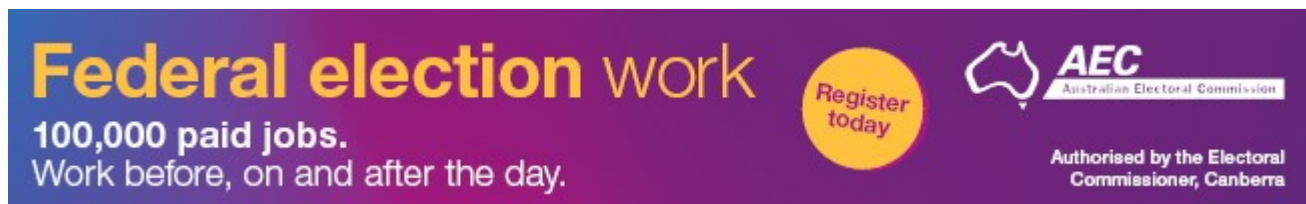


s22

From: s 47F
Sent: Wednesday, 12 March 2025 8:39 PM
To: Defending Democracy Unit; s 47F
Subject: FW: [External] Letter from the Commissioner | TikTok's commitment to the 'AI Elections Accord' and Australia's Upcoming Federal Election [SEC=OFFICIAL]
Attachments: 11.03.2025 - Pope, Jeff - TikTok Australia.pdf
Categories: s 47F

For our information and records!

s 47F | Director
Defending Democracy Unit | Electoral Integrity and Media Branch
Australian Electoral Commission
s 47F



From: Jeff Pope
Sent: Wednesday, 12 March 2025 1:31 PM
To: Michael Lynch ; Matthew Haigh ; s 47F
Cc: s 47F ; Kath Gleeson
Subject: FW: [External] Letter from the Commissioner | TikTok's commitment to the 'AI Elections Accord' and Australia's Upcoming Federal Election [SEC=OFFICIAL]

Response from TikTok for your awareness.

Regards

JP

Jeff Pope APM
Acting Electoral Commissioner

Australian Electoral Commission
s 47E



From: s 47F
Sent: Wednesday, 12 March 2025 10:30 AM
To: Jeff Pope s 47E
Cc: Rebecca Borys s 47F
Subject: FW: [External] Letter from the Commissioner | TikTok's commitment to the 'AI Elections Accord' and Australia's Upcoming Federal Election [SEC=OFFICIAL]

Hi Jeff

Please see attached response from TikTok.

s 47F

s 47F | Personal Assistant to the Commissioner
Executive Leadership Team
Australian Electoral Commission
s 47F



From: s 47F
Sent: Wednesday, 12 March 2025 10:22 AM
To: s 47F
Cc: s 47F
Subject: Re: [External] Letter from the Commissioner | TikTok's commitment to the 'AI Elections Accord' and Australia's Upcoming Federal Election [SEC=OFFICIAL]

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Dear s 47F

My apologies for the delay, please find attached our reply to the Acting Commissioner.

Kind regards,

s 47F

On Tue, Dec 17, 2024 at 1:24 PM s 47F wrote:

Dear s 47F

Thank you for the email, acknowledging its receipt.

Kind regards,

s 47F

On Tue, Dec 17, 2024 at 1:05 PM s 47F wrote:

Dear Ms s 47F

Please see the attached letter from the Acting Commissioner, Mr Jeff Pope.

Regards

s 47F

s 47F | Personal Assistant to the Commissioner

Executive Leadership Team

Australian Electoral Commission

s 47F

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TikTok Australia
180 George Street
Sydney, NSW 2000, Australia

11 March 2025

Mr Jeff Pope APM
Acting Electoral Commissioner
Australian Electoral Commission

Via email: s 47E

CC: s 47F

Dear Acting Commissioner,

Thank you for the Australian Electoral Commission's (**AEC's**) ongoing engagement with TikTok and for recently joining the platform to reach over 9.5 million Australian users.

We are protecting the integrity of our platform during the upcoming Australian Federal election, including removing content that violates our strict Community Guidelines and supporting civic and electoral integrity. As emphasised in our recent direct engagement with the Australian Electoral Commission, including members of the Electoral Integrity Taskforce, we continue to invest in our Trust & Safety function, maintain our fact-checking infrastructure, including in Australia, and treat Federal elections with the seriousness they warrant, noting many of the global concerns you raise.

