative, injunctive, or other equitable relief.

15 **COUNT SEVEN: CA UNFAIR COMPETITION LAW (“UCL”), CAL. BUS. & PROF.**
16 **CODE § 17200 ET SEQ.**

17 277. Plaintiffs hereby incorporate Paragraphs 1 through 201 as if fully stated herein.

18 278. The UCL prohibits any “unlawful, unfair, or fraudulent business act or practice and
19 unfair, deceptive, untrue or misleading advertising.” Cal. Bus. & Prof. Code § 17200 (UCL). By
20 engaging in the practices aforementioned, Google has violated the UCL.

21 279. Google’s “unlawful” acts and practices include its violation of the Federal Wiretap
22 Act, 18 U.S.C. § 2510, *et seq.*; the California Invasion of Privacy Act, Cal. Penal Code §§ 631 and
23 632; the California Computer Data Access and Fraud Act, Cal. Penal Code § 502, *et seq.*; Invasion
24 of Privacy; Intrusion Upon Seclusion; Breach of Contract; and California Business & Professions
25 Code § 22576.

26 280. Google’s conduct violated the spirit and letter of these laws, which protect property,
27 economic and privacy interests and prohibit unauthorized disclosure and collection of private
28 communications and personal information.

1 281. Google’s “unfair” acts and practices include its violation of property, economic and
2 privacy interests protected by the statutes identified in paragraph 279. To establish liability under
3 the unfair prong, Plaintiffs and Class members need not establish that these statutes were actually
4 violated, although the claims pleaded herein do so.

5 282. Plaintiffs and Class members have suffered injury-in-fact, including the loss of
6 money and/or property as a result of Google’s unfair and/or unlawful practices, to wit, the
7 unauthorized disclosure and taking of their personal information which has value as demonstrated
8 by its use and sale by Google. Plaintiffs and Class members have suffered harm in the form of
9 diminution of the value of their private and personally identifiable data and content.

10 283. Google’s actions caused damage to and loss of Plaintiffs’ and Class members’
11 property right to control the dissemination and use of their personal information and
12 communications.

13 284. Google reaped unjust profits and revenues in violation of the UCL. This includes
14 Google’s profits and revenues from their targeted-advertising and improvements of Google’s other
15 products. Plaintiffs and the Class seek restitution and disgorgement of these unjust profits and
16 revenues.

17 **PRAYER FOR RELIEF**

18 WHEREFORE, Plaintiffs respectfully request that this Court:

19 A. Certify this action is a class action pursuant to Rule 23 of the Federal Rules of Civil
20 Procedure;

21 B. Appoint Plaintiffs to represent the Classes;

22 C. Appoint undersigned counsel to represent the Classes;

23 D. Award compensatory damages, including statutory damages where available, to
24 Plaintiffs and the Class members against Defendant for all damages sustained as a result of
25 Defendant’s wrongdoing, in an amount to be proven at trial, including interest thereon;

26 E. Award nominal damages to Plaintiffs and the Class members against Defendant;

27 F. Non-restitutionary disgorgement of all of Defendant’s profits that were derived, in
28 whole or in part, from Google’s interception and subsequent use of Plaintiffs’ communications;

1 G. Ordering Defendant to disgorge revenues and profits wrongfully obtained;

2 H. Permanently restrain Defendant, and its officers, agents, servants, employees and
3 attorneys, from intercepting, tracking, or collecting communications after class members used a
4 browser while in “private browsing mode,” or otherwise violating its policies with users;

5 I. Award Plaintiffs and the Class members their reasonable costs and expenses
6 incurred in this action, including attorneys’ fees and expert fees; and

7 J. Grant Plaintiffs and the Class members such further relief as the Court deems
8 appropriate.

9 **JURY TRIAL DEMAND**

10 The Plaintiffs demand a trial by jury of all issues so triable.

11
12 Dated: April 14, 2021

BOIES SCHILLER FLEXNER LLP

13
14 /s/ Mark C. Mao

Mark C. Mao

15 Mark C. Mao, CA Bar No. 236165
16 Sean P. Rodriguez, CA Bar No. 262437
17 Beko Richardson, CA Bar No. 238027
BOIES SCHILLER FLEXNER LLP
18 44 Montgomery St., 41st Floor
San Francisco, CA 94104
19 Tel.: (415) 293-6800
Fax: (415) 293-6899
mmao@bsflp.com
srodriguez@bsflp.com
brichardson@bsflp.com

20
21
22 James Lee (admitted *pro hac vice*)
23 Rossana Baeza (admitted *pro hac vice*)
BOIES SCHILLER FLEXNER LLP
24 100 SE 2nd St., 28th Floor
Miami, FL 33131
25 Tel.: (305) 539-8400
26 Fax: (303) 539-1307
jlee@bsflp.com
27 rbaeza@bsflp.com

28 Amanda K. Bonn, CA Bar No. 270891

SUSMAN GODFREY L.L.P

1900 Avenue of the Stars, Suite 1400
Los Angeles, CA. 90067
Tel: (310) 789-3100
Fax: (310) 789-3150
abonn@susmangodfrey.com

William S. Carmody (*admitted pro hac vice*)
Shawn Rabin (*admitted pro hac vice*)
Steven M. Shepard (*admitted pro hac vice*)
Alexander P. Frawley (*admitted pro hac vice*)

SUSMAN GODFREY L.L.P.

1301 Avenue of the Americas, 32nd Floor
New York, NY 10019-6023
Tel.: (212) 336-8330
Fax: (212) 336-8340
bcarmody@susmangodfrey.com
srabin@susmangodfrey.com
sshepard@susmangodfrey.com
afrawley@susmangodfrey.com

John A. Yanchunis (*admitted pro hac vice*)
Ryan J. McGee (*admitted pro hac vice*)

MORGAN & MORGAN

201 N. Franklin Street, 7th Floor
Tampa, FL 33602
Tel.: (813) 223-5505
jyanchunis@forthepeople.com
rmcgee@forthepeople.com

Attorneys for Plaintiffs

EXHIBIT B

1 Mark C. Mao, CA Bar No. 236165
2 Sean P. Rodriguez, CA Bar No. 262437
3 Beko Richardson, CA Bar No. 238027
4 **BOIES SCHILLER FLEXNER LLP**
5 44 Montgomery St., 41st Floor
6 San Francisco, CA 94104
7 Tel.: (415) 293-6800
8 Fax: (415) 293-6899
9 mmao@bsflfp.com
10 srodriguez@bsflfp.com
11 brichardson@bsflfp.com

12 James Lee (admitted *pro hac vice*)
13 Rossana Baeza (admitted *pro hac vice*)
14 **BOIES SCHILLER FLEXNER LLP**
15 100 SE 2nd St., 28th Floor
16 Miami, FL 33131
17 Tel.: (305) 539-8400
18 Fax: (303) 539-1307
19 jlee@bsflfp.com
20 rbaeza@bsflfp.com

21 Amanda K. Bonn, CA Bar No. 270891
22 **SUSMAN GODFREY L.L.P**
23 1900 Avenue of the Stars, Suite 1400
24 Los Angeles, CA. 90067
25 Tel: (310) 789-3100
26 Fax: (310) 789-3150
27 abonn@susmangodfrey.com

28 *Attorneys for Plaintiffs*

**UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA**

22 CHASOM BROWN, MARIA NGUYEN,
23 WILLIAM BYATT, JEREMY DAVIS, and
24 CHRISTOPHER CASTILLO, and
MONIQUE TRUJILLO, individually and on
25 behalf of all other similarly situated,

26 Plaintiffs,

27 v.

28 GOOGLE LLC,

Defendant.

William S. Carmody (admitted *pro hac vice*)
Shawn Rabin (admitted *pro hac vice*)
Steven M. Shepard (admitted *pro hac vice*)
Alexander Frawley (admitted *pro hac vice*)
SUSMAN GODFREY L.L.P.
1301 Avenue of the Americas, 32nd Floor
New York, NY 10019-6023
Tel.: (212) 336-8330
Fax: (212) 336-8340
bcarmody@susmangodfrey.com
srabin@susmangodfrey.com
sshepard@susmangodfrey.com
afrawley@susmangodfrey.com

John A. Yanchunis (admitted *pro hac vice*)
Ryan J. McGee (admitted *pro hac vice*)
MORGAN & MORGAN
201 N. Franklin Street, 7th Floor
Tampa, FL 33602
Tel.: (813) 223-5505
jyanchunis@forthepeople.com
rmcgee@forthepeople.com

Case No. 5:20-cv-03664-LHK

FIRSTSECOND AMENDED COMPLAINT

**CLASS ACTION FOR
(1) FEDERAL WIRETAP VIOLATIONS,
18 U.S.C. §§ 2510, ET. SEQ.;
(2) INVASION OF PRIVACY ACT
VIOLATIONS, CAL. PENAL CODE §§ 631
& 632;
(3) VIOLATIONS OF THE
COMPREHENSIVE COMPUTER DATA
ACCESS AND FRAUD ACT (“CDAFA”),**

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

**CAL. PENAL CODE §§ 502 *ET SEQ.*
(4) INVASION OF PRIVACY; AND
(5) INTRUSION UPON SECLUSION;
(6) BREACH OF CONTRACT; AND
(7) VIOLATION OF CA UCL, CAL BUS. &
PROF. CODE §§ 17200, *ET. SEQ.***

DEMAND FOR JURY TRIAL

TABLE OF CONTENTS

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

Introduction.....4
 The Parties6
 Jurisdiction and Venue.....6
 Factual Allegations Regarding Google.....7
 I. Google’s History of Privacy Violations & Its Agreement with the FTC7
 II. Google’s Privacy Policy, Privacy “Controls,” and “Incognito Screen”
 Each Falsely State that Users Can Prevent Google’s Collection By Using
 “Private Browsing Mode”.....11
 A. Privacy Policy12
 B. Privacy “Controls”.....13
 C. “Incognito Screen”.....15
 D. Plaintiffs Had a Reasonable Expectation of Privacy17
 III. Google Surreptitiously Intercepts Communications Between Users and
 Websites And Collects Personal and Sensitive User Data Even When the
 Users are in “Private Browsing Mode”.....18
 A. The Data Secretly Collected18
 B. Google Collects Data Using Google Analytics21
 C. Google Collects Data Using Ad Manager25
 D. Google Collects This Data From Users Even in “Private Browsing
 Mode”.....27
 IV. Google Creates Profiles On Its Users Using Confidential Information.....29
 A. Google’s Business Model Requires Extensive And Continual User
 Data Collection29
 B. Google Creates a User Profile on Each Individual29
 C. Google Analytics Profiles Are Supplemented by the “X Client-
 Data Header”.....30
 D. Google Identifies You with “Fingerprinting” Techniques.....32
 E. Google Identifies You With Your System Data and Geolocation
 Data.....34
 V. Google Profits from Its Surreptitious Collection of User Data.....36
 VI. Google’s Recent About Face.....43
 VII. Tolling of the Statute of Limitations.....45
 VIII. Google Collected the Data for the Purpose of Committing Further Tortious
 and Unlawful Acts50
 Factual Allegations Regarding The Named Plaintiffs52
 Class Action Allegations.....57
 Counts60
 Count One: Violation of The Federal Wiretap Act, 18 U.S.C. § 2510, *Et. Seq.*.....60
 Count Two: Violation of The California Invasion of Privacy Act (“CIPA”), California
 Penal Code §§ 631 and 63263
 Count Three: Violations of The Comprehensive Computer Data Access and Fraud Act
 (“CDAFA”), Cal. Penal Code § 502 *Et Seq.*.....65
 Count Four: Invasion Of Privacy67
 Count Five: Intrusion Upon Seclusion.....70
 Prayer For Relief.....73
 Jury Trial Demand74
INTRODUCTION4
THE PARTIES.....6
JURISDICTION AND VENUE6
FACTUAL ALLEGATIONS REGARDING GOOGLE7
 I. Google’s History of Privacy Violations & Its Agreement with the FTC7
 II. Google’s Privacy Policy, Privacy “Controls,” and “Incognito Screen”
 Each Falsely State that Users Can Prevent Google’s Collection By Using
 “Private Browsing Mode”.....11

1	A. Privacy Policy	12
	B. Privacy “Controls”	13
2	C. “Incognito Screen”	15
	D. Plaintiffs Had a Reasonable Expectation of Privacy	17
3	III. Google Surreptitiously Intercepts Communications Between Users and	
	Websites And Collects Personal and Sensitive User Data Even When the	
4	Users are in “Private Browsing Mode”	18
	A. The Data Secretly Collected	18
5	B. Google Collects Data Using Google Analytics	21
	C. Google Collects Data Using Ad Manager	25
6	D. Google Collects This Data From Users Even in “Private Browsing	
	Mode”	27
7	IV. Google Creates Profiles On Its Users Using Confidential Information	29
	A. Google’s Business Model Requires Extensive And Continual User	
8	Data Collection	29
	B. Google Creates a User Profile on Each Individual	29
9	C. Google Analytics Profiles Are Supplemented by the “X-Client-	
	Data Header”	30
10	D. Google Identifies You with “Fingerprinting” Techniques	32
	E. Google Identifies You With Your System Data and Geolocation	
11	Data	34
	V. Google Profits from Its Surreptitious Collection of User Data	36
12	VI. Google’s Recent About-Face	43
	VII. Tolling of the Statute of Limitations	45
13	VIII. Google Collected the Data for the Purpose of Committing Further Tortious	
	and Unlawful Acts	50
14	FACTUAL ALLEGATIONS REGARDING THE NAMED PLAINTIFFS	52
	CLASS ACTION ALLEGATIONS	57
15	COUNTS	60
	COUNT ONE: VIOLATION OF THE FEDERAL WIRETAP ACT, 18 U.S.C. §	
16	2510, <i>ET. SEQ.</i>	60
	COUNT TWO: VIOLATION OF THE CALIFORNIA INVASION OF	
17	PRIVACY ACT (“CIPA”), CALIFORNIA PENAL CODE §§ 631 AND	
	632	63
18	COUNT THREE: VIOLATIONS OF THE COMPREHENSIVE COMPUTER	
	DATA ACCESS AND FRAUD ACT (“CDAFA”), CAL. PENAL CODE	
19	§ 502 <i>ET SEQ.</i>	65
	COUNT FOUR: INVASION OF PRIVACY	67
20	COUNT FIVE: INTRUSION UPON SECLUSION	70
	COUNT SIX: BREACH OF CONTRACT	71
21	COUNT SEVEN: CA UNFAIR COMPETITION LAW (“UCL”), CAL. BUS. &	
	PROF. CODE § 17200 <i>ET SEQ.</i>	72
22	PRAYER FOR RELIEF	73
	JURY TRIAL DEMAND	74

FIRSTSECOND AMENDED CLASS ACTION COMPLAINT

1
2 Plaintiffs Chasom Brown, ~~Maria Nguyen~~, William Byatt, Jeremy Davis, ~~and~~ Christopher
3 Castillo, and Monique Trujillo, individually and on behalf of all others similarly situated, file this
4 FirstSecond Amended Class Action Complaint against defendant Google LLC (“Google” or
5 “Defendant”), and in support state the following.

6 **INTRODUCTION**

7 *“I want people to know that everything they’re doing online is being watched, is being*
8 *tracked. Every single action you take is carefully monitored and recorded.”*

9 -Jeff Seibert; Former Head of Consumer Product of Twitter¹

10 1. This lawsuit concerns Google’s surreptitious interception and collection of personal
11 and sensitive user data while users are in a “private browsing mode.” Google does this without
12 disclosure or consent of users, to profile Plaintiffs and other class members. As a result, from this
13 data, Google reaps billions of dollars in profits each year.

14 2. Since June 1, 2016 (the “Class Period”), Google has represented that users are “in
15 control of what information [they] share with Google,” meaning that they have the power to limit
16 what data Google tracks, collects, and shares with third parties. Google has represented that one
17 way for users to exercise this “control” is by setting their web-browsing software (used to connect
18 to websites) to “private browsing mode.”

19 3. Based on Google’s representations, Plaintiffs and Class members reasonably
20 believed that their data would not be collected by Google and that Google would not intercept their
21 communications when they were in “private browsing mode.”

22 4. Google’s representations were and are false. Throughout the Class Period, Google
23 unlawfully intercepted users’ private browsing communications to collect personal and sensitive
24 information concerning millions of Americans, without disclosure or consent.

25 5. Google intercepts and collects this data by causing the user’s web browsing software
26 to run Google software scripts (bits of code) that replicate and send the data to Google servers in
27 California. These Google software “scripts” do this even if the user is not engaged with any Google

28 ¹ Jeff Orlowski, Davis Coombe, Vickie Curtis, and Larissa Rhodes, *The Social Dilemma*,
<https://www.netflix.com/title/81254224?s=i&trkid=13747225> (Jan. 2020).

1 site or functionality and even when the user is in a private browsing mode. These Google software
2 scripts give no notice to the user of Google’s data collection methods.

3 6. Google only recently admitted that it engages in these practices, after Plaintiffs filed
4 their Complaint and in its motion to dismiss. Google previously represented and led users (and
5 regulators) to believe – falsely – that users could limit Google’s data collection practices by setting
6 their web-browsing software to private browsing mode.

7 7. In response to this lawsuit, Google has not disputed that it engages in these
8 interceptions and data collection and instead awkwardly claimed that it fully disclosed what it is
9 doing, and that it therefore has consent to engage in this conduct. Just the opposite is true, as is
10 demonstrated by materials Google itself has cited as the basis for its purported disclosures and
11 consent, as explained below.

12 8. Google accomplishes its surreptitious interception and data collection through means
13 that include Google Analytics, Google “fingerprinting” techniques, concurrent Google applications
14 and processes on a consumer’s device, and Google’s Ad Manager. More than 70% of all online
15 publishers (websites) use one or more of these Google services. When a user’s web-browsing
16 software accesses one of those websites, hidden Google software “scripts” cause the user’s device to
17 send detailed, personal information to Google’s servers, including the private browsing
18 communications between the user and the website. This includes the contents of the webpage being
19 requested and the URL viewed.

20 9. Google’s practices infringe upon users’ privacy; intentionally deceive consumers;
21 give Google and its employees power to learn intimate details about individuals’ lives, interests,
22 and internet usage; and make Google “one stop shopping” for any private, government, or criminal
23 actor who wants to undermine individuals’ privacy, security, and freedom.

24 10. Through its pervasive data tracking business, Google knows who your friends are,
25 what your hobbies are, what you like to eat, what movies you watch, where and when you like to
26 shop, what your favorite vacation destinations are, what your favorite color is and even the most
27 intimate and potentially embarrassing things you browse on the internet—regardless of whether you
28 follow Google’s advice to keep your activities “private.” Notwithstanding consumers’ best efforts,

1 to keep their activities on the internet private, Google has made itself an unaccountable trove of
2 information so detailed and expansive that George Orwell could never have dreamed it.

3 **THE PARTIES**

4 11. Plaintiffs are Google subscribers whose internet use was tracked by Google during the
5 Class Period, starting on June 1, 2016 and ongoing, while browsing the internet from a browser in a
6 private browsing mode. They bring federal and California state law claims on behalf of other
7 similarly-situated Google users in the United States (the “Classes” defined in Paragraph 192,
8 hereinafter the members of both Classes are referred to as “Class members”) arising from Google’s
9 knowing and unauthorized interception and tracking of users’ internet communications and activity,
10 and knowing and unauthorized invasion of consumer privacy.

11 12. Plaintiff Mr. Chasom Brown (“Brown”) is an adult domiciled in Los Angeles,
12 California. Brown had an active Google account during the entire Class Period.

13 ~~13. Plaintiff Ms. Maria Nguyen (“Nguyen”) is an adult domiciled in Los Angeles,
14 California. Nguyen had an active Google account during the entire Class Period.~~

15 ~~14.13.~~ Plaintiff Mr. William Byatt (“Byatt”) is an adult domiciled in Florida. Byatt had an
16 active Google account during the entire Class Period.

17 ~~15.14.~~ Plaintiff Mr. Jeremy Davis (“Davis”) is an adult domiciled in Arkansas. Davis had
18 an active Google account during the entire Class Period.

19 15. Plaintiff Mr. Christopher Castillo (“Castillo”) is an adult domiciled in California.
20 Castillo had an active Google account during the entire Class Period.

21 16. Plaintiff Ms. Monique Trujillo (“Trujillo”) is an adult domiciled in California.
22 Trujillo had an active Google account during the entire Class Period.

23 17. Defendant Google is a Delaware limited liability company with a principal place of
24 business at what is officially known as The Googleplex, 1600 Amphitheatre Parkway, Mountain
25 View, California 94043. Google regularly conducts business throughout California and in this
26 judicial district. Google is one of the largest technology companies in the world and conducts
27 product development, search, and advertising operations in this district.

28 **JURISDICTION AND VENUE**

1 18. This Court has personal jurisdiction over Defendant because Google’s principal
2 place of business is in California. Additionally, Defendant is subject to specific personal
3 jurisdiction in this State because a substantial part of the events and conduct giving rise to Plaintiffs’
4 and Class members’ claims occurred in this State, including Google servers in California receiving
5 the intercepted communications and data at issue, and because of how employees of Google in
6 California reuse the communications and data collected.

7 19. This Court has subject matter jurisdiction over the federal claims in this action,
8 namely the Federal Wiretap Act, 18 U.S.C. § 2511 (the “Wiretap Act”) pursuant to 28 U.S.C.
9 § 1331.

