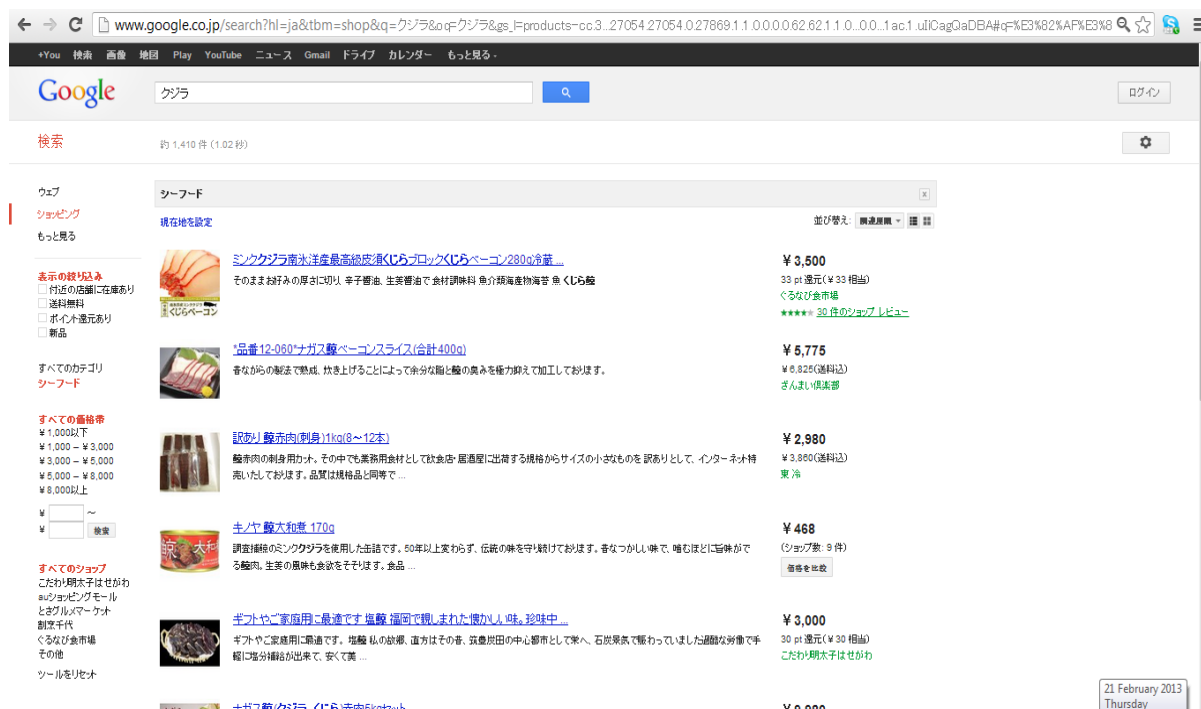


Google and the promotion of whale and elephant product sales in Japan

In February 2013, researchers from the Environmental Investigation Agency (EIA) carried out Japanese language searches on Google Japan's Shopping site, demonstrating wide scale promotion of the commercial trade in whale and elephant products in Japan, in contravention of Google's own policies.

A search for 'whale' (くじら) within the seafood section of Google Japan Shopping yielded approximately 1,400 whale product ads, 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, as well as internationally protected whales caught in the West Pacific and in the Southern Ocean whale sanctuary. EIA 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.

A search for elephant products (象牙) yielded 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 and 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.



Screenshot of whale products promoted on Google Shopping, 21st February 2013

Google policy on promotion of wildlife trade

Google Shopping is a Google controlled activity with specified restrictions. Sellers have to open a merchant's account and are subject to specified restrictions including a list of restricted products.ⁱ These restricted products include a list of endangered or threatened species. According to Google, their policy is based on "user feedback and legal factors".

Product Listing	Allowed?	Reason
Elephant ivory	⊘ Not allowed	Google doesn't allow the promotion of elephant ivory.
Shark products	⊘ Not allowed	Google doesn't allow the promotion of shark products, including squalene, fins, liver oil, or cartilage.
Tiger products	⊘ Not allowed	Google doesn't allow the promotion of tiger products, including bones, claws, fur, or skin.
Whale products	⊘ Not allowed	Google doesn't allow the promotion of whale products, including bones, meat, or oil.
Rhinoceros products	⊘ Not allowed	Google doesn't allow the promotion of rhinoceros products, including rhinoceros horns.
Dolphin products	⊘ Not allowed	Google doesn't allow the promotion of dolphin products, including dolphin oil.
Staghorn and elkhorn coral	⊘ Not allowed	Google doesn't allow the promotion of staghorn or elkhorn coral.

