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12				
13	IN RE GOOGLE INC. GMAIL	,	Case No. 5:13-	md-02430 LHK (PSG)
14	LITIGATION		EXHIBIT B TO	OF STACEY KAPADIA IN
15			SUPPORT OF D	DEFENDANT GOOGLE INC.'S IVE MOTION TO FILE
16			PORTIONS OF	DOCUMENTS UNDER SEAL
17			[D101] Judge: H Dept: C	on. Lucy H. Koh ourtroom 8 – 4 th Floor
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14	IN RE GOOGLE INC. GMAIL LITIGATION			-md-02430 LHK (PSG)
15 16		SUPPO	ORT OF G	OF STACEY KAPADIA IN OOGLE INC.'S OPPOSITION OR CLASS CERTIFICATION
17				ourtroom 8 - 4th Floor
18		Judge		on. Lucy H. Koh
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I, Stacey Kapadia, declare as follows:

2 1. I am a Software Engineer at Google Inc. ("Google") and am familiar with 3 Google's internal systems related to Gmail, as well as the general business decision-making and 4 strategy related to these systems. I submit this declaration in support of Google's Opposition to 5 Plaintiffs' Motion for Class Certification ("Opposition"). I have personal knowledge of the facts 6 set forth in this Declaration based on my direct work experience and materials I have reviewed, 7 and if called to testify, I could and would testify competently thereto.

8 2. Google does not process all emails sent to Gmail or Google Apps email accounts 9 in a uniform manner. I understand that the Plaintiffs in this case have made a number of 10 statements suggesting that Google "reads" all email messages to "model the actual ideas in a 11 person's mind," among other claims. These are false assertions. Not only does Google's email 12 processing differ from user to user, it differs from message to message, depending on a number of 13 factors unique to each message, each user, and the manner in which each messages is accessed, as 14 explained in further detail below.

3. 15 Because the Plaintiffs assert claims based upon both messages sent to Gmail or Google Apps users and sent by those users, I address each in turn. 16

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MESSAGES SENT TO GMAIL OR GOOGLE APPS USERS

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Initial Transfer of Messages to Gmail

19 4. Some emails sent to a Gmail or Google Apps email account are never received by 20 the user because they fail to reach Gmail in the first place. For Google's systems to receive an 21 email from a non-Gmail user, the computer server transmitting the email must successfully 22 exchange a series of command/reply sequences with Google's servers using the Simple Mail 23 Transfer Protocol ("SMTP"). If those sequences are not successful, the email is not delivered and 24 the email does not undergo any scanning whatsoever. The sender may or may not be notified of 25 the failed delivery. Therefore, a non-Gmail user who sends an email to a Gmail or Google Apps 26 email account could have a record of the sent email in his or her email account (in a "sent" folder, 27 for example) but the email may never have been received and processed by Google's Gmail 28 systems.

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1	Spam Filtering During Initial Transfer
2	5. Google applies various processes to determine whether an email sent to a Gmail or
3	Google Apps email account is likely to be a spam email that the user is not interested in (for
4	example, unsolicited commercial emails, or emails from a sender the user has previously flagged
5	for sending spam).
6	
7	Google's
8	systems do not directly notify the sender that
9	Thus, a person who sends an email to a Gmail or Google Apps email account could have a record
10	of the sent email in his or her own email account but the email may never have been received and
11	processed by Google's Gmail systems.
12	6. Roughly email messages sent to Gmail users is rejected at the SMTP
13	level, and this number
14	CAT2 Processing
15	7. I understand Plaintiffs contend that any email sent to a Gmail
16	user would be This is untrue. It is not, and has
17	never been, uniformly applied to messages received by Gmail users.
18	8. As background, Google's "CAT2" server is used in certain circumstances to
19	deliver targeted advertising when a Gmail user opens his or her email. I understand that Plaintiffs
20	allege that Google wrongfully scans emails "while those messages are in transit" and that the
21	is part of the "Gmail Email Delivery Flow." This is incorrect. The
22	
23	
24	9. is automated and does not involve human review. If
25	is applied, it operates by identifying words in an email message that are likely to
26	match words relevant to advertising. These are called "keywords."
27	$\frac{1}{1}$ I understand that Plaintiffs do <i>not</i> appear to contend that emails sent to a Google Apps user are
28	uniformly processed by the CAT2 mixer.
AW	DECL. OF STACEY KAPADIA ISO GOOGLE'S