10 20. This Court has subject matter jurisdiction over this entire action pursuant to the Class
11 Action Fairness Act (“CAFA”), 28 U.S.C. § 1332(d), because this is a class action in which the
12 amount in controversy exceeds \$5,000,000, and at least one Class member is a citizen of a state
13 other than California or Delaware.

14 21. This Court also has supplemental jurisdiction over the state law claims in this action
15 pursuant to 28 U.S.C. § 1367 because the state law claims form part of the same case or controversy
16 as those that give rise to the federal claims

17 22. Venue is proper in this District because a substantial portion of the events and actions
18 giving rise to the claims in this matter took place in this judicial District. Furthermore, Google is
19 headquartered in this District and subject to personal jurisdiction in this District.

20 23. Intradistrict Assignment. A substantial part of the events and conduct which give rise
21 to the claims herein occurred in Santa Clara County.

22 **FACTUAL ALLEGATIONS REGARDING GOOGLE**

23 **I. Google’s History of Privacy Violations & Its Agreement with the FTC**

24 24. Google’s violation of consumers’ privacy rights is not new – it has been persistent
25 and pervasive for at least a decade.

26 25. In 2010, the FTC charged that Google “used deceptive tactics and violated its own
27 privacy promises to consumers when it launched its social network, Google Buzz.” To settle the
28

1 matter, the FTC barred Google “from future privacy misrepresentations” and required Google “to
2 implement a comprehensive privacy program.”²

3 26. In 2011, Google entered into a consent decree with the FTC (the “Consent Decree”),
4 effective for 20 years, in which the FTC required and Google agreed as follows (emphasis added):

5 IT IS ORDERED that [Google], in or affecting commerce, shall not
6 misrepresent in any manner, expressly or by implication:

7 A. the extent to which [Google] maintains and protects the privacy and
8 confidentiality of any covered information, including, but not limited to,
9 misrepresentations related to: (1) the purposes for which it collects and uses
10 covered information, and (2) the extent to which consumers may exercise
11 control over the collection, use, or disclosure of covered information.³

12 27. This requirement applies to the Google conduct at issue in this lawsuit, as the Consent
13 Decree broadly defines “covered information” to include information Google “collects from or about
14 an individual” including a “persistent identifier, such as IP address,” and combinations of additional
15 data with the same.

16 28. Just one year after the Consent Decree was entered, the FTC found that Google had
17 already violated the Consent Decree, by way of Google’s misrepresentations regarding what
18 consumer data it would and would not collect with the Safari web browser. In an August 2012 press
19 release, the FTC explained:

20 Google Inc. has agreed to pay a record \$22.5 million civil penalty to settle
21 Federal Trade Commission charges that it misrepresented to users of
22 Apple Inc.’s Safari Internet browser that it would not place tracking
23 “cookies” or serve targeted ads to those users, violating an earlier privacy
24 settlement between the company and the FTC.

25 The settlement is part of the FTC’s ongoing efforts make sure companies
26 live up to the privacy promises they make to consumers, and is the largest
27 penalty the agency has ever obtained for a violation of a Commission
28 order. In addition to the civil penalty, the order also requires Google to
disable all the tracking cookies it had said it would not place on
consumers’ computers.

“The record setting penalty in this matter sends a clear message to all
companies under an FTC privacy order,” said Jon Leibowitz, Chairman of

² <https://www.ftc.gov/news-events/press-releases/2011/03/ftc-charges-deceptive-privacy-practices-googles-rollout-its-buzz>.

³ <https://www.ftc.gov/sites/default/files/documents/cases/2011/03/110330googlebuzzagreeorder.pdf>.

1 the FTC. “No matter how big or small, all companies must abide by FTC
2 orders against them and keep their privacy promises to consumers, or they
3 will end up paying many times what it would have cost to comply in the
4 first place.”⁴

5
6 29. Since 2012, a number of federal, state, and international regulators have similarly
7 accused Google of violating its promises to consumers on what data it would and would not collect,
8 with Google failing to obtain consent for its conduct.

9
10 30. In September 2016, when Google updated its browser app for Apple iOS, Google
11 wrote that users would have “[m]ore control with incognito mode” and “Your searches are your
12 business. That’s why we’ve added the ability to search privately with incognito mode in the Google
13 app for iOS. When you have incognito mode turned on in your settings, your search and browsing
14 history will not be saved.”⁵ Google made no statements about how users’ privacy would actually
15 be limited in these private browsing sessions and avoided for years what it now claims (as a result
16 of this litigation shining the light on its practices): that users never had the privacy they were
17 promised.

18
19 31. Similarly, in May 2018, Google modified its privacy policy to state, “[y]ou can use
20 our services in a variety of ways to manage your privacy. . . . You can also choose to browse the
21 web privately using Chrome in Incognito mode.”⁶

22
23 32. Nonetheless, in 2019, Google and YouTube agreed to pay \$170 million to settle
24 allegations by the Federal Trade Commission and the New York Attorney General that YouTube
25 video sharing services illegally collected personal information from children without their parents’
26 consent.

27
28 33. Then, in June 2020, France’s Highest Administrative Court upheld a 50 million Euro
fine against Google based on its failure to provide clear notice and obtain users’ valid consent to
process their personal data for ad personalization purposes.

26 ⁴ <https://www.ftc.gov/news-events/press-releases/2012/08/google-will-pay-225-million-settle-ftc-charges-it-misrepresented>.

27 ⁵ <https://www.googblogs.com/the-latest-updates-and-improvements-for-the-google-app-for-ios/>.
28 See also, <https://search.googleblog.com/index.html>.

⁶ <https://policies.google.com/privacy/archive/20171218-20180525?hl=en-US>.

1 34. There are ongoing proceedings by the Arizona Attorney General and the Australian
2 Competition and Consumer Commission alleging Google’s failure to obtain consent regarding its
3 collection of location data and its decision to combine certain user data.

4 35. In the Arizona Attorney General action, Google has produced documents
5 establishing “overwhelming” evidence that “Google has known that the user experience they
6 designed misleads and deceives users.”

7 36. Google’s employees made numerous admissions in internal communications,
8 recognizing that Google’s privacy disclosures are a “mess” with regards to obtaining “consent” for
9 its data collection practices and other issues relevant in this lawsuit. Those documents are heavily
10 redacted by Google, and include for example the following comments and questions by Google
11 employees:

- 12 a. “Do users with significant privacy concerns understand what data we are
13 saving?”
- 14 b. “[T]ake a look at [redacted by Google] – work in progress, trying to rein
15 in the overall mess that we have with regards to data collection, consent,
16 and storage.”
- 17 c. “[A] bunch of other stuff that’s super messy. And it’s a Critical User
18 Journey to make sense out of this mess.”

19 37. Those internal documents are not limited to location data, and unredacted versions
20 of those documents and other internal Google documents will further demonstrate and confirm the
21 lack of consent for the Google conduct at issue in this lawsuit.

22 38. And in an ongoing Australia proceeding, the Australian Competition & Consumer
23 Commission (“ACCC”) alleges that “Google misled Australian consumers to obtain their consent
24 to expand the scope of personal information that Google could collect and combine about
25 consumers’ internet activity, for use by Google, including for targeted advertising.”⁷ The ACCC

26 ⁷ [https://www.accc.gov.au/media-release/correction-accc-alleges-google-misled-consumers-
27 about-expanded-use-of-personal-
28 data#:~:text=The%20ACCC%20has%20launched%20Federal,Google%2C%20including%20for
%20targeted%20advertising.](https://www.accc.gov.au/media-release/correction-accc-alleges-google-misled-consumers-about-expanded-use-of-personal-data#:~:text=The%20ACCC%20has%20launched%20Federal,Google%2C%20including%20for%20targeted%20advertising.)

1 contends that Google “misled Australian consumers about what it planned to do with large amounts
2 of their personal information, including internet activity on websites not connected to Google.”⁸

3 **II. Google’s Privacy Policy, Privacy “Controls,” and “Incognito Screen” Each Falsely**
4 **State that Users Can Prevent Google’s Collection By Using “Private Browsing**
5 **Mode”**

6 39. The public, legislators, and courts have become increasingly aware of online threats
7 to consumer privacy—including threats posed by powerful technology companies like Google that
8 have become household names.

9 40. To comply with the new laws like the California Consumer Privacy Act (the
10 “CCPA”) and Europe’s General Data Privacy Regulation (the “GDPR”) and to comply with the
11 Consent Decree, Google has repeatedly represented (throughout the Class Period) that users have
12 control over what information is shared with Google and that users can prevent Google from
13 tracking their browsing history and collecting their personal data online.

14 41. During the Class Period, Plaintiffs and Class members had a reasonable expectation
15 of privacy while they were using a private browser mode. Specifically, Plaintiffs and Class
16 members expected that, when they were using a browser in “private browsing mode,” Google (a)
17 would not collect the data described below in Paragraphs 63 through 66, and 78 through 83, and (b)
18 would not thereafter use the data, collected during “private browsing mode,” for all of the purposes
19 described below.

20 42. This expectation of privacy was reasonable because of Google’s own statements
21 regarding “private browsing modes” as described below, including the following:

- 22 • ***“You’re in control*** of what information you share with Google”
- 23 • “You can use our services in a variety of ways to manage your privacy . . . across
24 our services, ***you can adjust our privacy settings to control what we collect and***
25 ***how your information is used.***”
- 26 • “You can also choose to ***browse the web privately*** using Chrome in Incognito
27 mode.”

28 ⁸ *Id.*

- 1 • “Your search and ad results may be customized using search-related activity even
2 if you’re signed out. *To turn off this kind of search customization, you can search
3 and browse privately.*”
- 4 • “To browse the web privately, *you can use private browsing*, sign out of your
5 account, change your custom results settings, or delete past activity.”
- 6 • “Your searches are your business. . . . When you have incognito mode turned on
7 in your settings, your search and browsing history *will not be saved.*”

8 Importantly, Google did not represent in any disclosure to Plaintiffs or Class members that it
9 would continue to intercept, track, and collect communications even when they used a browser
10 while in “private browsing mode.”

11 43. Throughout the Class Period, Google never notified Plaintiffs that Google would
12 intercept users’ communications while in a private browsing mode, and that Google was doing so
13 for purposes of creating user profiles or providing targeted advertisings. Google’s representations
14 instead misled Plaintiffs and Class members into believing that their communications during private
15 browsing were not intercepted and used to create user profiles or provide targeted advertising.

16 **A. Privacy Policy**

17 44. In Google’s Privacy Policy (the “Privacy Policy”), throughout the Class Period,
18 Google made numerous representations about how users can “control” the information users share
19 with Google and how users can browse the web anonymously and without their communications
20 with websites being intercepted.

21 45. Google’s Privacy Policy starts by stating in the Introduction section that “you can
22 adjust your privacy settings to control what we collect and how your information is used” and that
23 “[y]ou can choose to browse the web privately using Chrome in Incognito mode”:

24 on Google or watching YouTube videos. You can also choose to browse the web
25 privately using Chrome in Incognito mode. And across our services, you can adjust
26 your privacy settings to control what we collect and how your information is used.

27 //

28 //

1 46. The front and center of the “choices” offered to consumers is “Your privacy
2 controls” on the Privacy Policy. Here, Google reiterates, “[y]ou have choices regarding the
3 information we collect and how it’s used.” On the “My Activity” section of this part of the Privacy

4 **Ways to review & update your information**



7 **My Activity**

8 My Activity allows you to review and control data that’s created when you use Google
9 services, like searches you’ve done or your visits to Google Play. You can browse by date
10 and by topic, and delete part or all of your activity.

11 [Go to My Activity](#)

12 Policy, Google reiterates that “My Activity allows you to review and *control data that’s created*
13 *when you use Google services*, like searches you’ve done.”

14 **B. Privacy “Controls”**

15 47. Users interested in controlling what Google collects are directed to the “Control Panel”
16 of this same Privacy Policy, where Google assures users that “[t]o browse the web privately, you can
17 use private browsing” and that “[i]f you want to search the web without saving your search activity
18 to your account, you can use private browsing mode in a browser (like Chrome or Safari).”⁹ When
19 users click on “Go to My Activity” to control their data, they are presented with the option to “Learn
20 more.” When users click on “Learn more,” they are taken to a page where they are supposed to be
21 able to “View & control activity in your account.” On that page, Google states that you may “[s]top
22 saving activity temporarily. . . . You can search and browse the web privately,” embedding a
23 hyperlink to the “Search & Browse Privately” page.¹⁰

24 48. On the “Search & Browse Privately” page, Google once again reiterates that the user,
25 not Google, is “in control of what information [a user] . . . share[s] with Google” Google states
26 simply that consumers enabling “private browsing mode” on their browsers will allow consumers
27 to “browse the web privately”:

28 ⁹ <https://support.google.com/websearch/answer/4540094?>

¹⁰ See SEARCH & BROWSE PRIVATELY, https://support.google.com/websearch/answer/4540094?hl=en&ref_topic=3036132 (last visited May 29, 2020).

Search & browse privately

You're in control of what information you share with Google when you search. To browse the web privately, you can use private browsing, sign out of your account, change your custom results settings, or delete past activity.

If you want to search the web without saving your search activity to your account, you can use private browsing mode in a browser (like Chrome or Safari).

How private browsing works

Private browsing works differently depending on which browser you use. Browsing in private usually means:

- The searches you do or sites you visit won't be saved to your device or browsing history.
- Files you download or bookmarks you create might be kept on your device.
- Cookies are deleted after you close your private browsing window or tab.
- You might see search results and suggestions based on your location or other searches you've done during your current browsing session.

Important: If you sign in to your Google Account to use a web service like Gmail, your searches and browsing activity might be saved to your account.

Open private browsing mode

There is nothing on this page about Google Analytics, Google Ad Manager, any other Google data collection tool, or where and which websites online implement such data collection tools.

49. From the “View & control activity in your account” page referenced above, a consumer can also click the link, “See & control your Web & App Activity” on the right-hand side.¹¹ On that page, Google again represents that searching and browsing in “private browsing mode” will “turn off” any “search customization” “using search-related activity”:

How Web & App Activity works when you're signed out

Your search and ad results may be customized using search-related activity even if you're signed out. To turn off this kind of search customization, you can search and browse privately. [Learn how.](#)

50. When users click the “Learn how” link, they are again redirected back to the “Search & Browse Privately” page. In other words, because Google repeatedly touts that users can “control” the information they share with Google and Google constantly refers users back to its recommendations on how users may “browse the web privately,” users are left with only one

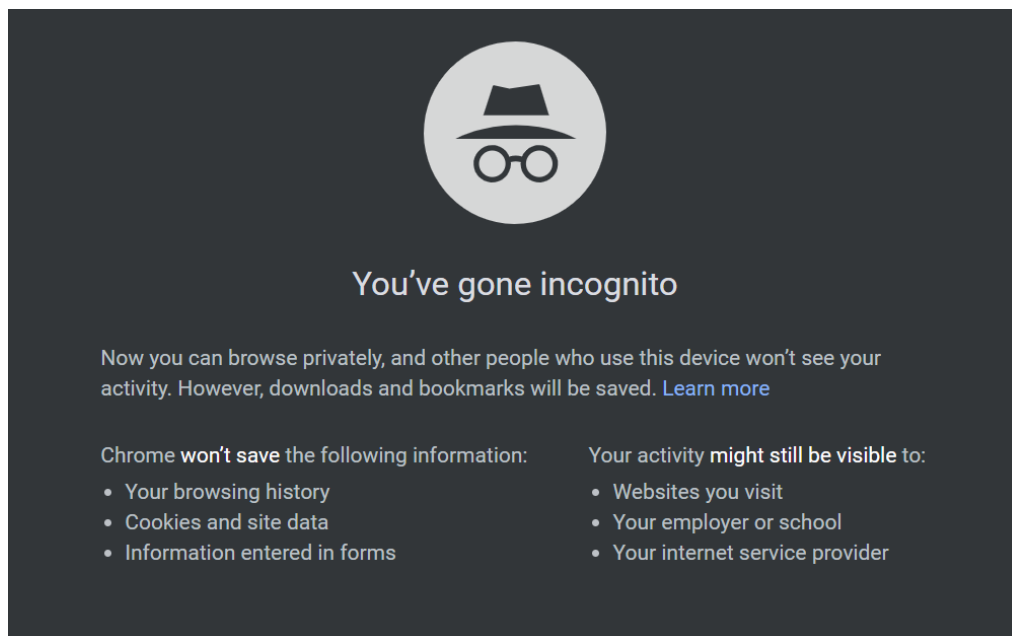
¹¹ SEE & CONTROL YOUR WEB & APP ACTIVITY, https://support.google.com/websearch/answer/54068?visit_id=6372555086257257422105376128&hl=en&rd=1 (last visited May 29, 2020).

1 reasonable impression—if they are searching or browsing the web in “private browsing mode,”
2 Google will honor their request to be left alone without further Google tracking.

3 C. “Incognito Screen”

4 51. “Incognito” is Google’s name for the “private browsing mode” of Google’s own web
5 browser software, Google Chrome.

6 52. Google’s first motion to dismiss relies primarily on Google’s “Incognito mode”
7 splash screen, which appears when a user opens an Incognito session in Google’s Chrome browser
8 (hereinafter the “Incognito Screen”). As Google conceded in its motion, the Incognito Screen
9 appears whenever a user enters Incognito mode:



21 53. Based on these Google representations, throughout the Class Period, Plaintiffs and
22 Class members reasonably expected that Google would not collect their data while in Incognito
23 mode. They reasonably understood “You’ve gone incognito” and “Now you can browse privately”
24 to mean they could browse privately, without Google’s continued tracking and data collection.
25 Google could have disclosed on this Incognito Screen that Google would track users and collect their
26 data while they were browsing privately, but Google did not do that. Instead, Google included
27 representations meant to assure users that they had “gone incognito” and could “browse privately”
28

1 with only limited exceptions, none of which disclosed Google’s own tracking and data collection
2 practices while users were in a private browsing mode.

3 54. Google’s Incognito Screen is also deeply misleading for three other reasons. *First*,
4 Google represents in the Incognito Screen that it “won’t save . . . [y]our browsing history . . . cookies
5 and site data[.]” False. In fact, Google’s code continues to send the user’s browsing history and
6 other data directly to Google’s servers during users’ private browsing sessions. Google then
7 associates that data with the user’s “Google profile” across its services, so that Google can create,
8 update, and monetize detailed profiles on billions of consumers.

9 55. *Second*, Google represents in the Incognito Screen that “[n]ow you can browse
10 privately, and other people who use this device won’t see your activity.” False. In fact, the session
11 is not “private” at all, and “other people who use this device” will still know what preceding users
12 did by way of targeted ads served by Google based on browsing activity that took place during the
13 “private browsing.”

14 56. *Third*, Google represents in the Incognito Screen that the only entities to whom the
15 user’s “activity might still be visible” are “the websites you visit[,] [y]our employer or school[, and]
16 [y]our internet service provider[.]” False. Users’ activities are visible to Google, which continues
17 to track users, intercept their communications, and collect their data while they are in Incognito mode
18 and other private browsing modes.

19 57. What is conspicuously absent from the Incognito Screen – and any other
20 representation by Google – is a disclosure that Google continues to track users while they are in a
21 private browsing mode. Nothing in Google’s Privacy Policy or Incognito Screen leads users to
22 believe that during private browsing Google continues to persistently monitor them, and sell their
23 browsing history and communications to other third parties. In fact, when the Privacy Policy and
24 Incognito Screen are read together, the user necessarily reaches the opposite conclusion.

25 58. There are many other examples of Google representing during the Class Period that
26 users could control what information was shared with Google, including by using a private browsing
27 mode. For example, since May 2018, Google’s Privacy Policy has stated: “You can use our
28 services in a variety of ways to manage your privacy. . . . You can also choose to browse the web

1 privately using Chrome in Incognito mode.” In September 2016, Google posted about an update
2 for the Google app for iOS, stating that users would have “[m]ore control with incognito mode” and
3 “Your searches are your business. That’s why we’ve added the ability to search privately with
4 incognito mode in the Google app for iOS. When you have incognito mode turned on in your
5 settings, your search and browsing history will not be saved.”

6 59. Google’s representations about how it does not track users under these conditions
7 are completely false, and contrary to the new privacy laws and its 2011 Consent Decree. Not only
8 do consumers (including Plaintiffs and Class members) not know about what Google is doing to
9 collect data on them, they have no meaningful way of avoiding Google’s data collection practices,
10 even if they are following Google’s instructions to “browse the web privately.”

11 **D. Plaintiffs Had a Reasonable Expectation of Privacy**

12 60. Plaintiffs’ and Class members’ expectation of privacy was reasonable, not only
13 because of Google’s various representations, but also because of survey data showing the
14 expectations of Internet users. A number of studies examining the collection of consumers’
15 personal data confirms that the surreptitious taking of personal, confidential, and private
16 information—as Google has done—violates reasonable expectations of privacy that have been
17 established as general social norms. Privacy polls and studies uniformly show that the
18 overwhelming majority of Americans consider one of the most important privacy rights to be the
19 need for an individual’s affirmative consent before a company collects and shares a subscriber’s
20 personal data. Indeed, a recent study by Consumer Reports shows that 92% of Americans believe
21 that internet companies and websites should be required to obtain consent before selling or sharing
22 their data and the same percent believe internet companies and websites should be required to
23 provide consumers with a complete list of the data that has been collected about them.¹²

24 61. Similarly, a study published in the *Harvard Business Review* shows that consumers
25 are largely unaware of how their personal information is used by businesses, with less than 25% of
26

27 ¹² *Consumers Less Confident About Healthcare, Data Privacy, and Car Safety, New Survey*
28 *Finds*, CONSUMER REPORTS (May 11, 2017), <https://www.consumerreports.org/consumer-reports/consumers-less-confident-about-healthcare-data-privacy-and-car-safety/>.

