

NOTICE UNDER SECTION 84(3) OF THE DIGITAL MARKETS, COMPETITION AND CONSUMERS ACT 2024 (THE ACT)

1. On 17 June 2026 the Competition and Markets Authority (the **CMA**) imposed the Fair Ranking Conduct Requirement on Google relating to its general search services.¹ The CMA hereby gives notice under section 84(3) of the Act of Google's compliance and reporting obligations in respect of the Fair Ranking Conduct Requirement.
2. Part 1 of this Notice sets out Google's reporting obligations including:
 - (a) the manner and form of the compliance report to be provided in relation to the Fair Ranking Conduct Requirement; and
 - (b) the contents of the compliance report to be provided in relation to the Fair Ranking Conduct Requirement.
3. Part 2 of this Notice sets out relevant administrative information including:
 - (a) the reporting periods for the Fair Ranking Conduct Requirement;
 - (b) the CMA's expectations in relation to the publication of compliance reports for the Fair Ranking Conduct Requirement; and
 - (c) the CMA's expectations in relation to the implementation period for the Fair Ranking Conduct Requirement.
4. The CMA will publish a copy of this notice on its website in accordance with the [Digital Markets Competition Regime Guidance](#) (the **Guidance**).²

PART 1: REPORTING OBLIGATIONS

Manner and form of the compliance report

5. For each reporting period set out in Part 2, Google should prepare and submit a written report (a **compliance report**) to the CMA that provides the information set out below.

¹ See the Fair Ranking Conduct Requirement Notice, available on the [Fair Ranking CR page](#) and can also be accessed via the [case page](#).

² See paragraph 6.47 of the Guidance.

6. A Nominated Officer must be appointed by Google in relation to each digital markets requirement, which includes a conduct requirement, to which it is subject, including the Fair Ranking Conduct Requirement. The Nominated Officer is responsible for, amongst other things, monitoring Google's compliance with its digital markets requirements and securing that Google complies with respective compliance reporting requirements.³
7. We expect Google to notify the CMA of the identity of the Nominated Officer appointed in relation to the Fair Ranking Conduct Requirement within the first month of receiving this Notice. When notifying the CMA, Google should explain how the appointment meets the requirements of the Nominated Officer role set out in the Act and Guidance.⁴
8. The Nominated Officer appointed by Google in relation to the Fair Ranking Conduct Requirement shall submit compliance reports via email to searchsms@cma.gov.uk.

Contents of compliance report

9. Each of Google's compliance reports should include, as a minimum, the information set out below.

Assessment of compliance

10. A comprehensive explanation of the extent to which the Nominated Officer considers that Google has complied with the Fair Ranking Conduct Requirement during the relevant period. This explanation should include any relevant supporting data and internal documents. This explanation must enable the CMA to verify whether Google has complied with the Fair Ranking Conduct Requirement and should include a description of:
 - (a) how Google has complied with the Fair Ranking Conduct Requirement including: (i) any changes Google has made during the reporting period; and (ii) any existing practices in place prior to the reporting period and/or the Fair Ranking Conduct Requirement coming into force which ensure Google's compliance;
 - (b) the extent to which Google has applied the CMA's interpretation of the Fair Ranking Conduct Requirement as set out in the Fair Ranking CR Interpretative Notes; and
 - (c) how Google has assessed its compliance with the Fair Ranking Conduct Requirement during the reporting period, including whether any internal or external audits have been carried out. As part of this, Google should

³ See section 83 of the Act.

⁴ See section 83 of the Act and paragraphs 6.27-6.38 of the Guidance for further information on the role and responsibilities of the Nominated Officer.

provide the details of any such audits including their methodology and results.

