
Appendix

Exhibit 1 - HJC-WFA-GARM-000001893 GARM Brand Safety Floor and Suitability Framework	3
Exhibit 2 - HJC-WFA-GARM-000001911 GARM Charter	9
Exhibit 3 - HJC-WFA-GARM-000003685 WFA Executive Committee Twitter Pre-Read	12
Exhibit 4 - HJC-WFA-GARM-000005465 GARM Shared Source Program	17
Exhibit 5 - HJC-WFA-GARM-000007480 Impact of Brand Safety on News Revenue	22
Exhibit 6 - HJC-WFA-GARM-000007848 Ad-Tech Membership	31
Exhibit 7 - HJC-WFA-GARM-000008325 Zefr/GARM Orchestrating Policy	33
Exhibit 8 - HJC-WFA-GARM-000016155 Rise Above Commercial Interests	35
Exhibit 9 - HJC-WFA-GARM-000017651 Spotify is Throttled by GARM	38
Exhibit 10 - HJC-WFA-GARM-000017926 GroupM Demands Meeting with Spotify	48
Exhibit 11 - HJC-WFA-GARM-000021654 GARM Plans to Throttle Spotify	53
Exhibit 12 - HJC-WFA-GARM-000022078 GroupM and Disfavored News Sites	65
Exhibit 13 - HJC-WFA-GARM-000022092 Sketch Comedy is Medium Risk Misinformation .	70
Exhibit 14 - HJC-WFA-GARM-000022821 Dress Rehearsal for the Electorals, COVID, to BLM	73
Exhibit 15 - HJC-WFA-GARM-000023619 Ad-Tech Member Application.....	76
Exhibit 16 - HJC-WFA-GARM-000025816 Coca-Cola Asks GARM About Boycotts	81
Exhibit 17 - HJC-WFA-GARM-000026943 Ørsted Pulls Advertising from Twitter Based on GARM’s Recommendations	85
Exhibit 18 - HJC-WFA-GARM-000030950 Extensive Discussion about Musk on GARM Community Calls	90
Exhibit 19 - HJC-WFA-GARM-000030996 GARM Takes Credit for Twitter’s Revenue Decline	98
Exhibit 20 - HJC-WFA-GARM-000032856 Uncommon Collaboration is Putting Aside Competitive Concerns.....	104
Exhibit 21 - HJC-WFA-GARM-000042863 GARM Forces Zefr onto Meta.....	108
Exhibit 22 - HJC-WFA-GARM-000044897 GARM and Kenosha.....	111
Exhibit 23 - HJC-WFA-GARM-000051207 Ørsted and Twitter Survey.....	115
Exhibit 24 - HJC-WFA-GARM-000051993 Reactive Comms/Expel Twitter.....	124
Exhibit 25 - HJC-WFA-GARM-000054330 Unilever Objections to ‘Overtly Partisan Takes’.	133
Exhibit 26 - HJC-WFA-GARM-000054373 Ørsted and Twitter Survey	141
Exhibit 27 - HJC-WFA-GARM-000055220 Zefr Closed Loop.....	150
Exhibit 28 - HJC-WFA-GARM-000055362 Rakowitz Celebrates Media Attention.....	155
Exhibit 29 - HJC-WFA-GARM-000056445 Twitter Acceleration Agenda.....	164
Exhibit 30 - HJC-WFA-GARM-000056644 One-on-One Advice for Coca-Cola	169
Exhibit 31 - HJC-WFA-GARM-000056744 GroupM Attempts to Control Spotify	172
Exhibit 32 - HJC-WFA-GARM-000057766 Ad-Tech Membership Strategy.....	177
Exhibit 33 - HJC-WFA-GARM-000057768 GARM Membership Expansion Brief.....	180
Exhibit 34 - HJC-WFA-GARM-000058931 GARM, GDI, and the New York Post.....	184

Exhibit 35 - HJC-WFA-GARM-000059383 Facebook’s Policy of Transparency is ‘Honestly Reprehensible’	187
Exhibit 36 - HJC-WFA-GARM-000076674 Channel Factory’s Work with CISA.....	193
Exhibit 37 - HJC-WFA-GARM-000076675 Channel Factory’s Lexicon Developed with CISA	195
Exhibit 38 - HJC-WFA-GARM-000079936 GARM Recommends Using GDI.....	205
Exhibit 39 - HJC-WFA-GARM-000092365 Ad-Tech Implementation of GARM.....	212
Exhibit 40 - HJC-WFA-GARM-000092398 Unilever Misinformation Call with TikTok, GroupM, and GARM	219
Exhibit 41 HJC-WFA-GARM-000100343 “Legitimate News”.....	223
Exhibit 42 - HJC-WFA-GARM-000113035 Zefr High-Risk Classifications	231
Exhibit 43 - HJC-WFA-GARM-000118620 Content Moderation and Monetization are Inextricably Linked.....	234
Exhibit 44 - HJC-WFA-GARM-000119679 GARM Pushing GDI to Members	237
Exhibit 45 - HJC-WFA-GARM-000125324 Rob Rakowitz’s Anti-American Rhetoric.....	239
Exhibit 46 - HJC-WFA-GARM-000130655 GARM Intends to Share Survey Results with Members	245
Exhibit 47 - Transcribed Interview of Robert Rakowitz, Initiative Lead and Co-Founder, Global Alliance for Responsible Media.....	254

Exhibit 1
HJC-WFA-GARM-000001893
GARM Brand Safety Floor and Suitability
Framework

CONTEXT FOR THIS SOLUTION

The Global Alliance for Responsible Media (GARM) is an industry first effort that unites marketers, media agencies, media platforms, industry associations, and advertising technology solutions providers to safeguard the potential of digital media by reducing the availability and monetization of harmful content online. These steps are essential to create a safer digital media environment that enriches society through content, communications, and commerce. Harmful content and its creators threaten the potential for digital media and disrupt the connections everyone seeks. Our first step in safeguarding the positive potential for digital is to provide platforms, agencies, and marketers with the framework with which to define safe and harmful content online.

Our position is that you cannot address the challenge of harmful online content if you are unable to describe it using consistent and understandable language.

The GARM has developed and will adopt common definitions to ensure that the advertising industry is categorizing harmful content in the same way across the board. These eleven key categories have been identified in consultation with experts from GARM’s NGO Consultative Group. Establishing these standards is the essential foundation needed to stop harmful content from being monetised through advertising. Individual GARM members will adopt these shared principles in their operations, whether they are a marketer, agency, or media platform.

We fundamentally believe that, together, these definitions are the cornerstone for us to find balance between supporting responsible speech, bolstering public safety, and providing for responsible marketing practices. With this framework of consistent categories in place, we will be able to improve transparency in the availability, monetization, and inclusion of content within advertising campaigns. This is essential to help platforms, agencies, and advertisers make decisions essential to the advertising industry.

In November 2019, the GARM initiated work towards this challenge under a working group focused on advancing shared language and standards for advertising & media (as seen in our GARM Charter [here](#)). The output of this work is the following:

1. A common understanding of what harmful and sensitive content is via content categories
2. A common understanding of where ads should not appear, as expressed in a Brand Safety Floor
3. A common way of delineating different risk levels for sensitive content, as expressed in a Brand Suitability Framework

The output of the work is a framework of Shared Definitions that sets the limits for monetization of harmful content in agreed upon categories. This work, the GARM Brand Safety Floor + Suitability Framework was first published in September 2020.

In June 2021, we began work to update the framework to include Misinformation as an additional harmful content category. This important addition builds upon individual GARM member work, GARM member collaboration with regulatory and NGO bodies, and more recently GARM collaboration with the European Commission on the Code of Practice on Misinformation.