As part of this ongoing work, in 2024 we updated our Civic and Election Integrity policies to provide greater clarity around protections for election workers, or observers, who might face intimidation or harassment in the course of these critical events. We also continue to refine our AI-Generated Content (**AIGC**) policies to respond to emerging trends and threats. These policies now require users to label AIGC content, using in-app features, and we also apply auto-labelling ourselves. We recognise that even when appropriately labelled, AIGC and edited media may still be harmful. We do not allow content that shares or shows fake authoritative sources or crisis events, or falsely shows public figures in certain contexts including being bullied, making an endorsement, or being endorsed. In these instances, we will remove the violative content through proactive moderation, user reports, and reports as escalated by the AEC.

Noting the global threat landscape, including around elections, in 2024 we also expanded our state-affiliated media policies to further address state-affiliated media accounts that attempt to reach communities outside their home country on current global events and affairs. When

we identify these accounts, they will become ineligible for recommendation, which means their content won't appear in the For You feed - the primary way TikTok users discover content. In addition, if these accounts advertise on our platform, they will not be allowed to advertise outside of the country with which they are primarily affiliated. Importantly, in relation to Covert Influence Operations, in 2024, we also introduced monthly public reporting, which we publish on our Transparency Centre.¹ These reports disclose the detection source, the target location(s) of such operations, the number of accounts in a network, and the number of followers those accounts might have had. We leverage our global team's expertise and insights in relation to any potential threats in Australia and, where we detect these, we disclose them.

For the upcoming federal election in Australia, TikTok has established a dedicated core working group to assess and respond to reports we receive from the AEC, ensure moderation systems are up-to-date, and adapt to unfolding events as they might emerge during the electoral period (including content related trends, whether concerning AICG or other types of content).

We have taken specific actions to support the safety and integrity of the 2025 Federal Election, including:

1. Upholding our prohibition on paid political advertising on-platform. This includes both traditional paid advertisements and creators receiving compensation to support or oppose a candidate.
2. Maintaining an active TikTok reporting portal access for the AEC to report content of concern.
3. Providing re-direction, in-app, to authoritative election-related information for content concerning the federal election, including linking to the AEC's website and TikTok account.
4. Conducting impersonation sweeps for accounts that are verified as belonging to Australian political candidates, including existing elected Members and Senators, with appropriate enforcement action taken as a result.
5. Issuing policy guidance specific to the election for our moderation system, including guidance that covers AICG.
6. Establishing a pathway for communication with other government agencies, including as it concerns the safety of Members of Parliament, to enable a timely response to issues that may arise in the Australian community during the electoral period.

¹ Available at <https://www.tiktok.com/transparency/en/covert-influence-operations>.



We are happy to clarify any of these matters via further discussion with the AEC, and we look forward to working alongside the AEC to ensure a safe 2025 Federal Election on TikTok.

Yours sincerely,

s 47F

s 47F

Director of Public Policy

TikTok Australia

s 22

From: s 47F
Sent: Monday, 17 February 2025 9:16 AM
To: s 47F
Cc: s 47F ; Defending Democracy Unit
Subject: Meeting reminder and advance notice of questions during EIAT Chair's brief [SEC=OFFICIAL]

Categories: s 47F

Good morning s 47F

Ahead of our meeting today at 1pm, I just wanted to give you the heads up about a couple of questions the EIAT TF Chair, Matt Haigh, will ask you over the course of the update from the AEC/EIAT.

- What are some of the positive ways TikTok has been used during an election? (For example, community education campaigns, encouraging people to enrol and to vote. We note some reputable sources such as the ABC have posted 'How To Vote' videos.)
- Does the TikTok algorithm give priority to authoritative sources of information about an election? For example, AEC, ABC and other authoritative sources of information.
- Does TikTok have any election specific filters (noting Snap has something, but this may work differently on TikTok)
- Have referral pathways changed since the 2023 referendum?
- Have there been any changes to TikTok's processes or referral pathways for legal referrals?
- We're aware that the use of AI to enable the spread of mis and disinformation remains an existential challenge for everyone in the online environment, including TikTok. Given reports of AI enabled misinformation on TikTok ([Network of TikTok accounts using AI to spread political misinformation, report finds | Mashable](#), [TikTok Content Farms Use AI Voiceovers to Mass-Produce Political Misinformation - NewsGuard](#)) during last year's elections:
 - What did TikTok learn from this and has this been the catalyst for any changes?
 - What guardrails will TikTok have in place for the Australian election?