Non-discrimination and objectivity

11. In respect of paragraphs 4 to 5 of the Fair Ranking Conduct Requirement, Google should, as a minimum, include:
- (a) an overview of Google’s internal policies, technical monitoring and enforcement processes, governance and reporting arrangements Google has put in place or altered to demonstrate compliance with paragraph 4 of the Fair Ranking Conduct Requirement;
 - (b) an explanation of how Google has applied its ranking systems, policies and processes over the relevant period, including any updates or changes it has made (or plans to make) to these to adhere with paragraph 4 of the Fair Ranking Conduct Requirement;
 - (c) in relation to paragraph 5 of the Fair Ranking Conduct Requirement:
 - (i) an explanation of how long any new search feature or new search generative AI feature did not comply with paragraph 4.b. of the Fair Ranking Conduct Requirement;
 - (ii) descriptions and applicable internal documents of testing conducted in relation to new search features or new search generative AI features, including identification and collection of data necessary to apply the relevant ranking criteria and policies;
 - (iii) explanations regarding how Google has sought to minimise the extent to which its testing and introduction of any new search features or new search generative AI features did not comply with paragraph 4.b. of the Fair Ranking Conduct Requirement;
 - (d) a summary of:
 - (i) issues raised by publishers with Google as part of its wider complaints monitoring and considered as part of Google’s Honest Results team;
 - (ii) feedback received from stakeholders, including any issues Google is proposing to follow-up on and/or has actioned; and
 - (iii) any actions taken to address instances of non-compliance, or potential non-compliance, with the Fair Ranking Conduct Requirement (including the Honest Results Policy).

Transparency

12. In relation to paragraph 6 of the Fair Ranking Conduct Requirement, Google should, as a minimum, include:
- (a) a summary of the information Google has provided to publishers about its ranking systems, policies and processes, including dates and communication

channels over the relevant period pursuant to paragraph 6.a. of the Fair Ranking Conduct Requirement;

- (b) copies of the information Google has provided publicly over the relevant period (including any changes made to such information) pursuant to paragraph 6.a of the Fair Ranking Conduct Requirement;
- (c) explanations of how Google's public information about its ranking criteria, policies and procedures (including complaints mechanisms) comply with paragraph 6.a. of the Fair Ranking Conduct Requirement, including links to public versions of its Honest Results Policy and Fair Wholepage Composition Policy;
- (d) for each material change during the relevant period:
 - (i) a summary of the material change and its purpose, including the information Google published on the material change pursuant to paragraph 6.b. of the Fair Ranking Conduct Requirement;
 - (ii) an explanation of when and where that information was published and when the material change was introduced in the UK;
 - (iii) copies of information, including policies and procedures, updated as a consequence of the introduction of the material change;
 - (iv) an explanation of whether and why the material change was an actionable change or a significant and explainable change;
 - (v) the highest proportion of general search traffic in the UK used for any pre-launch testing and development activity for the material change; and
- (e) a description of changes to Google's ranking criteria, policies or procedures during the course of the reporting period which Google determined did not amount to a material change, and at high level, the rationale for determining why these changes did not amount to either (i) an actionable change or (ii) a significant and explainable change.

Non-distortion and complaints

13. In relation to paragraphs 7 to 9 of the Fair Ranking Conduct Requirement, Google should, as a minimum, include:
- (a) an overview of the complaint, feedback and other internal processes which Google has established or amended to meet the obligations in paragraphs 7.a. and 7.b. of the Fair Ranking Conduct Requirement, including any subsequent changes made to these during the reporting period;
 - (b) an overview of the alternative dispute settlement mechanism which Google has established or amended to meet the obligation in paragraph 9 of the Fair Ranking Conduct Requirement;

