



# Data Portability at Google

November 29, 2017  
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# Agenda

- 01 History of Data Liberation
- 02 Takeout
- 03 Principles and Values
- 04 What's Next?
- 05 Questions

# 01 History of Data Liberation

# Google has been thinking about Data Portability over a decade



## Data Liberation Blog

Unlocking your data from Google's tools

### Welcome to the Data Liberation Front

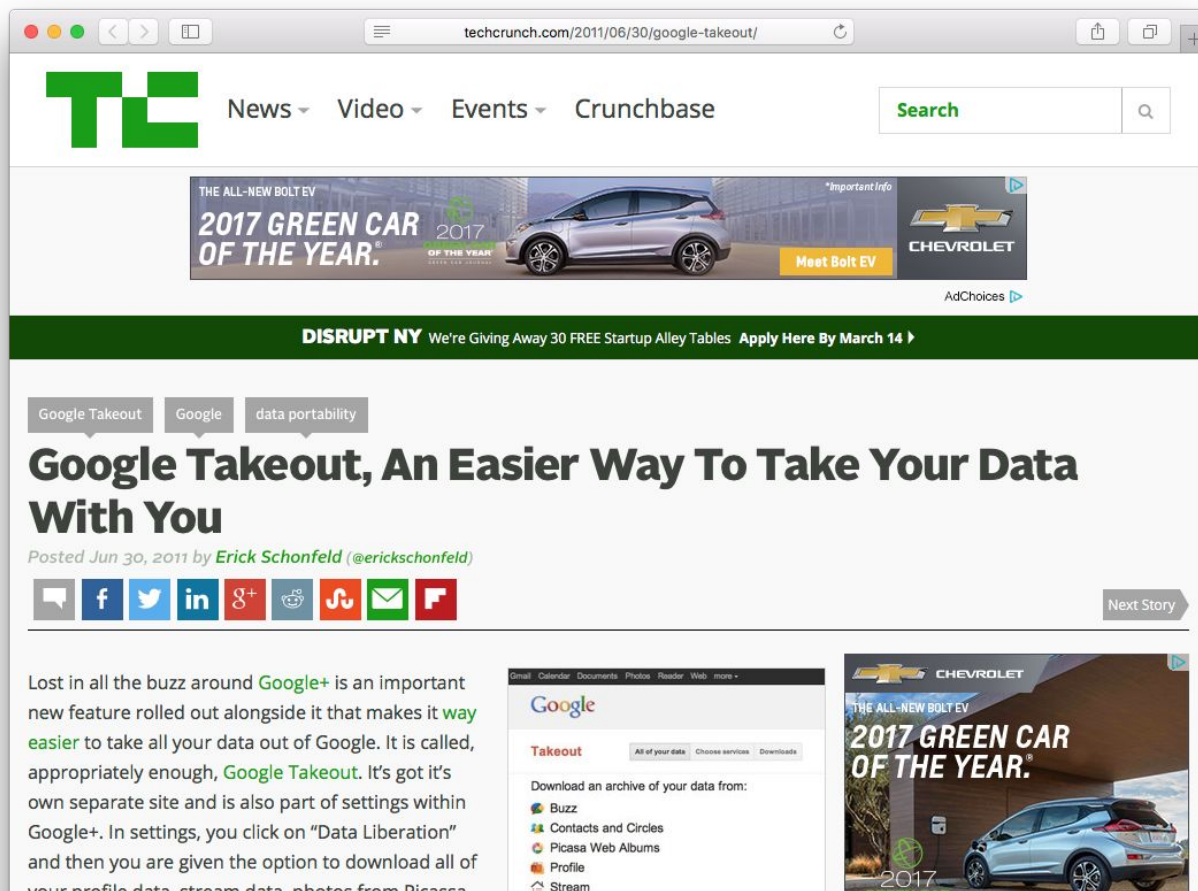
Monday, September 14, 2009 | 8:51 AM

I remember the first time I heard Google's CEO Eric Schmidt speak back in 2004. He wrapped up his talk to employees by clearly stating that Google didn't lock its users in. He stressed that we didn't want people to use our products solely because they can't get their data out to switch to a competing service.

