

From: [REDACTED]

Sent: Tuesday, 8 December 2020 5:40 PM

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Subject: Google Political Advertising Transparency Program

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Hi all,

Thanks for your time today. Google looks forward to working with the AEC on the next federal election.

Please find below links to the information we're providing to political parties, Members and Senators. The AEC is welcome to share these links and information with stakeholders.

Election Advertising:

- If you intend to run [election ads](#) on Google platforms [read the policy](#) and if you need to register do so [here](#). Leave at least 5 business days for approval.
- Learn how to use Google Ads via our free [Digital Garage](#) training platform.
- Individuals and organisations can be verified. See the [requirements](#).
- Contact us to [dispute an ad disapproval](#).
- Ensure you comply with [Google Ads policies](#) including our [misrepresentation policy](#). If you are suspended for a violation, you can appeal [here](#).
- If you see something amiss you can [report an ad](#). Try to take a screenshot of what you are seeing, and to save the URL so we can follow up as quickly as possible.
- See the [existing transparency reports](#) for countries in which Google's program is operating. These are updated daily. Australia's report will launch in 2021.

Action Items

- Per the discussion today, following are a couple of places where we state our expectations that all advertisers on our platforms comply with local law. If you have any feedback about the way this is expressed, please let me know and I will pass onto the team for consideration:
 - On our [Google Ads policy page](#) under political content we state that "We expect all political ads and destinations to comply with the local campaign and election laws for any area the ads target. This policy includes legally mandated election "silence periods".
 - On the page titled [Verification for election advertising in Australia](#) the current requirement reads "Attestation that the organisation applying for verification has or will satisfy the appropriate

disclaimer requirements under Australian law."

- We'd be happy to organise follow up discussion on misinformation as a shared challenge. It would be very useful to understand the AEC's experience dealing with the death tax issue at the last election and perhaps working through any other case studies you are able to share, which could help us prepare for similar scenarios. Please let me know who I should work with at the AEC to coordinate this meeting.
- In the meantime, our YouTube misinformation approach is [here](#) and more specifically, [here](#) is some information on how YouTube supports elections. You might recognise some of the issues as being more relevant to the US and other countries, but it would be very helpful to understand any specific risks or threats which may be applicable in Australia.
- Please let me know if there are other ways that Google's public policy team might be able to support the AEC as we move closer to the election. Some updates from the last federal election are [here](#), [here here](#), and [here](#) to give you an idea of our work.

I hope I've captured everything -- let me know if not!

I look forward to continuing the conversation.

Yours sincerely,

[REDACTED]

[REDACTED]
Government Affairs and Public Policy

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