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1	10. is not applied uniformly to all emails. In the time period before
2	that Plaintiffs focus on, the was not applied to messages sent to Gmail
3	users in numerous circumstances, depending on factors that vary for each email.
4	a. <i>First</i> , did not process an
5	email sent to a Gmail user unless the message was successfully received by the Gmail
6	system. As noted above, an email may not be received depending on the results of the
7	SMTP exchange process. In these circumstances, the email would not be available for
8	review and apply.
9	b. Second, Gmail user
10	accesses his or her Gmail account in a manner that displays advertisements to the user.
11	advertisements were normally shown to a Gmail user only if the
12	user accessed his or her Gmail account from a desktop computer by accessing the Gmail
13	website using a standard web browser. In this circumstance, assuming
14	operated correctly, it would select the advertisements that were displayed to the user when
15	he or she opened an email.
16	c. In other circumstances, advertisements were <i>not</i> shown to a user and so
17	there was These exceptions below apply to the pre-
18	time period that Plaintiffs focus on and are also applicable
19	i. Google Apps customers who disable advertising: Many Google
20	Apps customers have advertisements disabled. If they have advertising disabled,
21	no advertisements are displayed to their end users, and is is
22	not applied when the end users views their emails. I understand that all the
23	Plaintiffs in this case who purport to represent Google Apps users had accounts in
24	which advertising was disabled. If so, did not apply when they
25	viewed their messages. ²
26	
27	$\frac{1}{2}$ The other individualized issues related to CAT2 processing of Gmail messages also apply
28	equally to Google Apps messages.

ii. *HTML-only interface*: Another example is viewing Gmail using an HyperText Markup Language only ("HTML-only") interface, which displays Gmail in a simplified display format that omits advertisements. Any user can view Gmail in an HTML-format by using a link that Google publicly provides.³ In addition, Google defaults to HTML-only mode if a user accesses Gmail using an unsupported browser. And Google provides a user logging in the option of defaulting to an HTML-only mode in certain circumstances, such as when a user's Internet connection is slow and full Gmail would take longer than usual to load. iii. Mobile devices: Another very common example is when a user views his or her Gmail account over a smartphone, tablet, or other mobile device. Google provides free "apps" that allow users to access their Gmail accounts from these mobile devices. Users could also access their Gmail accounts using a mobile web browser. Until very recently,⁴ CAT2 was not applied to emails that were opened and viewed using one of these mobile apps, or using a mobile web browser, because these apps did not display advertisements. Roughly

takes place from mobile devices, and the level has been increasing over time.

iv. *IMAP and POP protocols*: Similarly, if recipients use other interfaces to review their emails that do not display advertising—for example, using the iGoogle interface⁵ or using a protocol like IMAP or POP to retrieve

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³ Google explains this process and provides the link to the HTML view at the following URL: <u>https://support.google.com/mail/answer/15049?hl=en</u>.

 ⁴ Google began initial experiments for displaying ads within the mobile interface for Gmail for certain users beginning in July 2013 and recently launched mobile ads to additional users.

⁵ iGoogle is a free Google service that permits users to view information from multiple online 26 sources in one place. For example, an iGoogle user may view their Gmail inbox, a selection of popular YouTube videos, top news stories, and information about the weather on his or her 27 Additional iGoogle information about available here: page. iGoogle is http://support.google.com/websearch/bin/answer.pv?hl=en&answer=20324. 28

messages and download them to a computer for review in email software like Microsoft Outlook⁶—CAT2 processing will not apply.

d. *Third*, the CAT2 process was not applied to emails that were identified as spam messages and routed to a Gmail user's spam folder (or placed there manually by the user) unless the user accessed the spam folder and opened the email using a method that displays advertising.

e. *Fourth*, even if an email was opened using a standard web browser in a manner that displays advertising, any of a number of technical issues could prevent an email from being processed through CAT2.

i. *CAT2 errors*: errors sometimes occur in one of the systems necessary to execute CAT2 processing. An error in any one of those systems could prevent the process from occurring, through the email would still be viewable by the user.

ii. *CAT2 downtime*: Google's servers also undergo occasional downtime for maintenance or for improvements. An email viewed during downtime may not have undergone CAT2 processing.

