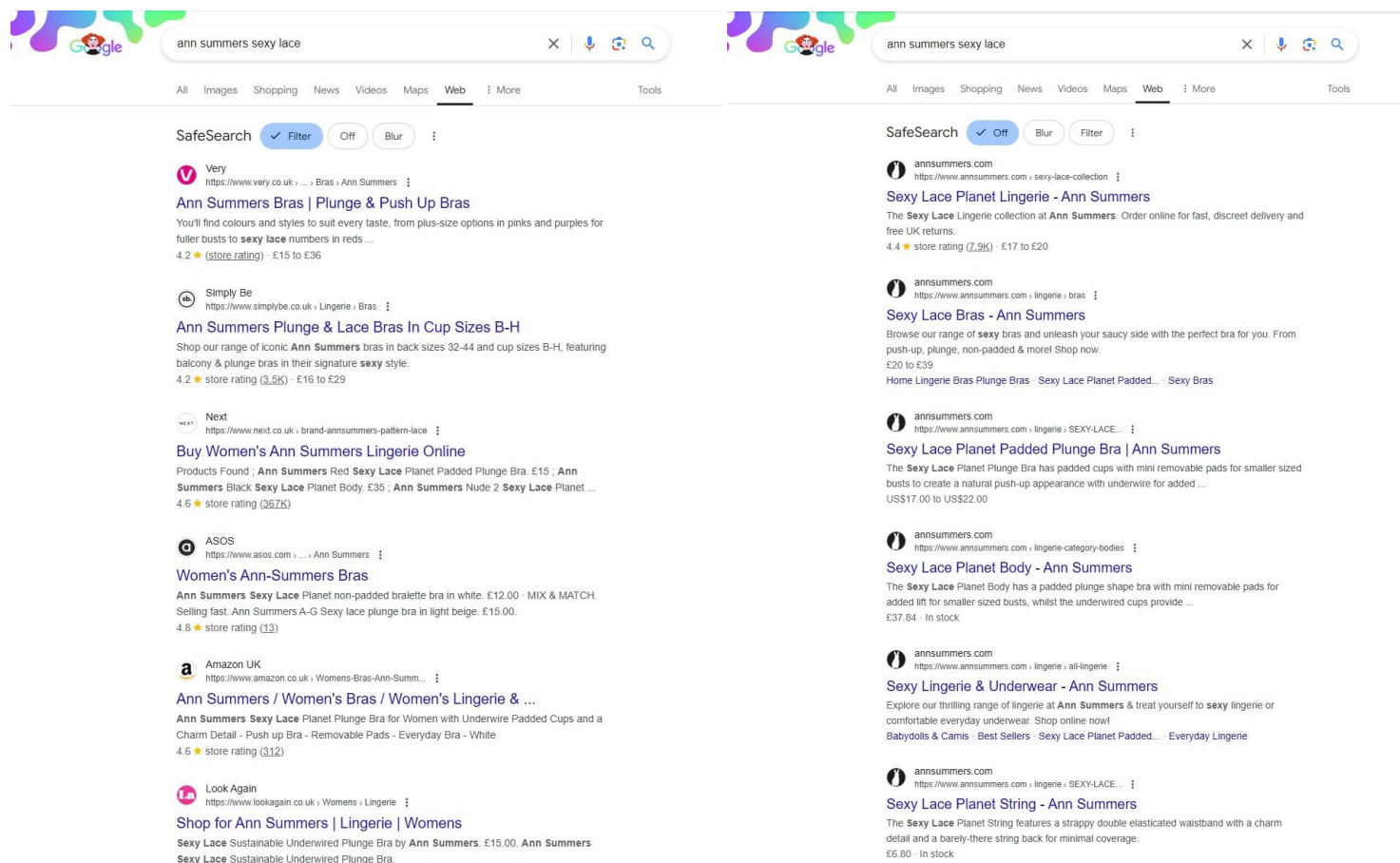




Ann Summers

Market distortion caused by Google Search

Google's SafeSearch application reduces our discoverability



Since SafeSearch was introduced, it has been limiting our website's discoverability.

For users with SafeSearch on, including those who have not explicitly chosen this feature, they cannot find us via Google Search, the biggest search engine.

Customers searching for specific product, such as our basic everyday collection 'sexy lace' are not able to find us with SafeSearch turned on and are directed to our competitors instead.

Google's SafeSearch application reduces our discoverability

The image displays two side-by-side screenshots of Google search results for the query "sexy lingerie".

