



**IN THE COMPETITION**  
**APPEAL TRIBUNAL**

Case No: 1606/7/7/23

BETWEEN:

**NIKKI STOPFORD**

Class Representative

- v -

**(1) ALPHABET INC.**

**(2) GOOGLE LLC**

**(3) GOOGLE IRELAND LIMITED**

**(4) GOOGLE UK LIMITED**

Defendants

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**ORDER**

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**UPON** receipt of the Class Representative's application for a Collective Proceedings Order pursuant to section 47B of the Competition Act 1998 (the "**Act**") and Rule 75 of the Competition Appeal Tribunal Rules 2015 (the "**Tribunal Rules**") (the "**CPO Application**") filed on 7 September 2023.

**AND UPON** the Defendants' application to strike out the Class Representative's claims and/or for summary judgment, dated 24 May 2024 (the "**Strike Out Application**")

**AND UPON** hearing Leading Counsel for the Class Representative, and Leading Counsel for the Defendants, at the hearing of the CPO Application on 18 and 19 September 2024.

**AND UPON** the Tribunal having handed down judgment on the CPO Application and the Strike Out Application on 22 November 2024.

**AND UPON** the Tribunal having decided in accordance with Rule 78 of the Tribunal Rules that it would be just and reasonable for the Applicant to act as class representative in the collective proceedings

**AND UPON** the Tribunal having decided in accordance with Rule 79 of the Tribunal Rules that the claims as described in the CPO Application are eligible for inclusion in collective proceedings

**IT IS ORDERED THAT:**

**A. FORUM**

1. Pursuant to Rules 18, 52 and 74 of the Tribunal Rules, the present collective proceedings be treated as proceedings in England and Wales.

**B. AUTHORISATION OF THE CLASS REPRESENTATIVE AND  
CERTIFICATION OF THE CLAIMS AS ELIGIBLE FOR INCLUSION IN  
COLLECTIVE PROCEEDINGS**

2. Pursuant to section 47B of the Act and Rules 77 and 80 of the Tribunal Rules, Nikki Stopford be authorised to act as Class Representative to continue the present collective proceedings on an opt-out basis.
3. The Class Representative's address for service is Hausfeld & Co. LLP, 12 Gough Square, London EC4A 3DW (hard copy) or [HausfeldStopfordClaim@hausfeld.com](mailto:HausfeldStopfordClaim@hausfeld.com) (copied to [lstreatfeild@hausfeld.com](mailto:lstreatfeild@hausfeld.com) and [sbishop@hausfeld.com](mailto:sbishop@hausfeld.com)) (email).
4. The claims certified as eligible for inclusion in the present collective proceedings pursuant to section 47B of the Act and Rules 79 and 80 of the Tribunal Rules are claims for damages for loss suffered by the Class (as defined below) as a result of the Defendants' breaches of statutory duty in infringing: (i) section 18 of the Act; and (ii) until 31 December 2020, Article 102 of the Treaty on the Functioning of the European Union.

**C. CLASS DEFINITION**

5. The class is defined as follows (hereafter the "**Class**" and the "**Class Definition**"):

**All UK-domiciled consumers aged 16 years or over who, between 1 January 2011 and 7 September 2023 (inclusive), purchased goods and/or services from businesses selling in the UK which used search advertising services provided by Google, together with the personal/authorised representative of the estate of any individual who meets that description and was alive on 7 September 2023 but subsequently died.**

6. For the purposes of the Class Definition, the following persons are excluded:
  - (a) Officers, directors, or employees of any of the Defendants, their holding companies, their subsidiaries, and any entity in which any of the Defendants has a controlling interest;
  - (b) All members of the Class Representative's and the Defendants' legal teams and all experts or professional advisers instructed and retained by them, and all funders or insurers involved in connection with these proceedings; and
  - (c) All members of the Tribunal panel assigned to these proceedings and any judge hearing any appeal in these proceedings.
7. The Class Representative may apply to amend the Class Definition at a later stage to include within the Class UK-domiciled consumers who, post 7 September 2023 (but not before) and prior to the date of such amendment, made purchases of goods and/or services from businesses selling in the UK which used search advertising services provided by Google.

**D. DOMICILE DATE AND OPT-OUT**

8. The Domicile Date is 22 November 2024. Every person falling within the description of the Class who is domiciled in the United Kingdom on the Domicile Date shall be included in these collective proceedings subject to paragraph 9 below.
9. Persons satisfying the Class Definition who are domiciled within the United Kingdom on the Domicile Date may opt-out of these collective proceedings by writing to the

Claims Administrators appointed on behalf of the Class Representative (“**Epiq**”), by 18 March 2025, with such communications to be submitted by post or electronically.

**E. PUBLICATION**

10. The Class Representative shall publicise this Collective Proceedings Order in accordance with the draft Rule 81 Notice annexed to the Collective Proceedings Claim Form and the proposal set out in Section 8 of the Notice and Administration Plan which is annexed to the First Witness Statement of Nikki Stopford.

**F. STRIKE OUT APPLICATION**

11. The Defendants’ Strike Out Application is dismissed.

**G. DIRECTIONS**

12. The Defendants shall file and serve a consolidated Defence to the Amended Collective Proceedings Claim Form by 4pm on 26 February 2025.
13. The Class Representative shall file and serve a Reply, if so advised, by 4pm on 23 April 2025.
14. A Case Management Conference shall be listed on the first available date following 21 May 2025 before Mr Justice Meade.

**H. COSTS**

15. The Defendants shall pay to the Class Representative the sum of £750,000 (inclusive of VAT) in full and final settlement of her costs of and occasioned by the Defendants’ opposition to the CPO Application (including but not limited to the costs of and occasioned by the Strike Out Application).
16. The Defendants shall pay to the Class Representative the costs in paragraph 15 within 30 days of this Order being made.

17. All remaining costs of the Class Representative incurred to date shall be costs in the case, save for the costs of and occasioned by the Class Representative's amendments to the Claim Form and ancillary documents which are the subject of paragraph 18 of the Tribunal's Order dated 12 April 2024.
18. There be liberty to apply.

The Honourable Mr Justice Meade  
Chair of the Competition Appeal Tribunal

Made: 18 December 2024  
Drawn: 18 December 2024