It was with this in mind that I started [Google's Data Liberation Front](#) two years ago in our [Chicago office](#). We're a small team of Google engineers that aims to make it easy for our users to transfer their personal data in and out of Google's services, by building simple import and export functions. I wanted to make sure that users (myself included, as a consumer of Google products!) always had a choice.

# Google Takeout launched in 2011

Building on many years of work on what was known internally as “data liberation”



# Consumer Use Cases

Data Portability (Takeout) is about putting users in control of their data when they want:

To backup or to see their data

An easy way to get a readable and/or compatible copy of their data

To use specific pieces of data with other companies' services

An easy way to directly transfer specific data to compatible services at other companies

Choice about where/how to get it (download, OneDrive, Dropbox, etc.)

To migrate data between Google accounts

An easy way for students to transfer their most important data when they leave school

## 02 Takeout

# Google Takeout

A single place for Google users to download a copy of their data all at once

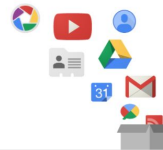
30+ products supported, ability to select specific files and folders (e.g., in Drive or Photos)

Export directly to Dropbox and Microsoft OneDrive

Your account, your data.  
Export a copy.

Create an archive with your data from Google products.

[MANAGE ARCHIVES](#)
































## Select data to include

Choose the Google products to include in your archive and configure the settings for each product. This archive will only be accessible to you. [Learn more](#)

