

S.2992 prohibits Google Search from favoring Google maps and ratings in search results

When users of Google Search are looking for a business nearby, they expect search results to include a Google map that shows locations, linked to business profiles that include customer ratings and reviews, driving distance, photos, and operating hours.

Because Google cannot preference **Google Maps** in Search, this map display would be unlawful under S. 2992.

S.2992 prohibits Google from showing search results in ways that favor or feature businesses using **Google Business Profile** to manage their information, like operating hours, photos, and reviews.

Under S.2992, Google may not preference its own Google map and Google’s customer ratings, driving distance, and information provided by the business. Google Search would be forced to integrate and share data with other map providers, like MapQuest, TomTom, Yandex, etc.

It shall be unlawful... to preference the covered platform operator’s own products, services, or lines of business over those of another business user on the covered platform in a manner that would materially harm competition

Moreover, Google may not arrange search results in ways that favor or feature businesses using **Google Business Profile** to manage their information, like operating hours, photos, and reviews.

It shall be unlawful for a person operating a covered platform... in connection with any covered platform user interface including search or ranking functionality, treat the products services, or lines of business of the covered platform operator more favorably relative to those of another business user.