

**GOVERNMENT OF THE DISTRICT OF COLUMBIA
Office of the Attorney General**



**MARKET SURVEY FOR OUTSIDE LEGAL COUNSEL
FOR GOOGLE MULTI-STATE LITIGATION**

TO: POTENTIAL RESPONDENTS

Survey Number: DCCB-2022-S-0023

Issuance Date: June 2, 2022

Response Due Date: June 17, 2022

The Office of the Attorney General for the District of Columbia (OAG) is conducting market research to identify the availability and interest of qualified law firms to assist with litigation against Google, LLC.

Under D.C. Code § 2-354.13(3), the procurement for these legal services is exempt from the competitive procurement process. The responses to this market survey may be used to determine the availability of qualified firms, but it is not intended to be the basis for award.

BACKGROUND

Google LLC is a global technology company that monetizes consumers' personal data through its billion-dollar digital advertising business. This includes location data that can reveal sensitive information about consumers. Google promises consumers that they can control whether Google accesses this information through various privacy controls, but these promises are misleading. OAG, on behalf of the District of Columbia, has sued Google in the Superior Court of the District of Columbia for violating the District's Consumer Protection Procedures Act ("CPPA") through pervasive efforts to track users' locations without their knowledge or consent. The lawsuit seeks to protect District consumers against deceptive and unfair trade practices that invade consumers' privacy and usurp their ability to control their personal information.

SUBMISSION OF INFORMATION

Interested firms should submit the following no later than 2:00 pm on June 17, 2022, to OAG.BusinessOpportunities@dc.gov with a copy to Janice.Watson@dc.gov. The submission should be no longer than seven (7) pages (excluding resumes) and include:

1. A short statement of interest and availability;
2. A description of the firm's experience in handling consumer protection cases and, in particular, cases involving consumer privacy issues, including representing state attorneys general and other government actors in similar proceedings;
3. A proposed staffing model for the work;
4. Resumes for the attorneys who would handle these services;
5. The contingency fee percentage of gross recovery and additional fees, if any, recovered for similar consumer protection cases;
6. Certified Business Enterprise status; and
7. Disclosure of any actual or potential conflicts of interest.

Although this will not be a competitively awarded procurement, OAG values diversity as well as working with firms located in the District of Columbia, and encourages firms certified as small or local business enterprises by the District of Columbia Department of Small and Local Business Development pursuant to D.C. Code § 2-218.31 *et seq.* to respond to this Market Survey.

If you would like more information, please contact Adam Teitelbaum, Deputy Director, Office of Consumer Protection at Adam.Teitelbaum@dc.gov or (202) 256-3713.

Sincerely,



Janice Parker Watson
Associate Contracting Officer