iii. *CAT2 outages*: Google's servers also undergo occasional unplanned outages. An email viewed during a time when one of the systems involved in CAT2 processing experienced an outage may not have undergone CAT2 processing.

f. *Fifth*, an email message may also

to process. For example, an email forwarding

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⁶ "IMAP" stands for Internet Message Access Protocol; "POP" stands for Post Office Protocol. Both are free systems that permit an email user to download messages from servers of email services onto the user's computer so that the user can access email with a program like Microsoft Outlook, even when the user is not connected to the Internet. Gmail is compatible with both IMAP and POP. Additional information about using IMAP and POP with Gmail is available here: <u>https://support.google.com/mail/bin/static.py?hl=en&ts=1668960&page=ts.cs</u>.

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1	g. Sixth, an email message may also have encrypted content. Encrypted content
2	takes various forms, but it generally cannot be processed by the Gmail system. For
3	example, an encrypted message may simply not be accessible to Google's systems.
4	Another common example is "PGP" encryption, which is publicly available and widely
5	used. ⁷ A PGP-encrypted message appears as random text, and cannot be decoded without
6	a key. If a person sent a PGP-encrypted message to a Gmail user,
7	but it would be applied to the scrambled text generated by the encryption
8	process and not the actual content of the sender's email. None of the message's actual
9	words could be derived by Google's systems, and
10	
11	11.
12	
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14	
15	In the specific case of a non-Gmail user sending an email to a Gmail user, I am
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18	
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21	
22	
23	Content One Box (COB)
24	12. that processing of emails through the is
25	improper. is part of a series of steps that Google refers to generally as
26	$\frac{1}{7}$ Instructions for for using PGP encryption are widely available on popular websites. For
27	example, Lifehacker.com recently published an article available at the following link:
28 Cooley LLP Attorneys At Law San Francisco	http://lifehacker.com/how-to-encrypt-your-email-and-keep-your-conversations-p-1133495744. 1341607 /SF 6. Decl. of Stacey Kapadia ISO Google's Oppos. to Mot. For Class Cert Case No. 5:13-MD-02430-LHK (PSG)

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1 2	occurs when Google's systems receive an email sent to a Gmail or Google Apps email account, and that email has passed through the SMTP process.
3	
4	the process is automated and does not involve human review.
5	13.
6	. I understand that the Plaintiffs assert that was implemented
7	in and began scanning all incoming Gmail or Google Apps messages immediately,
8	but that is untrue. Rather,
9	
10	
11	14. is processing incoming emails to identify
12	keywords and REPHIL clusters for personalized advertising.
13	"keywords" refers to words likely to serve as a match for advertising and potentially other uses.
14	The term refers to a
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20	15. "REPHIL clusters" are numerical IDs, which Google has automatically generated
21	based on how frequently certain words appear near one another. For example, Google may
22	associate the terms "cheddar" and "cheese," and create a numerical ID recognizing that
23	association. If COB recognizes that those terms appear in an email, it may identify the REPHIL
24	cluster associated with those terms. However, Google would not attempt to understand what the
25	message said about cheddar and cheese, apart from recognizing that the words exist in the
26	message.
27	16. I understand that the Plaintiffs claim that REPHIL clusters "are supposed to model
28	the actual ideas in a person's mind before that person accesses" an email. Google does not
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COOLEY L ATTORNEYS A purport to have mind-reading ability. Identification of keywords and REPHIL

2 clusters involves nothing more than an identification of words, or small clusters of words,

3 based upon their potential match for advertising and other 4 purposes. REPHIL clusters may associate certain words with the same "concepts," but those 5 concepts are identified not by humans, but by an automated process. For example, Google's 6 algorithms may determine that the word "Mustang" in a cluster with "Ford" is appropriate for an 7 advertisement related to cars, rather than horses.

8 17. In addition to providing more relevant advertising, enables a 9 number of other features that benefit Gmail or Google Apps users, such as enabling users to click 10 URL links that are emailed to them and be directed to the website behind the link; helping to 11 identify address information contained in an email and display related maps; helping to identify 12 package tracking numbers contained in an email to enable users to click a button to track a 13 package; and helping users to keep track of their travel itineraries, among others.