I trust most of these will be pretty straight forward but wanted to give you a bit of advance notice. Apologies its arriving on the day of the meeting but I had to take some unforeseen leave last week.

Please let me know if you any question or would like any further context. Otherwise, we will see you at 1pm.

Cheers,

s 47F | Assistant Director

Defending Democracy Unit | Electoral Integrity and Media Branch
Australian Electoral Commission

Phone: s 47F | DDU Group Line: s 47E | Protected email: s 47F
s 47F

Federal election work

100,000 paid jobs.
Work before, on and after the day.



Authorised by the Electoral
Commissioner, Canberra

s 22

From: EIAT
Sent: Tuesday, 4 February 2025 11:27 AM
To: s 47F ; EIAT
Cc: s 47F Defending Democracy Unit; s 47F
Subject: RE: [External] Request for meeting with EIAT representatives [SEC=OFFICIAL]

Hi s 47F

Thank you for your reply. I have sent a calendar invite to you and s 47F, please feel free to share with any other colleagues.

I hope you have a great day.

Kind Regards,

s 47F (She/Her) | Project Officer
Defending Democracy Unit | Electoral Integrity and Media Branch
Australian Electoral Commission
DDU Line: s 47E Direct Line: s 47F
Email: s 47F



From: s 47F .
Sent: Monday, 3 February 2025 5:23 PM
To: EIAT
Cc: s 47F ; Defending Democracy Unit ; s 47F
Subject: Re: [External] Request for meeting with EIAT representatives [SEC=OFFICIAL]

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Dear AEC team

Thanks so much for your patience while we confirmed our team's availability. We can make the nominated time work for us all, and we look forward to seeing you then.

I've copied my colleague, s 47F, who will be taking on the electoral work in our team for AUNZ. s 47F will be in attendance and will also be your primary go-to person.

Also joining us for our call will be familiar to you already, s 47F (both from Trust and Safety), I will be there too.

Speak soon.

Kind regards,

s 47F

On Thu, Jan 16, 2025 at 4:55 PM EIAT s 47E wrote:

Good afternoon, s 47F

I hope this email finds you well and you enjoyed your Christmas break.

In preparation for the next federal election, the [Electoral Integrity Assurance Taskforce \(EIAT\)](#) are arranging meetings with each of the online platforms. Meetings will be attended by the Defending Democracy Unit (DDU, AEC) and representatives from EIAT taskforce agencies will also have the option to attend. The EIAT Secretariat would be grateful if you could advise if the following time would be suitable; please get in contact if this time does not suit and we will make alternative arrangements.

17th of February 2025, 1:00pm – 2:00pm AEDT

Although an agenda has not been finalised, the following can provide a guide.

- Potential timing of FE25, if not already announced
- AEC's role in the current information environment – education campaigns, activity on social media
- AEC's observations from global elections in 2024 and what that may mean for Australia
- TikTok update
 - Any changes in policy settings
 - Confirmation of referral and escalation pathways
- TikTok's own observations from elections globally in 2024 including:
 - Any changes in the online environment, including the use of generative AI

Please do not hesitate to get in touch for any further clarification. The EIAT Secretariat would be grateful if you could please confirm or arrange an alternative time by COB Monday, 20 January 2025 to ensure we have enough time to coordinate with taskforce agencies. Please also feel free to forward this invitation to other TikTok colleagues as you see fit.

Kind Regards,

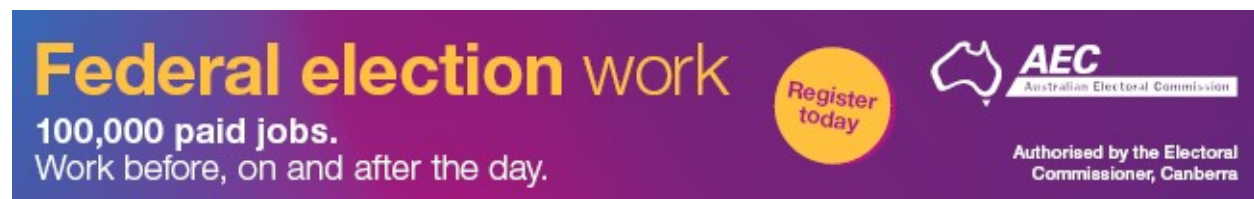
s47F | Project Officer

Defending Democracy Unit | Electoral Integrity and Media Branch

Australian Electoral Commission

DDU Line: s 47E Direct Line: s 47F

Email: s 47F

A purple banner with white and yellow text. On the left, it says 'Federal election work' in large white letters, followed by '100,000 paid jobs.' and 'Work before, on and after the day.' in smaller white letters. In the center, there is a yellow circle with the text 'Register today' in black. On the right, there is a white outline of Australia with the text 'AEC' in large white letters and 'Australian Electoral Commission' in smaller white letters below it. At the bottom right, it says 'Authorised by the Electoral Commissioner, Canberra' in small white letters.