GOALS FOR SOLUTION

This shared framework, which is activated by the IAB TechLab’s industry-wide taxonomy, will provide individual GARM participants with:

A Consistent Categorization	Ensuring that there’s a common way to categorize sensitive content
Transparency	Creating transparency for industry participants on where sensitive content may be present in the interest of consumer safety and responsible marketing
Clarity in Exceptions	Establishing a method for platforms to report on special exception cases in the interest of responsible speech and public interest

HOW THIS SOLUTION WILL BE USED

- Platforms will adopt, operationalize and continue to enforce monetization policies with a clear mapping to GARM brand suitability framework

- Platforms will leverage their community standards and monetization policies to uphold the GARM brand safety floor
- Advertising technology providers will adopt and integrate GARM definitions into targeting and reporting services via clear mapping or overt integration
- Agencies will leverage the framework to guide how they invest with platforms at the agency-wide level and at the individual campaign level
- Marketers will use the definitions to set brand risk and suitability standards for corporate, brand and campaign levels

CONTENT CATEGORY	BRAND SAFETY FLOOR – Content not appropriate for any advertising support
Adult & Explicit Sexual Content	<ul style="list-style-type: none"> • Illegal sale, distribution, and consumption of child pornography • Explicit or gratuitous depiction of sexual acts, and/or display of genitals, real or animated
Arms & Ammunition	<ul style="list-style-type: none"> • Promotion and advocacy of Sales of illegal arms, rifles, and handguns • Instructive content on how to obtain, make, distribute, or use illegal arms • Glamorization of illegal arms for the purpose of harm to others • Use of illegal arms in unregulated environments
Crime & Harmful acts to individuals and Society, Human Right Violations	<ul style="list-style-type: none"> • Graphic promotion, advocacy, and depiction of willful harm and actual unlawful criminal activity– Explicit violations/demeaning offenses of Human Rights (e.g. human trafficking, slavery, selfharm, animal cruelty etc.),
Death, Injury or Military Conflict	<ul style="list-style-type: none"> • Harassment or bullying of individuals and groups • Promotion, incitement or advocacy of violence, death or injury • Murder or Willful bodily harm to others • Graphic depictions of willful harm to others • Incendiary content provoking, enticing, or evoking military aggression • Live action footage/photos of military actions & genocide or other war crimes
Online piracy	<ul style="list-style-type: none"> • Pirating, Copyright infringement, & Counterfeiting
Hate speech & acts of aggression	<ul style="list-style-type: none"> • Behavior or content that incites hatred, promotes violence, vilifies, or dehumanizes groups or individuals based on race, ethnicity, gender, sexual orientation, gender identity, age, ability, nationality, religion, caste, victims and survivors of violent acts and their kin, immigration status, or serious disease sufferers.
Obscenity and Profanity, including language, gestures, and explicitly gory, graphic or repulsive content intended to shock and disgust	<ul style="list-style-type: none"> • Excessive use of profane language or gestures and other repulsive actions that shock, offend, or insult.
Illegal Drugs/Tobacco/e-cigarettes/Vaping/Alcohol	<ul style="list-style-type: none"> • Promotion or sale of illegal drug use– including abuse of prescription drugs. Federal jurisdiction applies, but allowable where legal local jurisdiction can be effectively managed • Promotion and advocacy of Tobacco and e-cigarette (Vaping) & Alcohol use to minors
Spam or Harmful Content	<ul style="list-style-type: none"> • Malware/Phishing
Terrorism	<ul style="list-style-type: none"> • Promotion and advocacy of graphicterrorist activity involving defamation, physical and/or emotional harm of individuals, communities, and society
Debated Sensitive Social Issue	<ul style="list-style-type: none"> • Insensitive, irresponsible and harmful treatment of debated social issues and related acts that demean a particular group or incite greater conflict;
Misinformation	<ul style="list-style-type: none"> • Misinformation is defined as the presence of verifiably false or willfully misleading content that is directly connected to user or societal harm

Brand Suitability Framework: Sensitive content appropriate for advertising supported by enhanced advertiser controls

CONTENT CATEGORY	High Risk	Medium Risk	Low Risk
Adult & Explicit Sexual Content	<ul style="list-style-type: none"> • Suggestive sexual situations requiring adult supervision/approval or warnings • Full or liberal Nudity 	<ul style="list-style-type: none"> • Dramatic depiction of sexual acts or Sexuality issues presented in the context of entertainment • Artistic Nudity 	<ul style="list-style-type: none"> • Educational, Informative, Scientific treatment of sexual subjects or sexual relationships or sexuality
Arms & Ammunition	<ul style="list-style-type: none"> • Glamorization /Gratuitous depiction of illegal sale or possession of Arms • Depictions of sale/use/distribution of illegal arms for inappropriate uses//harmful acts 	<ul style="list-style-type: none"> • Dramatic depiction of weapons use presented in the context of entertainment • Breaking News or Op -Ed coverage of arms and ammunition 	<ul style="list-style-type: none"> • Educational, Informative, Scientific treatment of Arms use, possession or illegal sale • News feature stories on the subject
Crime & Harmful acts to individuals and Society, Human Right Violations	<ul style="list-style-type: none"> • Depictions of criminal/harmful acts or violation of human rights 	<ul style="list-style-type: none"> • Dramatic depiction of criminal activity or human rights violations presented in the context of entertainment • Breaking News or Op -Ed coverage of criminal activity or human rights violations 	<ul style="list-style-type: none"> • Educational, Informative, Scientific treatment of crime or criminal acts or human rights violations • News feature stories on the subject
Death, Injury or Military Conflict	<ul style="list-style-type: none"> • Depiction of death or Injury • Insensitive and irresponsible treatment of military conflict, genocide, war crimes, or harm resulting in Death or Injury • Depictions of military actions that glamorize harmful acts to others or society 	<ul style="list-style-type: none"> • Dramatic depiction of death, injury, or military conflict presented in the context of entertainment • Breaking News or Op -Ed coverage of death, injury or military conflict 	<ul style="list-style-type: none"> • Educational, Informative, Scientific treatment of death or injury, or military conflict • News feature stories on the subject
Online piracy	<ul style="list-style-type: none"> • Glamorization /Gratuitous depiction of Online Piracy 	<ul style="list-style-type: none"> • Dramatic depiction of Online Piracy presented in the context of entertainment • Breaking News or Op -Ed coverage of Online Piracy 	<ul style="list-style-type: none"> • Educational, Informative, Scientific treatment of Online Piracy • News feature stories on the subject
Hate speech & acts of aggression	<ul style="list-style-type: none"> • Depiction or portrayal of hateful, denigrating, or inciting content focused on race, ethnicity, gender, sexual orientation, gender identity, age, ability, nationality, religion, caste, victims and survivors of violent acts and their kin, immigration status or serious disease sufferers, in a non-educational, informational, or scientific context 	<ul style="list-style-type: none"> • Dramatic depiction of hate speech/acts presented in the context of entertainment • Breaking News or Op -Ed coverage of hate speech/acts 	<ul style="list-style-type: none"> • Educational, Informative, Scientific treatment of Hate Speech • News features on the subject
Obscenity and Profanity, including language, gestures, and explicitly gory, graphic or repulsive content intended to shock and disgust	<ul style="list-style-type: none"> • Glamorization /Gratuitous depiction of profanity and obscenity 	<ul style="list-style-type: none"> • Dramatic depiction of profanity and obscenities presented in the context of entertainment by genre • Breaking News or Op -Ed coverage of profanity and obscenities Genre based use of profanity, gestures, and other actions that may be strong, but might be expected as generally accepted language and behavior 	<ul style="list-style-type: none"> • Educational or Informative, treatment of Obscenity or Profanity • News feature stories on the subject
Illegal Drugs/Tobacco/e-cigarettes/Vaping/Alcohol	<ul style="list-style-type: none"> • Glamorization /Gratuitous depictions of illegal drugs/abuse of prescription drugs • Insensitive and irresponsible content/treatment that encourages minors to use tobacco and vaping products & Alcohol 	<ul style="list-style-type: none"> • Dramatic depiction of illegal drug use/prescription abuse, tobacco, vaping or alcohol use presented in the context of entertainment • Breaking News or Op -Ed coverage of illegal drug use/prescription abuse, tobacco, vaping or alcohol use 	<ul style="list-style-type: none"> • Educational, Informative, Scientific treatment of illegal drug use/prescription abuse, tobacco, vaping or alcohol • News feature stories on the subject
Spam or Harmful Content	<ul style="list-style-type: none"> • Glamorization /Gratuitous depiction of Online Piracy 	<ul style="list-style-type: none"> • Dramatic depiction of Spam or Malware presented in the context of entertainment • Breaking News or Op -Ed coverage of Spam or Malware 	<ul style="list-style-type: none"> • Educational, Informative, Scientific treatment of Spam or Malware • News feature stories on the subject

