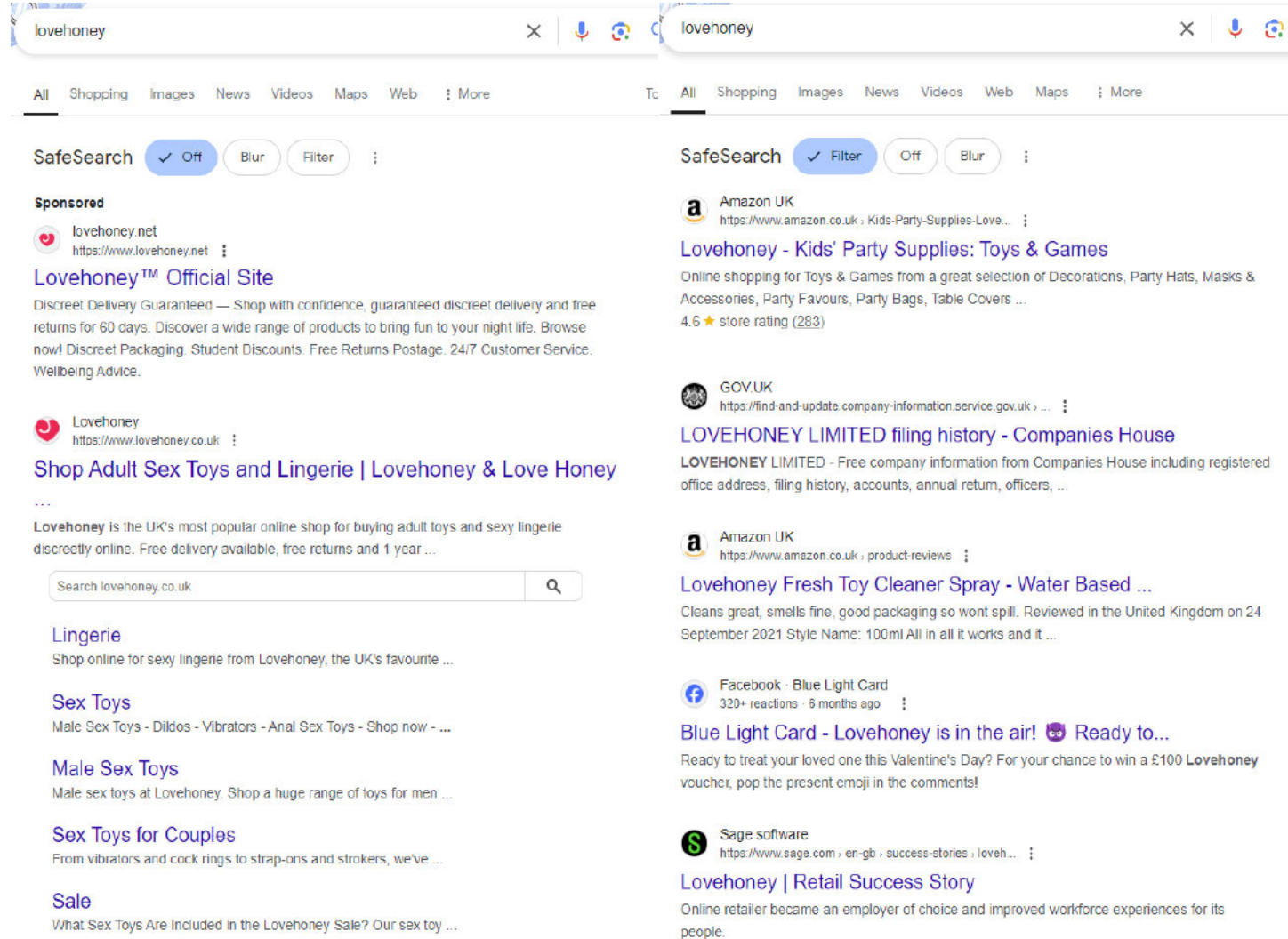


# Market distortion caused by Google SafeSearch



**LOVEHONEY  
GROUP**

# Google's SafeSearch application reduces our discoverability



Since the introduction of SafeSearch, Google has limited discoverability of our website.