14 18. is not uniformly applied to all incoming emails and depends on factors that vary for each email, including whether an email is detected as spam; whether the 15 16 content of a particular email is susceptible to scanning; whether an email is encrypted; whether an 17 email is attached to another message; and whether an error occurs when COB attempts to process 18 a message. These factors are explained further below:

19	a. an email received by a Gmail or Google Apps
20	email account generally
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22	
23	If an email was designated
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28	
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1	b. I understand that the Plaintiffs say their claims involve scanning of emails sent to a
2	Gmail or Google Apps email account. For these emails, there is no way to determine
3	from any information in the sender's account whether the email
4	Google does not send any information to the sender indicating that the email
5	
6	c.
7	
8	for example.
9	
10	also
10	even if they consist of a
12	The same is true for other types of a final or other file
12	types.
13	d. In addition, if an email contains a
15	
15	
13	e.
18	even if the For example, if
19	one email attaches several other emails as attachments, the
20	The same is true of
20	
21	f. <i>error rate</i> : In certain instances, Google's systems will attempt to initiate the
22	will not respond. In these instances, the
23	email can still become available for the recipient to open, but there will
25	
25 26	g. <i>downtime</i> : is affected by the fact that Google's servers
20	also undergo occasional downtime for maintenance or for improvements. An email
28	
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received by the Google system during downtime

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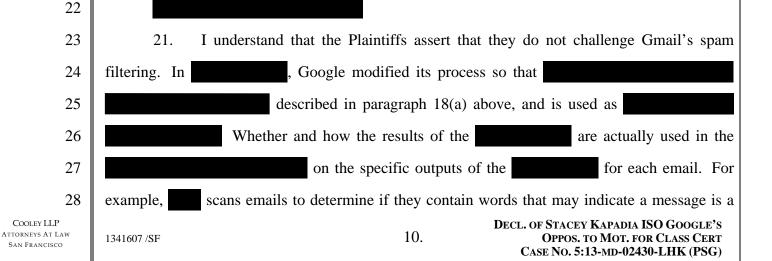
4

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h. *outages*: like any technical system, and related processes
experience technical problems. Incoming emails will not be scanned by a process that is
experiencing an outage, .

6 19. cannot interpret encrypted content. When an encrypted 7 email is sent to a Gmail or Google Apps email account, the actual content of the email will 8 typically not be scanned **11** Instead, **11** processing would be applied, if at all, to the 9 scrambled text generated by the encryption process.

10 20. Google does not maintain a log or other data source that reflects which emails 11 have gone through the COB process, apart from the emails themselves. I am not aware of any 12 data source or method that could be used to identify the emails sent to Gmail or Google Apps email accounts that have been processed by the COB server, without accessing the email account 13 14 of each individual email recipient. In the specific case of a non-Gmail user sending an email to a 15 Gmail or Google Apps email account, I am not aware of any information that the non-Gmail user 16 could review in his or her own email account to determine whether the email was scanned by 17 COB. This is because Google's systems do not provide any information to the non-Gmail sender 18 that would indicate such scanning. This is also true where the sender is a Gmail user or Google 19 Apps user sending an email to other Gmail or Google Apps email accounts. For these emails, 20 there is also no way to determine from any information in the sender's account whether the email 21 went through COB processing during the process of delivery to the intended recipient.



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1	commercial email. If an email is identified as a commercial email, that information is used as one
2	of the criteria in the spam filtering process for determining whether an email should be marked as
3	spam. The use of
4	
5	
6	22. This the other circumstances noted
7	above in which on certain emails. For example, still has an
8	error rate in which it fails to scan some emails; still does not scan the content of encrypted
9	messages; and still does not scan certain types of email content.
10	
11	23. The Plaintiffs make a brief reference to the
12	asserting without explanation that both are used "to read, learn, extract, and acquire the content of
13	all email messages." While it is difficult to understand the Plaintiffs' position given the lack of
14	detail, Plaintiffs' statement is incorrect in that these systems do not "read, learn, extract, and
15	acquire the content of all email messages" in any sense.
16	24. The performs basic functions that are commonly used in nearly all
17	email services. For example, parses messages so that they can be properly displayed by
18	distinguishing the "to," "from," and other parts of the message "header," from the body of the
19	email text. also creates an index of the words in an email so that Gmail and Google Apps
20	users can search their messages using specific search terms. These are basic functions that are
21	universal to modern email services.
22	25. The is the technical process that enables Gmail's "Priority Inbox"
23	feature. Priority Inbox helps Gmail and Google Apps users organize their inboxes by placing the
24	user's "Important and unread" messages first in the inbox, followed by "Starred" messages that a
25	user has marked to indicate their importance, followed by "Everything else," which includes
26	messages that are unimportant (such as mass emails from commercial senders) and messages that
27	have been read by the user. As Google informs users, the message's importance is determined
28	based upon factors like whether the sender is someone the user interacts with frequently, the
W	Decl. of Stacey Kapadia ISO Google's1341607 /SF11.Decl. of Stacey Kapadia ISO Google'sCase No. 5:13-md-02430-LHK (PSG)

