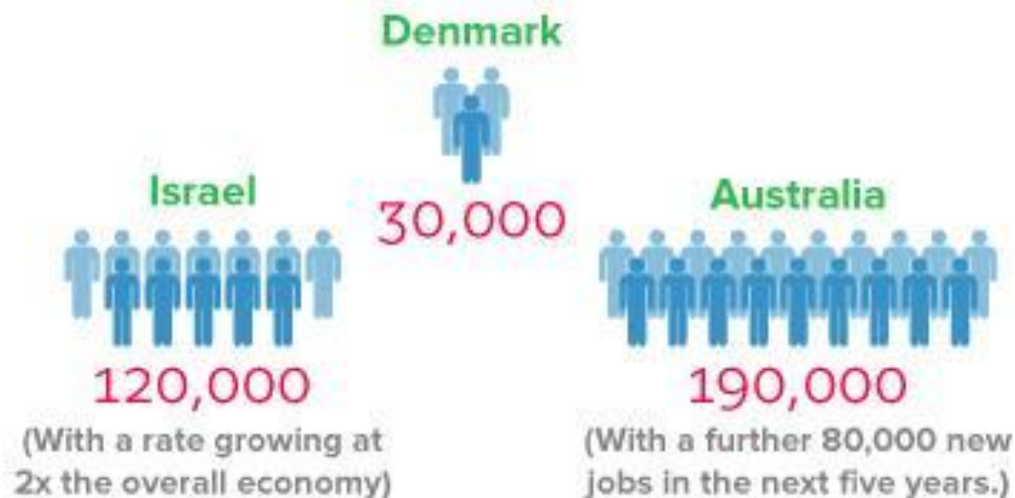


# Innovation & Trust in Cloud Computing

Andy Yee  
Public Policy & Government Relations  
Google, Inc.