Federal election work
100,000 paid jobs.
Work before, on and after the day.

Register today

AEC
Australian Electoral Commission

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s 47F

From: s 47F
Sent: Wednesday, 22 January 2025 6:36 AM
To: EIAT
Subject: Re: [External] Request for meeting with EIAT representatives [SEC=OFFICIAL]

Categories: s 47F

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Dear s 47F thank you so much for the email. Acknowledging its receipt and we'll confirm availability soon.

Kind regards, s 47F

On Thu, Jan 16, 2025 at 4:55 PM EIAT s 47E wrote:

Good afternoon, s 47F

I hope this email finds you well and you enjoyed your Christmas break.

In preparation for the next federal election, the [Electoral Integrity Assurance Taskforce \(EIAT\)](#) are arranging meetings with each of the online platforms. Meetings will be attended by the Defending Democracy Unit (DDU, AEC) and representatives from EIAT taskforce agencies will also have the option to attend. The EIAT Secretariat would be grateful if you could advise if the following time would be suitable; please get in contact if this time does not suit and we will make alternative arrangements.

17th of February 2025, 1:00pm – 2:00pm AEDT

Although an agenda has not been finalised, the following can provide a guide.

- Potential timing of FE25, if not already announced
- AEC's role in the current information environment – education campaigns, activity on social media
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 - Any changes in policy settings
 - Confirmation of referral and escalation pathways
- TikTok's own observations from elections globally in 2024 including:
 - Any changes in the online environment, including the use of generative AI

Please do not hesitate to get in touch for any further clarification. The EIAT Secretariat would be grateful if you could please confirm or arrange an alternative time by COB Monday, 20 January 2025 to ensure we have enough time to coordinate with taskforce agencies. Please also feel free to forward this invitation to other TikTok colleagues as you see fit.

Kind Regards,

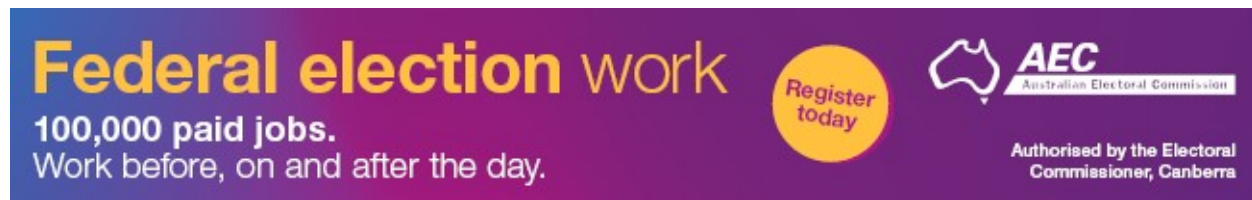
s 47F (She/Her) | Project Officer

Defending Democracy Unit | Electoral Integrity and Media Branch

Australian Electoral Commission

DDU Line: s 47E s 47F

Email: s 47F



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s 47F

From: s 47F
Sent: Thursday, 19 September 2024 6:24 PM
To: s 47F
Cc: Defending Democracy Unit; Matthew Haigh; s 47F
Subject: Re: [External] Request for September meeting with AEC Defending Democracy Unit [SEC=OFFICIAL]

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi there

We could meet on Wednesday the 9th at 3:30 if that was suitable?

Thank you for the patience in confirmation.

Kind regards,

s 47F

On Thu, Sep 12, 2024 at 1:49 PM s 47F wrote:

Hi s 47F

Thanks for getting back to me and totally understand how busy you must be.

Let's go with the week of 8 October. I have checked calendars, and we have the following gaps:

- Tuesday, 8 October 1pm to 2pm
- Wednesday, 9 October 3.30pm to 5pm
- Thursday, 10 October 1.30pm to 3pm

Let me know if any of these blocks of time work for you and I'll set up a calendar invite.