1 consumers realizing that they share their communication history, IP addresses, and web-surfing
2 history when using a standard web browser.¹³ It is also simply common sense that Google should
3 not intercept or collect user communications when users are browsing in “private browsing mode,”
4 as these steps demonstrate a clear expectation that communications under these circumstances are
5 intended to be private or confidential.

6 62. Just as importantly, since 2018, states like California passed the CCPA, which
7 requires that data collection practices be disclosed at or before the actual collection is done.¹⁴
8 Otherwise, “[a] business shall not collect additional categories of personal information or use
9 personal information collected for additional purposes without providing the consumer with notice
10 consistent with this section.”¹⁵

11 **III. Google Surreptitiously Intercepts Communications Between Users and Websites 12 And Collects Personal and Sensitive User Data Even When the Users are in “Private 13 Browsing Mode”**

14 **A. The Data Secretly Collected**

15 63. Whenever a user (even a user in “private browsing mode,” including Plaintiffs and
16 Class members) visits a website that is running Google Analytics or Google Ad Manager, Google’s
17 software scripts on the website surreptitiously direct the user’s browser to send a secret, separate
18 message to Google’s servers in California. This message contains:

19 a. The “GET request” sent from the user’s computer to the website. When an
20 individual internet user visits a web page, his or her browser sends a message called a “GET
21 request” to the webpage’s server. The GET request serves two purposes: it first tells the website
22 what information is being requested and then instructs the website to send the information back to
23 the user. The copy of the “GET request,” which is sent to Google, enables Google to learn exactly
24 what content the user’s browsing software was asking the website to display. The GET request

25
26 ¹³ Timothy Morey, Theodore Forbath & Allison Shoop, *Customer Data: Designing for
27 Transparency and Trust*, HARV. BUS. REV. (May 2015), [https://hbr.org/2015/05/customer-data-
28 designing-for-transparency-and-trust](https://hbr.org/2015/05/customer-data-designing-for-transparency-and-trust).

¹⁴ Cal. Civ. Section 1798.100(b). *See also*, Nev. Rev. Stat. Section 603A.340.

¹⁵ *Id.*

1 also transmits a referer header containing the URL information of what the user has been viewing
2 and requesting from websites online;

3 b. The IP address of the user’s connection to the internet;¹⁶

4 c. Information identifying the browser software that the user is using,
5 including any “fingerprint” data (as described further below, *infra*, at Paragraphs 100-105);

6 d. Any “User-ID” issued by the website to the user, if available (as described
7 further below, *infra*, at Paragraph 69);

8 e. Geolocation of the user, if available (as described further below, *infra*, at
9 Paragraphs 105-112); and

10 f. Information contained in “Google cookies,” which were saved by the user’s
11 web browser on the user’s device at any prior time (as described further below, *infra*, at Paragraphs
12 70-72).

13 64. To be clear, the second secret transmission directed by Google, containing both the
14 duplicated message and additional data, is initiated by Google code and concurrent with the
15 communications with the third-party website. This diagram illustrates the process:

16 //

17 //

18 //

19 //

20 //

21 //

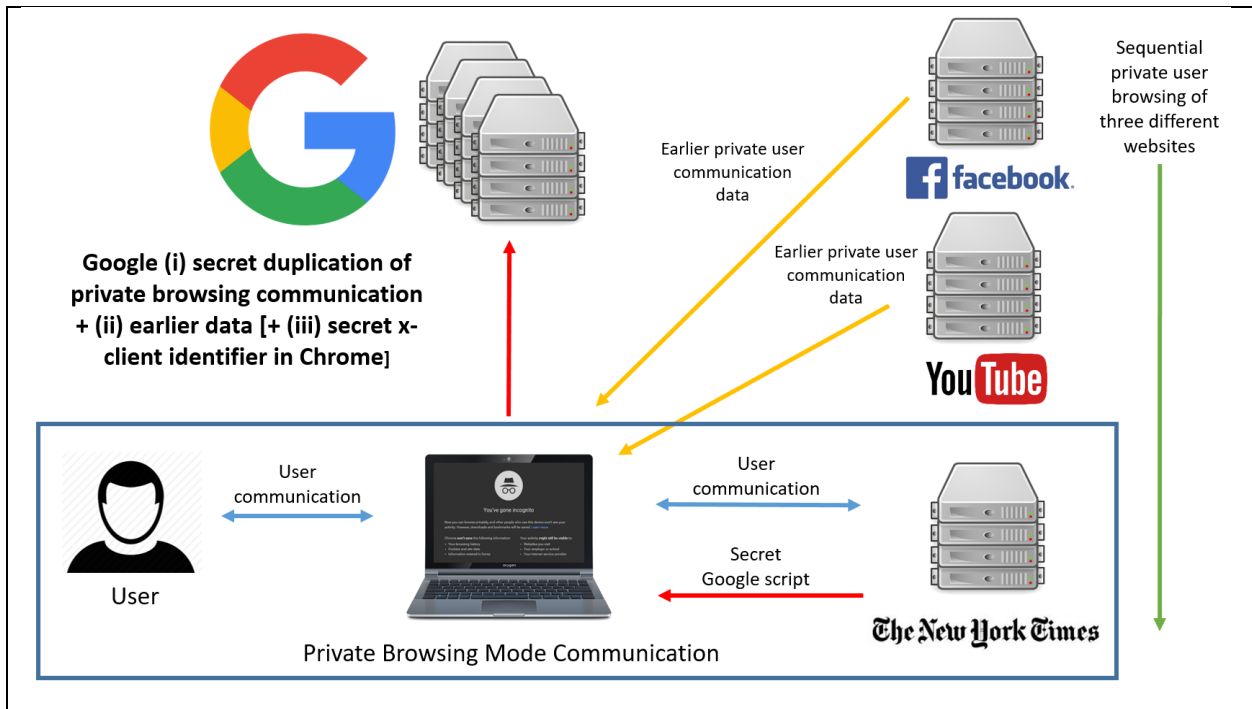
22 //

23 //

24 //

25 //

26 ¹⁶ IP stands for “Internet Protocol.” Each device, when connected to the Internet, is assigned a
27 unique IP address by the Internet Service Provider (ISP) that is providing the internet connection.
28 IP addresses may change over time but often do not. In many cases, an ISP will continue to
assign the same IP address to the same device.



65. The above chart illustrates how the user communicates with his or her own web browser in a private browsing mode, for example, by clicking on a link to content the user wishes to view on The New York Times. The user's browser then sends a communication to The New York Times. Because The New York Times is running Google Analytics, Google's embedded Google code, written in Javascript, sends secret instructions back to the user's browser, without alerting the user that this is happening. Google causes the user's browser to secretly duplicate the communication with the website, transmitting it to Google servers in California. Google not only surreptitiously duplicates the data included in the communication with The New York Times but it also includes additional information on the user's prior private browsing histories with Facebook and YouTube, by way of technologies such as cached cookies from prior sessions. Where the user is using Google Chrome, Google also causes to be sent its X-Client-Data Header information if that is available, which uniquely identifies the user.

66. Google does not notify users of this secret Google software code designed to collect user data even while they are in a private browsing mode, which is hidden from users and run without any notice to users of the interception and data collection, which exceeded all contemplated and authorized use of their data. Users also have no way to remove that Google script or to opt-out of its functionality. Google designed the software in a way to render ineffective any barriers users

1 may wish to use to prevent access to their information, including by browsing in Incognito mode or
2 other private browsing modes. Private browsing modes are supposed to provide users with privacy,
3 as represented by Google, but Google’s software by design circumvents those barriers and enables
4 Google to secretly collect user data and profile users.

5 **B. Google Collects Data Using Google Analytics**

6 **1. Google Analytics Code**

7
8 67. Over 70% of online websites and publishers on the internet utilize Google’s website
9 visitor-tracking product, “Google Analytics,” in addition to other Google advertisement technology
10 products (altogether the “Websites”). Google Analytics is a “freemium” service that Google makes
11 available to websites.¹⁷ Google Analytics provides data analytics and attribution about the origins
12 of a Website’s traffic, demographics, frequency, browsing habits on the Website, and other data
13 about visitors. While Google Analytics is used by Websites, it is also essential to Google for its
14 targeted advertisement services, and makes Google Search and its rankings possible by tracking the
15 billions of visits to various Websites every day.

16 68. To implement Google Analytics, Google requires that Websites embed Google’s
17 own custom but blackbox code into their existing webpage code. When a consumer visits a
18 Website, his or her browser communicates a request to the Website’s servers to send the computer
19 script to display the Website. The consumer’s browser then begins to read Google’s custom code
20 along with the Website’s own code when loading the Website from the Website’s server. Two sets
21 of code are thus automatically run as part of the browser’s attempt to load and read the Website
22 pages—the Website’s own code, and Google’s embedded code. Google’s embedded code causes
23 the second and concurrent secret transmission from the user’s browser (on the user’s computer or
24 other connected device), containing the duplicated message between the user and the Website, to
25 be combined with additional data such as the user’s prior browsing history and other Google

26
27 ¹⁷ Google Analytics is “free” to implement, but the associated data and attribution reports come
28 at a price tag when Websites want more specific information. To obtain more specific and
granular data about visitors, Websites must pay a substantial fee, such as by paying for Google’s
DV360, Ad Hub, or Google Audience products.

1 trackers, to be sent to Google’s servers.

2 **2. User-ID**

3 69. For larger websites and publishers that are able to pay Google’s additional fees,
4 Google offers an upgraded feature called “Google Analytics User-ID,” which allows Google to map
5 and match the user (including Plaintiffs and Class members) to a specific unique identifier that
6 Google can track across the web. The User-ID feature allows Websites to “generate [their] own
7 unique IDs, consistently assign IDs to users, and include these IDs wherever [the Websites] send
8 data to Analytics.” Because of Google’s omnipresence on the web, the use of User-IDs can be so
9 powerful that the IDs “identify related actions and devices and connect these seemingly independent
10 data points. That same search on a phone, purchases on a laptop, and re-engagement on a tablet
11 that previously looked like three unrelated actions on unrelated devices can now be understood as
12 one user’s interactions with [the website’s] business.”¹⁸ This User-ID information is even more
13 useful to Google than the individual websites, however. Across millions of websites, Google is
14 able to use its secretly embedded computer scripts and User-IDs to compile what URLs the same
15 users are viewing, even when they are in “private browsing mode,” adding all of this information
16 to Google’s stockpile of user profiles. In short, with its market power and User-IDs, no one else
17 can track users online like Google.

18 **3. Cookies**

19 70. Google also uses various cookies (hereinafter “Cookies”) to supplement Google
20 Analytics’ tracking practices. Specifically, Google Analytics contains a script that causes the user’s
21 (including Plaintiffs’ and Class members’) browser to transmit, to Google, information from each
22 of the Google Cookies already existing on the browser’s cache. These Cookies typically show, at
23
24
25
26

27
28 ¹⁸ *How USER-ID Works*, Google Analytics Help,
https://support.google.com/analytics/answer/3123662?hl=en&ref_topic=3123660.

1 a minimum, the prior websites the user has viewed.¹⁹ These Cookies help enrich Google’s profile
2 on the user, which Google uses for its own benefit and profit.

3 71. Google typically has its Cookies working with Google Analytics coded as “first
4 party cookies,”²⁰ so that consumers’ browsers are tricked into thinking that those Cookies are issued
5 by the Website and not Google. This makes it very difficult for consumers to block Google’s
6 Cookies, even if consumers tried to block or clear the cookies issued by “third parties.”

7 72. As discussed earlier, Google’s misuse of Cookies on the Safari browser to
8 circumvent user controls was exactly what caused the FTC to fine Google \$22.5 million in 2012.
9 The FTC had found that such circumvention of consumer controls and representations were direct
10 violations of the Consent Decree.

11 4. No Consent

12 73. Google, as a matter of policy, does not require that Websites disclose how Google
13 Analytics work to consumers (including Plaintiffs and Class members). In fact, as of the date of
14 this FirstSecond Amended Complaint, Google still only has a “Consent Mode” for Google
15 Analytics, which would help Websites identify whether a particular user (including Plaintiffs and
16 Class members) knows and has consented to their use of Google Analytics and other Google
17 services, in “Beta” or testing mode.²¹ “Consent Mode (Beta)” was released for the first time on
18 September 3, 2020, as part of a Google blog entitled, “Measure Conversions While Respecting User
19 Consent Choices.”²²

22 ¹⁹ A “cookie” is a piece of code that records information regarding the state of the user’s system
23 (e.g., username; other login information; items added to a “shopping cart” in an online store) or
24 information regarding the user’s browsing activity (including clicking particular buttons, logging
25 in, or recording which pages were visited in the past). Cookies can also be used to remember
26 pieces of information that the user previously entered into form fields, such as names, addresses,
passwords, and payment card numbers. Even in “private browsing mode,” Google’s “scripts” on
websites cause the user’s browser to transmit information to Google relating to pre-existing
“cookies” on the user’s system.

27 ²⁰ <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

28 ²¹ <https://support.google.com/analytics/answer/9976101?hl=en>.

²² <https://blog.google/products/marketingplatform/360/measure-conversions-while-respecting-user-consent-choices/>.

1 74. Also, Google does not tell its users which websites implement Google Analytics.
2 Google starts collecting user data as soon as a page is loading, before a consumer even had the
3 chance to review the page. There is no effective way for users to avoid Google Analytics along
4 with Google’s secret interceptions and data collection.

5 75. Websites implementing Google Analytics do not consent to the Google conduct at
6 issue in this lawsuit, where Google collects consumer data for Google’s own purposes and financial
7 benefit while users have enabled “private browsing mode.” On information and belief, Google
8 never receives consent from Websites implementing Google Analytics or otherwise that Google
9 may continue to intercept user activity and user data for its own purposes when “private browsing
10 mode” has been enabled.

11 76. Google’s disclosures confirm the lack of consent from Websites to intercept or
12 collect data while users are in “private browsing mode.” Google represents to consumers and
13 Websites alike that Google will adhere to its own Privacy Policy as represented, whenever Google
14 Analytics is used. Specifically, Google states on the Analytics Help page for Websites the
15 following, regarding how it follows its own Privacy Policy:

16 //
17 //
18 //
19 //
20 //
21 //
22 //
23 //
24 //
25 //
26 //
27 //
28 //

1 Analytics Help

2

3

4 **Safeguarding your data**


5 This article summarizes Google Analytics' data practices and commitment to protecting the confidentiality and security of data. Visitors to sites or apps using Google Analytics (aka "users") may learn about our end user controls.

6 Site or app owners using Google Analytics (aka "customers") may find this a useful resource, particularly if they are businesses affected by the [European Economic Area's General Data Protection Regulation](#), or [California's California Consumer Privacy Act](#). See also [the Google privacy policy](#) and [Google's site for customers and partners](#).

7

8 **Information for Visitors of Sites and Apps Using Google Analytics**

9

10 [Our privacy policy](#) 

11 At Google, we are keenly aware of the trust you place in us and our responsibility to keep your privacy and data secure. As part of this responsibility, we let you know what information we collect when you use our products and services, why we collect it, and how we use it to improve your experience. The [Google privacy policy & principles](#) describes how we treat personal information when you use Google's products and services, including Google Analytics.

12

13

14

15 When any Website clicks on the "Google privacy policy & principles" above, they are taken to
 16 Google's Privacy Policy homepage at <https://policies.google.com/privacy?hl=en>, where Google
 17 has made assurances to the users such as "you can adjust your privacy settings to control what we
 18 collect and how your information is used" and that "[y]ou can choose to browse the web privately
 19 using Chrome in Incognito mode." In short, Google has assured Websites that Google Analytics
 20 will only be implemented on Websites in such a way that individual users maintain control.

21 77. Accordingly, Websites implementing Google Analytics have not consented, do not
 22 consent and cannot consent to Google's interception and collection of user data for Google's own
 23 purposes when users have enabled "private browsing mode" because doing so would violate
 24 Google's own Privacy Policy, as well as its assurances that its product complies with privacy laws
 25 and the Consent Decree by respecting consumer choice.

26 **C. Google Collects Data Using Ad Manager**

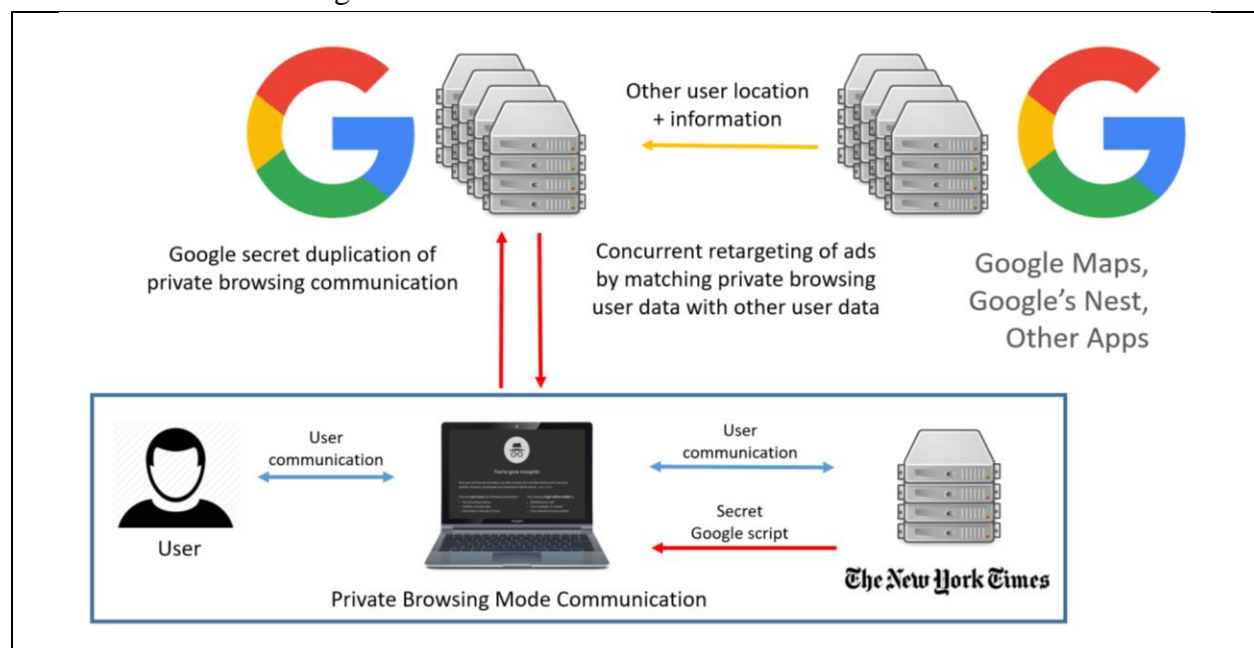
27 78. In addition to Google Analytics, over 70% of website publishers utilize another
 28 Google tracking and advertising product, called "Google Ad Manager" (formerly known as

1 “DoubleClick For Publishers” or “DFP”), which also collects the users’ URL viewing history.

2 79. Like Google Analytics, Google Ad Manager requires Google code to be embedded
 3 into the Website’s code. When the user’s (including Plaintiffs and Class members’) browser sends
 4 a communication to the website, asking for content to be displayed (i.e., the URL), then the
 5 embedded Google code causes the user’s browser to display targeted Google advertisements. These
 6 targeted ads are displayed along with the Website’s actual content. These advertisements are shown
 7 to the user on behalf of Google’s advertising customers, allowing Google to make money.

8 80. Google Ad Manager also uses Approved Pixels (*supra*) and Cookies to track users
 9 across the internet. Because of the number of Websites that use Google Ad Manager, it is very
 10 difficult for consumers (including Plaintiffs and Class members) to avoid its persistence. Like
 11 Google Analytics, Google Ad Manager begins collecting information on a user, before the content
 12 for the webpage has even fully loaded.

13 81. To maximize Google’s revenue, Google Ad Manager is set up to automatically
 14 retarget a user based on information that Google has previously collected, whether this information
 15 is based on a persistent identifier (e.g., Google Analytics User-ID, X-Client-Data Header, *supra*),
 16 Google’s fingerprinting (e.g., Approved Pixels, *supra*), or geolocation. Thereafter, Google
 17 continues to track and target the same user across the internet:



18
 19
 20
 21
 22
 23
 24
 25
 26
 27
 28 82. In many cases, the intercepted communications provide the “context” for targeted

1 “contextual advertising” for Google, where Google combines the URL the consumer is viewing,
2 with what Google knows about that user (e.g., Google Analytics User-ID, geolocation), to target
3 the consumer in the “context” of his or her web experience. Because of Google’s pervasive
4 presence on the internet, its unparalleled reach and its uncanny ability to so target consumers,
5 advertisers are willing to pay a premium for Google’s advertisement services.

