



Larry Page  
CEO  
Google Inc.  
1600 Amphitheatre Parkway  
Mountain View CA, 94943

February 22, 2013

Dear Mr. Page,

**Whale and Ivory Products Offered for Sale on Google Japan Shopping Site in Contravention of Google's Stated Policy Not to Promote Such Products**

I am writing to alert you to thousands of advertisements on the Google Japan Shopping site offering for sale both whale products and elephant ivory products in direct contravention of Google's stated policy not to allow promotion of these items.

I am writing to ask Google to take immediate action to remove all of these products from the Google Japan Shopping site and to enact meaningful enforcement to ensure such promotion of endangered and threatened species is no longer carried out on Google Japan Shopping site or any other Google site.

The Environmental Investigation Agency (EIA) is a non-profit group based in Washington, DC and London, UK. EIA has worked for 29 years to protect endangered species such as whales, dolphins and elephants from commercial trade in their products.

We discovered Google Japan Shopping to be offering for sale around **1,400 whale products including endangered fin whales from Iceland**, imported in contravention of the Convention on International Trade in Endangered Species (CITES) Appendix 1 listing of this species, and internationally protected whales caught in the West Pacific and in the Southern Ocean Whale Sanctuary. We have also detected products from whales killed in Taiji, the infamous dolphin hunting village depicted in the Oscar winning documentary "The Cove". Whales and dolphins are severely over-hunted in Japan's coastal waters, and killed using inhumane methods that are prohibited in the most of the developed world. Please find enclosed a preliminary analysis of whale products, species and product origins.

We also discovered around **10,000 ads on Google Japan's Shopping site offering elephant ivory for sale – also in direct contravention of Google's policy**. About 80% of the elephant ivory ads are for "hanko", Japanese name seals used to affix signatures to documents. Hanko sales are a major demand driver for elephant ivory which have contributed to the wide-scale resumption of elephant poaching across much of Africa where an estimated 35,000 elephants are being illegally killed for their tusks each year.

As Japan's Google Shopping site only allows viewing of 100 pages with 10 ads on each page our surveyors and translators have produced estimates of the numbers of ads both for whale products and for elephant ivory products. Please find enclosed several screenshots showing the Google Japan shopping site promoting the commercial sale of whale and elephant products.

I would be grateful if you or your representative would kindly confirm to me within seven days that all of the whale, dolphin and elephant ivory ads have been or will be removed imminently and permanently from Google Japan Shopping sites. We intend to release this information to the media by March <sup>1st</sup> 2013 if no action has been taken, or if written confirmation has not been received from Google Inc. pledging to permanently remove all such ads within one week.

I also request that you nominate an identified representative of Google Inc. charged with enforcing Google's laudable prohibitions on promoting trade in endangered and threatened species with whom EIA can have direct contact in the event we detect future ads on Google Shopping sites that offer such prohibited products.

Thank you for your prompt attention to this matter.

Sincerely,



Allan Thornton

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Enclosures: (3)

cc. Rachel Whetstone, Communications & Policy  
Kent Walker, General Counsel