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1	user's past treatment of messages from the sender, and the words in the email message.
2	processing is not uniformly applied for many of the same reasons that
3	are not uniformly applied. In addition, processing is
4	Thus, if it occurs at all,
5	processing may occur on a message for the
6	I understand that the Plaintiffs' theory is that class certification is appropriate because, they
7	claim, scanning occurs uniformly before a message is viewed by a recipient. If so, then the
8	Plaintiffs' theory
9	26.
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16	Messages Sent From Gmail or Google Apps Email accounts
17	27. Messages sent from Gmail or Google Apps email accounts to non-Gmail users are
18	. As with incoming messages, performs fundamental
19	functions necessary for proper display, formatting, and transmission. Plaintiffs do not explain
20	how this could be unlawful. Thus, with regard to messages sent from Gmail or Google Apps
21	email accounts, I address only
22	28. Google does not include ads in the emails sent from Gmail or Google Apps email
23	accounts, so there is In some specific circumstances, a Gmail user
24	who sends an email is directed (after clicking "send") to his or her inbox and can be shown an ad
25	that is based on the terms of the email that was just sent. In these circumstances,
26	is applied to scan the sent email and select an advertisement based upon keywords
27	
28 Cooley LLP	Decl. of Stacey Kapadia ISO Google's
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1	identified in the email. This process applies to outgoing Gmail messages only in limited
2	circumstances, when all of a number of elements are present
3	29. All the limitations that apply to for incoming messages apply also to
4	outgoing messages. For example, will process a message sent by a Gmail user only if the
5	Gmail user uses a supported browser, views Gmail in a manner that displays advertising, no error
6	occurs, and so on. will also not process a message sent by a Google Apps user unless, in
7	addition to all the other limitations, the Google Apps customer has enabled advertising.
8	30. In addition, generally applies to outgoing messages
9	if the
10	Gmail user is , with only minor exceptions during a brief
11	period of time. ⁸
12	31. the Gmail user has his or her
13	"Webclips" refers to the box that appears above the inbox or above an opened
14	email, which can display text ads along with other Web content. If the user has
15	-which any Gmail user can easily do- the Gmail user will not see text ads in this box
16	and there will be
17	32. Google also displays different types of advertisements to Gmail users,
18	These are known as "Gmail sponsored promotions." Gmail
19	sponsored promotions are ads formatted similarly to email messages, which users can easily share
20	with others or dismiss at their choice. These ads are distinct from text ads in Gmail. Gmail
21	sponsored promotions, which are now the preferred form of advertisement in Gmail, are not
22	chosen based upon the content of an individual message. Thus, when a Gmail user sends an
23	email and a Gmail sponsored promotion is selected for display, the
24	
25	33. In Spring 2013, Google launched a new inbox design known as "Sectioned Inbox."
26	Sectioned Inbox allows users to automatically sort their incoming email messages into five
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COOLEY LLP ATTORNEYS AT LAW	DECL. OF STACEY KAPADIA ISO GOOGLE'S