6 83. As with Websites implementing Google Analytics, Websites using Ad Manager do
7 not consent to Google collecting data for Google’s own purposes while users have enabled “private
8 browsing mode.” On information and belief, Google never receives consent from Websites
9 implementing Ad Manager that Google may continue to intercept user activity and user data for its
10 own purposes when “private browsing mode” has been enabled. Indeed, Google represents to
11 consumers and Websites alike that it will adhere to its own Privacy Policy.²³

12 **D. Google Collects This Data From Users Even in “Private Browsing Mode”**

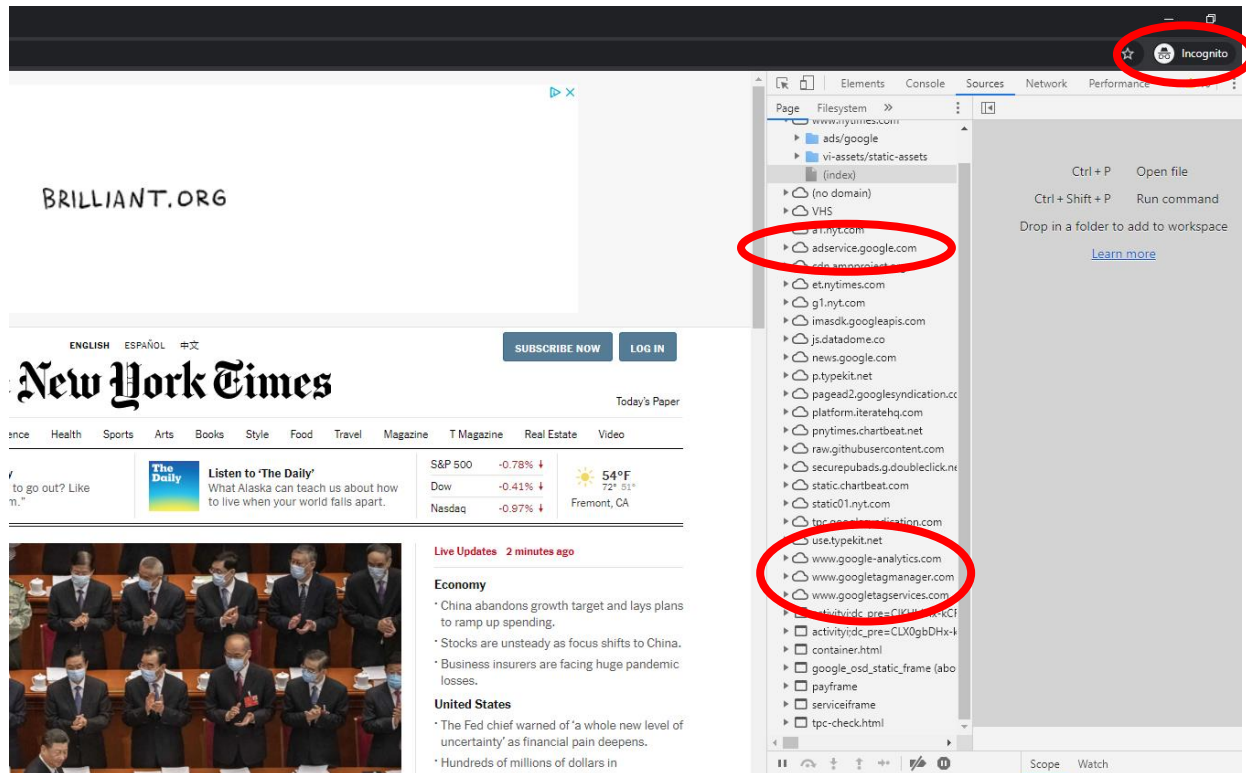
13 84. All of the Google data collection, described above, continues to occur when a user
14 (including Plaintiffs and Class members) enters “private browsing mode” on the user’s browser
15 software. Specifically, Google intercepts the communications between the user and the Websites,
16 whenever the user requests any page from the Website, thereby communicating and requesting a
17 specific URL. Google then duplicates this communication and causes it to be sent to its own servers,
18 after pairing the intercepted communications with whatever other data it can collect, so that Google
19 can generate and profit from targeted advertisements.

20 85. There is no disclosure or consent associated with this Google interception and data
21 collection, as Google designed its software code to run secretly, without disclosure, and render
22 ineffective users’ efforts to restrict Google’s interception and data collection. Google was never
23 authorized to take and use the information it obtained while users were in a private browsing mode,
24 where users revoked any rights Google might otherwise have had to collect such data.

25 86. Take, for example, someone who visits *The New York Times* website in private mode
26 with his Google Chrome browser. Even when he is browsing with “private browsing mode”
27

28 ²³ <https://policies.google.com/privacy?hl=en>.

1 enabled, Google Analytics and Google Ad Manager continue to track his data. This is demonstrated
 2 by the following screenshot, which is not presented to the user and accessible only by using
 3 developer tools:



17 87. As described above, Google's secret Javascript code from Google Analytics causes
 18 the user to concurrently send to Google not only a duplicated copy of the communications
 19 requesting the webpage with the Website but also additional data from the browser, such as Cookies,
 20 browser information and the X-Client-Referrer Header if it is available. And Google's Ad Manager
 21 not only intercepts the user's communications with the Websites; it concurrently combines the
 22 duplicated communications as soon as the user loads a webpage, with data from other Google
 23 processes to target the user with advertisements based on the combined information.

24 88. Thus, even when users are browsing the internet in "private browsing mode," Google
 25 continues to track them, profile them and profit from their data whenever they visit a Website that
 26 uses Google Analytics or Google Ad Manager. Google collects precisely the type of private,
 27 personal information users wish and expect to protect when they have taken these steps to control
 28 what information is shared with Google. Google's tracking occurred and continues to occur no

1 matter how sensitive or personal users' online activities are.

2 **IV. Google Creates Profiles On Its Users Using Confidential Information**

3 **A. Google's Business Model Requires Extensive And Continual User Data** 4 **Collection**

5 *"This is what every business has always dreamt of; to have a guarantee that if it places an ad, it*
6 *will be successful. . . . In order to be successful in that business, you have to have great*
7 *predictions. Great predictions begin with one imperative: you need a lot of data."*

8 *-Shoshana Zuboff, PhD; Professor Emeritus, Harvard Business School²⁴*

9 89. The core of Google's business model is targeted advertising. In fact, the bulk of
10 Google's hundreds of billions of dollars in revenue annually come from what companies pay Google
11 for targeted advertising,²⁵ both on Google Search and on various websites and applications that use
12 Google services. The more accurately that Google can track and target consumers, the more
13 advertisers are willing to pay Google's high advertisement fees and services.

14 90. Allowing consumers (including Plaintiffs and Class members) control over Google's
15 data collections and ad targeting – with an ability to stop Google's data collections and ad targeting,
16 including while in a private browsing mode – is actually against Google's interests and Google's
17 track record with regulators worldwide prove that Google is always tempted to play fast and loose
18 with its obligations and efforts to continue its data collection and ad targeting.

19 91. Because Google has already collected detailed "profiles" on each user and their
20 devices, Google is able to associate the data (collected from users in private browsing mode) with
21 those users' pre-existing Google "profiles." Doing so improves the "profiles" and allows Google
22 to sell more targeted ads at those users, among many other uses.

23 **B. Google Creates a User Profile on Each Individual**

24 ²⁴ Jeff Orlowski, Davis Coombe, Vickie Curtis, and Larissa Rhodes, *The Social Dilemma*,
25 <https://www.netflix.com/title/81254224?s=i&trkid=13747225> (Jan. 2020).

26 ²⁵ [https://www.investopedia.com/articles/investing/020515/business-
27 google.asp#:~:text=Google%20Ads%20and%20Search%20Advertising,results%20generated%20
28 by%20Google's%20algorithm.](https://www.investopedia.com/articles/investing/020515/business-google.asp#:~:text=Google%20Ads%20and%20Search%20Advertising,results%20generated%20by%20Google's%20algorithm.)

1 92. Google strives to build “profiles” on each individual (including Plaintiffs and Class
2 members) and each of their devices. These “profiles” contain all the data Google can collect
3 associated with each individual.

4 93. By tracking, collecting and intercepting users’ (including Plaintiffs’ and Class
5 members’) personal communications indiscriminately—regardless of whether users attempted to
6 avoid such tracking pursuant to Google’s instructions—Google has gained a complete, cradle-to-
7 grave profile of users:

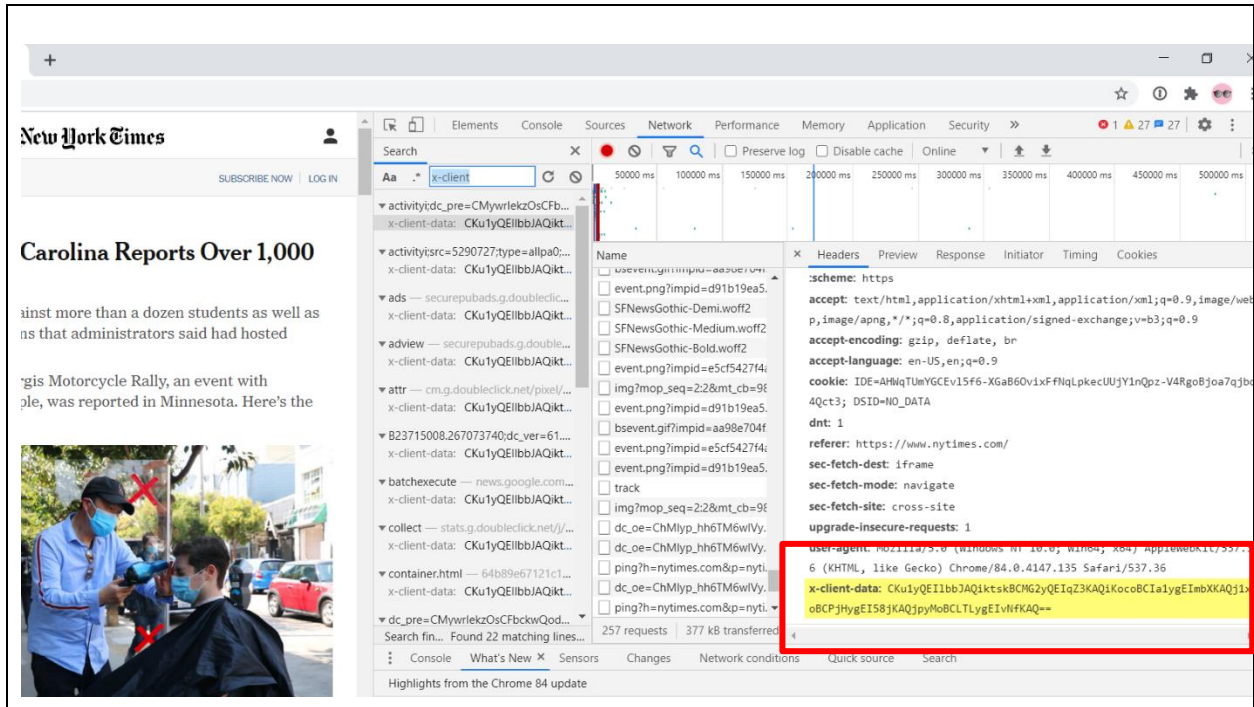
- 8 a. In many cases, Google is able to associate the data collected from users in
9 “private browsing mode” with specific and unique user profiles through Google
10 Analytics User-ID. Google does this by making use of a combination of the
11 unique identifier of the user it collects from Websites, and Google Cookies that
12 it collects across the internet on the same user;
- 13 b. Information collected from Google Cookies, which includes identifying
14 information regarding the user from private browsing sessions and non-private
15 browsing sessions, across multiple sessions;
- 16 c. Identifying information regarding the consumer from various Google
17 fingerprinting technologies that uniquely identify the device, such as X-Client-
18 Data Header, GStatic, and Approved Pixels;
- 19 d. Geolocation data that Google collects from concurrent Google processes and
20 system information, such as from the Android Operating System; and
- 21 e. The IP address information, which is transmitted to Google’s servers during the
22 private and non-private browsing sessions. Google correlates and aggregates
23 all of this information to create profiles on the consumers.

24 **C. Google Analytics Profiles Are Supplemented by the “X-Client-Data Header”**

25 94. Another powerful tool Google uses in building detailed profiles of what may
26 someday be every individual on the planet is the X-Client-Data Header.

27 95. Google’s Chrome browser identifies every device upon the first installation of
28

1 Chrome with a unique digital string of characters called Google’s “X-Client-Data Header,” such
 2 that Google uniquely identifies the device and user thereafter. Whenever Chrome is used, the
 3 Google browser is constantly transmitting this X-Client-Data Header to Google servers. Developer
 4 tools confirm this as follows:

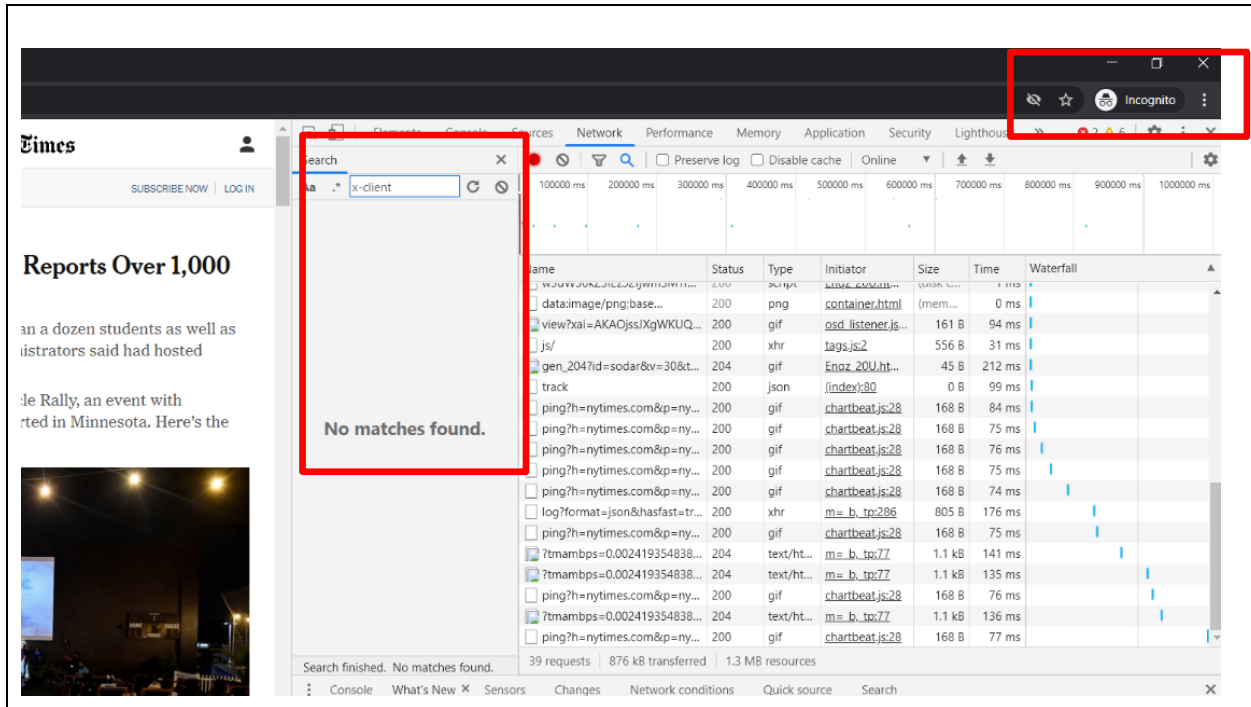


16 96. Through the X-Client-Data Header, Google is able to tell whether a user (including
 17 Plaintiffs and Class members) is in Incognito mode or not. The X-Client Data Header is present in
 18 all Chrome-states except when the user is in Incognito mode.²⁶ Developer tools confirm this as
 19 follows:

20 //
 21 //
 22 //

23
 24 ²⁶ Consistent with its historical behavior, Google actually tried to turn on the X-Client-Data
 25 Header for users in March 2020, but was called out by Microsoft engineers on technical forums.
 26 [https://bugs.chromium.org/p/chromium/issues/detail?id=1060744&q=x-client-](https://bugs.chromium.org/p/chromium/issues/detail?id=1060744&q=x-client-data&can=1&mode=grid&start-date=2020-04-23&end-date=2020-05-23&x=Target)
 27 [data&can=1&mode=grid&start-date=2020-04-23&end-date=2020-05-23&x=Target](https://bugs.chromium.org/p/chromium/issues/detail?id=1060744&q=x-client-data&can=1&mode=grid&start-date=2020-04-23&end-date=2020-05-23&x=Target). Google
 28 thereafter called it a “bug,” and reverted the browser back to not transmitting the identifier when
 the user is in Incognito. As Plaintiffs will prove, however, Google was concurrently representing
 to the press at this time that Google was not so using the X-Client-Data Header in Incognito,
 when in fact it was. See, e.g.,
https://www.theregister.co.uk/2020/03/11/google_personally_identifiable_info/.

1 //
 2 //
 3 //
 4 //



16 97. The X-Client-Data Header allows Google to track Chrome users across the web,
 17 because it remains unchanged even if users “clear their browser cache” of cookies.²⁷

18 98. Like Cookies, when the X-Client-Data Header is available, Google will concurrently
 19 collect this identifier with the duplicated communications it gets from the Websites and browser, to
 20 make it near impossible for the consumer to escape Google’s surveillance.

21 99. Google designed the Chrome browser software to track users, which further renders
 22 ineffective users’ efforts to prevent Google’s access to their information and Google’s creation of
 23 detailed user profiles for Google’s advertising and profits.

24 **D. Google Identifies You with “Fingerprinting” Techniques**

27 ²⁷ See Thomas Claburn, *Is Chrome Really Secretly Stalking You Across Google Sites Using Per-*
 28 *Install ID Numbers? We Reveal the Truth*, THE REGISTER (Feb. 5, 2020),
https://www.theregister.co.uk/2020/02/05/google_chrome_id_numbers/.

1 100. Google also builds its profile of users (including Plaintiffs and Class members) by
2 “fingerprinting” techniques. Because every device and application installed has small differences,
3 images, digital pixels, and fonts display differently for every device and application, just ever so
4 slightly. By forcing a consumer to display one of its images, pixels, or fonts, online companies such
5 as Google are able to “fingerprint” their users and consumers across the internet, with or without
6 their permission.

7 101. For example, a large portion of the Websites also use Google’s GStatic, which is a
8 Google-hosted service for fonts, where Google loads the fonts displayed on the Website, instead of
9 the Website’s web server. Google sells this service as something that allegedly helps to reduce
10 bandwidth and improve loading time, because Google is hosting the fonts. Plaintiffs are informed
11 and believe and on that basis allege that GStatic is an additional way that Google identifies and
12 tracks consumers, including when consumers are using a private browsing mode.

13 102. Google also authorizes Websites to place digital pixels (“Google Approved Pixels”)
14 embedded within the Websites’ code.²⁸ These pixels are typically created and maintained by
15 “approved third parties” (such as comScore, a data broker registered with California’s CCPA data
16 broker registry).

17 103. Again, when a user’s web browser accesses a website containing a Google Approved
18 Pixels, that browser responds to the pixel by generating a unique display. Each user’s display is
19 unique because it is generated in part, from certain digital signatures that are unique to each specific
20 device (in combination with the browser software running on the device). By tracking these pixels
21 and the unique resulting displays, Google and its data-broker partners are able to track and
22 “measure” consumers across the web.

23 104. GStatic and Google Approved Pixels enable Google to identify consumers because
24 the way the fonts and pixels are displayed on the browser help to uniquely identify whom the user
25 is. This again is another set of data surreptitiously collected by Google vis-à-vis the consumer’s
26

27 ²⁸ See, e.g., USE TRACKING PIXELS, [https://support.google.com/news/publisher-](https://support.google.com/news/publisher-center/answer/9603438?hl=en)
28 [center/answer/9603438?hl=en](https://support.google.com/news/publisher-center/answer/9603438?hl=en) (last visited Sept. 20, 2020), [describing partnership with](https://support.google.com/news/publisher-center/answer/9603438?hl=en)
[comScore](https://support.google.com/news/publisher-center/answer/9603438?hl=en).

1 browser which is added to the duplicated communications between the user and Websites, which
2 Google collects concurrent with the user's communications with the Website even when users are
3 in a private browsing mode.

4 **E. Google Identifies You With Your System Data and Geolocation Data**

5 105. Google also collects additional system data and geolocation data from (a) the
6 Android operating system running on users' phones or tablets and (b) Google applications running
7 on phones (e.g., Chrome and Maps), Google Assistant, Google Home, and other Google
8 applications and services.

9 106. Google collects information for its user profiles (including Plaintiffs and Class
10 members) by making use of (a) the Android operating system, which Google created and makes
11 available for smart phones, and (b) various Google applications that run on mobile devices. In a
12 2018 white paper entitled "Google Data Collection,"²⁹ Professor Douglas C. Schmidt of Vanderbilt
13 University concluded that Google's Android operating system, and several of Google's mobile
14 applications, are constantly sending system and location data to Google's servers. Specifically,
15 Professor Schmidt wrote:

16 Both Android and Chrome send data to Google even in the absence
17 of any user interaction. Our experiments show that a dormant,
18 stationary Android phone (with Chrome active in the background)
19 communicated location information to Google 340 times during a
20 24-hour period, or at an average of 14 data communications per
21 hour. In fact, location information constituted 35% of all the data
22 samples sent to Google.

23 Indeed, now that Google has acquired Nest and merged Nest's data with data obtained via Google
24 Home, Professor Schmidt's analysis regarding Google's ability to identify and track who and
25 where we are is even more persistent and pernicious.