Many thanks,

s 47F | Assistant Director

Defending Democracy Unit | Electoral Integrity and Media Branch

Australian Electoral Commission

s 47F | s 47E | Protected email: s 47F

s 47F

From: s 47F
Sent: Thursday, September 12, 2024 3:14 PM
To: s 47F s 47F
Cc: Defending Democracy Unit s 47E Matthew Haigh
s 47E s 47F
Subject: Re: [External] Request for September meeting with AEC Defending Democracy Unit [SEC=OFFICIAL]

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi there

Thanks so much for your email, we'd be happy to meet with you all. But we do have some restrained availability over the few weeks, and teams based in Singapore so later in the day is preferred for us.

If it's possible to push the meeting until the second last week of September? Alternatively, the week starting 8 October would be easier again for us.

Does your team have availability then?

Regards,

s47F

On Mon, Sep 9, 2024 at 8:53 AM s 47F wrote:

Good morning s 47F

We hope this email finds you well.

As you would be aware, the AEC is preparing for the next federal election (FE24/25); while the date is yet to be determined by government, it could be called at any time with the latest date for it to be held being in May 2025. We would therefore like to arrange a meeting with you (and/or appropriate representatives as you see fit) in preparation.

Given you will likely be quite busy in the lead up to the US Presidential election on 5 November, we would like to propose a meeting this month.

At this meeting we would be interested in covering:

- an update from the AEC on Australia's electoral integrity environment
- an update from TikTok about your observations and lessons learned from recent elections around the globe and how these experiences are shaping your work

- how TikTok are responding to electoral integrity risks, with a particular focus on how we can ensure the Australian public has access to timely and accurate information about the electoral process
- confirming the options and/or escalation pathways for the EIAT and the AEC to flag potential issues with TikTok in relation to Australian federal electoral events
- discuss the (FE24/25) version of the Online Platform Scenarios, which, although similar to the Referendum scenarios, has had some updates

Grateful if you could please advise which (if any) of the following dates would be suitable for a September meeting.

We would be aiming for a one-hour window within the following times.

Tuesday, 17 September 8am to 9.30am

Wednesday, 18 September 8am to 10am

Thursday, 19 September 8am to 9.30am

Friday, 20 September 8am to 9.30am

Very happy to discuss further if needed.

Kind regards,

s 47F | Assistant Director

Defending Democracy Unit | Electoral Integrity and Media Branch

Australian Electoral Commission

s 47F | **s 47E** | Protected email:
s 47F

My hours are 8am to 4pm, Monday to Friday



Make sure you're **enrolled to vote.**
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s 47F

From: s 47F
Sent: Friday, 28 February 2025 9:51 AM
To: s 47F
Cc: s 47F Defending Democracy Unit; s 47F
s 47F Social Media
Subject: RE: Copy for TikTok's proposed 'in app' information hub [SEC=OFFICIAL]

Hi s 47F

Thanks for the quick chat yesterday!

s 22

Federal election guide: Thanks again for doing this – I think it's a really valuable thing. I've tweaked the draft text below. If you're comfortable with what I've done, then we're all happy here at the AEC. Let me know if there are any queries or concerns.

Cheers

s 47F

s 47F | Director
Media & Digital Engagement
Australian Electoral Commission
s 47F



AEC
Australian Electoral Commission

Make sure you're **enrolled to vote**.
Visit www.aec.gov.au

From: s 47F
Sent: Thursday, 27 February 2025 3:34 PM
To: s 47F Defending
Democracy Unit s 47E
Cc: s 47F
Subject: Copy for TikTok's proposed 'in app' information hub

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi team

As discussed on our recent call, please find below the copy we propose including in our in-app election hub. It's intended to be simple and refer users to the AEC for authoritative information.

If you were able to please review the copy, and provide any feedback? It is very similar to the 2022 hub that we partnered on, so hoping this should be a relatively straight forward review. Also chasing the best resource for the last category in the copy, I reviewed your website today but couldn't see a neat page for the final category to link to.

[Titles in bold]

2025 Australian Election guide

Supported by the Australian Electoral Commission (LOGO if possible *or perhaps link to our new account...?*)

Stop and consider

During an election, people or groups may try to influence the way you vote.

Stop and consider what you're seeing, hearing or reading. Check multiple sources of information, particularly if you're not sure of the information's authenticity. For information about the Australian federal election - including voting processes and your rights and obligations under Australian law - go to the AEC.

- [Tips to 'stop and consider'](#)
- [Learn about the voting process](#)

Ways to vote

Australia has some of the best voting options in the world.

If you can vote on election day, then that is what you should do. If you can't make it on election day you can vote during the two-week early voting period – either in-person or via post. Plan your vote according to your circumstances.