Google.com Inc and Google Japan

Google.com Inc is the world's largest search engine, providing products and services in more than 100 languages and in more than 50 countries, regions, and territories.ⁱⁱ Founded in 1998 by Larry Page and Sergey Brin, its headquarters are located in Mountain View, California.ⁱⁱⁱ

The company's mission is to "organize the world's information and make it universally accessible and useful". It generates revenue primarily by delivering online advertising. This accounted for \$36,531 million or 96% of Google's \$37,905 million revenue in 2011. International revenue (excluding the UK) has grown from 40% to 43% of Google's revenue from 2009-2011, with the US accounting for 46% in 2011. Outside of the U.S., the majority of its customers are located in Europe and Japan.^{iv}

Google Shopping, formerly Google Product Search, Google Products and Froogle, is currently available in the United States, the United Kingdom, Germany, France, Japan, Australia, Brazil, Spain, Switzerland, the Netherlands, Italy, and Czech Republic.^v It provides a facility into which a user can type product queries to return lists of vendors selling a particular product, as well as pricing information.

On May 31, 2012, Google announced that Google Product Search would become Google Shopping, a purely commercial model built on Product Listing Ads, where merchants would have to pay Google in order for their products to be displayed.^{vi} As such, revenue streams from Google Shopping look set to increase dramatically. In 2012, it was estimated that Google currently earns about \$800 million a year in advertising revenue from Google Product Search. By charging merchants to list products in Google Shopping, it has been estimated Google will generate another \$1 billion in revenue annually.^{vii} Google Japan Inc. operates as a subsidiary of Google Inc and was founded in 2001.^{viii}

Analysis of Whale Product ads on Google Japan Shopping

Online research carried out in February 2013 showed a vast range of whale product ads on Google Japan Shopping, with prices ranging from 298 yen (70g of pilot whale, Wakayama) to 15,980yen for Icelandic fin whale bacon. Species identified by common name in the ads were fin whale, minke whale, sei whale, Baird's beaked whale, Bryde's whale, pilot whale, sperm whale and even humpback whale (despite there being no official hunting of humpback whales by Japan, Norway or Iceland).

Most of the products were fin whale (67 out of 183 examined), imported from Iceland in contravention of the CITES Appendix 1 listing of this species which prohibits international trade, as well as the international ban on commercial whaling. A large number of ads were promoting the sale of whale products from Taiji (36 out of 183 examined), where thousands of dolphins and whales are killed each year. These toothed whale and dolphin species typically exhibit very high levels of mercury, making the consumption of their meat and blubber a serious human health risk.

A number of adverts did not list a species name (27 out of 183), contrary to Japanese labelling laws.

Many of the Google promoted products were being sold by Yahoo! Japan. Previous tests of Yahoo! Japan sold products have revealed dangerously high mercury levels as well as dolphin products mislabelled as 'whale'.

Recommendations

With the internet credited with facilitating a huge expansion of illegal international wildlife trade over the last decade, it is paramount that global companies like Google take responsibility for enforcing international law as well as their own consumer-led policies. While Google has laudable policies to prevent the promotion of trade in whales, elephants and other threatened wildlife through its shopping sites, it is clear that absolutely no enforcement has been carried out, allowing buyers to find thousands of whale and elephant products through Google services.

Google must act immediately to withdraw all products that are being promoted in contravention of its own stated policies, and ensure strict enforcement of its policies in the future.

ANNEX 1 – screen prints of Google Shopping searches for whale products

Search term: Whale + Iceland

www.google.co.jp/search?hl=ja&tbm=shop&q=クジラ&oeq=クジラ&_products=cc.3...27054.27054.0.27869.1.1.0.0.0.62.62.1.1.0.0.0.1ac.1.ulIcQaQlaDBA#hl=ja&tbm=shop&spe

検索 約 84 件 (0.24 秒)

ウェブ ショッピング もっと見る

表示の絞り込み

すべてのカテゴリ シーフード

すべての価格帯

すべてのショップ

現在地を設定

並び替え: 関連度順

50食アイスランド産ナガス鯨 赤肉 約270g×4パック
アイスランド産ナガス鯨の赤肉パックです。赤肉は肉の目が細かく詰まらぬが最も少ない部位として人気です。アイスランド産のナガス鯨の選別ならアイスランド産ナガス鯨ショップへ
¥ 3,720
アイスランド産ナガス鯨ショップ