Product

Details

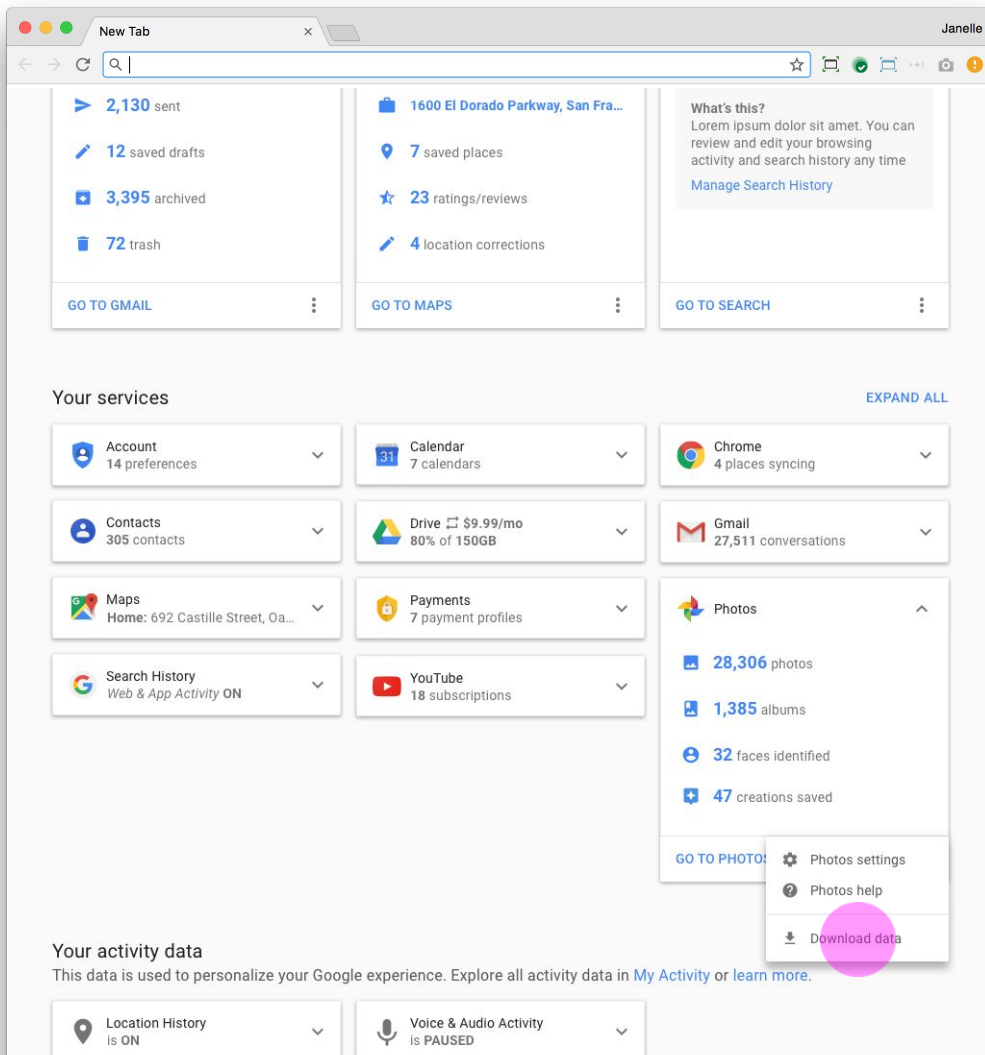
SELECT NONE

 +1s		 
 Android Pay		
 Bookmarks		 
 Calendar	All calendars	 
 Chrome	All Chrome data types	 
 Contacts	vCard format	 
 Drive	All files Microsoft Powerpoint and 3 other formats	 
 Fit	All data types	 
 Google Photos	All photo albums	 
 Google Play Books	All books HTML format	 



# Increased Visibility

Connecting the dots between making it easier to see how you use Google and the data associated with your use of Google services.



# Google Takeout

When available, industry standard formats are preselected for export

Users can change format depending on the product, type of data, and their intended use

## Select data to include

Choose the Google products to include in your archive and configure the settings for each product. This archive will only be accessible to you. [Learn more](#)

### Product

### Details



Drive

All files

Microsoft Powerpoint and 3 other formats



### Files and folders



Include all files and folders in Drive



Select files and folders

FILES AND FOLDERS

31 folders selected.

### File formats

Documents

Microsoft Word



Drawings

JPEG Image



Forms

Microsoft Excel



Presentations

Microsoft Powerpoint



Spreadsheets

Microsoft Excel



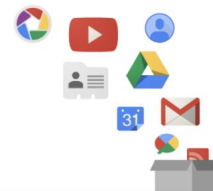
# Google Takeout

Direct transfer to 3rd party services such as Dropbox and Microsoft OneDrive

Your account, your data.  
Export a copy.

Create an archive with your data from Google products.

[MANAGE ARCHIVES](#)



✓ 1 product selected

## Customize archive format

Choose your archive's file type and whether you want to download it or save it in the cloud.

### File type

.zip ▼

Zip files can be opened on almost any computer.

### Archive size (max)

2GB ▼

Archives larger than this size will be split into multiple files.

### Delivery method

Send download link via email

Add to Drive

Add to Dropbox

Add to OneDrive

[CREATE ARCHIVE](#)

We'll email a link so you can download it to your personal device. You will

# Metrics

~30M unique visitors in 2016

Available for more than 30 products

More than one million exports per month

~6 million unique visitors from EU last year

>500PB of data exported in 2016

# 03 Principles and Values

# EU's GDPR provides a springboard for improved data portability



## Article 20 “Right to Data Portability”

“The data subject shall have the right to receive the personal data concerning him or her, which he or she has provided to a controller...and have the right to transmit those data to another controller without hindrance”

# Principles: Interoperability & Portability

- User-Driven
- Privacy and Security
- Reciprocity
- Focus On Users' Data, Not Company Data

# Industry Perspective

- Users First
- Use Existing Infrastructure
- Industry Trends



# Practical Implementation

- Portability should be flexible
- Encourage open, consistent, interoperable standards
- Increase consumer awareness

04

# Service to Service Portability

# Expanding service-to-service portability

- Current: give users their data
- Future: let users move their data to the right place

# Applying principles to product solutions

- User-Driven
- Privacy and Security
- Reciprocity

# Thinking at scale

- $N^2 \rightarrow N$
- Support companies of all sizes
- Use standards, but don't be limited by them
- Where existing technologies are working, don't break what works

# Portability - a way forward

- Establish a proof of concept
- Invite everyone to collaborate
- Refine solutions

# 05 Dankeschön