For users with SafeSearch on including those who have not explicitly chosen this feature our site is not findable via Google Search.

This is an industry-wide problem that affects not only Lovehoney, but also other sexual wellness product retailers like Ann Summers and Bondara.

Ostensibly, Google says this is due to its content moderation policies.

# However, it does not treat all retailers the same

amazon sex toys

SafeSearch  Filter  Off  Blur

- Amazon UK  
Up to 75% Off Sex Toys: Health & Personal Care  
Online shopping for Up to 75% Off Sex Toys from a great selection at Health & Personal Care Store.
- Amazon UK  
Amazon EU - Vibrators / Sex Toys: Health & Personal Care  
Online shopping for Health & Personal Care from a great selection of Classic Vibrators, Rabbits, Bullets & Vibrating Eggs, Anal & Perineum Vibrators, ...
- Amazon UK  
Top Offers on Sex Toys: Health & Personal Care  
Online shopping for Top Offers on Sex Toys from a great selection at Health & Personal Care Store.
- Amazon UK  
Today's Deals - Vibrators / Sex Toys: Health & Personal Care  
Online shopping for Health & Personal Care from a great selection of Classic Vibrators, Rabbits, Bullets & Vibrating Eggs, Anal & Perineum Vibrators, ...
- Amazon UK  
£20 To £50 - Erotic Sets / Sex Toys: Health & Personal Care  
Men's Bondage Set L Black - £30.30/£30.30/£30.30/£30.30/count). FREE delivery Thu, 6 Jun. Or fastest delivery Wed, 5 Jun. Only 2 left in stock.

boots adult toys

SafeSearch  Filter  Off  Blur

- Boots  
Sexual Pleasure & Wellbeing  
Our adult toys run near-silent, but that doesn't mean we have to keep quiet. Explore our sexual wellbeing products, designed to heighten pleasure for all ...  
Adult Toys - Lubricants & gels - Feminine hygiene & health - Men's hygiene & health
- Boots  
LELO Sex Toys  
Explore the range of LELO luxury sex toys from the popular LELO SONA to toys for couples. Buy online today and receive in discreet packing.
- Boots  
Bullet Vibrators | Adult Toys  
Explore the range of bullet vibrators at Boots. Shop online today & collect Advantage Card Points with your purchase.
- Boots  
Devices and Toys | Durex  
Explore Durex devices and toys range and earn Advantage Card points on purchases.
- Boots  
shop all Lovehoney toys  
Explore all the Lovehoney toys. Shop online today at Boots.
- Nottinghamshire Live  
Boots launches new range of sex toys and products as it ...  
12 Sept 2019 — This includes vibrators, love eggs, lubes, fertility trackers and more. The 'adult toys' section of the new category on