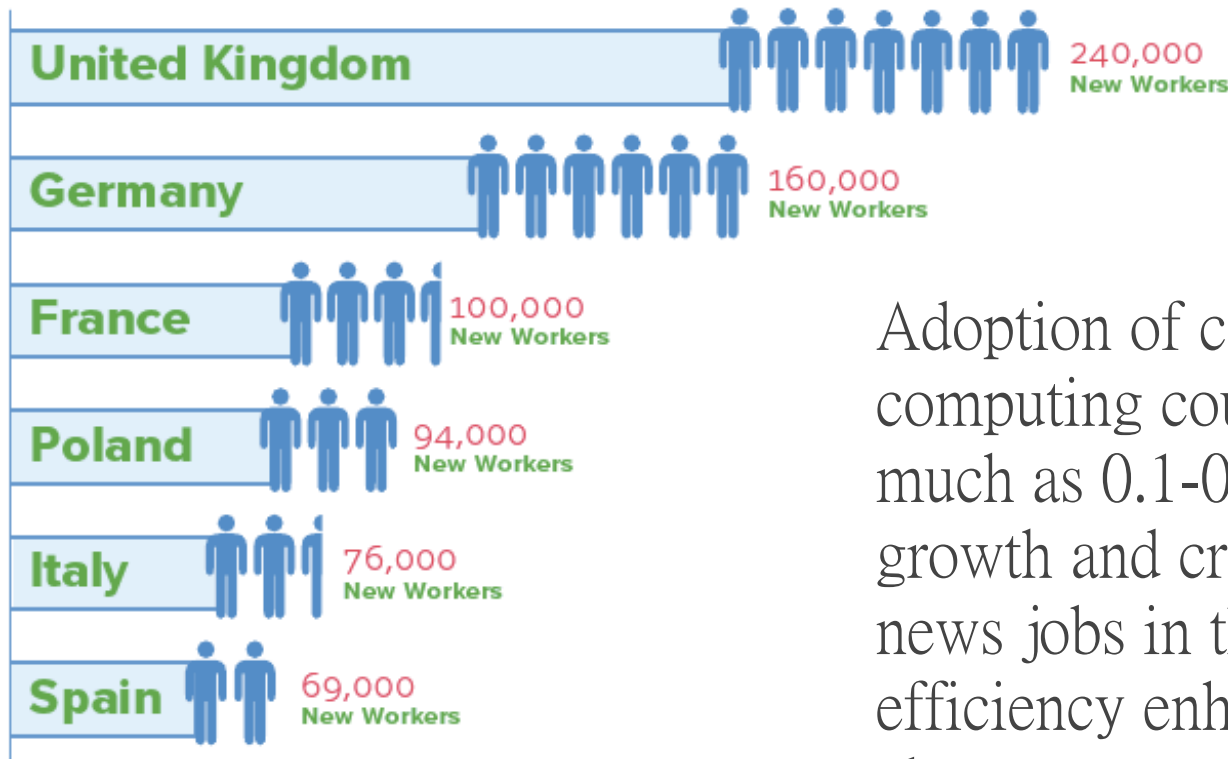
# Economic impact of the Internet

## Jobs Currently Provided by the Internet Industry



*The internet accounts for 21% of GDP growth in mature countries over the past 5 years and generates 2.6 jobs for every one that is lost.*

# Economic Impact of the Internet



Adoption of cloud computing could drive as much as 0.1-0.4% GDP growth and create 800,000 new jobs in the EU through efficiency enhancements alone.

Jobs created by cloud computing over 5-10 years

Source: [www.valueoftheweb.com](http://www.valueoftheweb.com)

# Economic impact of the Internet



*“If the late 20<sup>th</sup> century was the age of the multinational company, the early 21<sup>st</sup> will be the age of the micro-multinational: small companies that operate globally.”*

-- Hal Varian, Google's Chief Economist

# Google's approach to security

**Protect  
user data**



**Protect  
user activities**



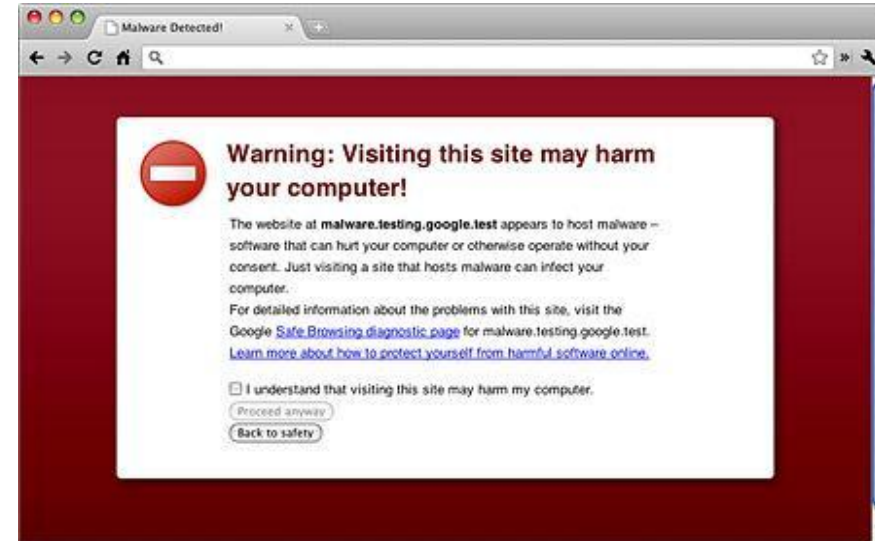
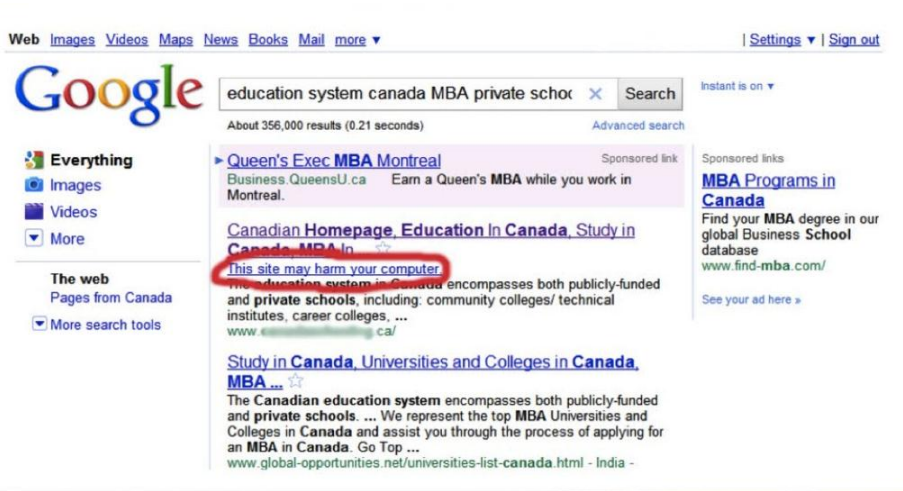
**Help make  
the Internet safer**



**Hire top  
security talent**



# Protecting users' security



1.

