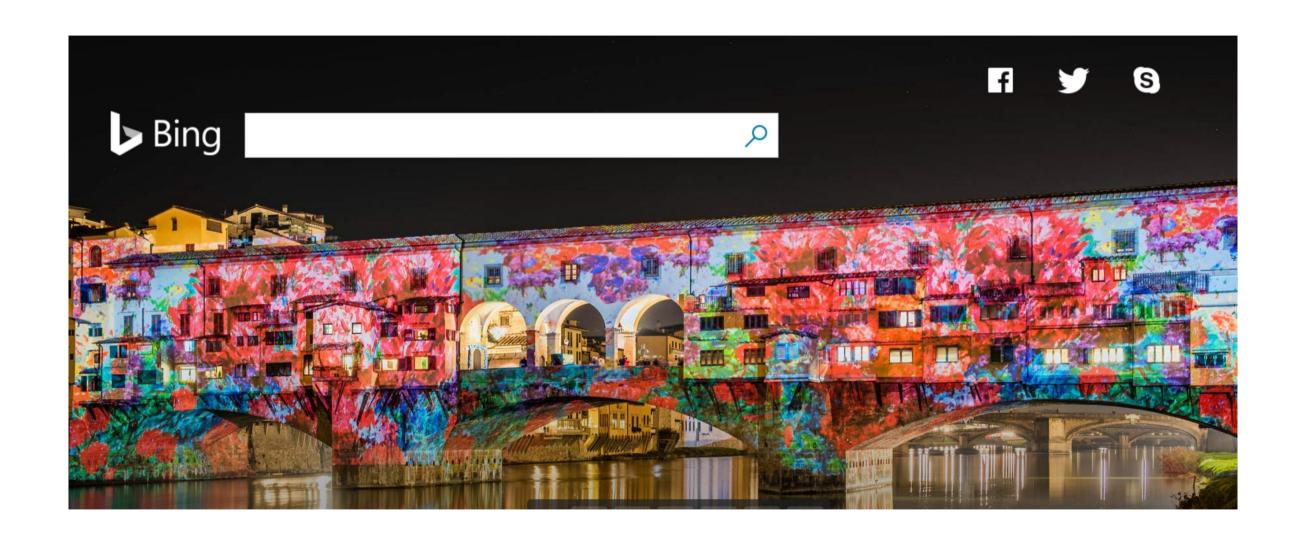
第3回インターネット上に公開された個人に関する情報等の取り扱いに関する研究会

日本マイクロソフト株式会社

片山建 2017年12月11日







# Bingについて

### How Bing delivers search results

As an online search engine, the primary objective of Bing is to connect users with the most relevant search results from the web—providing easy access to quality content produced by web publishers. To do this, Bing automatically crawls the web to build an index of new and updated pages (or URLs) to display as a set of search results relevant to a user-initiated search or action. The content of these pages may reference or contain various online resources and content including websites, images, videos, documents, and other items. Search results are generated by using computer algorithms to match the search terms you enter with results in our index. In general, we try to provide as comprehensive and as useful a collection of displayed search results as we can. We design—and continually improve—our algorithms to provide the most relevant and useful results.

As an algorithmically-driven service, Bing doesn't control the operation or design of the indexed websites, and has no control over what indexed websites publish. As long as the website continues to make the information available on the web and to crawlers, the information will be generally available through Bing or other search engines.



If information has already been removed from the website but is still showing up in Bing search results, you can use the Content Removal Tool to submit a page removal or outdated cache removal request. To learn more about the Content Removal Tool, go to Bing Webmaster Help & How-To.

Microsoft respects freedom of expression. If Microsoft receives requests to remove content from individuals, businesses, and governments, in limited cases, where quality, safety, user demand, relevant laws, and/or public policy concerns exist, Bing might remove results, inform users of certain risks, or provide users with options for tailoring their content. Bing limits removal of search results to a narrow set of circumstances and conditions to avoid restricting Bing users' access to

## Report a concern

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If you have a concern about particular URLs or other information contained in search results, you may report these to Bing. Reporting a concern will not necessarily result in removal of a URL from search results. Bing limits removal of search results to a narrow set of circumstances and conditions to avoid restricting Bing users' access to relevant information.