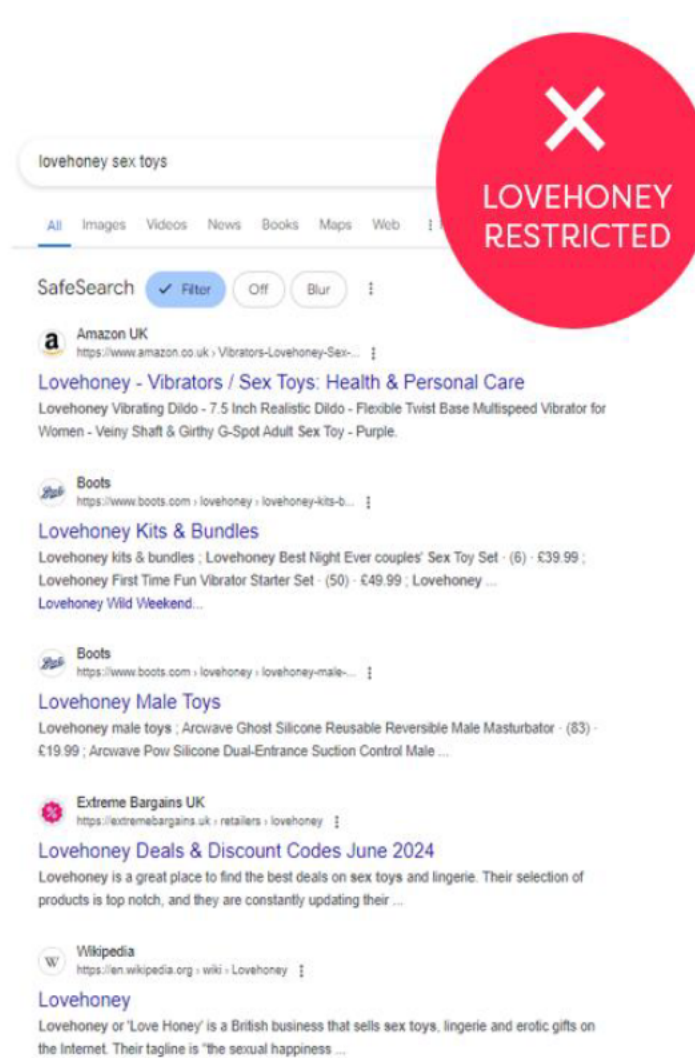
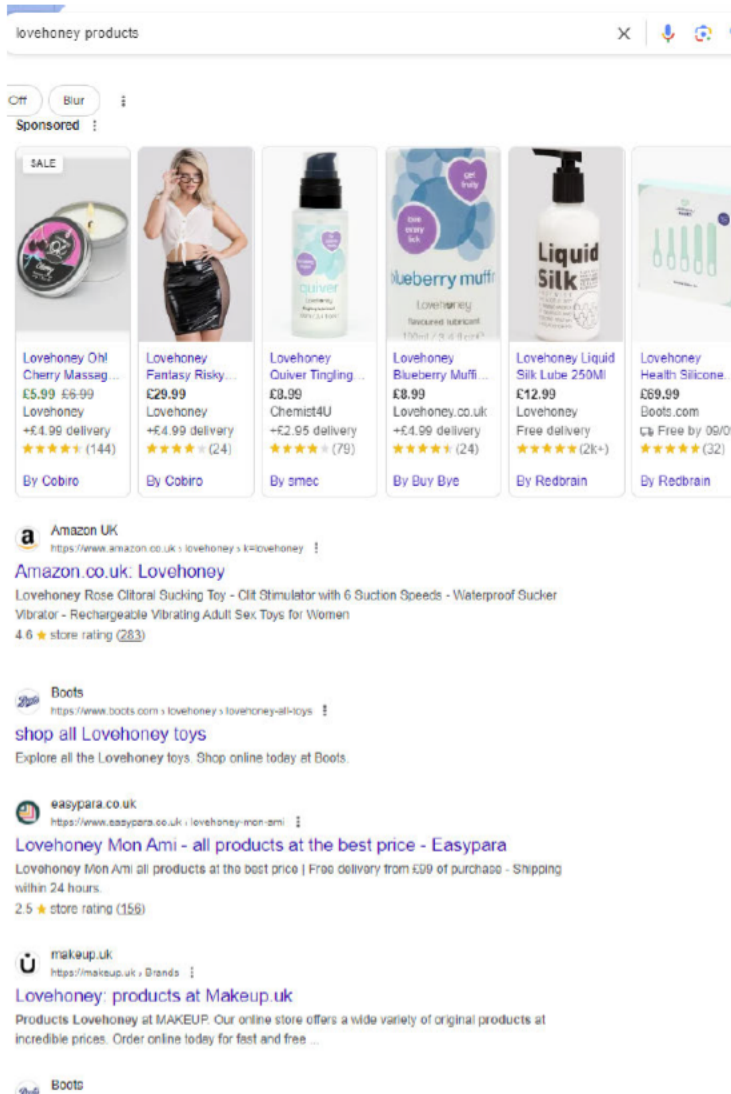
lovehoney sex toys

