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Agius, Karen

From: Sims, Rod
Sent: Saturday, 24 March 2018 7:45 AM
To: Ayres, Lisa Anne; !Commissioner/Executive Staff; !DigitalPlatforms Team; !DigitalPlatformsBoard; !Media
Subject: RE: Political Alert - ACCC inquiry must consider Cambridge Analytica scandal (FED) [SEC=UNCLASSIFIED]

Follow Up Flag: Forward
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Thanks for this. This one will keep running.

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

From: Ayres, Lisa Anne
Sent: Saturday, March 24, 2018 06:40 AM AUS Eastern Standard Time
To: !Commissioner/Executive Staff; !DigitalPlatforms Team; !DigitalPlatformsBoard; !Media
Subject: Political Alert - ACCC inquiry must consider Cambridge Analytica scandal (FED) [SEC=UNCLASSIFIED]

Free TV CEO Bridget Fair late yesterday called on the Government to expand the Terms of Reference for the current ACCC Inquiry into digital platforms to expressly include issues related to the recent Cambridge Analytica scandal. It is clear that practices of data collection and sale by digital platforms is a major issue that impacts consumers, advertisers and traditional media outlets. This information is being used to generate and target fake news, for advertising purposes and to influence our political processes.

See attached.

Lisa Anne Ayres
Director | Executive Office
Australian Competition & Consumer Commission
GPO Box 520 MELBOURNE 3001
<http://www.accc.gov.au>
T: +61 3 9290 1980
M: +61 404 801 493

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44 Avenue Road
Mosman NSW
Australia 2088

T : 61 2 8968 7100
F : 61 2 9969 3520
W : freetv.com.au

Media Release
23 March 2018

ACCC inquiry must consider Cambridge Analytica scandal

Free TV CEO Bridget Fair today called on the Government to expand the Terms of Reference for the current ACCC Inquiry into digital platforms to expressly include issues related to the recent Cambridge Analytica scandal.

"It is clear that practices of data collection and sale by digital platforms is a major issue that impacts consumers, advertisers and traditional media outlets. This information is being used to generate and target fake news, for advertising purposes and to influence our political processes.

The ACCC must consider how Facebook and other digital platforms make information about individuals and their commercial, political and social preferences available. This is a real opportunity to adopt measures to ensure that Australians are clearly aware of the full extent of the data they are handing over.

When even Mark Zuckerberg is saying that Facebook needs to be regulated, we should be taking this as a golden opportunity for change."

-ENDS-

Media contact: Bridget Fair 0417 260 478

Free TV Australia Limited
ABN 76 101 842 184
ACN 101 842 184