【ナガス鯨ベーコン切落とし150g】 希少なナガス鯨のベーコンお得な...
【内容量】 150g【原材料】 鯨肉(ナガス鯨・アイスランド産)、食塩、清酒、乳たん白、卵たん白、タンパク加水分解物、砂糖、おゼインナリウム、炭由来、黄色リ亜硝酸Na、保存料...
¥ 1,000
14 pt 還元(¥ 14 相当)
Yahoo!ショッピング - ハクダイ食品くじら村

ナガス鯨肉切り落とし 3kg+1kg
●内容量 500g前後×8袋●原材料 鯨肉(ナガス鯨)●原産地 アイスランド●加工地 日本●賞味期限 製造日より冷凍1年※お取りの鯨は、日本伝統の健康食 焼肉、竜田揚げ...
¥ 7,980
みのもんた

珍味 鯨ベーコン 500g 4レ付 クジラベーコンくじら
鯨ベーコン 500g タレ付(約10個) 鯨肉は、低コレステロール、低脂肪ととてもヘルシーなお肉です。幅広い料理にご利用頂けます。鯨ベーコンでヘルシーな食卓を彩ってあげて...
¥ 2,980
e-neショッピングモール

ナガス鯨ベーコン(タレ付)100g
脂のたっぷり濃厚味が上品な味わいをお楽しみ下さい。食べやすいようにスライスしておきますので、特製のタレやお好みの味付けをしてお召し上がり下さい。内容量 100g(特製タレ付き)...
¥ 1,500
14 pt 還元(¥ 14 相当)
Yahoo!ショッピング - 遠産ネオミシンハシ

最高級くじらベーコンブロック ナガス鯨の鯨漬(ウネス)約230g前後(...
食糧長(利根)の蔵(ゆめ)の味を使用しました。香ばしい味ながら、ウネスの旨味を生かしたベーコンです。美容・健康に良い最高級ベーコンを是非「美味くお祝い」内容量 約...
¥ 2,990
28 pt 還元(¥ 28 相当)
Yahoo!ショッピング - 高松

21 February 2013 Thursday

Restricted Products - Google 検索

www.google.co.jp/search?hl=ja&tbm=shop&q=%E3%81%8F%E3%81%98%E3%82%89&oeq=%E3%81%8F%E3%81%98%E3%82%89&gs_l=products-cc.12...23174.23174.0.24549.1.1.0.0.0.118.118.0j1.1.0...0.0...1ac.2.hx0T97G4ucg#q=%E3%81%8F%E3%81%98%E3%82%89&hl=ja&tbs=vw:l.cat:4629&tbm=shop&source=Int&sa=X&psj=1&ei=R84wUcDjFmBwsgaNi4H4AQ&ved=0CCEQPwU&bav=on.2.or.or_gc.r_pw.r_qf.&bvm=bv.43148975,d.Yms&fp=e9a4cf1949b9c78d&biw=1600&bih=762

Shopping Of approximately 1,340 (0.67 seconds)

Web Shopping I see more

Refine Display

All categories Seafood

All price ranges

All shops

Seafood

Set your location

Sort by: Default

For these products

Minke whale mandatory finest leather production Antarctic whale block whale refrigerated bacon 280g...
Cut to the thickness of your choice directly, seaweed fish food seafood seasoning spicy soy sauce, ginger and soy sauce whale whales
¥ 3,500
Reduction 33 pt (equivalent to ¥ 33)
Food market GourNavi
★★★★ Shop 32 reviews

Kinoya whale 170g boiled Yamato
Mink scientific whaling whale it is using canned. Unchanged over 50 years, we have continued to protect the taste of tradition. Nostalgic taste, flavor comes out to about bite whale meat. Appetizing flavor of ginger. Food ...
¥ 477
(7 Number of shops)
Compare prices

Salt whale bag 80g × 4 (ridge cut)
Facial whale soft ripened salted ones selected from the site of the skin, ridge, ridge of mandatory (to c). Please enjoy it because it always slightly boiled with salt.
¥ 3,150
Head office in Nagasaki weather
Whale whale shop founded 1908

-Whale (blood dripping one whale sauce taste-) whale whale course one whale leisure key data ...
■ soft type of whale sauce 90g [Contents] [raw whale meat (that one whale -domestic) (including soybeans, wheat), soy sauce, fermented seasoning (rice), salt, seasoning (amino acids, etc.)] [shelf life] place in the freezer for about 6 months - distribution ...
¥ 600
Reduction of 6 pt (equivalent to ¥ 6)
Large and wide whale village food -
Yahoo! Shopping

direct shipment Kishu Tajiri harbor whale meat marbling for sashimi whale tail only
¥ 3,450

