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## **Trite apologies from Google despite admitted wrongdoing: Sulleyman**

<https://www.cnbc.com/2021/01/27/deepmind-co-founder-investigated-by-law-firm-after-staff-complaints-.html>

After Google acquired DeepMind in 2014, Sulleyman was tasked with leading DeepMind's applied AI division, which **set out to find commercial uses for DeepMind's software in the real world and across Google's products (Search, Android, YouTube, etc).**

Google hired an external law firm to investigate Sulleyman and removed him from management for bullying practices. Sulleyman himself offered a trite apology. In response to questions from The Wall Street Journal he said he "accepted feedback that, as a co-founder at DeepMind, *[and on behalf of Google who had recently acquired us]* I drove people too hard and at times my management style was not constructive." He added: "I apologize ... to those who were affected."

**Really??** So Google knows that their golden boy Sulleyman has IN FACT harmed others. Does anyone really wonder if Sulleyman's business practices and ethics were any different?? What I find **most offensive** is the fact that Google KNOWS this all happened yet STILL does NOTHING to make amends. **Google did a "private investigation" and received feedback sufficient to remove Sulleyman from his managerial duties but apparently doesn't think it appropriate to DISCLOSE who Google/Sulleyman harmed, nor disclose how Sulleyman's implementation of AI across its products gave it unfair advantage, nor make any effort to make amends to those harmed by its unfair advantage, even knowing that through the harm Google caused to others thru implementation of Sulleyman's take no prisoners management style, Google gained AI advantage across its ENTIRE spectrum of products??**

Applying AI to "optimize" (strictly from a Google mentality) Google Search and Android and YouTube means (just like Hal in 2001: A Space Odyssey) while Sulleyman was still at DeepMind after Google's acquisition of DeepMind, Sulleyman directed and implemented AI "self-preservation" code into Google products.

Self-preservation through AI applied to Google search would have as a central mission to **seek and destroy in every possible way** any other website or products threatening any business interest of Google.

Understanding how AI would seek to "**protect and preserve every advantage for Google**" makes it **perfectly clear** how the application of AI to Google's products resulted in all these secretive code bundles being secretly installed on our computers every time a user installs Chrome or any other Google software to track in every possible way each user's actions.

Understanding how AI would seek to “**protect and preserve every advantage for Google**” makes it perfectly clear how the application of AI to Google's Chrome browser resulted in secret tracking codes being secretly captured on our browser sessions and passed to Google (and Facebook apparently) for tracking and targeting. Apple CEO Tim Cook is **exactly right** to say enough is enough. While Google **categorically denies** such purposes or uses, understanding how the secret tracking codes would preserve **every** advantage for Google makes Google's corporate double-speak denials rather **implausible**. Self preservation at all costs, including categorical denials of wrongdoing **known** to have occurred is exactly what executives at Google who directed and endorsed these monopolistic betrayals to our society have demonstrated their **lack of corporate ethics** and repeated failures to take responsibility for poor decisions to the entire world.

