

# Released under FOI

**Agius, Karen**

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**From:** Reader, Kate  
**Sent:** Wednesday, 21 March 2018 11:04 AM  
**To:** Cosgrave, Michael  
**Subject:** RE: Political Alert - Cambridge Analytica revelations a warning of things to come in Australia: Greens (FED) [SEC=UNCLASSIFIED]

Great thanks.

**From:** Cosgrave, Michael  
**Sent:** Wednesday, 21 March 2018 10:39 AM  
**To:** Reader, Kate <kate.reader@accc.gov.au>  
**Subject:** FW: Political Alert - Cambridge Analytica revelations a warning of things to come in Australia: Greens (FED) [SEC=UNCLASSIFIED]

Kate,

Presumed you saw this. 

Michael

Sent with Good (www.good.com)

-----Original Message-----

**From:** Campbell, Lisa  
**Sent:** Tuesday, March 20, 2018 04:01 PM AUS Eastern Standard Time  
**To:** !DigitalPlatformsBoard  
**Subject:** Political Alert - Cambridge Analytica revelations a warning of things to come in Australia: Greens (FED) [SEC=UNCLASSIFIED]

Good afternoon all,

Australian Greens Digital Rights spokesperson Senator Jordon Steele-John has expressed alarm about the 'Trumpification' of Australian elections, following revelations today about the extent of data harvesting carried out by Cambridge Analytica and its potential influence on the Trump and Brexit campaigns. Senator Steele-John said there were significant questions to be answered about where and how the data used in these campaigns was obtained, and whether it was legal to do so. The exploitation of private data from sites like Facebook and other online mediums is clearly not ethical, and threatens the very fabric of our democracy.

The full statement is attached.

Cheers,  
Lisa

Lisa Campbell  
Assistant Director | Executive Office  
Australian Competition & Consumer Commission  
Level 20 | 175 Pitt Street Sydney NSW 2000  
| T: 02 9230 9183

The ACCC acknowledges the traditional custodians of Country throughout Australia and recognises their continuing connection

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to the land, sea and community. We pay our respects to them and their cultures, and to their Elders past, present and future.  
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## Cambridge Analytica revelations a warning of things to come in Australia: Greens

MEDIA RELEASE      JORDON STEELE-JOHN19 MAR 2018 DIGITAL RIGHTS & I.T.

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*Monday, 19 March 2018*

Australian Greens Digital Rights spokesperson Senator Jordon Steele-John has expressed alarm about the 'Trumpification' of Australian elections, following revelations today about the extent of data harvesting carried out by Cambridge Analytica and its potential influence on the Trump and Brexit campaigns.

Senator Steele-John said there were significant questions to be answered about where and how the data used in these campaigns was obtained, and whether it was legal to do so.

"The exploitation of private data from sites like Facebook and other online mediums is clearly not ethical, and threatens the very fabric of our democracy.

"The Liberal Party has invested heavily in the i360 data analytics system and has admitted to employing their assistance in last weekend's South Australian election; supposedly the first in Australia where these data strategies were used.

"It is absolutely astounding to me that the Liberal Party has not only been using these techniques, but has openly admitted to doing so! i360 is a data analytics company owned by the Koch Brothers and also suspected of using questionable data harvesting techniques.

"This raises much broader concerns about the integrity of future elections in Australia, and I would urge the Australian Competition and Consumer Commission to consider whether this kind of data harvesting and its use in Australian Elections can be investigated."

Media Contact:

Tim Oliver - 0448 316 387