

## Google P2B Mediation provided by CEDR Application Form

What do I need to know?	How to apply?
<ul style="list-style-type: none"> <li>• In compliance with its obligation under the Platform to Business Regulation, Google and its affiliates name the CEDR P2B Panel as the mediators they are willing to use in the event of a dispute with a Business User.</li> <li>• CEDR, who administers the process is an independent organisation providing mediation and other ADR processes to businesses, consumers, central and local government and trade bodies.</li> <li>• All disputes between Google and its Business Users eligible for mediation under this mediation process, should first progress through Google’s applicable complaints procedure. Business Users with eligible disputes will receive a referral letter and an authorisation code from Google.</li> <li>• If you are a Business User and you believe you have an eligible dispute, request a referral from Google <a href="http://g.co/help/mediation">http://g.co/help/mediation</a>.</li> <li>• <b>The Business User must complete Part I of this Application Form in full.</b></li> <li>• <b>The Business User’s Fee is payable prior to the mediation.</b> Please see Part III for fee details.</li> </ul>	<ul style="list-style-type: none"> <li>• Business User to complete Part I of this Application Form, include reference to the authorisation code and send to CEDR within 30 days of referral by Google.</li> <li>• Read the information set out in Part III.</li> <li>• Part I as completed by the Business User will be provided to Google together with a request to complete Part II. The Business User will be provided with Google’s completed Part II in accordance with the Mediation Rules.</li> <li>• The mediation will be conducted in accordance with the Mediation Rules and the CEDR Mediation Agreement for Google’s P2B Mediation, which are available on the CEDR website - <a href="http://www.cedr.com/mediation/google">www.cedr.com/mediation/google</a>. By submitting this application form, you confirm your consent to mediate in principle.</li> <li>• Once Google’s consent to mediate is confirmed and availability provided, CEDR will contact both parties to provide no fewer than two (2) mediator names and further information within six (6) business days of receipt of completed Part I of this Application Form from the Business User.</li> </ul>

## Part I – To be Completed by Business User

### 1. Authorisation Code

Insert Authorisation Code:

### 2. Date of Submission

Please note that submissions received by CEDR before 17:00 (GMT/BST) on a business day will be treated as received on the date of the email. All submissions received after 17:00 (GMT/BST) will be treated as received on the next business day.

Insert Today's Date:

### 3. The Parties to this mediation

Party A/Business User Company Name:

Street Address:

Town:

Tel:

Postcode:

Please provide contact details of person attending the mediation

Contact:

Email address:

and

And Party B/Google Entity:

Contact details will be inserted by Google in Part II

CEDR of 70 Fleet Street, London EC4Y 1EU

and

The Mediator provided by CEDR



#### 4. Language

The Mediation shall be conducted in either English or the language of the terms and conditions which govern the contractual relationship between the Business User and Google. Please tick the requested language. If the language is not listed, please tick other and manually insert the requested language.

Dutch

Italian

English

Polish

French

Portuguese

German

Spanish

Other (please state):

#### 5. Service selection

Please select the requested mediation service in accordance with the value of dispute. Details of the price of each service are set out in Part III below.

Claim values should be calculated by the higher of either the potential claim or counterclaim but not both combined.