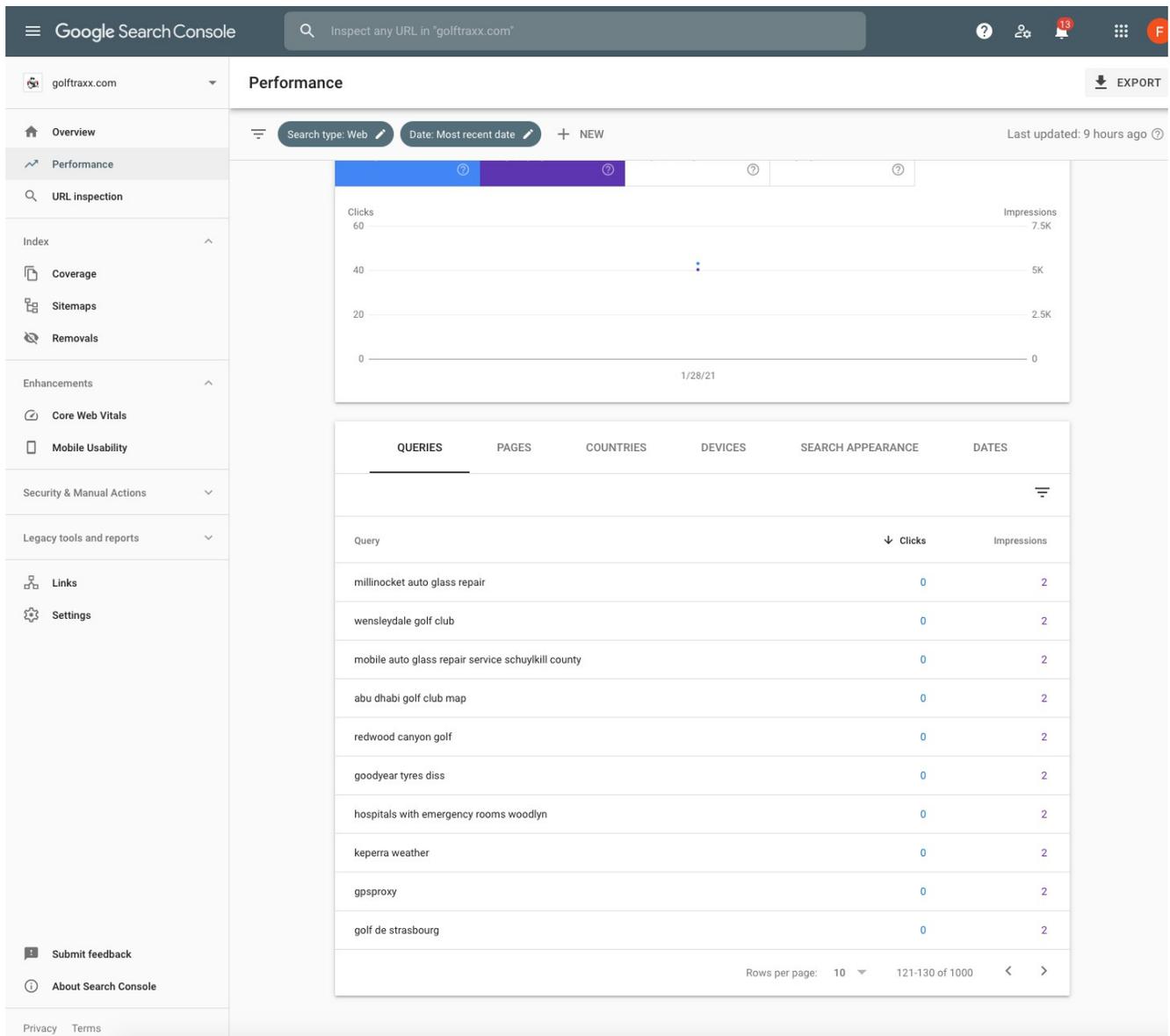
It helps us understand how through implementation of AI for self-preservation at all costs, there came to be and that there still is **in fact** a Google **targeted-for-destruction** site list.

For me personally, it helps explain why our site editors had thousands of their edit sessions closed on their computers by secretly installed Google code (such as Chrome Helper) while performing editing our courses. It explains why Google created links to thousands of not-approved-for-device pages on our site (despite its policies against doing so) intended exclusively for use by our editors, and requiring site access as an editor to reach, while it **simultaneously excluded** over 99% of all other pages on our site from its results.

