

Fighting Human Trafficking & Modern Day Slavery

It is estimated that over 20 million people in the U.S. and around the world are enslaved according to the [U.S. State Department's Office to Monitor and Combat Trafficking in Persons](#). We are deeply committed to disrupting illicit trafficking networks and bringing an end to this devastating crime.

Collaboration and technology are key to achieving our goal

Search Feature — In 2014, we extended a feature in Search that connects victims of human trafficking with organizations who can help them. The feature is [now available in 13 countries and 15 languages](#). Our hope is that it will help human trafficking victims find information quickly and get help.

Global Hotline Project — Google supported Polaris's Global Hotlines Program with a \$3M Global Impact Award from Google.org and technical support from Google Jigsaw. Collaboration between anti-trafficking hotlines — especially sharing of data and technology — enables better support for victims and identifies trends to help guide prevention and intervention.

Modern Day Slavery Statement — Google recognizes that children and adults are subject to both sex and labor trafficking, and that we must ensure that as a company we are not complicit with either. As a result, we recently released a [Modern Slavery Statement](#) on our efforts to eradicate slavery within our operations and supply chains.

Banning Ads — Google bans ads related to human trafficking and slavery from our ads systems. We use a combination of automated systems and manual expert review to detect violations of our ads policies. Fighting bad actors is a cat and mouse game, so we're constantly adapting our processes to stay ahead.

Equipping Law Enforcement — Google gave THORN a grant to support ongoing work and technology development, such as their Spotlight tool, which helps law enforcement improve the efficiency and effectiveness of domestic sex trafficking investigations. In a single year, law enforcement agencies have used Spotlight help identify over [6,000 victims and 2,000 traffickers](#).

Prosecutorial Guidance — In partnership with anti-trafficking organizations Demand Abolition, Polaris, ECPAT, Thorn, NCMEC and the McCain Institute, we are crafting guidance in 2017 for law enforcement to use in prosecution of buyers of child sex. The aim of the guidance is to reframe child trafficking as another form of sexual abuse against children, and thus placing the issue fully outside of a vice and prostitution framework.

We invest in organizations leading the way

Google has donated over \$20M to organizations on the front lines of ending modern day slavery and human trafficking. These grants support ongoing work and technology development, such as Thorn's Spotlight tool, which helps law enforcement improve the efficiency and effectiveness of domestic sex trafficking investigations. We also provide in-kind advertising donations to several anti-trafficking organizations to increase awareness about their important education and deterrence campaigns.

We hold ourselves accountable

We have a zero-tolerance policy for ads that advertise escort services, prostitution, or other adult sexual services. We provide robust tools for our users to tell us about illegal content or abuse they encounter in our services, including community flagging tools and "Report Abuse" buttons integrated into products. Users can also contact us with complaints about illegal content or abuse through our product Help Centers. In addition, we don't tolerate employee and supplier conduct that contributes to human trafficking or slavery.

