

Mocality Kenya scandal: 'mortified' Google 'apologises unreservedly'

A "mortified" Google has issued an apology to Kenyan mobile listings site Mocality over customers and data that was allegedly pilfered from the startup's database.

By [Nur Bremmen](#) 16 Jan 2012

Mocality CEO Stefan Magdalinski in a blog post on Friday accused Google of "telling untruths" and a "human-powered, systematic, months-long, fraudulent... attempt to undermine our business".

The story hit the internet like wildfire on Friday afternoon, with major international sites and techblogs like The Register, Techcrunch, Boing Boing, The NextWeb, PaidContent and Slashgear all reporting on it. The story moved mainstream with prominent news sites like the Guardian picking it up.

In response, Google's emerging markets product and engineering VP Nelson Mattos issued a statement on Google+ saying the search engine had "unreservedly apologised to Mocality" and was still investigating the incident.

Continue reading the [full story](#) on www.memeburn.com