



June 18, 2013

Member of the Knesset Ze'ev Elkin
Deputy Minister
Israeli Ministry of Foreign Affairs

Dear Sir,

On May 31, members of our Communications and Public Policy team met with Consul General Dr. Andy David in Mountain View, who delivered your letter regarding Google's use of the name "Palestine" across our products. We understand that this is a sensitive issue, and would like the opportunity to explain how we assess naming issues.

While Google does not follow a single source for these decisions, we look closely at the action of a few international organizations to guide us when we update our country and region names. In this case, the organizations who maintain the UN M49 code, the ISO 3166-1, the IANA language subtag registry and the Unicode Common Locale Data Repository (CLDR) BCP47 updated their data several months before us. We made similar changes to our country and region data for South Sudan and when the Netherlands Antilles dissolved. We are not taking a political position, but merely aim at reflecting the majority of sources we look at.

We very much appreciated the opportunity we had in the meeting to discuss and explain this process in more detail.

Sincerely,

Crystal Sholts
Geopolitical Program Manager