Bing doesn't control the content that websites publish or that appears in Bing search results. To make sure content is removed from search results, your best option is to contact the webmaster for the website that published the content and request that it be deleted or removed. Even if Bing removes the URL from search results, it will continue to exist and can be discovered by going directly to the web address until the webmaster removes the content from their website.

https://help.bing.microsoft.com/#apex/18/en-us/10011/0

## Request to Block Bing Search Results In Europe

### Request to Block Bing Search Results In Europe

In 2014, the Court of Justice of the European Union (CJEU) ruled that individuals have the right to ask search engines to block results for queries that include the person's name results are inadequate, inaccurate, no longer relevant, or excessive. If you are a European resident and want to request that Microsoft block search results on Bing in response searches on your name, please use this form.

If you are requesting delisting of content you posted on a social media site, the tools and processes available from that site may be the most effective way for you to remove this content from search results. You can find links to the help pages of common third party sites here.

If you wish to report a concern to Bing that is not a "right to be forgotten" request, please go here.

Please provide complete and relevant information for each applicable question on this form, as we will use the information to evaluate your request. We may consider sources of information beyond this form to verify or supplement the information you provide. In considering requests, Bing must balance individual privacy interests against the public interests against the public interest protecting free expression and the free availability of information, consistent with European law. Making a request does not guarantee that a particular search result will be block

Note regarding minor children: If you are a minor, you may submit this form on your own. If you are a parent or legal guardian of a minor, you may submit this form on that mino behalf.

This form and the related evaluation processes may change as additional guidance becomes available, and individual submissions may be reevaluated over time.

#### Part 1 - Your Identity, Residence and Contact Information

#### Who are you?

- I am the person whose name is appearing in search results
- O I am making a request on behalf of someone else

#### Your full legal name

Please enter your full legal name as stated in the official identification document provided, including middle name (e.g., "John Michael Doe").

#### Search name

Please provide the name you used as a search query that produces the result you wish to have blocked. This may be your legal name or a name by which you are commonly

## Submitting privacy-related requests to block results in the EU

On May 13, 2014, the Court of Justice of the European Union (CJEU) ruled that certain users have the right to ask search engines to remove results for queries that include the person's name if inadequate, irrelevant, no longer relevant, or excessive. If you are a European resident and want to request that Microsoft block search results on Bing in response to searches on your name, please use this form. For social media-related blocking requests, please see the additional information below.

Please note that Bing does not publish or control the content in question. Blocking it from certain search results on Bing does not remove the content from the web. If you want the content removed from the web, we recommend that you contact the webmaster of the site publishing the content.

We encourage you to provide complete and relevant information for each applicable question on the form. We will use the information that you provide to evaluate your request. We may also consider other sources of information beyond the form to verify or supplement the information you provide. In reviewing information provided by you, Microsoft is committed to ensuring privacy in accordance with our privacy statement.

In accordance with the CJEU ruling, the information you provide will help us to consider the balance between your individual privacy interest and the public interest in protecting free expression and the free availability of information, consistent with European law. As a result, making a request does not guarantee that a particular search result will be blocked. We will work closely with local data protection authorities and others to ensure that our approach to evaluating requests to block search results is consistent with future guidance regarding implementation of the CJEU ruling. If you disagree with our decision regarding your request to block certain results, you can contact your local data protection authority.

Given the many questions that have been raised about how the recent CJEU ruling should be implemented, the form and the related processes may change as additional guidance becomes available. Submissions may be reevaluated over time.

### Bing To Use Location for RTBF

Bing has expanded the scope of our Right to be Forgotten (RTBF) filtering in Europe. In the past, when Bing accepted an RTBF request, the URL would be delisted from all applicable European versions of Bing (such as Bing.fr, Bing.de, Bing.co.uk) for searches of the requestor's name.

Going forward, in addition to this practice, Bing will also use location-based signals (e.g., IP addresses) to delist the relevant URL on all versions of Bing, including Bing.com, for any user accessing Bing from the European country where the request originated. For example, if someone in France successfully requests delisting of a URL on Bing, in addition to delisting that URL from all applicable European versions of Bing, Bing will now also delist that URL for all searches of that person's name—regardless of what version of Bing is being used—if the search originates from a location within France.

This change will be applied to all valid European RTBF requests, including those we received prior to making this change.

Our decision to expand the scope of RTBF filtering reflects recent developments in the European data protection regulatory environment, and these steps are in line with the broader industry. We believe our updated process will enhance the privacy protections requested by European regulators, balanced against the need to protect the rights of our users to free access to lawful content.

- The Bina Bloa Team