Left Screenshot (SafeSearch On): The search bar shows "sexy lingerie" and the SafeSearch filter is set to "On". The results are filtered to show only "Safe" content. The top results are from Marks & Spencer, ASOS, PrettyLittleThing, Amazon UK, Pink Boutique, and Debenhams. Ann Summers is not visible in the results.

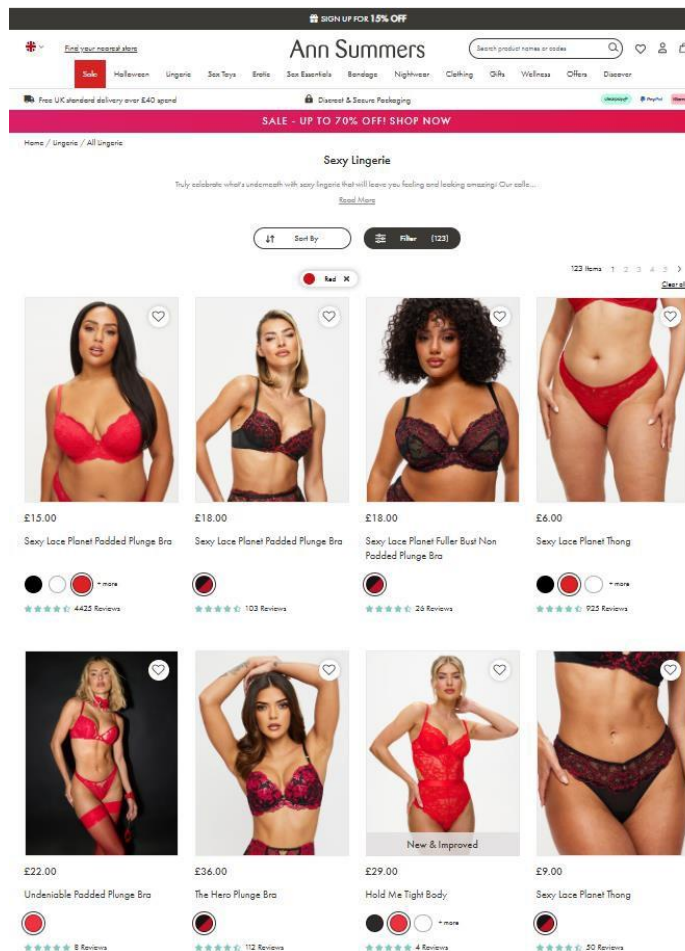
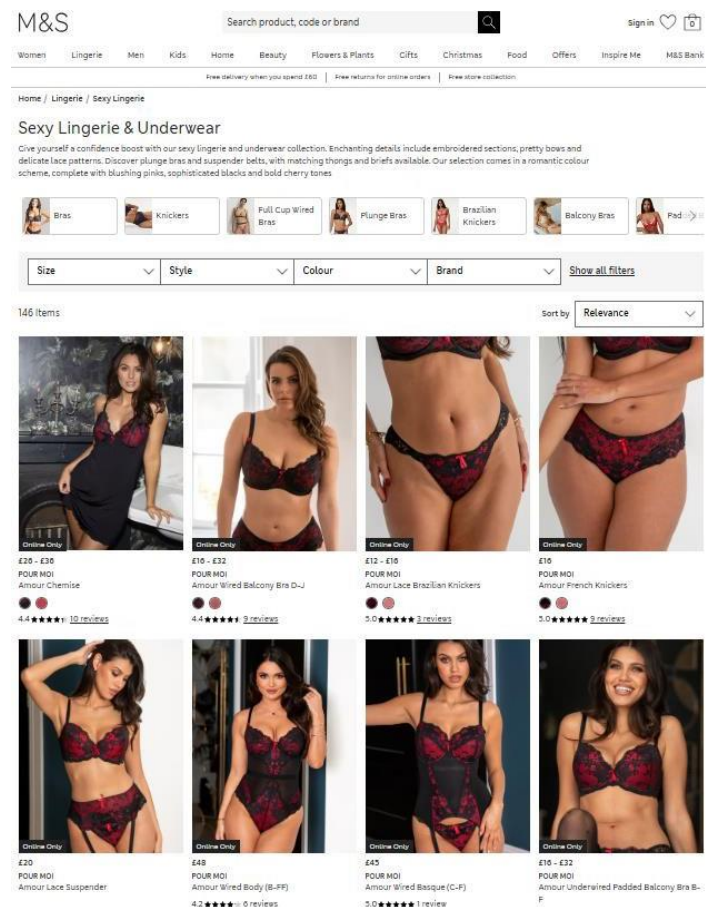
Right Screenshot (SafeSearch Off): The search bar shows "sexy lingerie" and the SafeSearch filter is set to "Off". The results include Ann Summers as the first result, with a link to "Sexy Lingerie & Underwear - Ann Summers". Other results include Boux Avenue, Pour Moi, ASOS, and Playful Promises.