Sign in with your  
Google Account

Username:   
ex: pat@example.com

Password:

Stay signed in

[Sign in](#)

[Can't access your account?](#)



2.

Google accounts

**Two-step verification**

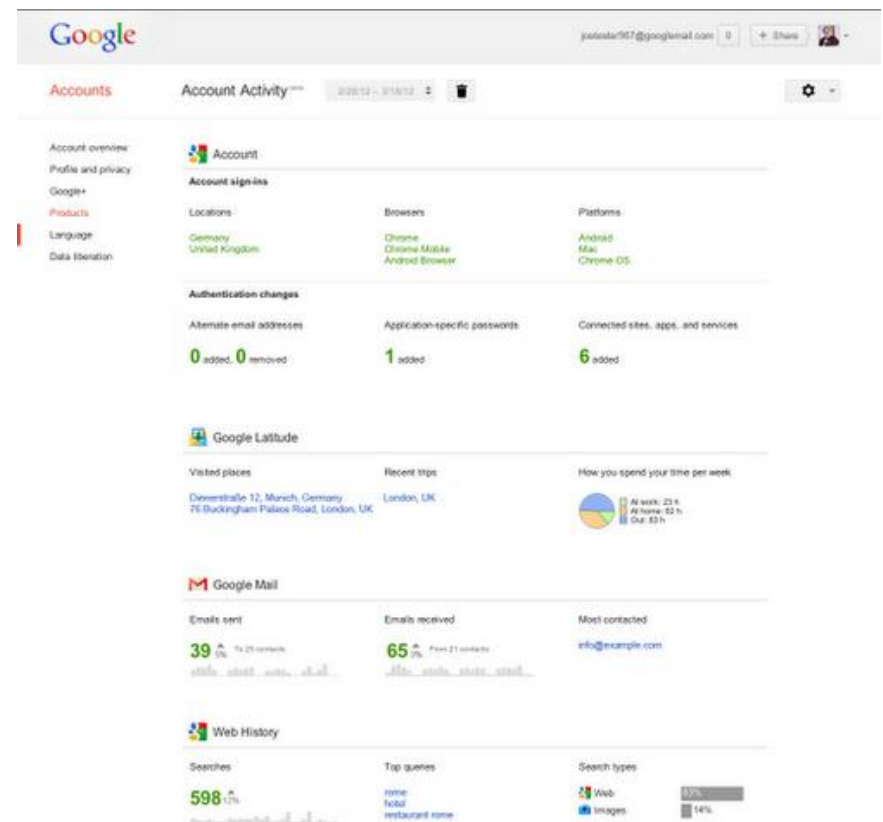
Enter the verification code generated by your mobile application.

Enter code:  [Verify](#)

Remember verification for this computer.

[Get a new verification code](#)

# Protecting users' security



## 不可不知



### 確保網上安全

有關確保安全上網的提示，包括選用安全強度高的密碼和防止感染惡意軟件。您也可以前往我們的 Google 兒童及青少年網上安全中心，瞭解有關確保兒童及青少年網上安全的建議。



### 您的網上資料

瞭解您在網絡上的資料以及網站如何利用這些資料提高自身的實用性，例如甚麼是 Cookie 以及網站如何利用您的 IP 地址推測您的位置。



### 您的 Google 資料

瞭解您在 Google 上的資料以及 Google 如何利用這些資料提高服務的實用性，例如搜尋記錄會儲存的内容以及我們如何利用這些資料向您顯示相關結果，甚至預測疾病。



### 管理您的資料

有關控制您在網絡上的資料的建議，包括管理您的 Cookie、離身瀏覽以及將資料匯進 Google 產品以及從 Google 產品中匯出數據。

Where do we go from here?





Thank you!