- (c) information regarding how publishers may access any of the processes and mechanisms set out in response to (a) and (b) above and any information Google has published about how to submit complaints or feedback;
- (d) metrics to demonstrate the operation of relevant complaints and feedback mechanisms set out in response to (a) above in relation to the obligation in paragraph 7.b. of the Fair Ranking Conduct Requirement, such as key performance indicators, including an indication of what percentage of reconsideration requests from publishers in relation to manual actions required more than 14 business days for a substantive response;
- (e) in relation to paragraph 7.a. of the Fair Ranking Conduct Requirement, for each material change during the relevant period which received feedback from at least one publisher within 30 business days from the date it became effective in the UK, but did not meet the threshold set out in paragraph 8 of the Fair Ranking Conduct Requirement:
 - (i) the number of publishers who provided feedback; and
 - (ii) a summary of the nature of that feedback.
- (f) for each material change for which Google has provided details of all relevant feedback to the CMA pursuant to paragraph 8 of the Fair Ranking Conduct Requirement during the relevant period:
 - (i) the number of publishers who provided feedback;
 - (ii) a summary of the nature of that feedback;
 - (iii) the date on which Google received feedback from 50 different publishers on that material change;
 - (iv) the date on which Google provided details of the feedback to the CMA; and
 - (v) any steps Google has taken to address the feedback received.
- (g) in relation to paragraph 9 of the Fair Ranking Conduct Requirement, a summary of the number of publishers that used the alternative dispute settlement mechanism described in response to (b) above, during the relevant period and the proportion of such publishers that had their manual exclusion from Google's general search index overturned.

14. As set out in Part 2 below, the first reporting period includes the implementation period and the first day of the Fair Ranking Conduct Requirement coming into force. The compliance report for this first reporting period should therefore, in so far as is relevant, set out the information above in respect of Google's compliance with the Fair Ranking Conduct Requirement as of the first day it comes into force including any steps taken during the implementation period to ensure compliance on day one.

Details of general engagement with third parties

15. A summary of the engagement Google has had with any third parties during the reporting period in respect of:
 - (a) Google's development and implementation of any changes to comply with the Fair Ranking Conduct Requirement including the details of any consultation that was carried out with end users or business users in respect of any changes; and
 - (b) any compliance concerns raised by third parties relating to Google's application of the Fair Ranking Conduct Requirement, including steps taken to investigate concerns raised by third parties, the conclusion of such investigations, and details of any follow-up actions taken.

Declaration of completeness and accuracy

16. The compliance report must include a declaration from the Nominated Officer that they have taken reasonable steps to satisfy themselves that the information contained in the compliance report is complete and accurate.

PART 2: ADMINISTRATIVE INFORMATION

Reporting periods

17. The first two compliance reports should cover six-month periods and be submitted to the CMA no later than one month after the end of the reporting period.
18. Thereafter compliance reports should cover 12-month periods and be submitted to the CMA no longer than one month after the end of the reporting period.

Schedule of compliance reports

Reporting Period	Report Due Date
17 June 2026 – 17 December 2026	17 January 2027
18 December 2026 – 17 June 2027	17 July 2027
18 June 2027 – 17 June 2028	17 July 2028
Repeating annually thereafter as long as the Fair Ranking Conduct Requirement remains in effect.	

Publication

19. Following receipt of a compliance report, the CMA expects to issue a subsequent notice in accordance with section 84(5) of the Act requiring Google to publish a summary and/or non-confidential version. The notice will specify the scope of information Google is required include in the public version of the report and require Google to make the public version of the report available on Google's website in a clear, accessible position to third parties.

Implementation period

20. In accordance with the approach set out in the Guidance, the CMA expects Google to work constructively with the CMA during the implementation period of the Fair Ranking Conduct Requirement⁵ to assist the CMA to understand Google's compliance plan. As set out in the Fair Ranking CR Final Decision, the CMA therefore expects Google to provide a written plan to the CMA on how it intends to comply with the Fair Ranking Conduct Requirement within one month of receiving this Notice.⁶

Version Control

21. In accordance with section 84(4) of the Act, the CMA may amend the requirements specified in this notice by giving a further notice to Google.

Version	Date
1	June 2026

Competition and Markets Authority

17 June 2026

⁵ See paragraph 3.69 of the Guidance.

⁶ See paragraph 3.70 of the Fair Ranking CR Final Decision.