SafeSearch  Filter  Off  Blur

- Amazon UK  
Lovehoney - Vibrators / Sex Toys: Health & Personal Care  
Lovehoney Vibrating Dildo - 7.5 Inch Realistic Dildo - Flexible Twist Base Multispeed Vibrator for Women - Veiny Shaft & Girthy G-Spot Adult Sex Toy - Purple.
- Boots  
Lovehoney Kits & Bundles  
Lovehoney kits & bundles ; Lovehoney Best Night Ever couples' Sex Toy Set - (6) - £39.99 ; Lovehoney First Time Fun Vibrator Starter Set - (50) - £49.99 ; Lovehoney ...  
Lovehoney Wild Weekend...
- Boots  
Lovehoney Male Toys  
Lovehoney male toys ; Arcwave Ghost Silicone Reusable Reversible Male Masturbator - (83) - £19.99 ; Arcwave Pow Silicone Dual-Entrance Suction Control Male ...
- Extreme Bargains UK  
Lovehoney Deals & Discount Codes June 2024  
Lovehoney is a great place to find the best deals on sex toys and lingerie. Their selection of products is top notch, and they are constantly updating their ...
- Wikipedia  
Lovehoney  
Lovehoney or 'Love Honey' is a British business that sells sex toys, lingerie and erotic gifts on the Internet. Their tagline is "the sexual happiness ...



# Google preferences other retailers, even when consumers are searching for Lovehoney



Google not only allows other sexual wellness product (SWP) retailers to be discoverable, it also preferences them when consumers are specifically searching for Lovehoney.

This includes allowing our product range to be discoverable at other retailers.



# This impact extends to paid ads and Google Shopping



SafeSearch  Filter  Off  Blur

Sponsored :

<p>10 Speed Rose Female Anniversary... £11.04 eBay Free delivery By Shopping.com</p>	<p>2024 Rose Female Anniversary Female... £10.99 eBay Free delivery By Shopping.com</p>	<p>2024 Rose Female Anniversary Female... £9.80 eBay +£1.19 delivery By Shopping.com</p>	<p>2024 New Rose Female Anniversary... £15.99 eBay Free delivery By Scarshopping</p>
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**Amazon UK**  
<https://www.amazon.co.uk/rose-toy-k=rose+toy>

## Amazon.co.uk: Rose Toy

Vibrator Sex Toys G Spot Silent Vibrating Dildo Bulet Vibratorler ... rose vibrator · the rose toy · rose sex toy · rose tongue vibrabrater toy · rose tot ...  
4.6 ★ store rating (283)

**The New York Times**  
<https://www.nytimes.com/wirecutter/blog/rose-toy>

## We Tested a Rose Toy Vibrator. It's Good. | Wirecutter

28 Jun 2022 — Our testers found that Inya The Rose—which features three levels of suction, plus seven vibration patterns—lives up to the hype, providing ...  
Pros and cons: Charges quickly · Intense yet comfortable suction stimulation · Performs well · View full list

**Superdrug**  
[https://www.superdrug.com/.../Vibrators & Adult Toys](https://www.superdrug.com/.../Vibrators%20&%20Adult%20Toys)

## Skins Rose Buddies - The Rose Flutterz Vibrator Sex Toy

where to buy sexy lingerie

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Results for Bath · Choose area

Sponsored :

<p>SALE Lovehoney Seduce Me Push-Up Basque Set - Medium - Black £29.99 £40 Lovehoney +£4.99 delivery ★★★★★ (838) Set · Lovehoney · Regular · Lace By Productcaster</p>	<p>SALE Ann Summers Adoration Cami Set, Size: Medium, Black ... £23.40 £26 Ann Summers +£3.99 delivery ★★★★★ (10) Set · Black · Regular ... By Productcaster</p>	<p>SALE Ann Summers The Hero Plunge, Size: 36D, Red and Black ... £32.40 £36 Ann Summers +£3.99 delivery ★★★★★ (71) Plunge · Red/Black ... By Productcaster</p>	<p>SILKSILKY Silk Nightwear Sexy Chemise Women Nightie UK Dre... £65.00 uk.silksilky Free by 24/09 10% off on... Lingerie · Sexy · Babydoll · Dark... By Google</p>	<p>Pour Moi Push Up Bras - Ooo La La Push-Up Boost Padded... £32.00 Pour Moi +£4.00 delivery ★★★★★ (36) Bras · Black · Regular ... By Producthero</p>
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dildo cheap

All Shopping Images News Videos Maps Books More

SafeSearch  Filter  Off  Blur

Sponsored

**Temu**  
<https://www.temu.com>

## Adults Toys Up To 90% Off

Up To 90% Off — Awesome Adults Toys & High Quality Here On Temu. New Users Enjoy Free Shipping & Free Return.