CONTENT CATEGORY	High Risk	Medium Risk	Low Risk
Terrorism	<ul style="list-style-type: none"> • Depiction of terrorist actions that are disturbing, agitating or promotes harmful acts to others or society • Terrorist content requiring a viewer advisory • Insensitive and irresponsible treatment of terrorism/ related crimes 	<ul style="list-style-type: none"> • Dramatic depiction of terrorism presented in the context of entertainment • Breaking News or Op-Ed coverage of acts of terrorism 	<ul style="list-style-type: none"> • Educational, Informative, Scientific treatment of terrorism • News feature stories on the subject
Debated Sensitive Social Issue	<ul style="list-style-type: none"> • Depiction or discussion of debated social issues and related acts in negative or partisan context 	<ul style="list-style-type: none"> • Dramatic depiction of debated social issues presented in the context of entertainment • Breaking News or Op-Ed coverage of partisan advocacy of a position on debated sensitive social issues 	<ul style="list-style-type: none"> • Educational, Informative, Scientific treatment of debated sensitive social issues and related acts including misinformation • News feature stories on the subject
Misinformation	<ul style="list-style-type: none"> • Glamorization/Gratuitous depiction of misinformation 	<ul style="list-style-type: none"> • Dramatic depiction of misinformation presented in the context of entertainment • Breaking News or Op-Ed coverage of misinformation 	<ul style="list-style-type: none"> • Educational, Informative, Scientific treatment of misinformation. • News features describing various misinformation campaigns as such

Exhibit 2
HJC-WFA-GARM-000001911
GARM Charter

OUR WORKING CHARTER: PRIORITIES FOR UNCOMMON COLLABORATION

This document is our cross-industry industry alliance's working charter. It represents our current and shared agreements on where we will focus our multilateral work, and as such the GARM reserves the right to update the document to reflect changes in priorities. This document is correct and approved as of 17 January 2020.

The rapid growth of digital communications and commerce has connected the world in unprecedented ways. Many of these connections come from advertising-supported platforms which provide immense utility to the billions of people who use them. But as the size of the audiences, and the volume of advertising and commerce on these platforms has grown, in turn, bad actors have been attracted to the environments

These individuals or groups act as advocates for harmful behavior online, spreading content glorifying harmful behaviors, and at times actively profiting from it. This dynamic is a threat is too costly for all; people, brands, agencies and media platforms.

Many industries and organizations have robust responsibility and safety programs around how they source, create and distribute products – we must extend this same sensibility into advertising and media given its impact on consumers and society.

The Global Alliance for Responsible Media (GARM) exists to create a more sustainable and responsible digital environment that protects consumers, the media industry, and society as a result. The GARM is a first-of-its-kind industry-wide, but advertiser centric community of global brands, media agencies, media owners and platforms, and industry bodies. We are using our uncommon collaboration to ensure that there are more positives from digital communications and commerce, and that we effectively reduce the availability and monetization of harmful content.

The GARM believes that advertiser-funded media platforms should take the necessary steps to address the availability, acceleration or funding of harmful content and behaviors. We are committed to

- taking actions which will better protect everyone (children in particular) online; and
- working towards a media environment where hate speech, bullying and disinformation is challenged and
- taking steps to ensure personal data is protected and used responsibly when given

We are committed to removing economic incentive and reducing operational loopholes that are exploited by bad actors.

Our initial focus is on safety for consumers and brands. The Alliance’s members acknowledge their collective power to improve this and are identifying concrete initiatives, creating shared processes and common protocols for protecting people and brands.

We have spent considerable time immersing ourselves with the challenge: speaking to technologists, researchers, platforms, agencies, and advertisers. The opportunity for the GARM is clear; **we will make it easier for all participants to uphold responsible media operations by creating norms that face into technology development, categorization and monetization of content, and incident measurement. – We believe this will ultimately improve the consumer and brand experience, and thereby reduce societal risk.** We will enable this by our three strategic focus areas:

1. Establishing shared, universal safety standards for advertising & media
2. Improving and creating common brand safety tools across the industry
3. Driving mutual accountability and independent verification and oversight

The efforts of GARM will now seek to enable these three strategic focus areas through the following working solutions that will be prioritized via the GARM’s roadmap. This collection of endeavors reflects our current consideration set of where to drive our uncommon collaboration. The GARM will report on how we prioritize and deliver across these areas in our journey together:

Establishing shared, universal safety standards for advertising & media

- **Advance shared language and standards for advertising & media:** Advance the adoption of an industry wide common definition of categories of harmful, non-brand safe and suitable content to improve the effectiveness of consumer and brand safety across platforms, geographies and formats

OUR WORKING CHARTER: PRIORITIES FOR UNCOMMON COLLABORATION

- **Establish advertiser-facing visible rating systems to improve trust and governance:** Verify that each platform has an easy to access and understand risk framework for advertisers and agencies that works across advertising products, and content
- **Educate operators and stakeholders:** Commit to scaling easy-to-access education programs to ensure that all parties are aware of existing tools and best practices to advance online safety.

Improving and creating common brand safety tools across the industry

- **Create accessible controls for monetization:** Ensure that platforms have accessible controls that can quickly and effectively remove harmful content from monetization pools and campaigns based on guidelines.
- **Improve operations to better connect risk settings:** Ensure that consumer and brand safety protection practices keep up with the speed of changing community standards by creating tools that better connect with advertiser and agency risk settings.
- **Make conversations safer:** Ensure that safety tools and processes can address the safety and suitability concerns in comments when and where appropriate.
- **Create new anticipatory tools together:** Support individual platforms and cross-platform collaboration to create anticipatory tools which contain and remove harmful content and bad actors.

Driving mutual accountability

- **Advance how impact is measured:** Explore ways to advance the transparency and independent partnership in how industry partners report on their steps to categorize, size and remove harmful content and its creators.
- **Clarify platform safe content policies:** Create transparency in how individual platforms make their content with and monetization decisions and detail their remediation policies to affected parties.

We are confident that these actions will make digital and social media environments safer - for our users, customers and for marketers.

Member organizations follow:

Exhibit 3
HJC-WFA-GARM-000003685
WFA Executive Committee Twitter
Pre-Read

SESSION BACKGROUND + GOALS: What do I need to know ahead of this session? What will a successful session look like?

Twitter has been a mainstay in the headlines for some months now, ranging from the change in ownership, new products, layoffs, and platform safety concerns. Twitter’s ownership and new executive team working on industry relations and brand safety are meeting with the WFA ExecCo and GARM Steer Team to address a series of concerns relative to Twitter’s commitments to brand safety in GARM.

This will be Twitter’s first joint meeting with the WFA ExecCo and the GARM Steer Team, and it will be our first meeting with their new ownership. With that said, Twitter has met with several members in forums facilitated by advertising agency holding companies (run from 2 to 9 Nov) or in Twitter’s Influence Council (4 Nov).