26 107. When any user of a Nest or Google Home product is running a Nest or Google Home
27 application, concurrent with Google Assistant, Google is using the data collected from those
28 processes to target users for advertisements. To optimize those advertisements, Google collects the

29 ²⁹ Douglas C. Schmidt, *Google Data Collection*, DIGITAL CONTENT NEXT 1 (Aug. 15, 2018),
30 [https://digitalcontentnext.org/wp-content/uploads/2018/08/DCN-Google-Data-Collection-
31 Paper.pdf](https://digitalcontentnext.org/wp-content/uploads/2018/08/DCN-Google-Data-Collection-Paper.pdf).

1 user's geolocation.

2 108. Because Google Assistant and other Google applications are constantly tracking
3 your geolocation, Google knows exactly who you are, regardless of whether you are in "private
4 browsing mode" on the web, and Google is collecting and profiting from that personal user data.

5 109. In a *Wired* article regarding Google's privacy practices, Professor Schmidt stated
6 that Google's "business model is to collect as much data about you as possible and cross-correlate
7 it so they can try to link your online persona with your offline persona. This tracking is just
8 absolutely essential to their business. 'Surveillance capitalism' is a perfect phrase for it."³⁰ By
9 collecting increasing amounts of user data, Google is able to leverage such data to grow its third-
10 party advertising business and profit.

11 110. Plaintiffs are informed and believe that all of this Google data collection happens
12 even when a consumer is in the web browser's "private browsing mode." Indeed, the Arizona
13 Attorney General recently filed a complaint against Google alleging that it deceptively tracks users
14 based on various sources of location data, overriding consumer privacy controls and preferences.³¹

15 111. Plaintiffs are informed and believe that Google has contended in private industry
16 conversations and in internal meetings and documents, that such surreptitious data collection is
17 permissible, as it "aggregates the data" after the data has already been intercepted, collected,
18 reviewed, and analyzed by Google. Even if that contention were true, that would not excuse
19 Google's unlawful interceptions of data from users in "private browsing mode."

20 112. Plaintiffs are informed and believe that Google has also claimed in private industry
21 conversations and in internal meetings and documents that its data collection practices are
22 acceptable and not impermissible interceptions of communications, because Google is "acting on
23 behalf of the website(s)", as their vendor. This contention is untrue. As the chart above indicates,
24 Google's secret embedded code causes the user data to be sent directly to Google's servers in
25 California. Google then treats that user data as Google's own property, which Google may use or

26
27 ³⁰ Lily Hay Newman, *The Privacy Battle to Save Google from Itself*, WIRED (Nov. 1, 2018),
<https://www.wired.com/story/google-privacy-data/>.

28 ³¹ See Complaint, *Arizona v. Google LLC*, Arizona Sup. Ct. Case No. 2020-006219 (May 27, 2020).

1 sell as it pleases. Indeed, for a website to get access to the data that Google has collected using the
2 embedded code running on that website, the website's publisher must pay a premium price to
3 Google.

4 **V. Google Profits from Its Surreptitious Collection of User Data**

5 113. Google's continuous tracking of users is no accident. Google is one of the largest
6 technology companies in the world. Google LLC and its parent Alphabet Inc. have over 1.5 billion
7 active account users, and Alphabet Inc. boasts a net worth exceeding \$1 trillion.

8 114. Google's enormous financial success results from its unparalleled tracking and
9 collection of personal and sensitive user information (including Plaintiffs' and Class members') and
10 selling and brokering of that user information to optimize advertisement services. Over the last five
11 years, virtually all of Google's revenue was attributable to third party advertising and it is continuously
12 driven to find new and creative ways to leverage its access to users' data in order to sustain its
13 phenomenal growth.

14 115. Google profits from the data it collects – including the user data collected while users
15 are in a private browsing mode – in at least three ways. First, Google associates the confidential
16 communications and data with a user profile or profiles, to enrich Google's ability to charge its
17 customers for advertisement-related services. Second, Google later uses the intercepted
18 confidential communications and user data (in combination with the user's profile) to direct targeted
19 advertisements to consumers (including Plaintiffs and Class members). Third, Google uses the
20 results to improve Google's own algorithms and technology, such as Google Search.

21 116. The data Google collects contains consumers' personal viewing information.
22 Google collects, reads, analyzes the contents of, and organizes this data based on consumers' prior
23 histories. Google creates "profiles" for each individual user and/or each individual device that
24 accesses the Internet. Google seeks to associate as much information as possible with each profile
25 because, by doing so, Google can profit from Google's ad-targeting services.

26 117. For example, Plaintiffs are informed and believe and on that basis allege, that Google
27 often demands that websites pay for significant and expensive upgrades (e.g., such as to Google's
28 DV360) in order for the Websites to obtain access to specific visitor information. That Google

1 holds such detailed information regarding visitors hostage is proof that Google collects consumer
2 information on Websites primarily for its own use and profit.

3 118. Likewise, Google Ad Manager is a service that generates targeted advertisements to
4 be displayed alongside third-party websites' content. The user profiles, which Google creates and
5 maintains using the collected user data, are used by Google's algorithms to select which ads to
6 display through Google.

7 119. Google is paid for these advertisements by the third-party advertisers. Google is
8 able to demand high prices for these targeted-advertising services because Google is able to use
9 user profiles (including data that Google obtained from users while in "private browsing" mode) to
10 select and display advertisements targeted at those specific profiles.

11 120. Plaintiffs are informed and believe that Google also benefits by using the data it
12 collects to improve and refine existing Google products, services, and algorithms and also to
13 develop new products, services and algorithms. This collection, usage, or monetization of user data
14 contravenes the steps Plaintiffs and Class members have taken to try to control their information
15 from being tracked or used by Google in any way, for Google's own profits.

16 121. Google market power in Search is entirely dependent on its ability to track what
17 consumers are doing. The trackers that Google has across the internet not only tell Google where
18 consumers go subsequent to searching on Google Search, the trackers allow Google to track what
19 websites are popular and how often they are visited. By compiling not just consumer profiles, but
20 surveying human behavior across the vast majority of web browser activity, Google is able to create
21 a better and more effective search product as compared to its competitors, by its ability to claim that
22 Google knows how to best rank websites and online properties, because Google can track consumer
23 activity better than anyone else. Google Search would not be nearly as effective of a search tool
24 without Google Analytics as a complement.

25 122. Google profits from users by acquiring their sensitive and valuable personal
26 information, which includes far more than mere demographic information and volunteered personal
27 information like name, birth date, gender and email address. More importantly, when consumers use
28 Google, Google secretly plants numerous tracking mechanisms on users' computers and web-

1 browsers, which allow Google to track users' browsing histories and correlate them with user, device,
2 and browser IDs, rendering ineffective users' efforts to prevent access to their data.

3 123. The information Google tracks has and had massive economic value during the Class
4 Period. This value is well understood in the e-commerce industry, and personal information is now
5 viewed as a form of currency.

6 124. Well before the Class Period, there was a growing consensus that consumers'
7 sensitive and valuable personal information would become the new frontier of financial exploit.

8 125. Professor Paul M. Schwartz noted in the *Harvard Law Review*:

9 Personal information is an important currency in the new
10 millennium. The monetary value of personal data is large and still
11 growing, and corporate America is moving quickly to profit from
12 the trend. Companies view this information as a corporate asset and
13 have invested heavily in software that facilitates the collection of
14 consumer information.³²

15 126. Likewise, in *The Wall Street Journal*, former fellow at the Open Society Institute
16 (and current principal technologist at the ACLU) Christopher Soghoian noted:

17 The dirty secret of the Web is that the "free" content and services that
18 consumers enjoy come with a hidden price: their own private data.
19 Many of the major online advertising companies are not interested in
20 the data that we knowingly and willingly share. Instead, these
21 parasitic firms covertly track our web-browsing activities, search
22 behavior and geolocation information. Once collected, this mountain
23 of data is analyzed to build digital dossiers on millions of consumers,
24 in some cases identifying us by name, gender, age as well as the
25 medical conditions and political issues we have researched online.

26 Although we now regularly trade our most private information for
27 access to social-networking sites and free content, the terms of this
28 exchange were never clearly communicated to consumers.³³

127. The cash value of the personal user information unlawfully collected by Google
provided during the Class Period can be quantified. For example, in a study authored by Tim
Morey, researchers studied the value that 180 internet users placed on keeping personal data

³² Paul M. Schwartz, *Property, Privacy and Personal Data*, 117 HARV. L. REV. 2055,
2056–57 (2004).

³³ Julia Angwin, *How Much Should People Worry About the Loss of Online Privacy?*, THE WALL
STREET JOURNAL (Nov. 15, 2011).

1 secure.³⁴ Contact information of the sort that Google requires was valued by the study participants
 2 at approximately \$4.20 per year. Demographic information was valued at approximately \$3.00 per
 3 year. However, web browsing histories were valued at a much higher rate: \$52.00 per year. The
 4 chart below summarizes the findings:



14

15 128. Similarly, the value of user-correlated internet browsing history can be quantified,
 16 because Google itself was willing to pay users for the exact type of communications that Google
 17 illegally intercepted from Plaintiffs and other members of the Class during the Class Period. For
 18 example, Google Inc. had a panel during the Class Period (and still has one today) called “Google
 19 Screenwise Trends” which, according to the internet giant, is designed “to learn more about how
 20 everyday people use the Internet.”

21 129. Upon becoming a panelist, internet users would add a browser extension that shares
 22 with Google the sites they visit and how they use them. The panelists consented to Google tracking
 23 such information for three months in exchange for one of a number of “gifts,” including gift cards
 24 to retailers such as Barnes & Noble, Walmart, and Overstock.com.

25

26

27 ³⁴ Tim Morey, *What’s Your Personal Data Worth?*, DESIGN MIND (Jan. 18, 2011),
 28 <https://web.archive.org/web/20131206000037/http://designmind.frogdesign.com/blog/what039s-your-personal-data-worth.html>.

1 130. After three months, Google also agreed to pay panelists additional gift cards “for
2 staying with” the panel. These gift cards, mostly valued at exactly \$5, demonstrated conclusively
3 that internet industry participants understood the enormous value in internet users’ browsing habits.
4 Google now pays Screenwise panelists up to \$3 *per week* to be tracked.

5 131. As demonstrated above, user-correlated URLs have monetary value. They also have
6 non-monetary, privacy value. For example, in a recent study by the Pew Research Center, 93% of
7 Americans said it was “important” for them to be “in control of who can get information” about
8 them. Seventy-four percent said it was “very important.” Eighty-seven percent of Americans said
9 it was “important” for them not to have someone watch or listen to them without their permission.
10 Sixty-seven percent said it was “very important.” And 90% of Americans said it was “important”
11 that they be able to “control[] what information is collected about [them].” Sixty-five percent said
12 it was very important.

13 132. Likewise, in a 2011 Harris Poll study, 76% of Americans agreed that “online
14 companies, such as Google or Facebook, control too much of our personal information and know
15 too much about our browsing habits.”

16 133. Consumers’ sensitive and valuable personal information increased as a commodity,
17 where Google itself began paying users specifically for their browsing data.³⁵ As early as 2012
18 Google publicly admitted it utilized consumers’ browsing data, paired with other sensitive and
19 valuable personal information, to achieve what it called “nowcasting,” or “contemporaneous
20 forecasting,” which Google’s Chief Economist Hal Varian equated to the ability to predict what is
21 happening as it occurs.³⁶

22
23
24
25
26
27 ³⁵ Jack Marshall, *Google Pays Users for Browsing Data*, DigiDay (Feb. 10, 2012),
<https://digiday.com/media/google-pays-users-for-browsing-data/>

28 ³⁶ K.N.C., *Questioning the searches*, The Economist (June 13, 2012),
<https://www.economist.com/schumpeter/2012/06/13/questioning-the-searchers>

1 134. As the thirst grew for sensitive, personal information,³⁷ it became readily apparent
2 that the world's most valuable resource was no longer oil, but instead consumers' data in the form
3 of their sensitive, personal information.³⁸

4 135. During the Class Period, a number of platforms have appeared where consumers can
5 and do directly monetize their own data, and prevent tech companies from targeting them absent
6 their express consent:

- 7 a. Brave's web browser, for example, will pay users to watch online targeted
8 ads, while blocking out everything else.³⁹
- 9 b. Loginhood states that it "lets individuals earn rewards for their data and
10 provides website owners with privacy tools for site visitors to control their
11 data sharing," via a "consent manager" that blocks ads and tracking on
12 browsers as a plugin.⁴⁰

15
16 ³⁷ *Exploring the Economic of Personal Data: A Survey of Methodologies for Measuring*
17 *Monetary Value*, OECD Digital Economy Paper No. 220 at 7 (Apr. 2, 2013),
18 <http://dx.doi.org/10.1787/5k486qtxldmq-en>; *Supporting Investment in Knowledge Capital,*
19 *Growth and Innovation*, OECD, at 319 (Oct. 13, 2013),
20 <https://www.oecd.org/sti/inno/newsourcesofgrowthknowledge-basedcapital.htm>; Pauline
21 Glickman and Nicolas Glady, *What's the Value of Your Data?* TechCrunch (Oct. 13, 2015)
22 <https://techcrunch.com/2015/10/13/whats-the-value-of-your-data/>; Paul Lewis and Paul Hilder,
23 *Former Cambridge Analytica exec says she wants lies to stop*, The Guardian (March 23, 2018)
24 [https://www.theguardian.com/uk-news/2018/mar/23/former-cambridge-analytica-executive-](https://www.theguardian.com/uk-news/2018/mar/23/former-cambridge-analytica-executive-brittany-kaiser-wants-to-stop-lies)
25 [brittany-kaiser-wants-to-stop-lies](https://www.theguardian.com/uk-news/2018/mar/23/former-cambridge-analytica-executive-brittany-kaiser-wants-to-stop-lies); Shoshanna Zuboff, *The Age of Surveillance Capitalism* 166
26 (2019).

27 ³⁸ *The world's most valuable resource is no longer oil, but data*, The Economist (May 6, 2017),
28 [https://www.economist.com/leaders/2017/05/06/the-worlds-most-valuable-resource-is-no-](https://www.economist.com/leaders/2017/05/06/the-worlds-most-valuable-resource-is-no-longer-oil-but-data)
29 [longer-oil-but-data](https://www.economist.com/leaders/2017/05/06/the-worlds-most-valuable-resource-is-no-longer-oil-but-data).

30 ³⁹ Get Paid to Watch Ads in the Brave Web Browser, at: [https://lifelhacker.com/get-paid-to-](https://lifelhacker.com/get-paid-to-watch-ads-in-the-brave-web-browser-1834332279#:~:text=Brave%2C%20a%20chromium-based%20web%20browser%20that%20boasts%20an,a%20more%20thoughtful%20way%20than%20we%E2%80%99re%20accustomed%20to)
31 [watch-ads-in-the-brave-web-browser-1834332279#:~:text=Brave%2C%20a%20chromium-](https://lifelhacker.com/get-paid-to-watch-ads-in-the-brave-web-browser-1834332279#:~:text=Brave%2C%20a%20chromium-based%20web%20browser%20that%20boasts%20an,a%20more%20thoughtful%20way%20than%20we%E2%80%99re%20accustomed%20to)
32 [based%20web%20browser%20that%20boasts%20an,a%20more%20thoughtful%20way%20than](https://lifelhacker.com/get-paid-to-watch-ads-in-the-brave-web-browser-1834332279#:~:text=Brave%2C%20a%20chromium-based%20web%20browser%20that%20boasts%20an,a%20more%20thoughtful%20way%20than%20we%E2%80%99re%20accustomed%20to)
33 [%20we%E2%80%99re%20accustomed%20to](https://lifelhacker.com/get-paid-to-watch-ads-in-the-brave-web-browser-1834332279#:~:text=Brave%2C%20a%20chromium-based%20web%20browser%20that%20boasts%20an,a%20more%20thoughtful%20way%20than%20we%E2%80%99re%20accustomed%20to) (Lifelhacker, April 26, 2019) ("The model is
34 entirely opt-in, meaning that ads will be disable by default. The ads you view will be converted
35 into Brave's cryptocurrency, Basic Attention Tokens (BAT), paid out to your Brave wallet
36 monthly").

37 ⁴⁰ <https://loginhood.io/>. See also, <https://loginhood.io/product/chrome-extension> ("[s]tart earning
38 rewards for sharing data – and block others that have been spying on you. Win-win.")

- 1 c. Ex-presidential candidate Andrew Yang’s “Data Dividend Project” aims to
2 help consumers, “[t]ake control of your personal data. If companies are
3 profiting from it, you should get paid for it.”⁴¹
- 4 d. Killi is a new data exchange platform that allows you to own and earn from
5 your data.⁴²
- 6 e. Similarly, BIGtoken “is a platform to own and earn from your data. You
7 can use the BIGtoken application to manage your digital data and identity
8 and earn rewards when your data is purchased.”⁴³
- 9 f. The Nielsen Company, famous for tracking the behavior of television
10 viewers’ habits, has extended their reach to computers and mobile devices
11 through Nielsen Computer and Mobile Panel. By installing the application
12 on your computer, phone, tablet, e-reader, or other mobile device, Nielsen
13 tracks your activity, enters you into sweepstakes with monetary benefits,
14 and earn points worth up to \$50 per month.⁴⁴

23 ⁴¹ How Does It Work, at: <https://www.datadividendproject.com/> (“Get Your Data
24 Dividend... We’ll send you \$\$\$ as we negotiate with companies to compensate you for using
25 your personal data.”).

⁴² <https://killi.io/earn/>.

⁴³ https://bigtoken.com/faq#general_0 (“Third-party applications and sites access BIGtoken to
26 learn more about their consumers and earn revenue from data sales made through their platforms.
27 Our BIG promise: all data acquisition is secure and transparent, with consumers made fully
28 aware of how their data is used and who has access to it.”).

⁴⁴ Kevin Mercandante, *Ten Apps for Selling Your Data for Cash*, Best Wallet Hacks (June 10,
2020), <https://wallethacks.com/apps-for-selling-your-data/>.

1 136. Technology companies recognize the monetary value of users’ sensitive, personal
2 information, insofar as they encourage users to install applications explicitly for the purpose of
3 selling that information to technology companies in exchange for monetary benefits.⁴⁵

4 137. The CCPA recognizes that consumers’ personal data is a property right. Not only
5 does the CCPA prohibit covered businesses from discriminating against consumers that opt-out of
6 data collection, the CCPA also expressly provides that: “[a] business may offer financial incentives,
7 including payments to consumers as compensation, for the collection of personal information, the
8 sale of personal information, or the deletion of personal information.” Cal. Civ. Code §
9 1798.125(b)(1). The CCPA provides that, “[a] business shall not use financial incentive practices
10 that are unjust, unreasonable, coercive, or usurious in nature.” Cal. Civ. Code § 1798.125(b)(4).

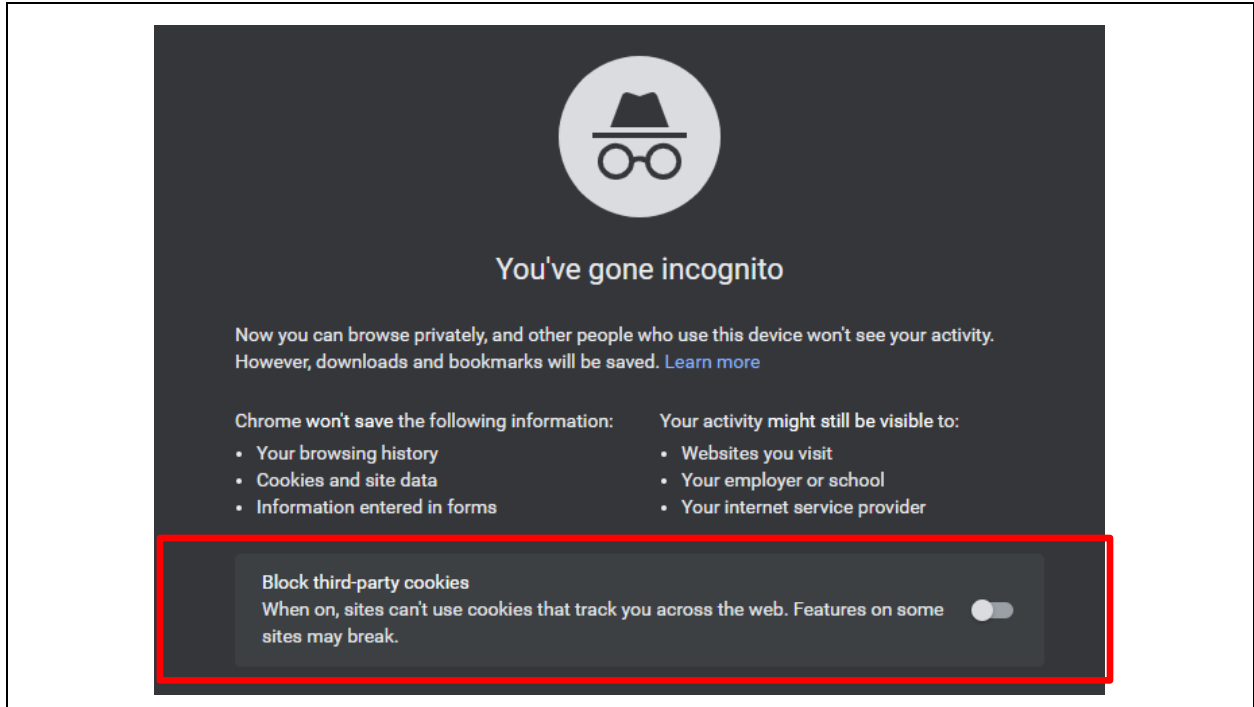
11 138. Through its false representations and unlawful data collection, Google is unjustly
12 enriching itself at the cost of consumer choice, when the consumer would otherwise have the ability
13 to choose how they would monetize their own data.