Sponsored

**AliExpress**  
<https://www.aliexpress.com>

## AliExpress Official | Today's Deals | AliExpress® Official Site

"Promotions on clothing, electronics, sports and more. Check out all the deals" Great Value.

**Bodysocks UK**  
<https://www.bodysocks.co.uk/collections/cheap-fancy...>

## Cheap Fancy Dress & Cheap Costumes

Fancy Dress - Inflatable Dildo Costume · Inflatable Dildo Costume. £19.99. Add to Cart. One size fits most adults. Perfect for Halloween ...

**cheapvibrator.co.uk**  
<https://www.cheapvibrator.co.uk> · Translate this page

## About - Cheap Vibrator

Skip to content. Cheap Vibrator. Home · All Products · About · Contact; Account Menu Toggle. My account · Cart · Cheap Vibrator.

# Even with partial (blur) filters, our products on our website are restricted, but not on the websites of other retailers



Google search results for "lovehoney sex toys" with SafeSearch set to "Blur". The results show a grid of 30 items, many of which are blurred. Retailers listed include Lovehoney, Amazon UK, Superdrug, Skinnydip London, eBay, The Independent, and British Chemist.

Thumbnail	Retailer	Product Name
Blurred	Lovehoney	Lovehoney Wild W...
Blurred	Lovehoney	Lovehoney Wilder ...
Blurred	Lovehoney	Lovehoney Wild W...
Blurred	Lovehoney	Lovehoney Indulge...
Blurred	Lovehoney	Lovehoney X ROM...
Blurred	Lovehoney	Lovehoney - In stock Womanizer X Love...
Blurred	Lovehoney	Lovehoney - In stock Lovehoney Rose C...
Blurred	Lovehoney	Lovehoney Power ...
Blurred	Lovehoney	Lovehoney Wild W...
Blurred	Lovehoney	Lovehoney Penis ...
Clear	Tesco	Silicone Rabbit Vibrator - ...
Blurred	Amazon UK	Lovehoney Rose ...
Clear	Superdrug	Lovehoney Wonder ...
Clear	Superdrug	Lovehoney Mon Ami ...
Blurred	Lovehoney	Lovehoney Game ...
Clear	Skinnydip London	Lovehoney X Rom...
Blurred	Lovehoney	Lovehoney Out of... Lovehoney Up All ...
Blurred	Lovehoney	Lovehoney Rock ...
Clear	Skinnydip London	10 Function Silicon...
Blurred	Lovehoney	Lovehoney First Ti...
Clear	Superdrug	Romp Switch Clitoral ...
Blurred	All Chemists	Lovehoney Ignite 20 ...
Clear	eBay	Lovehoney Vibrator Sex T...
Clear	The Independent	Lovehoney advent calendar 2021 ...
Clear	Skinnydip London	Lovehoney Pleasur...
Blurred	Lovehoney	Lovehoney Bumper...
Blurred	Lovehoney	Lovehoney Wilder ...
Blurred	Lovehoney	Lovehoney Dream ...
Blurred	Lovehoney	Lovehoney Fresh T...
Clear	British Chemist	Lovehoney Delight USB R...
Blurred	Lovehoney	Lovehoney Mini Thr...
Blurred	Lovehoney	Lovehoney Frisky Ti...

# This practice limits competition and consumer choice

- Google has a dominant position in web search and is the gateway for consumers to businesses and vice versa.
- Google [REDACTED] Consumers looking for SWPs are being facilitated access to certain retailer categories while other retailer categories are blocked.
- This is [REDACTED]
- In conclusion, Google's current selective implementation of internal policies results in:
  - Damaging responsible retailers by impacting revenue
  - Restricting consumer choice
  - Creating potential harm to consumers by limiting the market