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Agius, Karen

From: Reader, Kate
Sent: Monday, 19 March 2018 1:52 PM
To: Jacobsen, Geesche; Bond, Morag
Cc: !Media; Davidson, Elise
Subject: RE: Media request - the Guardian - digital platforms inquiry [SEC=UNCLASSIFIED]

Follow Up Flag: Follow up
Flag Status: Flagged

Security Classification: UNCLASSIFIED

Thanks Geesche.

The suggested response is fine with me. The terms of reference don't make any specific reference to political advertising and it is probably not something we will be focusing on, subject to responses to the Issues Paper.

Thanks Kate

From: Jacobsen, Geesche
Sent: Monday, 19 March 2018 1:10 PM
To: Reader, Kate <kate.reader@acc.gov.au>; Bond, Morag <morag.bond@acc.gov.au>
Cc: !Media <!Media@acc.gov.au>; Davidson, Elise <elise.davidson@acc.gov.au>
Subject: Media request - the Guardian - digital platforms inquiry [SEC=UNCLASSIFIED]

Hi,

A reporter from the Guardian rang after being unsuccessful in reaching Rod by phone. In his absence [REDACTED] wanted to interview someone else, which I think on this inquiry we would be unlikely to do – once we do one, they will not stop calling...

So [REDACTED] sent through the following questions – with a cheeky remark that because it was so complicated [REDACTED] might come back with follow up questions...

1. The terms of reference include advertising as well as news products, which would include political advertising. Could the inquiry look at the impact and role of platform service providers in behaviours like those by data firms including Cambridge Analytica in Australia? This would be including, but not limited to, in regards to political advertising.
2. Could the inquiry look at the role or impact of social media platforms like Facebook having data harvested and used for political advertising or campaigning?
3. Has the inquiry looked at including it? Has it decided to include it or not include it within its examinations? Can you please provide reasons.

Could you help with a suggested response?

I suspect something like:

- The issues paper published at the end of February is a guide to the issues the ACCC is currently considering under the terms of this inquiry.
- Submissions to the issues paper close on 3 April. We will then review submissions made to consider what issues to concentrate on, and how to further progress the inquiry.

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Deadline: 3pm

[REDACTED]

Geesche

Geesche Jacobsen

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From: ACCC media

Sent: Monday, 19 March 2018 12:44 PM

To: Macfarlan, Meg <meg.macfarlan@acc.gov.au>; Anderson, Michael <michael.anderson@acc.gov.au>; Jacobsen, Geesche <geesche.jacobsen@acc.gov.au>; Yuen, Justin <justin.yuen@acc.gov.au>

Subject: FW: media request: digital platforms inquiry

From: [REDACTED]

Sent: Monday, March 19, 2018 12:43:54 PM (UTC+10:00) Canberra, Melbourne, Sydney

To: ACCC media

Subject: media request: digital platforms inquiry

Hi ACCC team

As discussed on the phone I have some questions regarding the digital platforms inquiry. It's quite complicated so a background conversation would be appreciated. I understand that is unlikely so if instead I can get a response to these questions as soon as possible, that would allow me time to return any follow ups or requests for clarification. My deadline is today.

Thanks again

The terms of reference include advertising as well as news products, which would include political advertising.

Could the inquiry look at the impact and role of of platform service providers in behaviours like those by data firms including Cambridge Analytica in Australia? This would be including, but not limited to, in regards to political advertising.

Could the inquiry look at the role or impact of social media platforms like Facebook having data harvested and used for political advertising or campaigning?

Has the inquiry looked at including it?

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Has it decided to include it or not include it within its examinations?
Can you please provide reasons.



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