

Human Rights Risk Assessment Shareholder Resolution

Whereas, Google, Inc.'s YouTube Kids is a mobile application that tailors YouTube content for children and markets and advertises to children using an array of techniques that have been found to be harmful for children and that could raise liability vis-à-vis the UN Convention on the Rights of Child and other frameworks.

Whereas, YouTube Kids provides a platform for advertising to children. YouTube Kids is supported by pre-approved "paid ads" that run before videos. Its "Parental Guide" points out that Google's family-friendly policy applies solely to the 30- or 60-second paid ads that make up only a tiny fraction of the content available on the YouTube Kids app. Google's policy overlooks a far more prevalent form of advertising on YouTube Kids: uploaded program-length commercials.

Whereas, numerous user-generated YouTube Kids channels and videos include product placements and endorsements for a variety of products, such as food and beverages. Major food companies maintain brand channels that are available on YouTube Kids that feature commercials for products and toys that are bundled with their kids' meals. Whereas, many YouTube Kids channels and videos amount to little more than advertising, which can cause serious harm to children. Decades of scientific research has shown that young children cannot differentiate between advertising and content, and even older children will not understand that advertisements are designed to sell them products and should not be accepted uncritically. Accordingly, many U.S. laws and international agreements protect children from advertising based on these concepts.

Whereas, Google is allowing advertisers to reach children aged 5 and under using the YouTube Kids app. Google should consider the FCC's rules against children's advertising on TV, and the FTC's Endorsement Guides. Internationally, Google should ensure that its platforms do not violate the UN Guiding Principles on Business and Human Rights and UNICEF's Children's Rights and Business Principles.

RESOLVED, shareholders request that the Board of Directors issue a report, including a risk evaluation, at reasonable expense and excluding proprietary information, by July 1, 2016. This report should assess whether the company's expansion into children's products and its practices therein are sufficient to prevent material impacts on the company's finances and operations in light of public concerns about deceptive advertising to children, childhood obesity, and public and private initiatives to eliminate or restrict food marketing to youth.