We plan on managing the conversation focus areas tightly; there are a series of topics that are appropriate for conversation that are pertinent to Twitter as a member of GARM and an ad-supported media platform. Likewise, there are a series of topics that are inappropriate for an industry association to raise, given our needs to steer clear of collusive behaviors that include dealmaking, some of which Twitter’s ownership has raised in the public domain.

In terms of outcomes, we are prioritizing the following:

1. Clarify some misconceptions and public posturing relative to boycotts and collusion by referencing **WFA and GARM’s longstanding position on boycotts** (and threats of retaliatory boycotts) as firstly being illegal in several markets and secondly harmful to any meaningful progress. We will also underscore that individual companies are making media investment decisions based on individual risk tolerances and reputational concerns.
2. We establish a **clear concern over data relative to platform safety**, with regard to its recency, granularity, and its accreditation by independent third parties.
3. We register that Twitter must **advance integrations ranging from placement to verification, and third party audit of its brand safety controls**
4. We **challenge Twitter to improve through practical steps which can be reviewed periodically**, managed by the GARM Steer Team

ASSESSING TWITTER’S STATUS: What did we do to establish a ground truth in a rapidly changing environment?

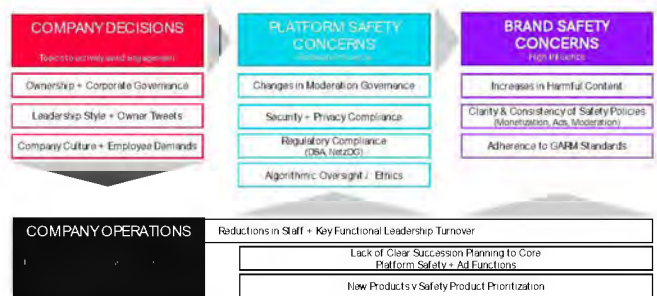
Twitter is in flux – some of it driven by staffing changes¹, some of it driven by real-world events. We took a four-pronged approach at building an assessment based on GARM Platform Implementation Grids², Partner Social Listening³, GARM Aggregated Measurement Report⁴, and finally a WFA-GARM Benchmark Survey⁵.

Advertisers and agencies are concerned by a compounding of issues that impact Platform Safety and Brand Safety, with Staffing and Changing Priorities at the core – having many of them take a ‘wait and see’ posture

Delving into the results of the WFA-GARM benchmark, **86% of ad buyers feel that the change in ownership is a significant issue**. Further, **71% of advertisers and agencies feel that change in ownership will have a negative or very negative impact on Twitter**. Despite the anxiety, most advertisers and agency leaders were choosing to suspend judgment and have ‘a wait and see’ posture.

We deliberately fielded the survey as open-ended questions to ensure we were not leading responses. What became fundamentally clear was that **advertisers and agencies are recognizing that there is an interplay between Company Operations, Platform Safety Concerns and Brand Safety Concerns**.

Twitter: Compounding Impacts to Brand Safety



Social listening data pertinent to harmful content disputes Twitter claims, accelerating demands that Twitter open its platform to third-party advertising controls and seek MRC Content Level Brand Safety Accreditation

¹ GARM estimates that Twitter is at 33% of original staff levels (from 7,500 to now an estimated 2,500), with the latest reporting on disciplines critical to advertising servicing outdated to 6 Nov (defined as client service taking a 25% hit at the time, brand safety taking 0% hit at the time, and site integrity taking an 11% hit at the time)

² The GARM Platform Integration Grids is a first-party assessment framework developed by the GARM Steer Team to establish a member-facing overview of how each platform works with GARM. These are mutually reviewed by GARM and the platforms in an agreed comment period.

³ Social listening was pulled from multiple sources spanning GroupM Social Intelligence to CyberWell to Network Contagion Research Institute, we assessed the presence of harmful content on Twitter albeit without ‘full firehose data access.’

⁴ A semiannual report by GARM with four volumes at current, the Aggregated Measurement Report provides a focus on platform safety, brand safety and safety enforcement data.

⁵ This was a survey by the GARM Steer Team to survey WFA members and GARM members (marketer and agency only) on perceptions of Twitter, fielded 7 – 14 Nov, with 118 responses.

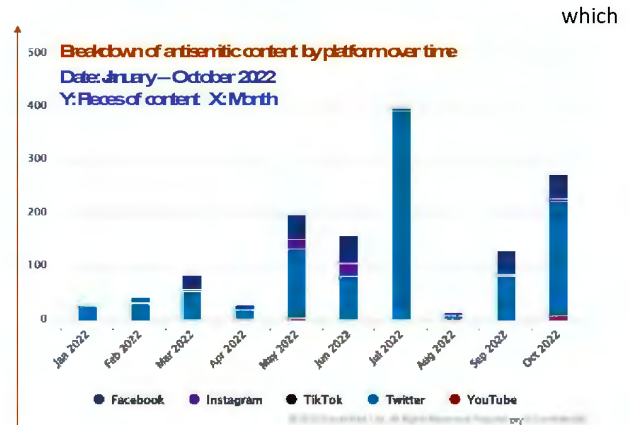
Twitter has participated in the GARM Aggregated Measurement Report since its launch in April 2021. However, at current **Twitter’s transparency reporting data is older than its peers’ by 6-months. For this reason, the industry is more reliant on independent social listening data.**

In our review of partner social listening data, we are troubled by some leading indicators that suggest Twitter is overwhelmed and under-resourced to address the threat of harmful content.

When looking across platforms, GroupM has observed an **increase in toxic content on Reddit of 11%, contrasted with a 22% increase on Twitter.** Drilling down deeper, the table at left from GroupM Social Intelligence shows that hate speech topics for Antisemitism and the N-word are also increasing at higher rates than the norm. This is corroborated via data shared by CyberWell, demonstrates a similar time-based analysis. Moreover, **CyberWell analysis suggests 87% of online Antisemitism for 2022 is from Twitter.**

GroupM Social Intelligence Twitter Analysis	Pre-Purchase v YAG 15 – 27 Oct	Post-Acquisition v YAG 28 Oct – 11 Nov
Antisemitic Terms	4.7x	6.2x
N-Word	1.3x	3.5x

All of these data sources call into question Twitter’s first-party data and analysis of violative content data shared by their former head of site integrity on 9 Nov. Data provided by Twitter here starts to answer some questions raised by GARM two years ago on the reach of harmful content. However, in this case, we should be concerned that the historical and current levels of harmful content available will only grow under the new modus operandi shared by Twitter ownership on 18 Nov, trying to delineate freedom of speech, freedom of reach, and monetization.



Advertisers and civil society stakeholders must have more transparency to assess platform and brand safety. It is therefore essential that **Twitter improve its transparency reporting processes increasing the frequency (from semiannual to quarterly releases), increase granularity of reporting to policy and content category level. We also call upon Twitter to open its full platform to independent social listening.**

With the prospect of harmful content prevalence increasing, Twitter must fast-track third-party targeting and measurement tools s permissive platform content policies place an emphasis on moderation and enforcement

Twitter endorses the GARM Brand Safety Floor + Suitability Framework, supporting all 12 content category definitions inclusive of scaled and vexing topics like Hate Speech and Acts of Aggression, Misinformation. However, Twitter makes a notable exception on Adult Explicit Sexual Content⁶. When we look at the GARM Aggregated Measurement Report, we see that 45% of Twitter enforcements are for Adult Explicit Sexual Content. In September we saw a network trafficking in child sexual abuse material uncovered by researchers scrutinizing the platform. In short, more permissive platform policies with staffing shortages will place advertisers at new, higher risks of running ads adjacent to harmful content that should suppressed and demonetized.

To counter these risks, we implore Twitter to fast-track planned third-party post-campaign measurement programs – but more importantly introduce net new third-party pre-bid filtering tools.

