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GoogleMonitor.com Launches Today

Will spotlight Google's lack of transparency and accountability

WASHINGTON – A new web site designed to make Google more transparent and accountable launched today. GoogleMonitor.com is a crowd-sourcing site which will keep watch on the Web's top watcher of everyone.

"Google is the most powerful company in the world, dominates the Web's business model for information discovery and monetization, and watches most everything that happens on the Web," Scott Cleland of Precursor LLC and GoogleMonitor.com's publisher said. "Given all that unchecked power, Google has a dangerous dearth of transparency and accountability."

GoogleMonitor.com is designed to be a watchdog site focused on Google, covering subjects including: competition/antitrust, privacy, security, intellectual property, transparency, neutrality, accountability, ethics, public policy and humor. Because Google's dominance is global, the site will feature information from countries around the world.

"Google Monitor.com will organize the world's information on Google and make it universally accessible and useful to those concerned about Google's unaccountable power over the Internet," continued Cleland. "Google has a one-way transparency policy, demanding free and open access to everyone else's digital content and private information, while denying access to even the most basic information about its "black-box" algorithms and auctions. This powerfully reinforces Google's rapidly expanding monopoly."

GoogleMonitor.com features a "*Got info*?" button where people can contribute information to the site publicly. And if someone is afraid of retribution by Google, they can submit information confidentially.

"Google masks its unaccountability with its '*innovation without permission*' credo, cleverly turning its vice of not asking for permission to use others' content, property or private information, into a PR virtue," concluded Cleland.

For more information visit <u>www.GoogleMonitor.com</u>

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