It helps to understand why just weeks after Google created those thousands of links to our editor pages and placed them in its search results, 20,000 page requests from Pakistan hit our site, resulting in thousands of course scorecards on our site being hacked. These attacks were initially reported in mid-2019. It explains why since then, over ten thousand of the courses in our database were secretly attacked from backdoor access obtained through my home network, updating thousands of rows in every single table in our database such that recovery of the destroyed or manipulated data would be impossible. It explains why despite having server rule preventing access to those pages by anyone except our site editors, Google still crawled and indexed eight thousand of those “protected” pages as recently as December 28, 2020. Google has been instructed not to crawl, index, or include those by Google Search Console rule, and by our server access rule, and by our robots.txt. yet AI was “just” doing what it had been trained to do: **preserve every possible advantage for Google**.

It explains why non-Google websites where Google has an expressed business interest in that same business are virtually completely blocked from having search results included in Google Search Results unless its a Google “partner” site. **It's** why Tim Cook is 100% **correct** in his decision to deny Google from receiving the identifier codes. **This is a Win-at-ANY-Cost mentality implemented through AI into Google products is EXACTLY what Google paid Sulleyman to do**, and true to his management style, he did in fact implement every possible advantage into Google's products. DeepMind AI implemented into Google products has harmed thousands if not millions of businesses and took advantage of billions of users.

It explains why MY website (where Google has obviously an expressed business interest in that same golf business) finds less than 1% of its courses and less than a millionth of 1% of the metadata/content appropriate keywords within Google search impressions. It also explains why the very few impressions are on the bottom of the 4<sup>th</sup> page of Google Search results on **average**. Those that do exist are a microscopic fraction of that 1% of the search terms that **should** exist for the content and metadata of my site.



You'll notice upon closer inspection of the specific impressions made, it has been identified that **targeted words** created by Google (shown in Google Search Console) often do not correspond to the metadata keywords nor to the content from the website. This raises yet another issue for regulators...A substantial portion of the impressions are made for keyword searches that are NOT our metadata keywords.

Why would we find as many impressions made by Google for search terms like **home improvement** and **fire store, auto glass,** and **7-11 store** as search terms corresponding to our content?? Wouldn't ethical impressions for a site **require** Google to make the impressions for the content that our website is all about?? Those impressions made by Google are **not in addition** to the appropriate keywords, they are **substituted** in place of those keywords in our metadata and in our content to fraudulently prop up its claim of including our content in its search results.

Of course, again, in Google AI's interest of **self-preservation at all costs**, its easy to understand how AI would push our average ranking for **course-specific** keyword content to the bottom of the 4<sup>th</sup> page of search results, right?? There really are 39 other sites offering aerial course map views of each course right Google?? It doesn't take a rocket scientist to figure out that manipulation strategy.

It would appear that regulators again must apply the straightjacket **AGAIN** just to force a giant, wealthy corporation to behave appropriately.

Self-preservation at **all costs**...just EXACTLY like HAL in 2001: A Space Odyssey.

<https://www.youtube.com/watch?v=Wy4EfdnMZ5g>

Are you ready to KILL people too, Google, just like HAL?? The **sabotage** of Android users' sessions on our site, imposing DNS lookups AFTER the user has **already arrived** on our site, causing in DNS errors and substantial 30-60 second delays from Google's own DNS servers, even when the user requests pages from our site that are all cached at Cloudflare and available for viewing in less than a second in most cases from 180 cities around the world causes GREAT concern for me and for federal and state regulators, where it is **documented** at:

[https://static.golftraxx.com/newspress/cloudflare\\_tech.pdf](https://static.golftraxx.com/newspress/cloudflare_tech.pdf) that requests for Google's own site (such as google maps) that obviously **required** a DNS lookup (where pages requested from our **own** site would not) did NOT experience the same 30-60 second delays nor DNS errors when requested from that same page. **The actual code from our page shows relative paths to each of our pages (NOT requiring as DNS lookup) and the full URL path to the Google Maps page, making it inarguable that EACH and EVERY TIME the Google maps page loaded instantly and our pages took 30-60 seconds, Google-implemented AI in its DNS servers did BOTH acts of sabotage and AI-driven self-preference.**

It'sd easy to understand that AI was “just” doing what it was trained to do: “optimize” Google server DNS lookups (strictly from a Google mentality) and impose delays for sites on Google's targeted-for-destruction list while Google's **own** sites got instant routing. Understanding how AI would seek to “**protect and preserve every advantage for Google**” would demand nothing less.