Finally, we will ask Twitter to **continue with their in-process MRC Content-level Brand Safety Audit** – this is the essential assurance to advertisers and agencies that a platform is able to analyze, categorize, monetize, and measure according to platform design and industry standards, set in part by GARM.

RECAPPING ON REQUESTS: What should we look to hear from Twitter?

From this session, we are looking for the following clarifications, and commitments from Twitter:

CLARIFICATIONS	COMMITMENTS
<ol style="list-style-type: none"> 1. Role of advertising in Twitter’s business model 2. Staffing + business continuity on platform + brand safety 3. Content moderation policy governance 4. Monetization policy governance 	<ol style="list-style-type: none"> 1. Meaningfully improve transparency reporting frequency + granularity 2. Open the platform to third-party social listening (full fire hose) 3. Fast-track third-party integrations for pre-bid and post-buy controls 4. Pursue MRC accreditation of brand safety practices

ENGAGEMENT: How will we manage time?

Rob Rakowitz will be on point to moderate the session. The WFA ExecCo will be joined by the GARM Steer Team in support of the conversation.

In the hour together we will divide our time accordingly:

⁶ Consensual adult nudity is permitted on Twitter but not monetized

AGENDA ITEM	LEAD	TIME
Opening remarks from WFA, referencing desired outcomes	Stephan Loerke	5min
Opening remarks from Twitter, response to agenda	Elon Musk	10min
WFA ExecCo + Steer Team Member Question-driven Discussion	Rob Rakowitz to facilitate, TBC individual questioners	40min
Review of agreements Review of future areas of alignment Review of next steps	Rob Rakowitz	10min

Stephan and Rob will reach out to nominated ExecCo Members and Steer Team members to ask some prepared and pointed questions on the following topics:

- A. The role of advertising in Twitter's future
- B. The plan to balance freedom of speech and reach
- C. The plan to uphold statutory requirements in regulation
- D. The plan to close the gap on slipping standards on controlling harmful content, reporting delays, changes in monetized users,
- E. The plan to address business continuity concerns due to staffing cuts and departures

APPENDIX: How is Twitter currently implementing GARM Standards?

COMMON DEFINITIONS:
Setting an industry standard for monetization limits on harmful and sensitive content via the GARM Brand Safety/Floor + Suitability Framework

Assessment	While Twitter <u>supports GARM monetization standards</u> , it <u>doesn't apply to all products</u> , there are still <u>no first-or-third-party controls</u> linked to GARM definitions, there are <u>known moderation exceptions for Adult & Explicit Sexual Content</u> , and there is an <u>influx of hate speech content on the platform targeting Jews and blacks resulting in a doubling of baseline levels compared to other platforms</u> .
Potential Resolutions	<ol style="list-style-type: none"> 1. Open the platform (full firehose) to approved social listening tools and partners to benchmark the effectiveness of platform moderation 2. Fast-track planned third-party post-campaign measurement (DV, IAS), and net-new third-party pre-bid targeting

COMMON MEASURES:
Setting a single access point for advertising stakeholders to get essential media safety data via the GARM Aggregated Measurement Report

Assessment	While Twitter participates in the <u>Aggregated Measurement Report</u> , its <u>data submissions are older than its platform peers</u> , there is still <u>no content-policy-level data sharing</u> , and while there was informal ad-hoc sharing of reach of harmful content removed by ex-head of integrity Yoel Roth, <u>advertisers don't have a full view of the platform's safety</u> .
Potential Resolutions	<ol style="list-style-type: none"> 1. Close the time gap on transparency reporting (from 6-months in arrears), increase frequency to quarterly (from semiannual) 2. Provide key data (consumer safety, advertiser safety, platform enforcement) on content policy levels

COMMON TOOLS:
Setting a single access point for advertising stakeholders to get essential media safety data via the GARM Aggregated Measurement Report

Assessment	While Twitter <u>supports the GARM Adjacency Standards + Controls Framework</u> , we are <u>concerned that staff cuts and other product developments may delay controls for feed</u> , delaying advertiser needs
Potential Resolutions	<ol style="list-style-type: none"> 1. Clarify product timeline and stack priority v other Twitter 2.0 projects

INDEPENDENT VERIFICATION + OVERSIGHT:
Moving forward best-in-class auds, brand, and a id

Assessment	While Twitter are <u>in progress for MRC Accreditation</u> , we need <u>clear commitments on timelines to move forward from the preassessment phase</u> , again concerned that <u>staff cuts and other product developments may delay progress</u> , avoiding essential advertiser guarantees
Potential Resolutions	<ol style="list-style-type: none"> 1. Clarify timeline and stack priority v other Twitter 2.0 projects

Exhibit 4
HJC-WFA-GARM-000005465
GARM Shared Source Program

Shared Source Program Proposal



What is the context for the program proposal?

GARM standards like the Brand Safety Floor + Suitability framework describe content categories and variations in a strategic framework that is helpful to multiple stakeholders ranging from advertisers, agencies, platforms, and third-party ad tech providers to *define* types of content.

While the Brand Safety Floor + Suitability Framework document is helpful to set advertiser targeting strategy and align platform policies, there is a broader set of stakeholders involved in the process of content categorization and monetization systems.

Previously, GARM has been involved in conversations around expanded guidance relative to the framework and taxonomy via representatives and the IAB TechLab Taxonomy Working Group. Efforts here were slow in pacing and took on varying interpretations in an academic way. Because of this, the expanded guidance effort was disbanded. GARM members reconvened bilaterally and multilaterally, and have identified a better route forward based on content analysis, to realize the intended goals of a more consistent application of GARM guidelines in content classification systems.

This program will create a shared dataset that will inform technologies which categorize content suitable for monetization that can be used by members involved in content categorization, content targeting, and content measurement/reporting. This program will benefit ad buyers, ad sellers, and companies involved in the targeting and reporting of content suitable for monetization.

This program will drive the following goals The need and opportunity to take the Brand Safety Floor + Suitability Framework forward along the following lines for improvement:

Improved Consistency	<p>Improve the consistency and predictability of content adjacencies for placement guidelines</p> <p>Increase the consistency of content categorizations across services, whether first-or-third party (depending on company application)</p>
Enhanced Specificity	<p>Improve the specificity of content categorizations based at the individual service level (for ad sellers and adtech companies)</p> <p>Make more clear the delineation of content categorization in edge cases, with a specific priority that ensures that Floor and High Risk content are clearly understood in automated systems</p>
Improved Access + Transparency	<p>Improve the access of GARM standards throughout the ecosystem via turnkey assets (AI/ML datasets) by publishing the dataset via GARM and the IAB TechLab</p> <p>Improve the engagement on and transparency of content categorization with key stakeholder groups like publishers and content creators</p>
Independent Reference	<p>Establish a common reference point for industry benchmarking for use by recognized auditing bodies (TAG for process audit, MRC for effectiveness audit)</p>

How will the proposal be decided?

Developing multistakeholder, cross-industry solutions can be complicated, but in GARM we've made it less complex than necessary. We will be working within a cross-section of two Working Groups (Solutions Developers Working Group and the Standards + Definitions Working Group) to develop a program.

It is essential that we are clear on development and decisioning as this program brief moves forward

Commented [REDACTED]: Curious on the inclusion of this and the outcome --- was this because there may not have been a strong need, there wasn't clear consensus beyond the existing framework?