16:51 01/03/2013

Result of searching for 'whale' within seafood section on Google Japan Shopping and 'google translated' into English. See

http://www.google.co.jp/search?hl=ja&tbm=shop&q=%E3%81%8F%E3%81%98%E3%82%89&oeq=%E3%81%8F%E3%81%98%E3%82%89&gs_l=products-cc.12...23174.23174.0.24549.1.1.0.0.0.118.118.0j1.1.0...0.0...1ac.2.hx0T97G4ucg#q=%E3%81%8F%E3%81%98%E3%82%89&hl=ja&tbs=vw:l.cat:4629&tbm=shop&source=Int&sa=X&psj=1&ei=R84wUcDjFmBwsgaNi4H4AQ&ved=0CCEQPwU&bav=on.2.or.or_gc.r_pw.r_qf.&bvm=bv.43148975,d.Yms&fp=e9a4cf1949b9c78d&biw=1600&bih=762

ANNEX 2: Screenshots of Ivory on Google Japan – 22nd Feb 2013

Search Term: “elephant ivory” or 象牙 under Google Shopping. Selection of “Descending Order of Price” in [English](#) then [Japanese](#)

The screenshot shows the Google Shopping results for the search term '象牙' (Ivory) in English. The results are sorted by 'Descending order of price'. The top results are:

- Ivory ads related to**
 - [Ocn.ne.jp - buying expensive antiques business nationwide](#)
- This ivory sculpture Shoulaojien (Ivory work Nobuo Shimizu writer)** - ¥ 2,940,000 (MASUKI)
- This ivory sculpture Kumano** - ¥ 1,260,000 (MASUKI)
- Mikio Sakumoto Kobari ivory glass case with a written guarantee input-Bear sculpture** - ¥ 714,000 (MASUKI)
- This ivory m-zc003 item (work boat Kobari fox) 3 Enter amount Nishikigoi** - ¥ 380,000 (MASUKI)
- This ivory m-zc001 item (work boat fox small hand) 1 Enter amount Nishikigoi** - ¥ 380,000 (MASUKI)

The screenshot shows the Google Shopping results for the search term '象牙' (Ivory) in Japanese. The results are sorted by '並び替え: 価格が高い順' (Sort by: Price from high to low). The top results are:

- 象牙に関連した広告**
 - [全国出張 古美術 高価買取 - ocn.ne.jp](#)
- 本象牙彫刻 寿老人(象牙作家 清水信生作)** - ¥ 2,940,000 (MASUKI)
- 本象牙彫刻 熊野** - ¥ 1,260,000 (MASUKI)
- 小針樹生作 本象牙彫刻 熊野 保証書付・ガラスケース入** - ¥ 714,000 (MASUKI)
- 本象牙 錦鯉額入 3 (小針狐舟 作) 商品番号m-zc003** - ¥ 380,000 (MASUKI)
- 本象牙 錦鯉額入 1 (小針狐舟 作) 商品番号m-zc001** - ¥ 380,000 (MASUKI)

Search Term: “elephant ivory” or 象牙 under Google Shopping. Selection of “Sorted by Relevance” in English and Japanese.

www.google.co.jp/search?hl=ja&tbm=shop&q=象牙&gs_l=products-cc,3...10588,10588,0,12768,1,1,0,0,0,100,0j1,1,0...0,0...1ac,1,kk

Google 象牙

Search During the 50th page of about 32,900 (0.80 seconds)

Sort by: Sorted by relevance

Refine Display

- In stock at nearby stores
- Free shipping
- Some point reduction
- New

All categories

- Sculpture, sculpture
- Keyboard
- Wedding veil
- Piggy bank
- Zundo, soup pot
- Other

All price ranges

- Less than ¥7,000
- ¥7,000 - ¥20,000
- ¥20,000 - ¥30,000
- ¥30,000 - ¥60,000
- ¥60,000 or more

All shops

- Yahoo store 堂 Soo Tam
- Sawamura - Yahoo! Shopping
- Buddha Hall
- Buddha Hall - Yahoo! Shopping
- Square stamp shop

Round Ten [bank] mark with sheath ivory 16.5mm ¥90,000 - Yahoo! Shopping - IGAHAN

Sheath round mark with [company] heaven Ivory 16.5mm ¥90,000 - Yahoo! Shopping - IGAHAN

L this lizard with two book set seal ivory (on special hand- ¥45,360 - Amazon

XML mark-book set signet bank official seal stamp seal, ivory ¥66,080 - Hankoya dot com