14 **VI. Google’s Recent About-Face**

15 139. Google has already acknowledged the inappropriateness of its tracking practices in
16 private browsing mode. *First*, after Plaintiffs filed the instant lawsuit, Google changed its own
17 Incognito Screen to add an additional option of “block[ing] third-party cookies.” Google’s
18 disclosure is still unclear as to whether the term ‘third party cookies’ encompasses Google’s own
19 ‘DoubleClick’ cookies and, once again, leaves a misleading impression about Google’s own
20 interception and collection of user data. Because Google used its Doubleclick cookies to track
21 users across websites, including when users are in Incognito or some other private browsing mode,
22 Google was able to identify and track users even when they were in such private browser modes:

23
24 ⁴⁵ Kari Paul, *Google launches app that will pay users for their data*, The Guardian (June 11,
25 2019), [https://www.theguardian.com/technology/2019/jun/11/facebook-user-data-app-privacy-](https://www.theguardian.com/technology/2019/jun/11/facebook-user-data-app-privacy-study)
26 [study](https://www.theguardian.com/technology/2019/jun/11/facebook-user-data-app-privacy-study); Saheli Roy Choudhury and Ryan Browne, *Facebook pays teens to install an app that*
27 *could collect all kinds of data*, CNBC (Jan. 30, 2019),
28 [https://www.cnn.com/2019/01/29/facebook-paying-users-to-install-app-to-collect-data-](https://www.cnn.com/2019/01/29/facebook-paying-users-to-install-app-to-collect-data-techcrunch.html)
[techcrunch.html](https://www.cnn.com/2019/01/29/facebook-paying-users-to-install-app-to-collect-data-techcrunch.html); Jay Peters, *Facebook will now pay you for your voice recordings*, The Verge
(Feb. 20, 2020), [https://www.theverge.com/2020/2/20/21145584/facebook-pay-record-voice-](https://www.theverge.com/2020/2/20/21145584/facebook-pay-record-voice-speech-recognition-viewpoints-pronunciations-app)
[speech-recognition-viewpoints-pronunciations-app](https://www.theverge.com/2020/2/20/21145584/facebook-pay-record-voice-speech-recognition-viewpoints-pronunciations-app).

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28



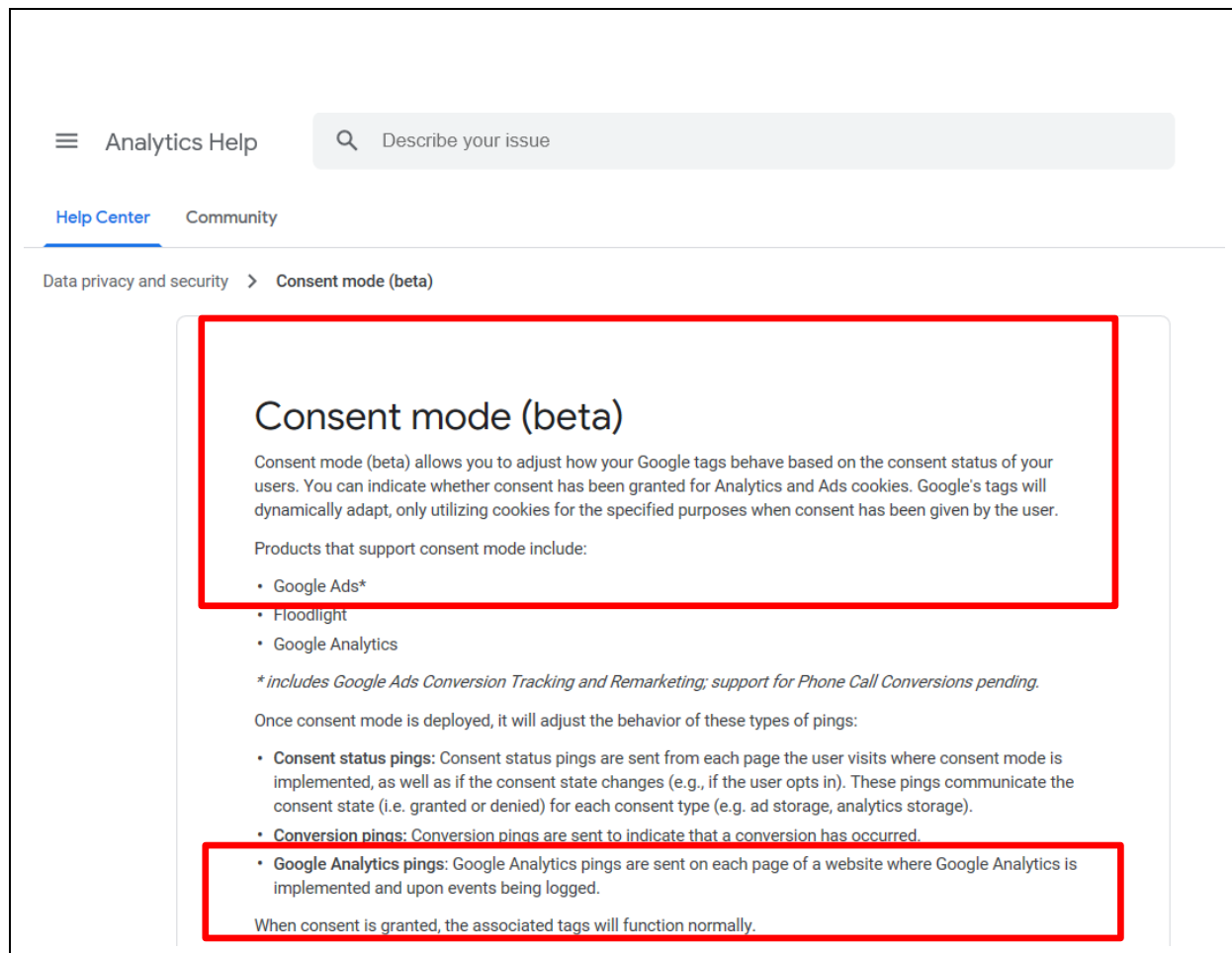
Notably, Google provides no explanation of what “third-party cookies” Google is referring to, or that Google may in fact be talking about itself, where Google had been intercepting the user’s communications in Incognito for years.

140. **Second**, after Plaintiffs filed the instant lawsuit, Google began testing a “Consent Mode (Beta)” for Google Analytics, where Websites for the first time will be required to indicate to Google whether the users agreed to be tracked by Google Analytics and Ad Manager, before “the associated [computer code] tags will function normally” for those products.⁴⁶

//
//
//
//
//
//
//

⁴⁶ <https://support.google.com/analytics/answer/9976101?hl=en>.

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16



Analytics Help

Describe your issue

Help Center Community

Data privacy and security > Consent mode (beta)

Consent mode (beta)

Consent mode (beta) allows you to adjust how your Google tags behave based on the consent status of your users. You can indicate whether consent has been granted for Analytics and Ads cookies. Google's tags will dynamically adapt, only utilizing cookies for the specified purposes when consent has been given by the user.

Products that support consent mode include:

- Google Ads*
- Floodlight
- Google Analytics

** includes Google Ads Conversion Tracking and Remarketing; support for Phone Call Conversions pending.*

Once consent mode is deployed, it will adjust the behavior of these types of pings:

- **Consent status pings:** Consent status pings are sent from each page the user visits where consent mode is implemented, as well as if the consent state changes (e.g., if the user opts in). These pings communicate the consent state (i.e. granted or denied) for each consent type (e.g. ad storage, analytics storage).
- **Conversion pings:** Conversion pings are sent to indicate that a conversion has occurred.
- **Google Analytics pings:** Google Analytics pings are sent on each page of a website where Google Analytics is implemented and upon events being logged.

When consent is granted, the associated tags will function normally.

17 141. Google's release of such functionalities for testing is proof that Google did not
18 previously implement sufficient user controls to ensure consent – by users or Websites – and comply
19 with the Consent Decree or privacy laws.

20 VII. Tolling of the Statute of Limitations

21 142. Any applicable statutes of limitations have been tolled under (1) the fraudulent
22 concealment doctrine, based on Google's knowing and active concealment and denial of the facts
23 alleged herein and (2) the delayed discovery doctrine, as Plaintiffs did not and could not reasonably
24 have discovered Google's conduct alleged herein until shortly before the Complaint was filed.

25 143. Throughout the Class Period, Google repeatedly and falsely represented that its users
26 (including Plaintiffs and Class members) could prevent Google from tracking users and collecting
27 their information, such as by using a browser in "private browsing mode."
28

1 144. Google never disclosed that it would continue to track users and collect their data
 2 once these steps were performed, nor did Google ever admit that it would still attempt to collect,
 3 aggregate, and analyze user data so that it can continue to track individual users even when the user
 4 has followed Google’s instructions on how to browse privately.

5 145. Google also further misled users by indicating that data associated with them would
 6 be viewable through their account, but Google did not include the user data at issue in this lawsuit
 7 (collected while in a private browser mode) in user accounts. Google’s failure to do so during the
 8 Class period is part of Google’s active deception and concealment.

9 146. Google has also made the following statements, which (1) misrepresent material
 10 facts about Google’s interception and use of users’ data in Incognito and/or private browsing modes
 11 and/or (2) omit to state material facts necessary to make the statements not misleading. Google
 12 thereby took affirmative steps to mislead Plaintiffs and other users about the privacy of their data
 13 when using private browsing modes like Incognito.

- 14 • On September 27, 2016, Google Director of Product Management Unni Narayana
 15 published an article in which he wrote that Google was giving users “more control
 16 with incognito mode” and stated “Your searches are your business. That’s why
 17 we’ve added the ability to search privately with incognito mode in the Google app
 18 for iOS. When you have incognito mode turned on in your settings, your search
 19 and browsing history will not be saved.”⁴⁷
- 20 • On September 8, 2017, Google Product Manager Greg Fair posted an article titled
 21 “Improving our privacy controls with a new Google Dashboard” in which he
 22 touted how Google has “[p]owerful privacy controls that work for you” and
 23 emphasizing how users had “control” over their information and tools “for
 24 controlling your data across Google.”⁴⁸
- 25 • On May 25, 2018, Google updated its Privacy Policy to state that users are “in
 26

27 ⁴⁷ <https://blog.google/products/search/the-latest-updates-and-improvements-for/>.

28 ⁴⁸ <https://www.blog.google/topics/safety-security/improving-our-privacy-controls-new-google-dashboard/>.

1 control” and “can also choose to browse the web privately using Chrome in
2 Incognito mode.”⁴⁹

- 3 • On June 21, 2018, Google Product Manager Jon Hannemann posted an article
4 titled “More transparency and control in your Google Account” in which he
5 wrote: “For years, we’ve built and refined tools to help you easily understand,
6 protect and control your information. As needs around security and privacy
7 evolve, we will continue to improve these important tools to help you control how
8 Google works for you.”⁵⁰
- 9 • On May 7, 2019, the New York Times published an opinion piece by Google
10 CEO Sudar Pichai in which he represented that it is “vital for companies to give
11 people clear, individual choices around how their data is used” and that Google
12 focuses on “features that make privacy a reality — for everyone.” He specifically
13 referenced Incognito, stating: “For example, we recently brought Incognito
14 mode, the popular feature in Chrome that lets you browse the web without linking
15 any activity to you, to YouTube.” He continued: “To make privacy real, we give
16 you clear, meaningful choices around your data.”⁵¹
- 17 • On May 7, 2019, during Google’s annual I/O conference, Google CEO Sundar
18 Pichai represented that Google’s products are “built on a foundation of user trust
19 and privacy” and ensuring “that people have clear, meaningful choices around
20 their data.” He specifically referenced Incognito mode in Chrome, stating that
21 Google was bringing Incognito mode to Google Maps: “While in Incognito in
22 Maps, your activity, like the places you search and navigate to, won’t be linked to
23 your account.”⁵²

24
25 ⁴⁹ <https://policies.google.com/privacy/archive/20171218-20180525?hl=en-US>.

26 ⁵⁰ <https://blog.google/technology/safety-security/more-transparency-and-control-your-google-account/>.

27 ⁵¹ <https://www.nytimes.com/2019/05/07/opinion/google-sundar-pichai-privacy.html>.

28 ⁵² <https://singjupost.com/sundar-pichai-at-google-i-o-2019-keynote-full-transcript/?singlepage=1>.

- 1 • On October 2, 2019, Google Director of Product Management, Privacy and Data
2 Protection Office Eric Miraglia published an article titled “Keeping privacy and
3 security simple, for you” in which he touted Google’s decision to add Incognito
4 mode to Google Maps, stating: “When you turn on Incognito mode in Maps, your
5 Maps activity on that device, like the places you search for, won’t be saved to
6 your Google Account and won’t be used to personalize your Maps experience.”⁵³
- 7 • On December 19, 2019, Google Vice President of Product Privacy Rahul Roy-
8 Chowdhury published an article titled “Putting you in control: our work in privacy
9 this year” in which he noted that Google had “expanded incognito mode across all
10 our apps” as an example of Google’s “tools to give you control over your data.”⁵⁴
- 11 • On January 28, 2020, Google Vice President of Product Privacy Rahul Roy-
12 Chowdhury published an article titled “Data Privacy Day: seven ways we protect
13 your privacy” in which he identified Incognito mode as one of the ways Google
14 keeps “you in control of your privacy” and touted how “Incognito mode has been
15 one of our most popular privacy controls since it launched with Chrome in
16 2008.”⁵⁵
- 17 • On or about July 29, 2020, Google submitted written remarks to Congress for
18 testimony by its current CEO Sundar Pichai (who helped develop Google’s
19 Chrome browser), which stated: “I’ve always believed that privacy is a universal
20 right and should be available to everyone and Google is committed to keeping
21 your information safe, treating it responsibly and putting you in control of what
22 you choose to share.”⁵⁶

23 147. The above Google representations were false. Google did not provide users with

25 ⁵³ <https://blog.google/technology/safety-security/keeping-privacy-and-security-simple-you/>.

26 ⁵⁴ <https://blog.google/technology/safety-security/putting-you-in-control-privacy-2019/>.

27 ⁵⁵ <https://blog.google/technology/safety-security/data-privacy-day-seven-ways-we-protect-your-privacy/>.

28 ⁵⁶ <https://docs.house.gov/meetings/JU/JU05/20200729/110883/HHRG-116-JU05-Wstate-PichaiS-20200729.pdf>.

1 control and permit them to browse privately, and Google instead continued to intercept users’
2 communications and collect user data while users were in a private browsing mode such as
3 Incognito. These Google representations, at a minimum, omitted material facts that would be
4 necessary to make the statements made not misleading, as they left the false impression that Google
5 did not intercept and collect users’ data while they were in private browsing mode.

6 148. Moreover, Google’s labeling of the relevant products “Incognito” mode and
7 “private browsing” is, in and of itself, misleading absent clear disclosures about the ways in which
8 Google intercepts and uses users’ private data. Indeed, “incognito” is defined as “with one’s
9 identity concealed.” Private is defined as “not known or intended to be known publicly: secret.”
10 However, as alleged above, Google in fact intercepts users’ private data and then associates that
11 data with the user’s “Google profile” across its services—hardly “private” or “Incognito” at all.

12 149. Plaintiffs relied upon Google’s false and misleading representations and omissions
13 that they controlled use of their data through private browsing modes such as Incognito and, based
14 on those misrepresentations, believed that Google was not intercepting and using their private data
15 when they were in such private browsing modes.

16 150. Plaintiffs did not discover and could not reasonably have discovered, that Google
17 was instead intercepting and using their data in the ways set forth in this Complaint until shortly
18 before the lawsuit was filed in consultation with counsel.

19 151. Indeed, even after this lawsuit was filed, Google made yet another misleading
20 public statement about its data interception and collection practices. Google spokesperson Jose
21 Castaneda was quoted in articles published in June 2020 stating: “Incognito mode in Chrome
22 gives you the choice to browse the internet without your activity being saved to your browser or
23 device. As we clearly state each time you open a new incognito tab, websites might be able to
24 collect information about your browsing activity during your session.” Once again, Google left
25 the misleading impression that users’ data was not being intercepted and collected without their
26 knowledge and omitted to disclose the ways in which Google actually intercepts and uses user data
27 in private browsing sessions.

28 152. Plaintiffs exercised reasonable diligence to protect their data from interception.

1 Indeed, that is precisely the reason *why* they used Google’s “Incognito” and private browsing
 2 modes. Yet they did not and could not reasonably have discovered their claims until consulting
 3 with counsel shortly before the filing of this Complaint through the exercise of reasonable
 4 diligence.

5 153. Accordingly, Plaintiffs and ~~the~~ Class members could not have reasonably
 6 discovered the truth about Google’s practices until shortly before this class litigation was
 7 commenced. Plaintiffs only learned of the truth in the weeks leading up to the filing of this
 8 Complaint.

9 **VIII. Google Collected the Data for the Purpose of Committing Further Tortious and**
 10 **Unlawful Acts**

11 154. Google collected the data from users in “private browsing mode” for the purpose of
 12 committing additional tortious and unlawful acts. Google’s subsequent use of the data violated the
 13 California Consumer Privacy Act (CCPA) and the FTC’s 2011 Consent Decree. Google also used
 14 the data to tortiously invade consumers’ privacy and intrude on their seclusion.

15 155. *Google collected the data with the intent to violate the California Consumer*
 16 *Privacy Act (CCPA).* The data collected from users in “private browsing mode” qualifies as
 17 “personal information” that is protected by the CCPA. Cal. Civ. Code § 1798.140(o).

18 The CCPA provides:

19 “A business that collects a consumer’s personal information shall, at or
 20 before the point of collection, inform consumers as to the categories of
 21 categories of personal information shall be used. A business shall
 22 not . . . use personal information collected for additional purposes without
 23 providing the consumer with notice consistent with this section.”

24 Cal. Civ. Code § 1798.100(b) (emphasis added).

25 156. At the time Google collected data from users in “private browsing mode,” Google
 26 intended to “use” that data “for additional purposes without providing the consumer with notice
 27 consistent with this section.” Whenever Google uses the confidential communications wrongfully
 28 collected, or aggregates it with other information to gain additional insight and intelligence, Google
 has violated the express prohibitions of the CCPA.

1 157. Moreover, Google carried out its intent: As described elsewhere in this complaint,
2 Google made use of the data it collected from users in “private browsing mode,” for “additional
3 purposes.” The users had never been “informed” of those “additional purposes.” Google never
4 gave its users “notice consistent with” the CCPA’s requirements regarding these “additional
5 purposes” for which Google used the data collected from users in “private browsing mode.”

6 158. *Google collected the data with the intent to violate the FTC’s 2011 Consent*
7 *Decree.* The FTC ordered Google to obtain “express affirmative consent” from each user, “prior to
8 any new or additional sharing” of a user’s information that is “a change from stated sharing practices
9 in effect at the time [Google] collected such information.”⁵⁷

10 159. At the time Google collected data from users in “private browsing mode,” Google
11 intended to share that data with third parties, in a manner that was very different from the “stated
12 sharing practices” Google had disclosed to users. Google intended to do this without obtaining
13 consent from the users.

14 160. Moreover, Google carried out its intent: Google shared and/or sold the data,
15 collected from users in “private browsing mode,” with third-parties including Google’s advertising
16 customers. That sharing and/or selling of data contradicted Google’s repeated assurances to users,
17 described herein. Google shared this data without obtaining consent.

18 161. *Google collected the data with the intent to intrude upon users’ seclusion and*
19 *invade their constitutional privacy.* The California Constitution and common law protect
20 consumers from invasions of their privacy and intrusion upon seclusion.

21 162. Users of the Internet enable “private browsing mode” for the purpose of preventing
22 others—including others in their own household, with whom they share devices—from finding out
23 what the users are viewing on the Internet. For example, users’ Internet activity, while in “private
24 browsing mode,” may reveal: a user’s dating activity; a user’s sexual interests and/or orientation; a
25 user’s political or religious views; a user’s travel plans; a user’s private plans for the future (e.g.,
26 _____

27 ⁵⁷ *In the Matter of Google, Inc.*, No. C-4336, Decision and Order Part II, p.3 (F.T.C. Oct. 13,
28 2011), available at <https://www.ftc.gov/enforcement/cases-proceedings/102-3136/google-inc-matter>.

1 purchasing of an engagement ring). These are just a few of the many intentions, desires, plans, and
2 activities that users intend to keep private when they enable “private browsing mode.”

3 163. It is common knowledge that Google collects information about the web-browsing
4 activity of users who are not in “private browsing mode.” It is also common knowledge that Google
5 causes targeted advertisements to be sent based on that information. For example, a reasonable
6 person who (a) uses a shared laptop computer to access a website (e.g., the L.A. Times) and who
7 (b) sees displayed on that website a targeted advertisement for a wedding engagement ring; would
8 therefore (c) believe that some other user of the shared computer had, while not in “private browsing
9 mode,” viewed content relating to engagement rings.

10 164. By causing targeted advertisements to be sent to users and to users’ devices, based
11 on data collected while users were in “private browsing mode,” Google has caused that data to be
12 revealed to others and has thereby invaded the privacy and intruded upon the seclusion, of the users
13 whose data was collected while in “private browsing mode.”