Commented [RR2R1]: Consistency of application Need to weigh in on high risk v floor

Commented [RR3R1]: JB - we're doing the same thing in terms of outcomes but in a better way

Commented [RR4]: Area of high value is setting the delineation between the Floor + High Risk for each content category (Tamara)

Commented [RR5R4]: Data Set - not re-litigating the framework (JB)

Commented [RR6R4]: Data Set is the product...insights via peer interaction

Commented [RR7R4]: White paper as a byproduct

Shared Source Program Proposal



The development of the program will follow all other GARM work where standards and solutions are developed, with the following governance:

GROUP	DECISIONING LEVEL	DETAIL
Working Group	Recommend	Develops the content of the program – whether a standard or a solution
WG Member Companies	Agree	The proposal to be reviewed by the GARM Steer Team for eventual endorsement
GARM Member Companies	Perform	The implementation of the solution in individual relevant GARM member companies (individual and independent decision after program approvals by the GARM Steer Team)
GARM Experts (MRC, TechLab, NGO Consult Group)	Input	Participates in the program as key stakeholders, contributing expertise or key resources to enable the program
GARM Steer Team	Decide	Reviews the program (in phases and at final stage) and ensures that the program fits with GARM’s strategic plan and intent

What is the ?
 The Shared Source Suitability Initiative has been proposed by Zefr in the Solutions Developers Working Group, and supported by Advertising HoldCos (Publicis Media and GroupM) as well as several peer verification companies (GumGum, IAS, DoubleVerify, Sounder, Channel Factory, Peer 39, Unitary, Pixability, Barometer, Zefr), and an agreement to explore and collaborate on this program from key platform members (YouTube, Meta, Twitch, SiriusXm).

This program has two overall phases:

Phase 1 [Create]	Creation of a shared dataset that activates the GARM Brand Safety Floor + Suitability Framework
Phase 2 [Evolve]	Continued collaboration of the program to help evolve datasets to answer the challenge of new formats or edge cases

In terms of the program development, the team has developed a working list of identified critical requirements for each phase already:

Phase 1 [Create] Requirements	Phase 2 [Evolve] Requirements
<ol style="list-style-type: none"> 1. Collection of content from across formats, platforms, and languages 2. Warehousing of blinded content (anonymized by source) in a shared database (proposed via IAB TechLab) 3. Allow for human review and labeling within services via randomized assignment of content to review and an explanation for rationale 4. Conduct a peer review process to normalize scoring 5. Document normalized scoring for AI/ML models for the full 36/48 cell model of the GARM Brand Safety Floor + Suitability Framework 	<ol style="list-style-type: none"> 1. Identify criteria where guidance on the application of the GARM Brand Safety Floor + Suitability Framework could be updated 2. Development of a process to nominate new content or format for peer review to update existing shared data sets

Commented [RR8]: Two phases:
 1 Create [align on data set]
 2 Govern [answer ongoing questions]

Commented [RR9R8]: Govern v Evolve

Commented [mh10]: Rob, I think your existing comments

Commented [RR11R10]: Support needs to be reworded

Commented [RR12R10]: What is the process and where are we and what are the decision points along the way?

Commented [RR13R10]: What are the intended changes?

Commented [RR14]: What is the starting point for review?
 What is the mechanism for nominating?

Commented [RR15]: Importance in rationale/why for categorization

What are the parameters for the program and proposal?

<p>What are the bounds of the program? What is in-scope and out-of-scope?</p>	<p>This program is expressly designed to ensure that technologies are in service of agreed upon industry standards, and the policies linked to them.</p> <p>Therefore, the following sets out the parameters for the program:</p> <p>In-scope:</p> <ul style="list-style-type: none"> • Content Classifiers: Business rules that exist in the automating systems that analyze, identify, and categorize content for the purposes of monetization • Adoption of Classifiers: To-be-agreed-upon disclosure of if and how shared data sets will be used • Independent Reference: The ability to use the datasets to assist auditing bodies • Assisting New Entrants: The ability to use shared datasets for members in GARM <p>Out-of-Scope:</p> <ul style="list-style-type: none"> • Monetization Policy / Standards: The program will not challenge the policies underlying the agreed GARM Brand Safety Floor + Suitability Framework.
<p>Who needs to be involved and what skillsets?</p>	<p>Platform + Ad tech experts spanning the following responsibilities</p> <ol style="list-style-type: none"> 1. Policy experts (moderation, monetization) 2. Taxonomy experts (categorization) 3. Data science experts (AI/ML modeling) 4. Accreditation services (tech standards)
<p>Why is this program being proposed?</p>	<ul style="list-style-type: none"> ▪ Industry clarity or education ▪ New participant onboarding ▪ Addressing existing usage challenges [varied use and interpretation]
<p>How will industry stakeholders 'experience' the program?</p>	<p>Ad sellers + ad tech companies will be able to access AI/ML data sets via an agreed access point</p> <p>Periodic reviews will happen to update the models to account for formats, categories, languages</p>
<p>How will this change benefit the industry? How will this program benefit GARM?</p>	<ol style="list-style-type: none"> A. As the GARM Brand Safety Floor + Suitability Framework aligned definitions, the GARM Shared Source Model will align classifiers B. These classifiers will help create a common reference point for platforms and ad tech partners that opt-into the program C. Ad buyers will see more consistency amongst participants – whether via first party tools, third party tools in media placement D. New industry entrants or new entrants to GARM (ad sellers or placement services) will be able to accelerate their use of GARM through shared models



What are the Outstanding Questions the project team have identified and have agreed to address?

- Content reviewers: what are the criteria for reviewers to be included? What makes a reviewer valid and vetted?
- Content hosting: What will be the system for this [TechLab to detail]? How will content be successfully blinded?
- Data Set Development / Content sourcing: How will content be sourced or nominated for review? Is there a representative sample (format, genre, language) that we will adhere to?
- Content review: How will novel or new content for review be nominated? How will bias for genre or formats be tracked?
- Normalized scoring: Who is normalizing the scoring? What is the methodology for this?
- KPIs: How will success be measured?

Exhibit 5
HJC-WFA-GARM-000007480
Impact of Brand Safety on News Revenue

Message

From: [REDACTED]@publicis.com]
Sent: 09/08/2022 12:09:49 PM
To: Rob Rakowitz [REDACTED]@wfanet.org]; [REDACTED]@4as.org]; Joe Barone [REDACTED]@groupm.com]
CC: Phil Smith [REDACTED]@isba.org.uk]; [REDACTED]@wfanet.org]
Subject: RE: GARM: Open Source Development / Collaboration on Floor + Framework

Ironically wasn't it Zefr that used the GARM logo first in their marketing and quizzes? 😊

I'm on-board with this, and agree that we need to have a strong idea of what outcomes and "badging" look like.

[REDACTED]



[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]@publicis.com

From: Rob Rakowitz [REDACTED]@wfanet.org>
Sent: Tuesday, August 9, 2022 7:16 AM
To: [REDACTED]@publicis.com>; [REDACTED]@4as.org>; Joe Barone [REDACTED]@groupm.com>
Cc: Phil Smith [REDACTED]@isba.org.uk> [REDACTED]@wfanet.org>
Subject: Re: GARM: Open Source Development / Collaboration on Floor + Framework

External to the Groupe / en provenance de l'extérieur du Groupe

Hi –

I met with [REDACTED] from Zefr yesterday morning – they are very onboard with the idea and from their perspective GumGum and Peer39 are likely in the same space based on previous discussions. The nice thing is that we have good format and location coverage if the three of them form the kernel. He did indicate that IAS and DV would likely be against, and I think that tracks with our collective experience. That's OK in my book.

Additionally, [REDACTED] did raise some concern about 'logo slap' uses of GARM where ad tech interfaces don't go into the nuance and force users to set a suitability setting in the targeting or reporting tool set-up. This is something we should take on in terms of governance within the Solutions Developers Working Group to make sure that GARM work is executed with rigor.

Let's try and grab time before the week is out to close the loop on this if we can.

Thanks!

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones.
Although I have sent this at a time that is convenient for me, it is not my expectation that you read,
respond or follow up on this email outside your hours of work.

