



February 14, 2014

Larry Page  
CEO and Co-Founder  
Google Inc.  
1600 Amphitheatre Parkway  
Mountain View, CA 94043

Dear Mr. Page:

On behalf of our 1 million member activists around the country, I'm writing you today because we have collected evidence of so-called "crisis pregnancy centers" (CPCs) falsely advertising on your site. This letter documents these violations and asks that your company take action to correct the situation.

Everyone can agree that women deserve honest, accurate information when searching for reproductive-health care. Unfortunately, today thousands of crisis pregnancy centers (CPCs) – facilities that often pose as comprehensive health-care centers and target women using deceitful marketing practices – provide inaccurate information about reproductive health-care options. Once a woman walks into a CPC's door, she likely will be surprised with manipulation and misinformation to block her from considering abortion—and even birth control—as an option.

We have gathered extensive evidence of CPCs advertising using the search term "abortion clinic" when they don't provide those services. This problem is not isolated to one or two bad actors. In fact, our search of 77 large, mid-size, and smaller cities uncovered that **79 percent of searches** using the terms "abortion clinic" with the city name results in at least one ad for a CPC. I've provided an example below in addition to the enclosed binder that includes all of the examples we have identified.

As you'll see in the examples we've provided these ads violate several of your company's advertising policies<sup>1</sup>, including the following:

- User experience: "When people click on our ads, they trust us to deliver them to a destination that's relevant, original, and easy to navigate."
- Accurate ads: "Advertising should be accurate and truthful."

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<sup>1</sup> AdWords Policy Center, <https://support.google.com/adwordspolicy/answer/1316548?rd=1>, accessed 2/13/14.

- Relevance, clarity, and accuracy: “Your ads and keywords must directly relate to the content on the landing page for your ad. When users see your ad, they should be able to understand what kind of product, service, or other content they’ll find on your site.”

We have no qualms with CPCs engaging in paid advertising. However, we are deeply concerned with their false advertising practices. A woman using the search terms “abortion clinic” likely is seeking abortion care, which CPCs do not provide.

We agree with your ad policy which states, “Misleading, inaccurate, and deceitful ads hurt everyone...”<sup>2</sup> We know Google places a high priority on making sure advertising on its site is accurate and provides a good user experience. I’m sharing these examples with you so Google can take appropriate steps to stop CPCs from misusing your advertising platform in this way.

Our supporters are deeply concerned about this problem and we want to assure them that your company is addressing this issue. We think you will be concerned as well once you have the opportunity to review the examples we’ve shared. To satisfy our supporters’ concerns, we request a public statement indicating that Google has addressed the issue. I would appreciate a response by Friday, February 21, 2014 as we plan to alert our members about this issue after that date.

CPCs ads are often hard to differentiate if you’re unfamiliar with them. We’d be very interested in working with Google to help educate advertising staff about how to spot a CPC ad so that they can point them to accurate search terms.

You may reach me at 202-973-3002 or [IHogue@ProChoiceAmerica.org](mailto:IHogue@ProChoiceAmerica.org).

I look forward to your response.

Sincerely,



Ilyse G. Hogue  
President, NARAL Pro-Choice America

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<sup>2</sup> Advertising Principles – Accurate Ads, <https://support.google.com/adwordspolicy/topic/1308149>, last accessed 2/13/14.

## Example of False Advertising by a Crisis Pregnancy Center



Example of a CPC ad using search terms "abortion clinic."



The page users land on after clicking on the ad.



Are you pregnant? We can help.

Welcome to Women's Centers of Ohio, with six locations to serve you.



**Abortion Costs**  
A first trimester abortion procedure can cost up to \$950. >>



**Pregnancy Symptoms**  
The early signs of pregnancy include: missed period, nausea with or without vomiting, >>



**Abortion Pill**  
RU-486, also known as the Pill Abortion or Medical Abortion, is the name commonly >>



**Pregnancy Calculator**  
Use this online tool to estimate how far along you might be >>



**Abortion Clinic Alternatives**



**Free Pregnancy Test**



Pregnancy Calculator



Schedule Appointment

**Quick Links**

[Morning After Pill](#)

[Email Us](#)

**Locations**

[Dayton: \(937\) 228-2222](#)

[East: \(937\) 610-7777](#)

[Kettering: \(937\) 643-4673](#)

[Lebanon: \(513\) 934-1777](#)

[Sharonville: \(513\) 563-6100](#)

[Sidney: \(937\) 498-4425](#)

National Help Line:

Callers will be directed to this crisis pregnancy center, which is not an abortion clinic.



**About Women's Centers of Ohio**

We are a 501(c)(3) non-profit organization.\* Our trained consultants and medical personnel, including RNs, LPNs, LSWs, and RDMS Ultrasound Technicians, are ready to serve you and answer your questions. All services are confidential and your initial consultation is free of charge. [Making an appointment](#) helps us ensure there will be someone available to serve you.

Since 1989, thousands of women have come to us for information and support as they face the possibility of unintended pregnancy.

**Our Commitment to You:**

- Clients are served without regard to age, race, income, nationality, religious affiliation, disability, or other arbitrary circumstances.
- Clients are treated with kindness, compassion, and in a caring manner.
- Clients always receive honest and open answers.
- Client [pregnancy tests](#) are distributed and administered in accordance with all applicable laws.
- Client information is held in strict and absolute confidence. Client information is only disclosed as required by law and when necessary to protect the client or others against imminent harm.
- Clients receive accurate information about pregnancy, fetal development, lifestyle issues, and related concerns.
- **We do not offer, recommend or refer for abortions or abortifacients,** but we are committed to offering accurate information about [abortion procedures and risks](#).
- All of our advertising and communications are truthful and honest and accurately describe the services we offer.
- We provide a safe environment by screening all volunteers and staff interacting with clients.
- We are governed by a board of directors and operate in accordance with our articles of incorporation, by-laws, and stated purpose and mission.
- We comply with applicable legal and regulatory requirements regarding employment, fundraising, financial management, taxation, and public disclosure, including the filing of all applicable government reports in a timely manner.
- Medical services are provided in accordance with all applicable laws, and in accordance with pertinent medical standards, under the supervision and direction of a licensed physician.
- All of our staff, board members, and volunteers receive appropriate training to uphold these standards.

Email us: [info@WomensCenterOhio.com](mailto:info@WomensCenterOhio.com)

\*Elizabeth's New Life Center, Inc. operates six Women's Centers in Ohio. Our Medical Director is a board certified MD.

**Quick Links**

[Morning After Pill](#)

[Email Us](#)

**Locations**

[Dayton: \(937\) 228-2222](#)

[East: \(937\) 610-7777](#)

[Kettering: \(937\) 643-4673](#)

[Lebanon: \(513\) 934-1777](#)

[Sharonville: \(513\) 563-6100](#)

[Sidney: \(937\) 498-4425](#)

National Help Line:  
800-712-HELP (4357)

[OptionLine Chat](#)

Description of the CPC in which they state they do not provide or refer for abortion care.