14 165. Google had the intent to send these targeted advertisements at the time that Google
15 was collecting data from users who were in “private browsing mode.”

16 **FACTUAL ALLEGATIONS REGARDING THE NAMED PLAINTIFFS**

17 166. Plaintiff Brown is an adult domiciled in California and has an active Google account
18 and had an active account during the entire Class Period.

19 167. He accessed the internet and sent and received communications with Websites on
20 several computing devices that were not shared devices.

21 168. Since at least 2016, Mr. Brown has been a user of various Google products, including
22 Google Maps, Waze, Gmail, and the Chrome browser. At various times since 2016, including
23 between February 28 and May 31, 2020, Mr. Brown visited several major websites using Chrome,
24 in Incognito mode, on his Android devices, which included Android mobile phones and laptops.
25 These websites included but are not limited to Apartments.com, CNN.com, and *latimes.com*, and
26 other private websites. Although Mr. Brown did not know at that time, Plaintiffs are informed and
27 believe now that Google was still tracking Mr. Brown, via various Android and Google-branded
28

1 software and services, in addition to the X-client-Data Header.

2 169. Google thereby tracked Mr. Brown and intercepted his communications with
3 Websites. Many of these requests were URL requests that revealed what he viewed and when.

4 170. Mr. Brown is aware that he is able to sell his own personal data, via other websites
5 such as Killi (<https://killi.io/earn/>). Unlike these other websites that ask for Mr. Brown's permission
6 to sell his data in exchange for consideration, Google never asked for his permission and instead
7 impermissibly intercepts his communications with Websites, and sells information gleaned from
8 such communications. Google's practices irreparably damage Mr. Brown's privacy and his ability
9 to control his own personal rights and data.

10 ~~171. Plaintiff Nguyen is an adult domiciled in California and has an active Google~~
11 ~~account and had an active account during the entire proposed Class Period.~~

12 ~~172.12. She accessed the internet and sent and received communications with Websites on~~
13 ~~several computing devices that were not shared devices.~~

14 ~~173. Since at least 2016, Ms. Nguyen has been a user of various Google products,~~
15 ~~including Google Maps, Waze, Gmail, and the Chrome browser. At various times since 2016,~~
16 ~~including between February 28 and May 31, 2020, Ms. Nguyen visited several major websites using~~
17 ~~Chrome, in Incognito mode, on her Apple devices, which included her iPhone and MacBook. She~~
18 ~~also visited several major websites using Safari, in private mode, on her Apple devices. These~~
19 ~~Websites included various major shopping sites and online publishers of fashion and Google is in~~
20 ~~possession of a full record of these Websites. Although Ms. Nguyen did not know at that time,~~
21 ~~Plaintiffs are informed and believe now that Google was still tracking Ms. Nguyen, via various~~
22 ~~Google branded software and services.~~

23 ~~174.12. However, Google thereby tracked Ms. Nguyen and intercepted her communications~~
24 ~~with Websites. Many of these requests were URL requests that revealed what she viewed and when.~~

25 ~~175. Ms. Nguyen is aware that she is able to sell her own personal data, via other websites~~
26 ~~such as Killi (<https://killi.io/earn/>). Unlike these other websites that ask for Ms. Nguyen's~~
27 ~~permission to sell her data in exchange for consideration, Google never asked for her permission~~
28 ~~and instead impermissibly intercepts her communications with Websites, and sells information~~

1 ~~gleaned from such communications. Google's practices irreparably damage Ms. Nguyen's privacy~~
2 ~~and her ability to control her own personal rights and data.~~

3 ~~176.171.~~ Plaintiff Byatt is an adult domiciled in Florida and has an active Google
4 account and had an active account during the entire proposed Class Period.

5 ~~177.172.~~ He accessed the internet and sent and received communications with
6 Websites on several computing devices that were not shared devices.

7 ~~178.173.~~ Since at least 2016, Mr. Byatt has been a user of various Google products,
8 including Google Maps, Waze, Gmail, and the Chrome browser. At various times since 2016,
9 including between February 28 and May 31, 2020, Mr. Byatt visited several major websites using
10 Chrome, in Incognito mode, on his Android and Apple devices, which included Android mobile
11 phones. These Websites included, *The New York Times* ([nytimes.com](https://www.nytimes.com)) and *The Washington Post*
12 ([Washingtonpost.com](https://www.washingtonpost.com)), and other private websites, and Google is in possession of a full record of
13 these Websites. Although Mr. Byatt did not know at that time, Plaintiffs are informed and believe
14 now that Google was still tracking Mr. Byatt, via various Android and Google-branded software
15 and services, in addition to the X-client-Data Header.

16 ~~179.174.~~ Google thereby tracked Mr. Byatt and intercepted his communications with
17 Websites. Many of these requests were URL requests that revealed what he viewed and when.

18 ~~180.175.~~ Mr. Byatt is aware that he is able to sell his own personal data, via other
19 websites such as Killi (<https://killi.io/earn/>). Unlike these other websites that ask for Mr. Byatt's
20 permission to sell his data in exchange for consideration, Google never asked for his permission
21 and instead impermissibly intercepts his communications with Websites, and sells information
22 gleaned from such communications. Google's practices irreparably damage Mr. Byatt's privacy
23 and his ability to control his own personal rights and data.

24 ~~181.176.~~ Plaintiff Davis is an adult domiciled in Arkansas and has an active Google
25 account and had an active account during the entire proposed Class Period.

26 ~~182.177.~~ He accessed the internet and sent and received communications with
27 Websites on several computing devices that were not shared devices.

28 ~~183.178.~~ Since at least 2016, Mr. Davis has been a user of various Google products,

1 including Google Maps, Gmail, and the Chrome browser. At various times since 2016, including
2 between February 28 and May 31, 2020, Mr. Davis visited several major websites using Chrome,
3 in Incognito mode, on his laptops and Apple device, which included his Apple iPhone. These
4 Websites included various news organizations' sites, crypto-currency sites, and other private
5 websites, and Google is in possession of a full record of these Websites. Although Mr. Davis did
6 not know at the that time, Plaintiffs are informed and believe now that Google was still tracking
7 Mr. Davis, via various Google-branded software and services, in addition to the X-client-Data
8 Header.

9 ~~184.179.~~ Google thereby tracked Mr. Davis and intercepted his communications with
10 Websites. Many of these requests were URL requests that revealed what he viewed and when.

11 ~~185.180.~~ Mr. Davis is aware that he is able to sell his own personal data, via other
12 websites such as Killi (<https://killi.io/earn/>). Unlike these other websites that ask for Mr. Davis'
13 permission to sell his data in exchange for consideration, Google never asked for his permission
14 and instead impermissibly intercepts his communications with Websites, and sells information
15 gleaned from such communications. Google's practices irreparably damage Mr. Davis' privacy and
16 his ability to control his own personal rights and data.

17 ~~186.181.~~ Plaintiff Castillo is an adult domiciled in California and has an active Google
18 account and had an active account during the entire proposed Class Period.

19 ~~187.182.~~ He accessed the internet and sent and received communications with
20 Websites on several computing devices that were not shared devices.

21 ~~188.183.~~ Since at least 2016, Mr. Castillo has been a user of various Google products,
22 including Google Maps, Gmail, and the Chrome browser. At various times since 2016, including
23 between February 28 and May 31, 2020, Mr. Castillo visited several major websites using Chrome,
24 in Incognito mode, on his laptop and Android device, which included his Android-based Samsung
25 phone. These Websites included dating websites and other private websites, and Google is in
26 possession of a full record of these Websites. Although Mr. Castillo did not know at that time,
27 Plaintiffs are informed and believe now that Google was still tracking Mr. Castillo, via various
28 Android and Google-branded software and services, in addition to the X-client-Data Header.

1 189,184. Google thereby tracked Mr. Castillo and intercepted his communications
2 with Websites. Many of these requests were URL requests that revealed what he viewed and when.

3 190,185. Mr. Castillo is aware that he is able to sell his own personal data, via other
4 websites such as Killi (<https://killi.io/earn/>). Unlike these other websites that ask for Mr. Castillo's
5 permission to sell his data in exchange for consideration, Google never asked for his permission
6 and instead impermissibly intercepts his communications with Websites, and sells information
7 gleaned from such communications. Google's practices irreparably damage Mr. Castillo's privacy
8 and his ability to control his own personal rights and data.

9 186. Plaintiff Trujillo is an adult domiciled in California and has an active Google account
10 and had an active account during the entire Class Period.

11 187. She accessed the internet and sent and received communications with Websites on
12 several computing devices that were not shared devices.

13 188. Since at least 2016, Ms. Trujillo has been a user of various Google products,
14 including Google Maps, Gmail, and the Chrome browser. At various times since 2016, including
15 between February 28 and May 31, 2020, Ms. Trujillo visited several major websites using Chrome,
16 in Incognito mode, on her laptop, Windows-based PC, and Apple devices, which included her Apple
17 iPhones. These websites included various travel websites (including multiple airlines and hotels),
18 as well as other private websites, and Google is in possession of a full record of these Websites.
19 Although Ms. Trujillo did not know at the time, Plaintiffs are informed and believe now that Google
20 was still tracking Ms. Trujillo, via various Google-branded software and services, in addition to the
21 X-client-Data Header.

22 189. Google thereby tracked Ms. Trujillo and intercepted her communications with
23 Websites. Many of these requests were URL requests that revealed what she viewed and when.

24 190. Ms. Trujillo is aware that she is able to sell her own personal data, via other websites
25 such as Killi (<https://killi.io/earn/>). Unlike these other websites that ask for Ms. Trujillo's
26 permission to sell her data in exchange for consideration, Google never asked for her permission
27 and instead impermissibly intercepts her communications with Websites, and sells information
28 gleaned from such communications. Google's practices irreparably damage Ms. Trujillo's privacy

1 and her ability to control her own personal rights and data.

2 191. None of these Plaintiffs consented to the tracking and interception of their
3 confidential communications made while browsing in “private browsing mode.”

4 **CLASS ACTION ALLEGATIONS**

5 192. This is a class action pursuant to Rules 23(a) and (b)(3) of the Federal Rules of Civil
6 Procedure on behalf of the following Classes:

- 7
- 8 • Class 1 – All Android device owners who accessed a non-Google
9 website containing Google Analytics or Ad Manager using such a
10 device and who were (a) in “private browsing mode” on that
11 device’s browser and (b) were not logged into their Google
12 account on that device’s browser, but whose communications,
including identifying information and online browsing history,
Google nevertheless intercepted, received, or collected from June
1, 2016 through the present (the “Class Period”).

 - 13 • Class 2 – All individuals with a Google account who accessed a
14 non-Google website containing Google Analytics or Ad Manager
15 using any non-Android device and who were (a) in “private
16 browsing mode” ~~in~~on that device’s browser, and (b) were not
17 logged into their Google account on that device’s browser, but
18 whose communications, including identifying information and
online browsing history, Google nevertheless intercepted,
received, or collected from June 1, 2016 through the present (the
“Class Period”).

19 193. Excluded from the Classes are: (1) the Court (including any Judge or Magistrate
20 presiding over this action and any members of their families); (2) Defendant, its subsidiaries,
21 parents, predecessors, successors and assigns, including any entity in which any of them have a
22 controlling interest and its officers, directors, employees, affiliates, legal representatives;
23 (3) persons who properly execute and file a timely request for exclusion from the Class; (4) persons
24 whose claims in this matter have been finally adjudicated on the merits or otherwise released;
25 (5) Plaintiffs’ counsel, Class counsel and Defendant’s counsel; and (6) the legal representatives,
26 successors, and assigns of any such excluded persons.

27 194. **Ascertainability:** Membership of the Classes is defined based on objective criteria
28 and individual members will be identifiable from Google’s records, including from Google’s

1 massive data storage, consumer accounts, and enterprise services. Based on information readily
2 accessible to it, Google can identify members of the Classes who own an Android device or have a
3 non-Android device with an associated Google account, who were victims of Google’s
4 impermissible interception, receipt, or tracking of communications as alleged herein.

5 195. **Numerosity:** Each of the Classes likely consists of millions of individuals.
6 Accordingly, members of the Classes are so numerous that joinder of all members is impracticable.
7 Class members may be identified from Defendant’s records, including from Google’s consumer
8 accounts and enterprise services.

9 196. **Predominant Common Questions:** Common questions of law and fact exist as to
10 all members of the Classes and predominate over any questions affecting solely individual members
11 of the Classes. Common questions for the Classes include, but are not limited to, the following:

- 12 a. Whether Google represented that Class Members could control what
13 communications of user information, browsing history and web activity data
14 were intercepted, received, or collected by Google;
- 15 b. Whether Google gave the Class members a reasonable expectation of privacy
16 that their communications of user information, browsing history and web
17 activity data were not being intercepted, received, or collected by Google
18 when the Class member was using a browser while in “private browsing
19 mode”;
- 20 c. Whether Google in fact intercepted, received, or collected communications of
21 user information, browsing history and web activity from Class members
22 when the Class members were using a browser while in “private browsing
23 mode”;
- 24 d. Whether Google’s practice of intercepting, receiving, or collecting
25 communications of user information, browsing history and web activity
26 violated state and federal privacy laws;
- 27 e. Whether Google’s practice of intercepting, receiving, or collecting
28 communications of user information, browsing history and web activity

1 violated state and federal anti-wiretapping laws;

2 f. Whether Google’s practice of intercepting, receiving, or collecting
3 communications of user information, browsing history and web activity
4 violated any other state and federal tort laws;

5 g. Whether Plaintiffs and Class members are entitled to declaratory and/or
6 injunctive relief to enjoin the unlawful conduct alleged herein; and

7 h. Whether Plaintiffs and Class members have sustained damages as a result of
8 Google’s conduct and if so, what is the appropriate measure of damages or
9 restitution.

10 197. **Typicality:** Plaintiffs’ claims are typical of the claims of other Class members, as all
11 members of the Classes were uniformly affected by Google’s wrongful conduct in violation of
12 federal and state law as complained of herein.

13 198. **Adequacy of Representation:** Plaintiffs will fairly and adequately protect the interests
14 of the members of the Classes and have retained counsel that is competent and experienced in class
15 action litigation, including nationwide class actions and privacy violations. Plaintiffs and their counsel
16 have no interest that is in conflict with, or otherwise antagonistic to the interests of the other Class
17 members. Plaintiffs and their counsel are committed to vigorously prosecuting this action on behalf
18 of the members of the Classes, and they have the resources to do so.

19 199. **Superiority:** A class action is superior to all other available methods for the fair and
20 efficient adjudication of this controversy since joinder of all members is impracticable. This proposed
21 class action presents fewer management difficulties than individual litigation and provides the benefits
22 of a single adjudication, economies of scale and comprehensive supervision by a single, able court.
23 Furthermore, as the damages individual Class members have suffered may be relatively small, the
24 expense and burden of individual litigation make it impossible for members of the Class to individually
25 redress the wrongs done to them. There will be no difficulty in management of this action as a class
26 action.

27 200. **California Law Applies to the Entirety of Both Classes:** California’s substantive
28 laws apply to every member of the Classes, regardless of where in the United States the Class member

1 resides, or to which Class the Class member belongs. Defendant’s own Terms of Service explicitly
 2 states “California law will govern all disputes arising out of or relating to these terms, service specific
 3 additional terms, or any related services, regardless of conflict of laws rules. These disputes will be
 4 resolved exclusively in the federal or state courts of Santa Clara County, California, USA, and you and
 5 Google consent to personal jurisdiction in those courts.” By choosing California law for the resolution
 6 of disputes covered by its Terms of Service, Google concedes that it is appropriate for this Court to
 7 apply California law to the instant dispute to all Class members. Further, California’s substantive laws
 8 may be constitutionally applied to the claims of Plaintiffs and the Class members under the Due Process
 9 Clause, *see* U.S. CONST. amend. XIV, § 1, and the Full Faith and Credit Clause, *see* U.S. CONST. art.
 10 IV, § 1, of the U.S. Constitution. California has significant contact, or significant aggregation of
 11 contacts, to the claims asserted by the Plaintiffs and all Class members, thereby creating state interests
 12 that ensure that the choice of California state law is not arbitrary or unfair. Defendant’s decision to
 13 reside in California and avail itself of California’s laws, and to engage in the challenged conduct from
 14 and emanating out of California, renders the application of California law to the claims herein
 15 constitutionally permissible. The application of California laws to the Classes is also appropriate under
 16 California’s choice of law rules because California has significant contacts to the claims of Plaintiffs
 17 and the proposed Classes and California has the greatest interest in applying its laws here.

18 201. Plaintiffs reserve the right to revise the foregoing class allegations and definitions based
 19 on facts learned and legal developments following additional investigation, discovery, or otherwise.

20 COUNTS

21 **COUNT ONE: VIOLATION OF THE FEDERAL WIRETAP ACT, 18 U.S.C. § 2510, *ET.*** 22 ***SEQ.***

23 202. Plaintiffs hereby incorporate Paragraphs 1 through 201 as if fully stated herein.

24 203. The Federal Wiretap Act, as amended by the Electronic Communications Privacy
 25 Act of 1986, prohibits the intentional interception of the contents any wire, oral, or electronic
 26 communication through the use of a device. 18 U.S.C. § 2511.

27 204. The Wiretap Act protects both the sending and receipt of communications.

28 205. 18 U.S.C. § 2520(a) provides a private right of action to any person whose wire, oral

1 or electronic communication is intercepted.

2 206. Google's actions in intercepting and tracking user communications while they were
3 browsing the internet using a browser while in "private browsing mode" was intentional. On
4 information and belief, Google is aware that it is intercepting communications in these
5 circumstances and has taken no remedial action.

6 207. Google's interception of internet communications that the Plaintiffs and Class
7 members were sending and receiving while browsing the internet using a browser while in "private
8 browsing mode" was done contemporaneously with the Plaintiffs' and Class members' sending and
9 receipt of those communications.

10 208. The communications intercepted by Google included "contents" of electronic
11 communications made from the Plaintiffs and Class members to Websites other than Google in the
12 form of detailed URL requests, webpage browsing histories and search queries which Plaintiffs sent
13 to those websites and for which Plaintiffs received communications in return from those websites.

14 209. The transmission of data between Plaintiffs and Class members on the one hand and
15 the websites on which Google tracked and intercepted their communications on the other, without
16 authorization while they were in "private browsing mode" were "transfer[s] of signs, signals,
17 writing, . . . data, [and] intelligence of [some] nature transmitted in whole or in part by a wire, radio,
18 electromagnetic, photoelectronic, or photooptical system that affects interstate commerce[,]" and
19 were therefore "electronic communications" within the meaning of 18 U.S.C. § 2510(12).

20 210. The following constitute "devices" within the meaning of 18 U.S.C. § 2510(5):

- 21 a. The computer codes and programs Google used to track the Plaintiffs' and
22 Class members' communications while they were in "private browsing
23 mode";
- 24 b. The Plaintiffs' and Class members' browsers and mobile applications;
- 25 c. The Plaintiffs' and Class members' computing and mobile devices;
- 26 d. Google's web and ad servers;
- 27 e. The web and ad-servers of websites from which Google tracked and
28 intercepted the Plaintiffs' and Class members' communications while they

1 were using a web browser in “private browsing mode”;

2 f. The computer codes and programs used by Google to effectuate its
3 tracking and interception of the Plaintiffs’ and Class members’
4 communications while using a web browser while in “private browsing
5 mode”; and

6 g. The plan Google carried out to effectuate its tracking and interception of
7 the Plaintiffs’ and Class members’ communications while using a web
8 browser while in “private browsing mode.”

9 211. Google, in its conduct alleged here, was not providing an “electronic
10 communication service,” as that term is defined in 18 U.S.C. § 2510(12) and is used elsewhere
11 in the Wiretap Act. Google was not acting as an Internet Service Provider (ISP). The conduct
12 alleged here does not arise from Google’s separate Gmail business of email communications
13 or Google’s separate GChat business of instant messages.

14 212. Google was not an authorized party to the communication because the Plaintiffs and
15 Class members were unaware of Google’s redirecting of the referer URLs and webpage browsing
16 histories to Google itself, did not knowingly send any communication to Google, were browsing the
17 internet using a browser while in “private browsing mode,” when Google intercepted the
18 communications between the Plaintiffs and websites other than Google. Google could not
19 manufacture its own status as a party to the Plaintiffs’ and Class members’ communications with
20 others by surreptitiously redirecting or intercepting those communications.

21 213. As illustrated herein, the communications between the Plaintiffs and Class members
22 on the one hand, and websites on the other, were simultaneous to, but *separate* from, the channel
23 through which Google acquired the contents of those communications.

24 214. The Plaintiffs and Class members did not consent to Google’s continued gathering
25 of the user’s communications after enabling “private browsing mode on their web browser,” and
26 thus never consented to Google’s interception of their communications. Indeed, Google represented
27 to Plaintiffs, Class members and the public at large that users could “control . . . what information
28 [they] share with Google” and “browse the web privately” by browsing in “private browsing mode.”

1 Moreover, the communications intercepted by Google were plainly confidential, which is evidenced
2 by the fact that Plaintiffs and Class members enabled “private browsing mode” in a manner
3 consistent with Google’s own recommendations to prevent sharing of information with Google prior
4 to accessing or communicating with the referer URLs and webpage browsing histories.

5 215. Websites never consented to Google’s gathering of the user’s communications after
6 enabling private browsing mode on their web browser. The interception by Google in the
7 aforementioned circumstances were unlawful and tortious.