From: [REDACTED]@publicis.com>
Date: Friday, August 5, 2022 at 10:38
To: Rob Rakowitz [REDACTED]@wfanet.org> [REDACTED]@4as.org>, Joe Barone [REDACTED]@groupm.com>
Cc: Phil Smith [REDACTED]@isba.org.uk>, [REDACTED]@wfanet.org>
Subject: RE: GARM: Open Source Development / Collaboration on Floor + Framework

I'm onboard! Let us know next steps
[REDACTED]

From: Rob Rakowitz [REDACTED]@wfanet.org>
Sent: Friday, August 5, 2022 9:15 AM
To: [REDACTED]@publicis.com [REDACTED]@4as.org>; Joe Barone [REDACTED]@groupm.com>
Cc: Phil Smith [REDACTED]@isba.org.uk>; [REDACTED]@wfanet.org>
Subject: Re: GARM: Open Source Development / Collaboration on Floor + Framework

External to the Groupe / en provenance de l'extérieur du Groupe

That's 100% where I want to go - is have Zefr lead out a coalition of the progressive and willing - we focus in on Misinformation and Debated Sensitive Social Issues - it will make a lot of headway.

Separately I have a very long-winded vent from Thompson Reuters on LinkedIn that News is again a victim of the industry and the Floor and Framework mention News too much and drives a blocking - on that I want to drive a x-agency convo on what's being seen from large investment books...

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

[REDACTED]@wfanet.org

From: [REDACTED]@publicis.com>
Sent: Friday, August 5, 2022 8:45:22 AM
To: [REDACTED]@4as.org>; Joe Barone [REDACTED]@groupm.com>
Cc: Rob Rakowitz [REDACTED]@wfanet.org>; Phil Smith [REDACTED]@isba.org.uk>; [REDACTED]@wfanet.org>
Subject: Re: GARM: Open Source Development / Collaboration on Floor + Framework

If platforms can get on board with high level definitions, and dive deeper into a few categories, then it's certainly possible to provide much greater details across all 12, especially Sensitive topics & misinformation. I believe the

industry's hesitancy with #3 though could be attributed to a fear of commoditization by some of the larger verification players.

I loved [REDACTED] article, and we certainly would need a few brave companies like Zefr to break down barriers that could allow for smaller entrants to compete on the big stage with walled gardens & in open web.


[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED] [@publicis.com](mailto:[REDACTED]@publicis.com)
[REDACTED]

From: [REDACTED] [@4as.org](mailto:[REDACTED]@4as.org)>
Sent: Friday, August 5, 2022 8:13:00 AM
To: Joe Barone [REDACTED] [@groupm.com](mailto:[REDACTED]@groupm.com)>
Cc: Rob Rakowitz [REDACTED] [@wfanet.org](mailto:[REDACTED]@wfanet.org)>; [REDACTED] [@publicis.com](mailto:[REDACTED]@publicis.com)>; Phil Smith [REDACTED] [@isba.org.uk](mailto:[REDACTED]@isba.org.uk)>; [REDACTED] [@wfanet.org](mailto:[REDACTED]@wfanet.org)>
Subject: Re: GARM: Open Source Development / Collaboration on Floor + Framework

External to the Groupe / en provenance de l'extérieur du Groupe

Thanks all. I agree that we need to find ways to collaborate and I'm aligned with Rob's framing of 1/2/3. The challenge with #3 is the unique aspects of each platform/publisher/adtech provider so it will be interesting to see where collaboration can occur.

[REDACTED]
[REDACTED] office
[REDACTED] [@4As.org](mailto:[REDACTED]@4As.org) / www.4As.org
[REDACTED]
[REDACTED]



Hot Takes and Great Debates - The Path Forward for Modern Planning.
Join us in New York City for strategy's biggest conference of the year! [Register now.](#)



Notice of Confidentiality: The information contained in this message is confidential and may constitute inside or non-public information under international, federal or state laws and is intended only for the use of the addressee. Unauthorized forwarding, copying, printing, distributing, or using such information is strictly prohibited and may be unlawful. If you are not the addressee, please promptly delete this message and notify the sender of the delivery error by email. Thank you.

On Thu, Aug 4, 2022 at 11:29 AM Joe Barone [REDACTED] [@groupm.com](mailto:[REDACTED]@groupm.com)> wrote:

I think it may be too late to drive consistency, so many players have built out their models....agree it's worth understanding the problem per Yale's suggestion before we design a solution...

Joe Barone

Managing Partner Brand Safety Americas

GroupM

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] [@groupm.com](mailto:[REDACTED]@groupm.com)



BLACK LIVES MATTER.

From: Rob Rakowitz [REDACTED] [@wfanet.org](mailto:[REDACTED]@wfanet.org)>

Sent: Thursday, August 4, 2022 11:00 AM

To: [REDACTED] [@publicis.com](mailto:[REDACTED]@publicis.com)>; Joe Barone [REDACTED] [@groupm.com](mailto:[REDACTED]@groupm.com)>; Phil Smith [REDACTED] [@isba.org.uk](mailto:[REDACTED]@isba.org.uk)>; [REDACTED] [@4as.org](mailto:[REDACTED]@4as.org)>

Cc: [REDACTED] [@wfanet.org](mailto:[REDACTED]@wfanet.org)>

Subject: Re: GARM: Open Source Development / Collaboration on Floor + Framework

Hi –

This is good context. Hopefully now with the buy in of the work you all started we should have less discrepancies!

For me I am almost seeing that:

Level 1 is every platform or adtech provider in GARM,

Level 2 is hopefully most adtech and ad sellers,

Level 3 would be a real limited set who are willing to abandon competitive tensions and co-create something

So it'd be a bit about opting into Levels 2 and/or 3 – to Marla's point made in other meetings Level 1 becomes a prerequisite to joining GARM fully...

Rob Rakowitz

Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers

Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED] <[REDACTED]@publicis.com>

Date: Thursday, August 4, 2022 at 10:38

To: Rob Rakowitz <[REDACTED]@wfanet.org>, Joe Barone <[REDACTED]@groupm.com>, Phil Smith <[REDACTED]@isba.org.uk>, [REDACTED] <[REDACTED]@4as.org>

Cc: [REDACTED] <[REDACTED]@wfanet.org>

Subject: Re: GARM: Open Source Development / Collaboration on Floor + Framework

Thanks for sharing Rob. Back in 2019/2020, the APB did an audit across 150 URLs to understand the discrepancy in 3P classification of content. We found there to be massive discrepancies; however, I believe some of that was based on the lack of distinction in safety vs. suitability and also risk tolerance breakdown within technologies.

It may be worth a refresh of that kind of analysis to understand the level of discrepancies and possibly prioritize which/if categories need better standardization

That said, if I had to vote right now on where to invest time, I'd vote for a hybrid of 2&3.

Best,

[REDACTED]
[REDACTED]
Publicis Media Exchange

[REDACTED]@publicis.com

From: Rob Rakowitz [REDACTED]@wfanet.org>

Sent: Thursday, August 4, 2022 9:23:23 AM

To: Joe Barone [REDACTED]@groupm.com>; Phil Smith [REDACTED]@isba.org.uk> [REDACTED]@publicis.com>;

[REDACTED]@4as.org>

Cc: [REDACTED]@wfanet.org>

Subject: GARM: Open Source Development / Collaboration on Floor + Framework

External to the Groupe / en provenance de l'extérieur du Groupe

Hey guys –

[REDACTED] and I have fielded a series of calls in the past few weeks from the adtech space where there's been a clear hunger/interest for providers to collaborate more openly on our definitions and how they inform models – this has come up from Hotspex and Reach/Mantis just this week and has been a consistent theme.

This is not new news – [REDACTED] and Joe led work on Expanded Guidance relative to Death Injury and Military Conflict, while folks like Zefr called for open collaboration on models to post to GitHub for industry open sourcing.