Platinum + s seal hairs Set 2 - l book with graphics ivory ¥45,360 - Amazon

Ss book with graphics - two hairs turtle + s seal set ivory (on ¥45,260 - Amazon

Fancy + s seal hairs Set 2 - l book with graphics ivory ¥45,160 - Amazon

Corporate seal set ivory finish set of two hand-carved (Zundo ¥45,100 - Amazon

www.google.co.jp/search?hl=ja&tbm=shop&q=象牙&gs_l=products-cc,3...10588,10588,0,12768,1,1,0,0,0,100,0j1,1,0...0,0...1ac,1,kk

Google 象牙

検索 約 33,000 件中 50 ページ目 (0.79 秒)

並び替え: 関連度順

表示の絞り込み

- 付近の店舗に在庫あり
- 送料無料
- ポイント還元あり
- 新品

すべてのカテゴリ

- 彫刻, 立体作品
- キーボード
- ウェディング ベール
- 貯金箱
- 寸胴, スープ鍋
- その他

すべての価格帯

- ¥7,000以下
- ¥7,000 - ¥20,000
- ¥20,000 - ¥30,000
- ¥30,000 - ¥60,000
- ¥60,000以上

すべてのショップ

- Yahoo!ショッピング - 澤村萬壽堂ヤフー店
- 如来堂
- Yahoo!ショッピング - 如来堂
- はんこ屋さんスクウェア
- スタンブマート21
- その他

【銀行印】天丸サヤ付 象牙 16.5mm ¥90,000 - Yahoo!ショッピング - IGAHAN

【会社印】天丸サヤ付 象牙 16.5mm ¥90,000 - Yahoo!ショッピング - IGAHAN

印鑑セット 2本 本トカゲ付 1本象牙(特上) 16.5mm13.5mm 手彫り ¥45,360 - Amazon.co.jp

印鑑ははんこ実印・銀行印・認め印XMLセット 本象牙(極上) (18.0mm ¥66,080 - ハンコヤドットコム

印鑑セット 2本 プラチナ+ステン付 1本象牙(特上) 16.5mm13.5mm ¥45,360 - Amazon.co.jp

印鑑セット 2本 本カメ+ステン付 ss 本象牙(特上) 13.5mm12mm 手彫り ¥45,260 - Amazon.co.jp

印鑑セット 2本 ファンシー+ステン付 1本象牙(特上) ¥45,160 - Amazon.co.jp

法人印鑑セット 象牙 2本セット(丸寸 丸寸 丸寸) 手彫り仕上げ ¥45,100 - Amazon.co.jp

ANNEX 3: Google Shopping Japan policy against promotion of whale, elephant and other wildlife products

The screenshot shows the '制限のある商品' (Restricted Products) section of the Google Merchant Center. It lists categories such as Alcohol, Gambling, and Restricted Products. A table provides examples of restricted products and the reasons for their restriction:

商品/スタンプ	許可されるかどうか	理由
象牙	許可されません	象牙の宣伝は許可されません。
サメを使用した商品	許可されません	サメを使用した商品(スクワラン、ヒレ、肝油、軟骨など)の宣伝は許可されません。
トラを使用した商品	許可されません	トラを使用した商品(骨、銅爪、毛皮、皮など)の宣伝は許可されません。
クワラを使用した商品	許可されません	クワラを使用した商品(骨、肉、油など)の宣伝は許可されません。
サイを使用した商品	許可されません	サイを使用した商品(骨など)の宣伝は許可されません。
イルカを使用した商品	許可されません	イルカを使用した商品(骨など)の宣伝は許可されません。
トグスギストライシ、エルクホーン	許可されません	トグスギストライシまたはエルクホーン製品の宣伝は許可されません。

REFERENCES

- ⁱ <http://support.google.com/merchants/bin/answer.py?hl=en&answer=2731539&topic=2701546&ctx=topic>
- ⁱⁱ Google.com annual report 2011;
- ⁱⁱⁱ Google.com annual report 2011; <http://www.google.com/about/company/history/>
- ^{iv} Google.com annual report 2011; http://www.google.com/intl/en_us/about/
- ^v <http://support.google.com/merchants/bin/answer.py?hl=en&answer=160619>
- ^{vi} <http://googlecommerce.blogspot.co.uk/2012/05/building-better-shopping-experience.html#!/2012/05/building-better-shopping-experience.html>; <http://www.digitaltrends.com/computing/google-shopping-paid-search-results/#ixzz2LSLjz9vY>
- ^{vii} <http://www.digitaltrends.com/computing/google-shopping-paid-search-results/#ixzz2LSLjz9vY>
- ^{viii} <http://investing.businessweek.com/research/stocks/private/snapshot.asp?privcapId=36335020>



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