

## Google Click to Call Test

Google is testing a click-to-call feature:

Sometimes you can see a phone icon next to the company's sponsored listings. By clicking on the icon, you can enter a phone number and click a "Connect for Free" button to be connected to the other party.

Here's how it works: When you click the phone icon, you'll be invited to enter your phone number. Once you click 'Connect For Free,' Google calls the number you provided. When you pick up, you hear ringing on the other end as Google connects you to the other party. When they answer, you simply talk normally as you would with any other call.

Google uses the phone number you enter just once, to make the automatic connection between you and the advertiser. Your number is blocked so that the advertiser can't see it. Google doesn't share your number with the advertiser, and we won't use the number to make any other calls to you. In addition, your information will be deleted from our servers after a period reasonably necessary to operate the service.

You will not be charged to connect to an advertiser. Google foots the bill for all calls, both local and long-distance. However, if you give Google a mobile phone number, your normal airtime fees or other fees charged by your provider for the call may apply.

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