- Election day: in your local area or at dedicated interstate voting centres.
- Pre-polling: in-person at an early voting centre - anywhere around Australia or at an overseas voting centre
- Mobile voting: via a mobile voting team visiting remote communities, residential care facilities, some hospitals and a range of other locations of need.
- Postal voting: if you can't make it to a voting centre

[Head here](#) for more information and options.

Preferential voting

Voting in the federal election is compulsory for all Australian citizens aged 18+ on the electoral roll. Know how the Australian [preferential voting system](#) works before you head to a voting centre

Where to vote

Voting locations will be available in the week before the voting period starts.

- [Find your federal electoral division](#)
- [Find my nearest voting centre](#)

[The second link here will change substantially after the election has been announced]

Happy to discuss if there are any questions or points of clarity that I can assist with.

Regards,

s 47F

Director of Public Policy, Australia and New Zealand

s 47F



s 47F

From: EIAT
Sent: Thursday, 16 January 2025 4:55 PM
To: s 47F
Cc: s 47F; Defending Democracy Unit; EIAT; s 47F
Subject: Request for meeting with EIAT representatives [SEC=OFFICIAL]

Good afternoon, s 47F

I hope this email finds you well and you enjoyed your Christmas break.

In preparation for the next federal election, the [Electoral Integrity Assurance Taskforce \(EIAT\)](#) are arranging meetings with each of the online platforms. Meetings will be attended by the Defending Democracy Unit (DDU, AEC) and representatives from EIAT taskforce agencies will also have the option to attend. The EIAT Secretariat would be grateful if you could advise if the following time would be suitable; please get in contact if this time does not suit and we will make alternative arrangements.

17th of February 2025, 1:00pm – 2:00pm AEDT

Although an agenda has not been finalised, the following can provide a guide.

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 - Any changes in policy settings
 - Confirmation of referral and escalation pathways
- TikTok's own observations from elections globally in 2024 including:
 - Any changes in the online environment, including the use of generative AI

Please do not hesitate to get in touch for any further clarification. The EIAT Secretariat would be grateful if you could please confirm or arrange an alternative time by COB Monday, 20 January 2025 to ensure we have enough time to coordinate with taskforce agencies. Please also feel free to forward this invitation to other TikTok colleagues as you see fit.

Kind Regards,

s 47F (She/Her) | Project Officer
Defending Democracy Unit | Electoral Integrity and Media Branch
Australian Electoral Commission
DDU Line: s 47E Direct Line: s 47F
Email: s 47F

Federal election work
100,000 paid jobs.
Work before, on and after the day.

Register today

AEC
Australian Electoral Commission

Authorised by the Electoral Commissioner, Canberra

s 47F

Subject: EIAT meeting with TikTok representatives
Location: MS Teams

Start: Mon 17/02/2025 1:00 PM
End: Mon 17/02/2025 2:00 PM
Show Time As: Tentative

Recurrence: (none)

Meeting Status: Not yet responded

Organiser: Defending Democracy Unit

Categories: s47F

Good morning / afternoon EIAT Taskforce members and TikTok representatives, s47F,

In preparation for the next federal election, the [Electoral Integrity Assurance Taskforce \(EIAT\)](#) are arranging meetings with each of the online platforms. Meetings will be led by the Defending Democracy Unit (DDU, AEC) and representatives from the EIAT taskforce agencies are welcome to attend. The EIAT Secretariat would like to thank TikTok representatives, s47F, for confirming their availability for this selected timeslot.

Although an agenda has not been finalised, the following can provide a guide.

- Potential timing of FE25, if not already announced
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- AEC's observations from global elections in 2024 and what that may mean for Australia
- TikTok update
 - Any changes in policy settings
 - Confirmation of referral and escalation pathways
- TikTok's own observations from elections globally in 2024 including:
 - Any changes in the online environment, including the use of generative AI

EIAT Taskforce agencies are welcome to request further agenda items they would like raised at this meeting for the EIAT Secretariat to consider and can do so by contacting the Secretariat via email or phone call.

Please do not hesitate to get in touch for any further clarification. We look forward to meeting with you soon.

Note: This is a new meeting due to an administrative error with the team's link. Below is the correct link.

Kind Regards,

s47F (She/Her) | Project Officer
Defending Democracy Unit | Electoral Integrity and Media Branch
Australian Electoral Commission
s47E s47F
Email: s47F

s22