Here is the search results for 'sexy lingerie' when SafeSearch is and is not enabled.

Competitors selling 'sexy lingerie' have a significant trading advantage, despite selling the same type of product.

This is having a distorting effect on the market.

Lingerie Product



Our lingerie product offering is similar to our competitors, but we are penalised where they are not.

Google's SafeSearch application reduces our discoverability

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The image displays three side-by-side screenshots of Google search results for 'sex toys' and 'vibrator'. Each screenshot shows the search bar, navigation tabs, and search filters. The first two screenshots are for 'sex toys' and the third is for 'vibrator'. The first screenshot has SafeSearch set to 'Filter', the second to 'Off', and the third to 'Filter'. The results show various retailers like Amazon UK, Lovehoney, and Ann Summers, with arrows pointing to specific results in the first and second screenshots.

Competitors who sell Sex Toys are treated preferentially.

Google allows Search to return results for similar, or the same, product at other retailers.

Google's SafeSearch application reduces our discoverability

We are not visible because of our classification; however, Amazon can appear, despite having a range of over 10,000 sex toys compared to our 291.

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The screenshot shows the Amazon.co.uk search results for "Sex Toys". The search bar at the top contains "Sex Toys" and the results are sorted by "Featured". A box highlights the search result count: "1-24 of over 10,000 results for 'Sex Toys'".

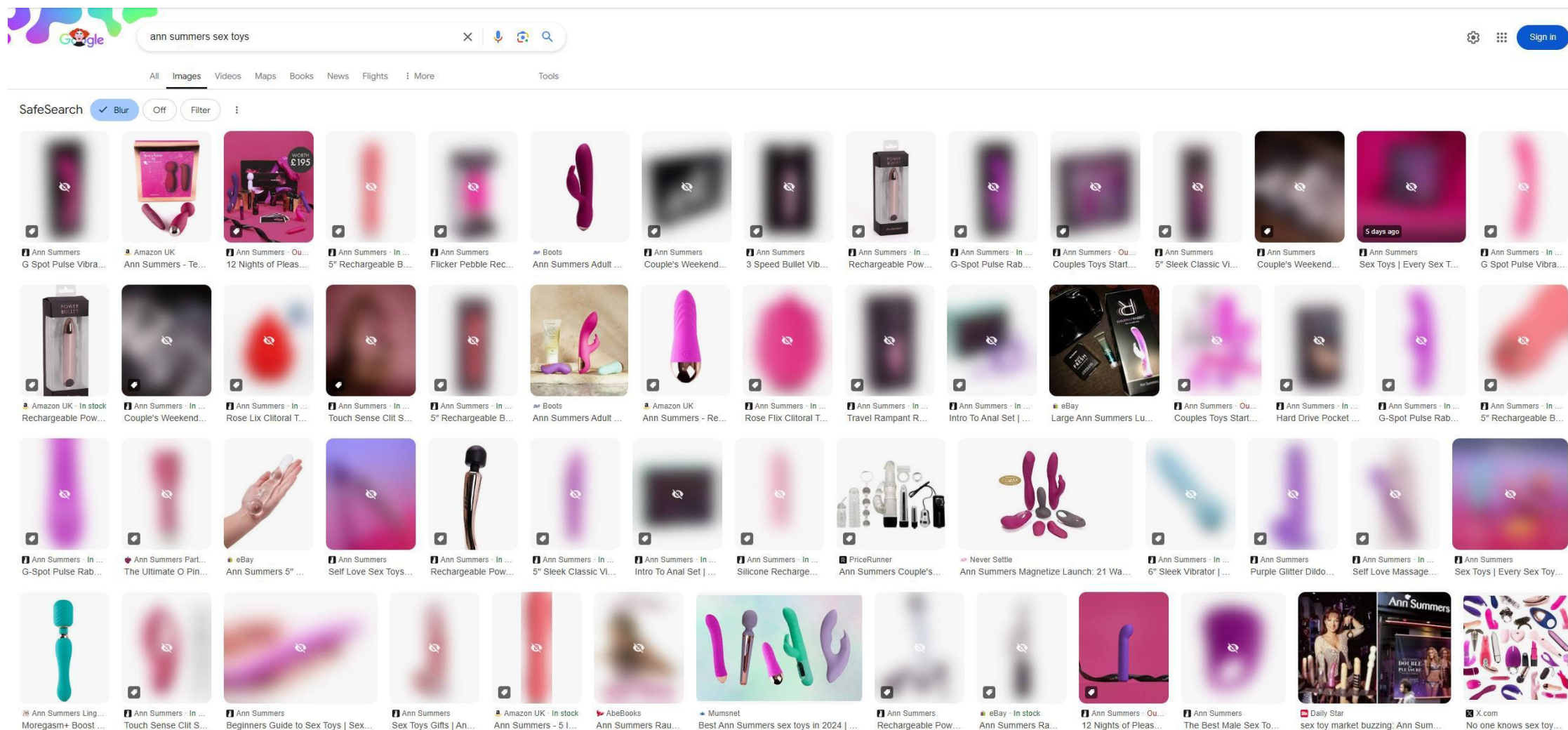
Eligible for free delivery
 < Clear
 Free UK Delivery by Amazon
 Get FREE delivery on eligible orders dispatched by Amazon