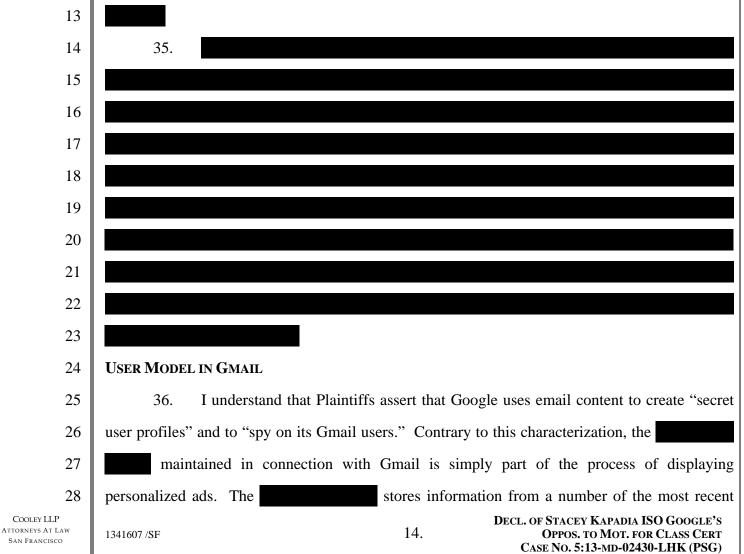
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default categories: "Primary," "Social," "Promotional," "Updates," and "Forums." This enables 1 2 users to view their most important "Primary" messages first, and catch up on other categories at a 3 convenient later time. Users can also create their own customized tabs. Sectioned Inbox is now 4 the default format for the Gmail inbox, although users can also retain the original Gmail inbox 5 format if they choose to. Most Gmail users have switched to Sectioned Inbox, instead of 6 retaining the previous Gmail format. Sectioned Inbox is also available to users of Google Apps 7 email accounts. Like Gmail users, Google Apps email account users have the option of switching 8 to Sectioned Inbox, although it is not the default inbox format in Google Apps.

9 34. Among other adjustments, Sectioned Inbox shows more limited advertising than
10 previous versions of Gmail, restricting advertising within the inbox to the "Promotions" tab only
11 unless the user takes other actions. When a Gmail user who has activated Sectioned Inbox
12 (including the "Promotions" tab) sends a message,



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emails received by that user, along with basic data useful to providing more relevant advertising,

The email information included in the user model consists primarily of the outputs of the **and the described** above, for the most recent emails received by that email account. If the user deletes an email, any information in the user model related to that email will also be deleted after a short period of time.

8 PLAINTIFFS' PROPOSED CLASSES

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9 37. I understand that the Plaintiffs in this case are seeking to represent groups of non10 Gmail users who sent emails to and received emails from Gmail users and are (1) Florida
11 residents; (2) Maryland residents; and (3) persons who live in the United States but not in
12 California.

13 38. Google does not have internal data that could be used to reliably identify the 14 individuals who meet these definitions. For example, Google has no internal data that could be 15 used to reliably identify whether someone who communicates with a Gmail user is a Maryland 16 resident, a Florida resident, or a U.S. resident who is not a California resident. Nor does Google 17 have data to reliably show that emails sent by Gmail users to non-Gmail users were actually 18 received by the intended recipient. Nor does Google have an existing list of all non-Gmail email 19 accounts that have been used over time to send emails to, or receive emails from, the Gmail 20 system.

39. Google also does not have comprehensive information on which Gmail users
reside in California or any other particular state. Users are not required to identify their state of
residency as part of creating a Gmail account so Google will generally not have information on
whether a particular Gmail user resides in California or any other particular state.

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DECL. OF STACEY KAPADIA ISO GOOGLE'S OPPOS. TO MOT. FOR CLASS CERT CASE NO. 5:13-MD-02430-LHK (PSG)

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1	I declare under penalty of perjury under the laws of the United States of America that the
2	foregoing is true and correct, and that this Declaration was executed in San Francisco, California,
3	this 21st day of November, 2013.
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6	<u>/s/ Stacey Kapadia</u> Stacey Kapadia
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17	FILER'S ATTESTATION
18	Pursuant to Local Rule 5-1(i)(3), I attest under penalty of perjury that concurrence in the
19	filing of this document has been obtained from its signatory.
20	
21	Dated: November 21, 2013 COOLEY LLP
22	MICHAEL G. RHODES (116127) WHITTY SOMVICHIAN (194463)
23	KYLE C. WONG (224021)
24	
25 26	/s/ Whitty Somvichian Whitty Somvichian (194463)
26 27	Attorneys for Defendant GOOGLE INC.
27	
28 Cooley LLP Attorneys At Law San Francisco	Decl. of Stacey Kapadia ISO Google's1341607 /SF16.Oppos. to Mot. for Class Cert Case No. 5:13-md-02430-LHK (PSG)