

1. **Senator Cadell:** "Do you keep data on users, and if so how long do you keep it for? Do you use the data you keep to serve content or the search feed?"
 - Yahoo Search collects user data, including search histories, in compliance with its applicable privacy policies and local laws, for the primary purpose of providing more relevant information and experiences to users. All users (logged in or logged out) are able to delete search history in their search settings. Additionally, users are provided with greater controls in their privacy dashboard.
 - Generally speaking, Yahoo retains user information for as long as necessary to provide the applicable service. Yahoo's data retention policies maintain a balance between business and product needs on the one hand, and security, privacy, and other concerns on the other. These policies are designed to comply with a variety of applicable contractual restrictions and legal and industry rules and regulations governing Yahoo's handling of each type of data at issue. Regardless, users can see what types of data are collected about them via their privacy dashboard and exercise their privacy rights.
 - Search query and user information may be used to supplement the general search results page with other content or functionalities to address the user's needs. For example, a search for "Newcastle Knights" may trigger a content module with top news stories related to the rugby team, suggest related search terms, and/or generate a knowledge graph about the team obtained from a variety of content sources, in addition to the algorithmic search results and sponsored search results from Bing.
2. **Senator Ghosh:** "How many complaints do you receive a month in relation to inappropriate content being generated either at the advertising stage or in the search results? [in Australia]"
 - As referenced during Yahoo's opening statement, user complaints relating to the algorithmic search results and paid search results displayed on Yahoo's general search results page are referred to Microsoft Bing for consideration and action. We would similarly refer the Senator's question to Microsoft Bing to provide a more complete and accurate response.
 - With respect to Yahoo Search, we receive a low number of user reports. To date in 2025, there have only been two complaints and requests for removal of search results. We reviewed those reports and sent them to Microsoft for action.
3. **Senator Henderson:** "What policies you have in place to protect users and how you apply them to protect users." [Asked before complaining about buzzfeed article and temu ad]

- Yahoo Search has several policies and tools in place to protect users:
 - i. **SafeSearch:** A feature that sends a signal to Microsoft to filter out adult content from search results delivered to Yahoo. For logged-in users under 18, all types of adult content are filtered, and this setting cannot be overridden. For logged-out users, the setting is set to moderate by default to filter out adult image and video results but can be changed in the settings.
 - ii. **Search Assist:** Our autocomplete function prevents suggested queries that violate our Search Autocomplete Policy, such as those involving self-harm and child exploitation.
 - iii. **Direct Displays:** We display a banner with warning safety information for users who search for certain dangerous or illegal content.
- Yahoo generally protects users through a unified framework of policies, including editorial standards and global advertising policies, that govern what content and ads can appear on our sites.
- Our editorial standards require accuracy, fair sourcing, non-misleading use of images/audio, timely corrections, and clear labels for sponsored and branded content to ensure transparency and prevent user harm. We apply these safeguards through pre-publication editorial review, user reports, automated filters, and ongoing manual reviews.
- Our ad policies set quality requirements, define restricted/prohibited categories, exclude all advertising to users known to be under 18, and require compliance with local laws. Any ads for regulated activities or substances may only be delivered to users identified as meeting any local age requirements. For clarity, ads that Yahoo obtains from the Bing API for display on Yahoo's general search results page are subject to Microsoft's guidelines and policies.
- In the case of the Buzzfeed article, the thumbnail was unfortunate, but an illusion - as alluded to by the article title, "*16 Photos from This Week That Are So Mind-Bogglingly Weird I Need Someone To Explain Them To Me Immediately.*" However, the content would still be suitable for a general audience and certainly not violative of the class 2 DIS code covering Yahoo Home page.
- The Temu ad appears to have been placed in violation of our policies. Our ads quality team takes this feedback seriously and is investigating how the ad made it through our policy filters.

4. **Senators Henderson and Hanson-Young:** "We would like to understand what contracts Yahoo has with large AI providers and roughly the terms and values of the contracts."

- With regards to AI, Yahoo integrates AI-powered features into our existing products. For this process, we identify the most appropriate tools available from many enterprise partners to power the features we're building. In this sense, Yahoo is a downstream deployer of AI. The specifics of Yahoo's license agreements with large AI providers are commercially sensitive. In terms of pricing, we draw the Committee's attention to publicly available information from several of the model providers to gain a general understanding of the potential costs for businesses accessing the consumer products available from these AI services:
 - i. ChatGPT Business costs about \$25 per user per month
 - ii. Google Workspace with Gemini is roughly \$22 per user per month
 - iii. Claude Team is \$25 per person per month

5. **Senator Dean Smith** (Did not attend the hearing but filed questions)

- What type of age inference or age estimation tools do you currently use globally?
 - How successful are these estimation tools?

Yahoo uses age assurance processes during the account creation process. Users are required to enter their birthdate to determine their age. Yahoo then relies on user signals to detect instances when a user is potentially being deceptive. Yahoo does not have detailed statistics on the accuracy of our tools. The robustness of our age assurance approach is directly proportionate to the risk of harm due to the nature of the service provided and for the low number of known <18 users on our services.

- Has the eSafety Commissioner asked you to undertake the self-assessment tool to establish if you should be included in the social media age minimum changes?
 - If not, why do you think this is?
 - What discussions have you had with the eSafety Commissioner about your platform and its inclusion?

The eSafety Commissioner has not asked Yahoo to undertake the self-assessment tool for the social media minimum age restrictions. This is likely due to the fact that Yahoo does not offer any services in Australia that fit the Online Safety Act's definition of an age restricted social media platform. Given the definition included in the Act, the legislative rules released in July, and the regulatory guidance from the eSafety Commissioner; Yahoo has not sought to engage with the Commissioner about our inclusion in the minimum age restrictions.

- How will the changes from the Internet Online Search Engine code impact your platform?
 - What do you have in place to comply with this change by the end of the year?
 - Did you provide feedback or contest any of the elements?

Yahoo Search is a downstream search service powered by Microsoft's search engine Bing. Bing exclusively provides the algorithmic search results and paid search results that are displayed on Yahoo's general search results pages. Microsoft has sole control over the Bing search index, associated ranking algorithms, and the results provided to Yahoo in response to user queries.

This distinction is why Yahoo is not included in the definition of an internet search engine service for purposes of the online safety codes. The Online Search Engine Services code engages primary search engines who crawl and index the web and can remove or demote URLs at source. When a URL is removed or demoted from an index, this action is applicable to all downstream search services.

Given the scope of the class 2 online search engine code, Yahoo was not engaged in the drafting process and did not provide any feedback.