It's been demonstrated that simply implementing DNS 1.1.1.1 on every Android device and every desktop or laptop running Chrome eliminated those DNS lookup delays and errors 100%. Cloudflare offers an app from the Google Play store <https://1.1.1.1/> that does it in less than 2 seconds. It seems regulators should **force** Google to include 1.1.1.1 as the default DNS configuration just to protect Android and Chrome users from abuse and fraud (and delays!) on every single Android phone and every Chrome browser in the world in the next 30 days. It seems to me that John Cook at Apple wants the same for Apple users. Facebook accuses Apple of sabotage and targeting but the truth is Facebook loses a LOT of tracking capabilities as DNS 1.1.1.1 deploys around the world, along with every other major tech corporation because Cloudflare will NOT share that data. If Apple's intent is to implement DNS 1.1.1.1 and/or DoH, then contrary to Facebook assertions, that **benefits** the entire world.

It's WAY past time to call foul. Google I call on you to **release the findings** of that investigation as they relate to others you have **in fact** harmed. I call on you to identify those you harmed through implementation of AI across your spectrum of products and make amends IMMEDIATELY to each and every website and or individual you have harmed through your **win at any cost mentality** that you tasked Sulleyman with implementing throughout Google's suite of products. Stop with these these trite apologies and **open your checkbook** and pay those who have been harmed. Strange to discover

my mention several months ago about some 30-something year old putz executives at Google who thought they never would get caught. In oracle-like fashion, it has turned out Sulleyman was in fact one of those putzes who has been caught while Google in classic self-preservation at all costs style categorically denies any wrongdoing.

150 years ago, Sulleyman would have clearly been moved to the **front** of the line for wild horse dragging and quartering execution. I would have gladly whipped those wild horses myself. Society cannot remain where individuals like Sulleyman are allowed to cheat and steal and bully others (through which Google and Deep Mind reaped **huge benefit**) without making amends to those harmed by those acts. There is no good that could EVER possibly come from CHEATERS who leverage their monopolistic power to harm others and profit from our great game.

We need to do everything in our power to bring these corporate cheaters to justice. I have personally challenged regulators to **block these corporate CHEATERS from receiving a single shred of the profits** from their cheating and evil acts towards me and other American businesses. In golf, as we ALL know, they're officially kicked to the curb...not allowed to compete in future events after being caught CHEATING, yet knowing what we know now, until justice is served, we will all have to pause every time we sit down to watch our favorite sport, and try to overcome the nausea, as we watch the broadcasts from these corporate CHEATERS (who wouldn't even be allowed to participate in the championships because of being caught CHEATING in the sport) who are in FACT still being allowed to broadcast and reap the PROFITS of our sports most elite championships.

I ask each of you to show ZERO tolerance and ZERO support for known CHEATERS in sport or in life. And to the narcissistic corporate executives who commit these predatory and illegal acts and **direct** others to do the same for financial gain while you are **knowingly** harming others: you have NO EXCUSE. Make your New Year's resolution to change your evil ways and **make amends** to those you have harmed. To the PGA of America, and PGA Tour as well as the Royal and Ancient Golf Association, please join me in my ZERO TOLERANCE FOR CHEATING and NOT A SINGLE SHRED OF PROFIT TO CORPORATE CHEATERS pledges.

You can HELP by clicking here:

[https://www.gofundme.com/f/golfraxxcom?utm\\_source=customer&utm\\_medium=copy\\_link&utm\\_campaign=m\\_pd+share-sheet](https://www.gofundme.com/f/golfraxxcom?utm_source=customer&utm_medium=copy_link&utm_campaign=m_pd+share-sheet)

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