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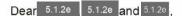
Ter info voor diegene die communicatie doen aan onze kant

### Groet!

------ Forwarded message ------From: 5.1.2e 5.1.2e 5.1.2e <u>@google.com</u>> Date: Thu, Dec 17, 2020 at 2:16 PM Subject: URGENT / Google Surfacing Netherlands Information for COVID-19 Vaccines To: 5.1.2e, 5.1.2e, 5.1.2e (5.1.2e) < 5.1.2e (0.1.2e) < 5.1.2e (0.1.2e

# This email contains confidential information

Request / please forward to 5.1.2e 5.1.2e



We are reaching out to inform you, and request your input, on government COVID-19 Vaccines related information that we would like to surface on our products.

## Google Search:

We have seen an uptick of user interest in the topic of COVID-19 Vaccines in recent weeks, and are now reaching out to you to seek your help in understanding which authorities in the Netherlands will be in charge of communicating to the public around COVID-19 vaccines, and where this information will live online.

If your agency or another is planning to or has already begun publishing general information about COVID-19 vaccines, e.g.

- Vaccine authorization announcement(s)
- · General vaccine overview, safety information, current vaccine trial information

Please do let us know where this content resides, or when it might be available.

We plan to surface links from your and/or other government authorities publishing Covid Vaccines information, in Search's Covid Vaccines Search Results Page, as well as other Google Products, in the coming weeks.

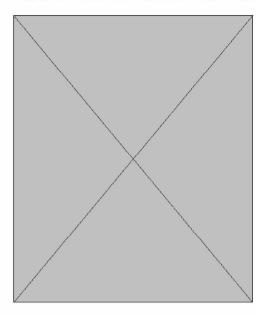
You should be aware that you may experience an increase in traffic coming to your vaccines site(s), and it may be helpful to give your IT departments notification of this. You can also refer them to <u>https://web.dev/covid19</u>, which details web developer best practices for handling increased traffic.

## Google Maps:

Google is looking into offering local health authorities the opportunity to surface COVID-19 vaccine centers on Google Maps to provide guidance on where to get COVID-19 vaccines. We believe this would address the critical need of helping users find the nearest available vaccines.

Google plans to surface information on where users can access COVID-19 vaccines on Google Search and Maps when they search for terms like "**COVID-19 vaccines near me**". This will be similar to how users can search for and find COVID-19 Testing Centers in different countries today, including links to more information and key steps to take.

For reference, the following is the illustration of the current COVID-19 testing center experience on Google Search and Maps; the vaccine site experience will be similar:



(1) "Learn more" would go to the authoritative URL on how to access vaccines(2) Attributes for vaccines are still being confirmed

We would like to confirm:

- 1. Are you interested in surfacing Vaccination center locations on Google Maps and on Google Search once the vaccine is widely available?
- 2. If so, could you confirm which Authority would oversee these centers? If it is you, can you confirm you would be able to provide fresh data required to surface on Maps and update the data on a regular basis to ensure freshness of the list?
- 3. When will you have vaccine distribution plans developed and ready for sharing (i.e., delivery timelines, distribution locations, etc)?
- 4. When would you expect that the vaccine will become widely available in your region?
- 5. What is the expected split between government distribution centers (Public) vs Retail distribution centers (Private)

If there is interest, please let us know by December 18, and we will be happy to follow up with you to discuss the details.

We may be in touch again for any additional requests.

Thanks in advance for your help,

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