8 216. After intercepting the communications, Google then used the contents of the
9 communications knowing or having reason to know that such information was obtained through the
10 interception of electronic communications in violation of 18 U.S.C. § 2511(1)(a).

11 217. As a result of the above actions and pursuant to 18 U.S.C. § 2520, the Court may
12 assess statutory damages to Plaintiffs and Class members; injunctive and declaratory relief; punitive
13 damages in an amount to be determined by a jury, but sufficient to prevent the same or similar
14 conduct by Google in the future, and a reasonable attorney’s fee and other litigation costs reasonably
15 incurred.

16 **COUNT TWO: VIOLATION OF THE CALIFORNIA INVASION OF PRIVACY ACT**
17 **(“CIPA”), CALIFORNIA PENAL CODE §§ 631 AND 632**

18 218. Plaintiffs hereby incorporate Paragraphs 1 through 201 as if fully stated herein.

19 219. The California Invasion of Privacy Act (“CIPA”) is codified at Cal. Penal Code §§
20 630 to 638. The Act begins with its statement of purpose:

21 The Legislature hereby declares that advances in science and
22 technology have led to the development of new devices and
23 techniques for the purpose of eavesdropping upon private
24 communications and that the invasion of privacy resulting from the
25 continual and increasing use of such devices and techniques has
created a serious threat to the free exercise of personal liberties and
cannot be tolerated in a free and civilized society.

26 Cal. Penal Code § 630.

27 220. California Penal Code § 631(a) provides, in pertinent part:

28 Any person who, by means of any machine, instrument, or

1 contrivance, or in any other manner . . . willfully and without the
2 consent of all parties to the communication, or in any unauthorized
3 manner, reads, or attempts to read, or to learn the contents or meaning
4 of any message, report, or communication while the same is in transit
5 or passing over any wire, line, or cable, or is being sent from, or
6 received at any place within this state; or who uses, or attempts to
7 use, in any manner, or for any purpose, or to communicate in any
8 way, any information so obtained, or who aids, agrees with, employs,
9 or conspires with any person or persons to lawfully do, or permit, or
10 cause to be done any of the acts or things mentioned above in this
11 section, is punishable by a fine not exceeding two thousand five
12 hundred dollars

13
14 221. California Penal Code § 632(a) provides, in pertinent part:

15
16 A person who, intentionally and without the consent of all parties to a
17 confidential communication, uses an electronic amplifying or
18 recording device to eavesdrop upon or record the confidential
19 communication, whether the communication is carried on among the
20 parties in the presence of one another or by means of a telegraph,
21 telephone, or other device, except a radio, shall be punished by a fine
22 not exceeding two thousand five hundred dollars

23
24 222. Under either section of the CIPA, a defendant must show it had the consent of all
25 parties to a communication.

26
27 223. Google has its principal place of business in California; designed, contrived and
28 effectuated its scheme to track its users while they were browsing the internet from a browser while
in “private browsing mode”; and has adopted California substantive law to govern its relationship
with its users.

224. At all relevant times, Google’s tracking and interceptions of the Plaintiffs’ and Class
members’ internet communications while using a browser in “private browsing mode” was without
authorization and consent from the Plaintiffs (and Class members) or Websites. The interception
by Google in the aforementioned circumstances were unlawful and tortious.

225. Google’s non-consensual tracking of the Plaintiffs’ and Class members’ internet
communications who were on their web browser or using a browser in “private browsing mode”
was designed to attempt to learn at least some meaning of the content in the URLs.

226. The following items constitute “machine[s], instrument[s], or contrivance[s]” under
the CIPA, and even if they do not, Google’s deliberate and admittedly purposeful scheme that

1 facilitated its interceptions falls under the broad statutory catch-all category of “any other manner”:

- 2 a. The computer codes and programs Google used to track the Plaintiffs’ and
- 3 Class members’ communications while they were in “private browsing
- 4 mode”;
- 5 b. The Plaintiffs’ and Class members’ browsers and mobile applications;
- 6 c. The Plaintiffs’ and Class members’ computing and mobile devices;
- 7 d. Google’s web and ad servers;
- 8 e. The web and ad-servers of websites from which Google tracked and
- 9 intercepted the Plaintiffs’ and Class members’ communications while they
- 10 were using a web browser in “private browsing mode”;
- 11 f. The computer codes and programs used by Google to effectuate its
- 12 tracking and interception of the Plaintiffs’ and Class members’
- 13 communications while using a web browser in “private browsing mode”;
- 14 and
- 15 g. The plan Google carried out to effectuate its tracking and interception of
- 16 the Plaintiffs’ and Class members’ communications while using a browser
- 17 in “private browsing mode.”

18 227. The data collected by Google constituted “confidential communications,” as that
19 term is used in Section 632, because Plaintiffs and Class members had objectively reasonable
20 expectations of privacy while browsing in “private browser mode.”

21 228. Plaintiffs and Class members have suffered loss by reason of these violations,
22 including, but not limited to, violation of their rights to privacy and loss of value in their personally-
23 identifiable information.

24 229. Pursuant to California Penal Code § 637.2, Plaintiffs and Class members have been
25 injured by the violations of California Penal Code §§ 631 and 632, and each seek damages for the
26 greater of \$5,000 or three times the amount of actual damages, as well as injunctive relief.

27 **COUNT THREE: VIOLATIONS OF THE COMPREHENSIVE COMPUTER DATA**
28 **ACCESS AND FRAUD ACT (“CDAFA”), CAL. PENAL CODE § 502 ET SEQ.**

1 230. Plaintiffs hereby incorporate Paragraphs 1 through 201 as if fully stated herein.

2 231. Cal. Penal Code § 502 provides: “For purposes of bringing a civil or a criminal action
3 under this section, a person who causes, by any means, the access of a computer, computer system,
4 or computer network in one jurisdiction from another jurisdiction is deemed to have personally
5 accessed the computer, computer system, or computer network in each jurisdiction.” Smart phone
6 devices with the capability of using web browsers are “computers” within the meaning of the statute.

7 232. Google violated Cal. Penal Code § 502(c)(2) by knowingly accessing and without
8 permission taking, copying, analyzing, and using Plaintiffs’ and Class members’ data.

9 233. Despite Google’s false representations to the contrary, Google effectively charged
10 Plaintiffs, Class Members, and other consumers and Google was unjustly enriched, by acquiring
11 their sensitive and valuable personal information without permission and using it for Google’s own
12 financial benefit to advance its advertising business. Plaintiffs and Class members retain a stake in
13 the profits Google earned from their personal browsing histories and other data because, under the
14 circumstances, it is unjust for Google to retain those profits

15 234. Google accessed, copied, took, analyzed, and used data from Plaintiffs’ and Class
16 members’ computers in and from the State of California, where Google: (1) has its principal place
17 of business; and (2) used servers that provided communication links between Plaintiffs’ and Class
18 members’ computers and Google, which allowed Google to access and obtain Plaintiffs’ and Class
19 members’ data. Accordingly, Google caused the access of Plaintiffs’ and Class members’
20 computers from California, and is therefore deemed to have accessed Plaintiffs’ and Class
21 members’ computers in California.

22 235. As a direct and proximate result of Google’s unlawful conduct within the meaning
23 of Cal. Penal Code § 502, Google has caused loss to Plaintiffs and Class members and has been
24 unjustly enriched in an amount to be proven at trial.

25 236. Plaintiffs, on behalf of themselves and Class members, seek compensatory damages
26 and/or disgorgement in an amount to be proven at trial, and declarative, injunctive, or other
27 equitable relief.

28 237. Plaintiffs and Class members are entitled to punitive or exemplary damages pursuant

1 to Cal. Penal Code § 502(e)(4) because Google’s violations were willful and, upon information and
 2 belief, Google is guilty of oppression, fraud, or malice as defined in Cal. Civil Code § 3294.

3 238. Plaintiffs and the Class members are also entitled to recover their reasonable
 4 attorneys’ fees pursuant to Cal. Penal Code § 502(e).

5 **COUNT FOUR: INVASION OF PRIVACY**

6 239. Plaintiffs hereby incorporate Paragraphs 1 through ~~238~~201 as if fully stated herein.

7 240. The right to privacy in California’s constitution creates a right of action against
 8 private entities such as Google.

9 241. Plaintiffs’ and Class members’ expectation of privacy is deeply enshrined in
 10 California’s Constitution. Article I, section 1 of the California Constitution provides: “All people
 11 are by nature free and independent and have inalienable rights. Among these are enjoying and
 12 defending life and liberty, acquiring, possessing, and protecting property and pursuing and
 13 obtaining safety, happiness, *and privacy*.” The phrase “*and privacy*” was added by the “Privacy
 14 Initiative” adopted by California voters in 1972.

15 242. The phrase “and privacy” was added in 1972 after voters approved a proposed
 16 legislative constitutional amendment designated as Proposition 11. Critically, the argument in favor
 17 of Proposition 11 reveals that the legislative intent was to curb businesses’ control over the
 18 unauthorized collection and use of consumers’ personal information, stating:

19
 20 The right of privacy is the right to be left alone...It prevents
 21 government and business interests from collecting and stockpiling
 22 unnecessary information about us and from misusing information
 23 gathered for one purpose in order to serve other purposes or to
 24 embarrass us. Fundamental to our privacy is the ability to control
 25 circulation of personal information. This is essential to social
 26 relationships and personal freedom.⁵⁸

27 243. The principal purpose of this constitutional right was to protect against unnecessary
 28 information gathering, use, and dissemination by public and private entities, including Google.

⁵⁸ BALLOT PAMP., PROPOSED STATS. & AMENDS. TO CAL. CONST. WITH ARGUMENTS TO VOTERS,
 GEN. ELECTION *26 (Nov. 7, 1972).

1 244. To plead a California constitutional privacy claim, a plaintiff must show an invasion
2 of (1) a legally protected privacy interest; (2) where the plaintiff had a reasonable expectation of
3 privacy in the circumstances; and (3) conduct by the defendant constituting a serious invasion of
4 privacy.

5 245. As described herein, Google has intruded upon the following legally protected
6 privacy interests:

- 7 a. The Federal Wiretap Act as alleged herein;
- 8 b. The California Wiretap Act as alleged herein;
- 9 c. A Fourth Amendment right to privacy contained on personal computing
10 devices, including web-browsing history, as explained by the United States
11 Supreme Court in the unanimous decision of *Riley v. California*;
- 12 d. The California Constitution, which guarantees Californians the right to
13 privacy;
- 14 e. Google’s Privacy Policy and policies referenced therein and other public
15 promises it made not to track or intercept the Plaintiffs’ and Class members’
16 communications or access their computing devices and web-browsers
17 while browsing in “private browsing mode.”

18 246. Plaintiffs and Class members had a reasonable expectation of privacy under the
19 circumstances in that Plaintiffs and Class members could not reasonably expect Google would
20 commit acts in violation of federal and state civil and criminal laws; and Google affirmatively
21 promised users (including Plaintiffs and Class members) it would not track their communications
22 or access their computing devices or web-browsers while they were using a web browser while in
23 “private browsing mode.”

24 247. Google’s actions constituted a serious invasion of privacy in that it:

- 25 a. Invaded a zone of privacy protected by the Fourth Amendment, namely the
26 right to privacy in data contained on personal computing devices, including
27 web search and browsing histories;
- 28 b. Violated several federal criminal laws, including the Wiretap Act;

- 1 c. Violated dozens of state criminal laws on wiretapping and invasion of
- 2 privacy, including the California Invasion of Privacy Act;
- 3 d. Invaded the privacy rights of hundreds of millions of Americans (including
- 4 Plaintiffs and class members) without their consent;
- 5 e. Constituted the unauthorized taking of valuable information from hundreds
- 6 of millions of Americans through deceit; and
- 7 f. Further violated Plaintiffs' and Class members' reasonable expectation of
- 8 privacy via Google's review, analysis, and subsequent uses of Plaintiffs'
- 9 and Class members' private and other browsing activity that Plaintiffs and
- 10 Class members considered sensitive and confidential.

11 248. Committing criminal acts against hundreds of millions of Americans constitutes an
12 egregious breach of social norms that is highly offensive.

13 249. The surreptitious and unauthorized tracking of the internet communications of
14 millions of Americans, particularly where, as here, they have taken active (and recommended)
15 measures to ensure their privacy, constitutes an egregious breach of social norms that is highly
16 offensive.

17 250. Google's intentional intrusion into Plaintiffs' and Class members' internet
18 communications and their computing devices and web-browsers was highly offensive to a
19 reasonable person in that Google violated federal and state criminal and civil laws designed to
20 protect individual privacy and against theft.

21 251. The taking of personally-identifiable information from hundreds of millions of
22 Americans through deceit is highly offensive behavior.

23 252. Secret monitoring of web private browsing is highly offensive behavior.

24 253. Following Google's unauthorized interception of the sensitive and valuable personal
25 information, the subsequent analysis and use of that private browsing activity to develop and refine
26 profiles on Plaintiffs, Class members, and consumers violated their reasonable expectations of
27 privacy.

28 254. Wiretapping and surreptitious recording of communications is highly offensive

1 behavior.

2 255. Google lacked a legitimate business interest in tracking users while browsing the
3 internet on a browser while in “private browsing mode,” without their consent.

4 256. Plaintiffs and Class members have been damaged by Google’s invasion of their
5 privacy and are entitled to just compensation and injunctive relief.

6 **COUNT FIVE: INTRUSION UPON SECLUSION**

7 257. Plaintiffs hereby incorporate Paragraphs 1 through 238201 as if fully stated herein.

8 258. Plaintiffs asserting claims for intrusion upon seclusion must plead (1) intrusion into
9 a private place, conversation, or matter; (2) in a manner highly offensive to a reasonable person.

10 259. In carrying out its scheme to track and intercept Plaintiffs’ and Class members’
11 communications while they were using a browser while in “private browsing mode” in violation of
12 its own privacy promises, Google intentionally intruded upon the Plaintiffs’ and Class members’
13 solitude or seclusion in that it effectively placed itself in the middle of conversations to which it
14 was not an authorized party.

15 260. Google’s tracking and interception were not authorized by the Plaintiffs and Class
16 members, the Websites with which they were communicating, or even the Plaintiffs’ and Class
17 members’ web-browsers.

18 261. Google’s intentional intrusion into their internet communications and their
19 computing devices and web-browsers was highly offensive to a reasonable person in that they
20 violated federal and state criminal and civil laws designed to protect individual privacy and against
21 theft.

22 262. The taking of personally-identifiable information from hundreds of millions of
23 Americans through deceit is highly offensive behavior, particularly where, as here, Plaintiffs and
24 Class members took active (and recommended) measures to ensure their privacy.

25 263. Secret monitoring of web private browsing is highly offensive behavior.

26 264. Wiretapping and surreptitious recording of communications is highly offensive
27 behavior.
28

1 and are not in breach of any.

2 274. As a result of Google’s breach(es), Google was able to obtain the personal property
3 of Plaintiffs and Class members and earn unjust profits.

4 275. Plaintiffs and Class Members also did not receive the benefit of the bargain for
5 which they contracted and for which they paid valuable consideration in the form of the personal
6 information they agreed to share, which has ascertainable value to be proven at trial.

7 276. Plaintiffs, on behalf of themselves and Class members, seek compensatory damages,
8 consequential damages, and/or non-restitutionary disgorgement in an amount to be proven at trial,
9 and declarative, injunctive, or other equitable relief.

10 **COUNT SEVEN: CA UNFAIR COMPETITION LAW (“UCL”), CAL. BUS. & PROF.**
11 **CODE § 17200 ET SEQ.**

12 277. Plaintiffs hereby incorporate Paragraphs 1 through 201 as if fully stated herein.

13 278. The UCL prohibits any “unlawful, unfair, or fraudulent business act or practice and
14 unfair, deceptive, untrue or misleading advertising.” Cal. Bus. & Prof. Code § 17200 (UCL). By
15 engaging in the practices aforementioned, Google has violated the UCL.

16 279. Google’s “unlawful” acts and practices include its violation of the Federal Wiretap
17 Act, 18 U.S.C. § 2510, et seq.; the California Invasion of Privacy Act, Cal. Penal Code §§ 631 and
18 632; the California Computer Data Access and Fraud Act, Cal. Penal Code § 502, et seq.; Invasion
19 of Privacy; Intrusion Upon Seclusion; Breach of Contract; and California Business & Professions
20 Code § 22576.

21 280. Google’s conduct violated the spirit and letter of these laws, which protect property,
22 economic and privacy interests and prohibit unauthorized disclosure and collection of private
23 communications and personal information.

24 281. Google’s “unfair” acts and practices include its violation of property, economic and
25 privacy interests protected by the statutes identified in paragraph 279. To establish liability under
26 the unfair prong, Plaintiffs and Class members need not establish that these statutes were actually
27 violated, although the claims pleaded herein do so.

28 282. Plaintiffs and Class members have suffered injury-in-fact, including the loss of

1 money and/or property as a result of Google’s unfair and/or unlawful practices, to wit, the
2 unauthorized disclosure and taking of their personal information which has value as demonstrated
3 by its use and sale by Google. Plaintiffs and Class members have suffered harm in the form of
4 diminution of the value of their private and personally identifiable data and content.

5 283. Google’s actions caused damage to and loss of Plaintiffs’ and Class members’
6 property right to control the dissemination and use of their personal information and
7 communications.

8 284. Google reaped unjust profits and revenues in violation of the UCL. This includes
9 Google’s profits and revenues from their targeted-advertising and improvements of Google’s other
10 products. Plaintiffs and the Class seek restitution and disgorgement of these unjust profits and
11 revenues.

12 **PRAYER FOR RELIEF**

13 WHEREFORE, Plaintiffs respectfully request that this Court:

14 A. Certify this action is a class action pursuant to Rule 23 of the Federal Rules of Civil
15 Procedure;

16 B. Appoint Plaintiffs to represent the Classes;

17 C. Appoint undersigned counsel to represent the Classes;

18 D. Award compensatory damages, including statutory damages where available, to
19 Plaintiffs and the Class members against Defendant for all damages sustained as a result of
20 Defendant’s wrongdoing, in an amount to be proven at trial, including interest thereon;

21 E. Award nominal damages to Plaintiffs and the Class members against Defendant;

22 F. Non-restitutionary disgorgement of all of Defendant’s profits that were derived, in
23 whole or in part, from Google’s interception and subsequent use of Plaintiffs’ communications;

24 F.G. Ordering Defendant to disgorge revenues and profits wrongfully obtained;

25 G.H. Permanently restrain Defendant, and its officers, agents, servants, employees and
26 attorneys, from intercepting, tracking, or collecting communications after class members used a
27 browser while in “private browsing mode,” or otherwise violating its policies with users;
28

1 H.I. Award Plaintiffs and the Class members their reasonable costs and expenses
2 incurred in this action, including attorneys' fees and expert fees; and

3 I.J. Grant Plaintiffs and the Class members such further relief as the Court deems
4 appropriate.

5 **JURY TRIAL DEMAND**

6 The Plaintiffs demand a trial by jury of all issues so triable.

7
8 Dated: ~~September 21, 2020~~ April 14, 2021

BOIES SCHILLER FLEXNER LLP

9
10 /s/ Mark C. Mao

Mark C. Mao

11 Mark C. Mao, CA Bar No. 236165
12 Sean P. Rodriguez, CA Bar No. 262437
13 Beko Richardson, CA Bar No. 238027
14 **BOIES SCHILLER FLEXNER LLP**
44 Montgomery St., 41st Floor
San Francisco, CA 94104
Tel.: (415) 293-6800
Fax: (415) 293-6899
mmao@bsflp.com
srodriguez@bsflp.com
brichardson@bsflp.com

15
16
17
18 James Lee (admitted *pro hac vice*)
19 Rossana Baeza (admitted *pro hac vice*)
20 **BOIES SCHILLER FLEXNER LLP**
100 SE 2nd St., 28th Floor
Miami, FL 33131
Tel.: (305) 539-8400
Fax: (303) 539-1307
jlee@bsflp.com
rbaeza@bsflp.com

21
22
23
24 Amanda K. Bonn, CA Bar No. 270891
25 **SUSMAN GODFREY L.L.P**
1900 Avenue of the Stars, Suite 1400
26 Los Angeles, CA. 90067
27 Tel: (310) 789-3100
28 Fax: (310) 789-3150
abonn@susmangodfrey.com

1 William S. Carmody (admitted *pro hac vice*)
2 Shawn Rabin (admitted *pro hac vice*)
3 Steven M. Shepard (admitted *pro hac vice*)
4 Alexander P. Frawley (admitted *pro hac vice*)
5 **SUSMAN GODFREY L.L.P.**
6 1301 Avenue of the Americas, 32nd Floor
7 New York, NY 10019-6023
8 Tel.: (212) 336-8330
9 Fax: (212) 336-8340
10 bcarmody@susmangodfrey.com
11 srabin@susmangodfrey.com
12 sshepard@susmangodfrey.com
13 afrawley@susmangodfrey.com

14 John A. Yanchunis (admitted *pro hac vice*)
15 Ryan J. McGee (admitted *pro hac vice*)
16 **MORGAN & MORGAN**
17 201 N. Franklin Street, 7th Floor
18 Tampa, FL 33602
19 Tel.: (813) 223-5505
20 jyanchunis@forthepeople.com
21 rmcgee@forthepeople.com

22 *Attorneys for Plaintiffs*