

Dear Madam, dear Sir,

Thank you very much for the letter from Commissioner Didier Reynders addressed to Mr. Sundar Pichai from April 21, 2020.

We are deeply committed to working with the European Commission and with Member States to address the crisis - by providing timely and helpful information to people in Europe, protecting people from misinformation and illegal practices, enabling productivity for businesses, remote workers and students, and advancing health research.

We have provided a full response to Commissioner Reynders' inquiry about scam and unfair practices related to COVID-19, which is available on the [Commission's website](#). Please allow us to summarize key updates in this area since the document's submission:

- On April 22, we [published a blog post](#) highlighting the measures we are taking to protect users from COVID-19 scams and the tips they should follow when it comes to evaluating content online. The blog post links to a [newly created microsite](#) that describes some of the COVID-related scams that we're seeing and identifies ways users can protect themselves.
- Separately, our Threat Analysis Group (TAG) [published a blog post](#) discussing COVID-19 related phishing attacks by government-backed actors that are being targeted at health care workers and some government employees. TAG is detecting 18 million malware and phishing Gmail messages each day related to COVID-19. We are blocking more than 99.9% of these emails from ever reaching the inboxes of our users.
- As communicated prior, under our policies, we treat the COVID-19 pandemic as a [sensitive event](#) for Google Ads. This policy prohibits ads with "content that potentially capitalizes on or lacks reasonable sensitivity towards a natural disaster, conflict, death, public health emergency, or other tragic event." As part of our enforcement of this policy, we do not allow ads to run on our platforms where it appears an advertiser may be engaged in price gouging or where the ads contain or target certain keywords, regardless of ad or site content. We enforce a similar sensitive event policy for Shopping ads.
- Over the past few months, we've blocked or removed over 80 million coronavirus-related ads (globally), including Shopping ads, for policy violations including price-gouging, capitalizing on global medical supply shortages and making misleading claims about cures.
- We are currently allowing COVID-19 related ads for selected advertiser segments such as government organizations and others who want to get relevant information out to the public. We are continuing to evaluate our policy and enforcement processes as the situation evolves to phase in more advertisers. More information can be found in our COVID-19 update in the [Google Ads Help Center](#).
- As a reminder: in addition to these restrictions, under our [Dangerous or Derogatory policy](#) for Google Ads, we prohibit content that threatens or advocates for physical or mental harm on oneself or others; this includes

content that promotes or advocates for harmful health or medical claims or practices.

We stand ready to discuss the topic in more detail with the European Commission's experts in order to effectively tackle the deceptive marketing techniques on our platforms. Please do not hesitate to reach out to us with any questions or suggestions you may have.

Kind regards,