



Think Google's free?

Google sold over \$36 billion of targeted advertising in 2011.

Every time you use "free" Google products like Search, Maps or Gmail, Google is collecting data about you.

See, from Google's perspective, your personal information is very, very good to know because the more information it has about you, the more money it can make selling advertising.

It drives ad prices higher—and those costs get passed on to consumers like you.

As one Google executive said, "We don't monetize the thing we create...we monetize the people that use it."

Remember that the next time you're using one of Google's "free" products.

Now that's **good to know.**

www.fairsearch.org/goodtoknow