Department
 < Any Department
 < Health & Personal Care
 < Sex & Sensuality
Sex Toys
 Anal Toys
 Ben Wa Balls
 Erotic Breast Massagers
 Erotic Catheters & Sounds
 Clit Suckers
 Erotic Clone Sets
 Love Rings
 Dilators
 Dildos
 Intimate Douches & Enemas
 Erotic Electro Stimulation
 Finger Sleeves
 Erotic Heating Rods
 Love Dolls
 Erotic Machines & Devices
 Male Masturbators
 Sex Nipples
 Nipple Toys
 Penis Sleeves
 Prostate Massagers
 Restraining & Bondage
 Erotic Sets

Results
 Check each product page for other buying options.

Product Image	Product Title	Price	Delivery	Buttons
	Flapping Vibrators Sex Toy, APP Remote Control Vibrator with 7 Flapping&Licking Modes Adult...	£31 ⁹⁹ (€31.99/count)	FREE delivery Mon, 7 Oct on your first eligible order to UK or Ireland Or fastest delivery Tomorrow, 5 Oct	Add to basket
	G-Spot Vibrator, 2 in 1 Sex toys4women Clitoris Licking Dildo Sucking Vibrators with 10 Vibration...	£19 ⁹⁹ (€19.99/count)	FREE delivery Mon, 7 Oct on your first eligible order to UK or Ireland Or fastest delivery Tomorrow, 5 Oct	Add to basket
	FIDECH G Spot Rabbit Vibrator, Sex Toys for Clitoris G-spot Stimulation, Waterproof Dildo Vibrator with 9...	£15 ⁹⁹ (€15.99/count)	FREE delivery Mon, 7 Oct on your first eligible order to UK or Ireland Or fastest delivery Tomorrow, 5 Oct 1 sustainability feature	Add to basket
	Adult Sex Toys Vibrator for Women - Ladies Knickers Womens Underwear Clitoral Bullet Sex Toy with Remote...	£19 ⁹⁹ (€19.99/count)	FREE delivery Mon, 7 Oct on your first eligible order to UK or Ireland Or fastest delivery Tomorrow, 5 Oct	Add to basket
	Bed Bondage Restraints Kit Sex Toys for Sex Games Sex Toy Under Mattress Fetish Adjustable Bed...	£16 ⁹⁹ (€16.99/count) Was: £17.99	Save 5% on any 4 qualifying items FREE delivery Mon, 7 Oct on your first eligible order to UK or Ireland Or fastest delivery Tomorrow, 5 Oct	Add to basket

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



Google holds a dominant position in web search, serving as a crucial gateway between consumers and businesses. However, Google inconsistently applies its policies. For instance, consumers searching for SWPs and lingerie can access certain retailer categories, while others are blocked.

This inconsistent practice limits competition and consumer choice.

In conclusion, Google's selective policy enforcement results in:

- Damaging responsible retailers by impacting their revenue
- Restricting consumer choice
- Potentially harming consumers by limiting market options