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## Patent 7,664,751

Variable User Interface Based on Document Access Privileges

I’ve found Google’s recent patent “Variable User Interface Based on Document Access Privileges”. The patent allows Google to selectively display a document based on a permissions matrix. This matrix can be based upon properties of both the document and the user. One property of a user may be their geolocation. The document can be displayed completely, or it can be specially formatted for the determined access privileges.

However, it does not seem that this is a new invention. Sites have been doing this on the web for years. Flickr is a good example. A photo has privacy settings which are assigned to it. When a user views a photo, Flickr looks at who the user is and what relationship they have with you. If a photo is marked as family, then a member of the public or a user marked as friend cannot see the item. Because the privacy options are per-photo, Flickr must dynamically build the page of photos in a particular set. Flickr does not use geolocation, nor change the photograph in response to user properties. However, Flickr can change the page on which a photograph is displayed. For example, a Flickr user can set to only show EXIF or Photo geolocation data to certain users.

Google’s illustration of this is their Google Books page. If the publisher has not given Google permission to show a book, Google will only show snippets of the book were the search term was found. However, the publisher can choose to allow Google to show a several page preview to users. Google lists additional things that they can do with a scanned book page, including a logo or link to include, advertisers to not display, suppressing images.