#### Dispute Value

Up to €25,000

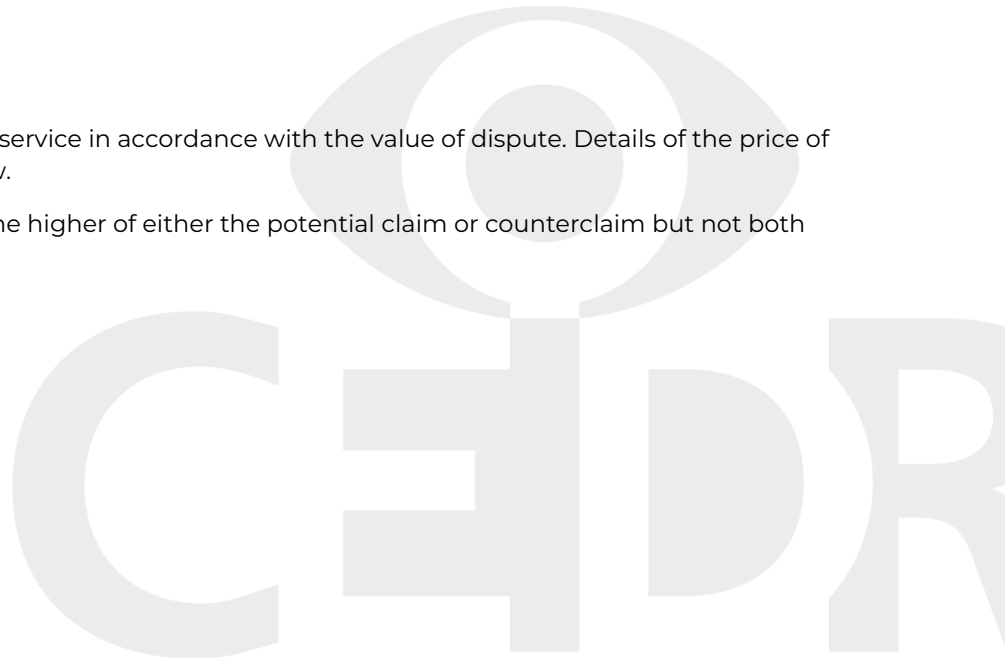
€25,001-€75,000

€75,001-€125,000

€125,001-€250,000

€250,001-€500,000

In excess of €500,000



## 6. Proposed Mediation Dates

Please specify the date or dates on which you are available to mediate in order of preference. Dates provided should be within eight working weeks of the date of submitting Part I of this form:

## 7. Issues in dispute

Please provide (in brief) a summary of the dispute including any financial claim. Further information will be required after the appointment of the mediator. See Mediation Rules.

## 8. Party A / Representation (if applicable)

Main Contact:

Firm name:

E-mail address:

Country:

Tel:

## 9. Party A - Agreement to proceed

Important information concerning the submission of our application is set out in Part III.

If you do not understand any part of this application form or you wish to amend a request for mediation please contact [adr@cedr.com](mailto:adr@cedr.com) or call Tel: (0)207 536 6060, quoting reference Google P2B, for further information.

**Now send this document to [adr@cedr.com](mailto:adr@cedr.com) quoting reference Google P2B and your Authorisation Code. CEDR will then contact Google providing a copy of this Application Form, including Part I as completed by you, to confirm consent to mediate and to check availability for mediation dates. Once consent is received from Google, CEDR will provide both parties with a list of two recommended mediators.**

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## PART II – To be Completed by Google

### 10. Party B / Google entity responsible for the provision of the service

Party B/Google Entity:

Street Address:

Town:

Tel:

Postcode:

Country:

Please provide contact details of person attending the mediation

Contact:

Email address:

## 11. Party B / Google Representation (if applicable)

Main Contact:

Firm name:

E-mail address:

Country:

Tel:

## 12. Issues in dispute

Please provide (in brief) a summary of the dispute including any financial claim. Further information will be required after the appointment of the mediator. See Mediation Rules.

## 13. Proposed mediation dates

Please specify the date or dates on which you are available to mediate in order of preference. Dates provided should be within eight working weeks of the date of submission set out in Part I of this form:

## 14. Party B - Agreement to proceed

Important information concerning the submission of our application is set out in Part III.

If you do not understand any part of this application form or you wish to amend a request for mediation please contact [adr@cedr.com](mailto:adr@cedr.com) or call Tel: (0)207 536 6060, quoting reference Google P2B, for further information.

**Now send this document to [adr@cedr.com](mailto:adr@cedr.com) quoting reference Google P2B and the Authorisation Code. CEDR will then provide both parties with a copy of this fully completed Application Form and a list of two recommended mediators.**

### Part III

1. Upon receipt of the Application Form, CEDR will notify Google of Party A's request to mediate. The information provided in this form is for CEDR's purposes of administering the process and will form part of the materials provided to the Parties and the Mediator. The information provided **will be provided to the other Party and should be completed with that in mind.**
2. The contract for the mediation will come into existence between the Parties, CEDR and the Mediator upon receipt of a signed Mediation Agreement from the Parties and Party A's payment on account.
3. CEDR will confirm the Mediation is booked on one of the dates agreed by the Parties which is suitable to the selected/appointed Mediator only after CEDR has received in full Party A's payment on account.
4. The fees for the mediation services are as set out below. All fees are exclusive of VAT and are set out in both GBP and EUR. Fees include all reasonable preparation time and mediation by video conference/telephone. CEDR reserves the right to charge for additional preparation time in the event that the materials submitted are excess of normal business practice.

Dispute Value	Mediation Time	Price	Google Contribution (60%)	Business User Contribution (40%)
Up to €25,000	3 hours	600	350	250
€25,001-€75,000	4 hours	1,000	600	400
€75,001-€125,000	5 hours	1,500	900	600
€125,001-€250,000	7 hours	2,200	1,320	880
€250,001-€500,000	8 hours	4,000	2,400	1,600
In excess of €500,000	POA at an hourly rate of 575 per hour to be split between the parties (40%/60%). This equates to 230, per hour for the Business User and 345 per hour for Google. Total fee will depend on the complexity of the case and the amount of mediator time required.			

5. In the event that the payment is not received from Party A within the required time set out in the invoice, then CEDR will release the booking and the mediator will be available to accept other assignments