



Template: Escalation Email to Google Business Support

Use this letter when your private information remains exposed after duplicate profile removal requests.

This template is designed for business owners who need to escalate their case with Google Business support after standard removal requests have failed. It cites GDPR rights and sets a clear deadline for action.

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Subject: Final Notice - Removal of Duplicate Google Business Profile Containing Private Information

Dear [Google Support Contact],

I am escalating a serious privacy violation regarding the unauthorised duplicate Google Business Profile that continues to display my personal home address and property images without my consent.

Current Status [Add/delete as necessary]

- The duplicate profile remains active despite being marked as “permanently closed”
- My home address and/or images are still publicly visible
- I submitted a formal data removal request via Google’s official form on [date] with no response
- Support responses continue to request profile edits (e.g. service area), which do not address the privacy issue and have not been accepted

Legal Deadline: [insert deadline date]

As a resident under GDPR jurisdiction, I am issuing Google with a final opportunity to resolve this matter before escalation to regulatory authorities. If the duplicate profile is not completely removed by [deadline date], I will file a formal complaint with the relevant Data Protection Authority (e.g. CNIL in France, or the equivalent in my country).

Regulatory Context

Please note that Data Protection Authorities have consistently enforced privacy rulings against Google in cases of unlawful exposure of personal data, including significant fines and daily penalties until compliance is achieved. Authorities have ruled that displaying personal home addresses for service-area businesses constitutes a breach of GDPR Article 17 (Right to Erasure).



My Position

- I operate a service-area business and have never served clients at my home address
- I already have a compliant Google Business Profile that does not expose private information
- The duplicate profile was created without my consent and serves no legitimate business purpose
- The continued display of my home address violates GDPR and national privacy law

Required Action

Google must:

- Permanently delete the duplicate profile for [Business Name]
- Confirm removal by [deadline date]

This is not a matter of profile editing or service-area adjustments. It is a matter of legal compliance. If you are unable to action this directly, please escalate it to a team authorised to delete the profile.

Failure to act will leave me no option but to pursue formal regulatory enforcement.

Yours sincerely,

[Your Full Name]

[Business Name]

[Business Registration Number (if applicable)]

[City, Country]

Template Checklist

- Replace [Google Support Contact] with the name in your support thread, or leave as “Google Support” if unknown
- Adjust the Current Status bullets to match your situation
- Insert your own deadline date (give at least 7–10 working days)
- Add your business name and registration details
- Include your country’s Data Protection Authority (e.g. CNIL in France, ICO in the UK)
- Make sure your email subject line matches the wording provided