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Chapter 10: Google: The Drive to Balance Privacy with Profit: 10-4c Google.org

Book Title: Business Ethics: Ethical Decision Making and Cases

Printed By: Kennisha Holloman (kholloman@grantham.edu)

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10-4c Google.org

Google.org is the charitable arm of the organization. According to its website, the organization provides assistance to “nonprofits using technology and innovation to tackle complex global challenges.” Google.org contributes grant money, develops tools for nonprofits, and provides disaster relief. Google for Nonprofits provides resources such as discounts on Google products and free AdWords advertising to nonprofit organizations. Google.org has also partnered with nonprofits to offer them use of Google’s considerable resources. For example, it provided tools to the National Center for Missing and Exploited Children to help the nonprofit in its fight against global child exploitation.

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