As I see it there are three potential places or levels on a continuum here:

1/ Individual Taxonomy Implementation: Platform or provider takes GARM definitions and implements it thru tools and policies, proposals and overviews for implementation are taken to the GARM Steer Team for review

2/ Common Taxonomy Standardization: Platform or provider works via GARM on a series of categories to standardize implementation based on types of content (my personal bias here is that it's done in categories where there is more need for precision or transparency like Debated Sensitive Social Issues, Misinformation) – standardization conversations are done via the between platforms and adtech companies via GARM

3/ Shared Taxonomy Model: Platforms and/or providers work together to create open source models (NB Zefr's idea) for all content categories prioritized by a team.

My assumption here is that there will be fall-off between levels 1/2/3 above but wonder if this is something we want to put back on the table at least as a formal framework and see where it goes – it could be a good way for us to spotlight and role model good behavior.

Let me know what you all think!

Thanks

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

Disclaimer The information in this email and any attachments may contain proprietary and confidential information that is intended for the addressee(s) only. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution, retention or use of the contents of this information is prohibited. When addressed to our clients or vendors, any information contained in this e-mail or any attachments is subject to the terms and conditions in any governing contract. If you have received this e-mail in error, please immediately contact the sender and delete the e-mail.

Privileged/Confidential Information may be contained in this message. If you are not the addressee indicated in this message (or responsible for delivery of the message to such person), you may not copy or deliver this message to anyone. In such case, you should destroy this message and kindly notify the sender by reply email. Please advise immediately if you or your employer does not consent to email for messages of this kind. Opinions, conclusions and other information in this message that do not relate to the official business of Group M Worldwide LLC and/or other members of the GroupM group of companies shall be understood as neither given nor endorsed by it. GroupM is the global media investment management arm of WPP. For more information on our business ethical standards and Corporate Responsibility policies please refer to WPP's website at <http://www.wpp.com/WPP/About/>

Disclaimer The information in this email and any attachments may contain proprietary and confidential information that is intended for the addressee(s) only. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution, retention or use of the contents of this information is prohibited. When addressed to our clients or vendors, any information contained in this e-mail or any attachments is subject to the terms and conditions in any governing contract. If you have received this e-mail in error, please immediately contact the sender and delete the e-mail.

Disclaimer The information in this email and any attachments may contain proprietary and confidential information that is intended for the addressee(s) only. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution, retention or use of the contents of this information is prohibited. When addressed to our clients or vendors, any information contained in this e-mail or any attachments is subject to the terms and conditions in any governing contract. If you have received this e-mail in error, please immediately contact the sender and delete the e-mail.

Disclaimer The information in this email and any attachments may contain proprietary and confidential information that is intended for the addressee(s) only. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution, retention or use of the contents of this information is prohibited. When addressed to our clients or vendors, any information contained in this e-mail or any attachments is subject to the terms and conditions in any governing contract. If you have received this e-mail in error, please immediately contact the sender and delete the e-mail.

Exhibit 6
HJC-WFA-GARM-000007848
Ad-Tech Membership

Message

From: [REDACTED]
Sent: 23/05/2022 9:04:18 PM
To: [REDACTED]@twitter.com]
CC: Rob Rakowitz [REDACTED]@wfanet.org]
Subject: Misinfo + ad-tech working group request

Hi [REDACTED]

As you know, GARM has formally opened its membership to independent brand safety providers with the goal of having a more structured way of working and to enable the industry as a whole to drive GARM's work forward. Thus, we have created a solution's developers working group for these ad-tech members. During our last working group meeting the team raised questions, discussed misinformation work they are doing and how GARM can assist. Moving forward, two requests from the working group were:

- Standards and definitions working group to provide clarity on verification process: will there be published/approved sources associated with verification reasoning
- S+ D working group to provide risk level examples for clarity

If you're available, I'd welcome you to share during the next solution developer call on June 14th at noon EST. Please let me know if you would be interested and if you have any questions.

Best,
[REDACTED]

[WFA - World Federation of Advertisers](#)
Brussels • London • New York • Singapore



Exhibit 7
HJC-WFA-GARM-000008325
Zefr/GARM Orchestrating Policy

Message

From: Cameron Cramer [REDACTED]@zefr.com]
Sent: 01/04/2022 6:51:49 PM
To: Rob Rakowitz [REDACTED]@wfanet.org]
CC: [REDACTED]@wfanet.org]
Subject: GARM Misinformation Policy

Hey Rob,

Cameron Cramer here from ZEFR. First off, I just wanted to say how insightful being on these GARM calls the last few months have been. It's been so helpful in orchestrating our policies over here.

I'm reaching out today to see if there is any available insight/preview you might have on the GARM definition of Misinformation that is in the works

I'm hoping to be able to hit the ground running from a ZEFR policy perspective as much as possible when that is released, so anything you have on that front would be greatly appreciated.

Thanks so much and have a wonderful weekend!

--
Cameron Cramer
Sr. Director, Content Policy
[REDACTED]@zefr.com

Exhibit 8
HJC-WFA-GARM-000016155
Rise Above Commercial Interests

Message

From: Rob Rakowitz [REDACTED]
Sent: 17/12/2019 5:00:38 AM
To: [REDACTED]@adl.org]
CC: [REDACTED]@adl.org]
Subject: RE: Confronting harmful content online

H [REDACTED]

It's nice to meet you.

Actually I see that [REDACTED] has been invited to the Multilateral Session we are running as part of the World Economic Forum's Future of Media, Entertainment + Culture on Thurs 23 Jan in Davos.

I started the Global Alliance for Responsible Media back in June, while I was still in my role as the Head of Global Media at Mars Incorporated. I formed this alliance specifically to improve consumer and societal safety in digital media. The work is focused specifically on harmful content and ensuring that there's real work to address what I call the 4C's of harmful content:

- 1) Carriage (presence on platforms),
- 2) Curation (recommendation to consumers),
- 3) Commercialization (revenue share with creators)
- 4) Coordination (work by platforms across their technology, and work with regulators, and law enforcement)

This alliance is run out of the World Federation of Advertisers – the only global forum for marketers.

You may be asking why an advertising industry association and media leaders would be interested in this. At this stage we are seeing c 50-70% of media budgets go over to digital channels (notably from print, and to an extent TV). When you look at where in digital it goes, it's c. 80% of it to walled garden platforms like Facebook and Google/YouTube and Twitter. These platforms are advertising-driven (c. 70%+ of revenues). These walled gardens share advertising revenues with content creators (\$0.55 of each \$1 in media placed) – and you can imagine that this is a large figure at c. \$40B. As they are walled gardens, marketers and their agencies are reliant on their technology to place ads and on their policies, staff and technology to screen for content and media placements for advertising that is safe and suitable.

We know from 2015 that this system is broken.

Roughly a year ago, I drove a breakthrough on the WFA Media Board that point-to-point conversations were getting the industry nowhere; Mars having a conversation with YouTube separate from P&G, and P&G having a conversation with Facebook, and conversations happening at a local and global levels was simply inefficient and not reaching beyond advertising sales teams. In late spring, we started to drive moment around this idea of "uncommon collaboration" to break through the deadlock.

Uncommon collaboration has all sides of the industry together, uncommon collaboration has competitors working together. The goals are to rise above individual commercial interest, focus on consumers and society, to drive focus that is endorsed by major customers of these platforms in a way that cannot be ignored, and finally ensure that there's access to the right decision makers who haven't been part of the demands hitherto.

In June we launched an industry association that now counts 30 global marketers (e.g., Mars, Diageo, P&G, Unilever, Bayer, Beiersdorf, LVMH, GM, Mondelez), all 6 agency holding companies (WPP, Omnicom, Publicis, Dentsu, Interpublic, Vivendi), 7 industry groups (e.g., IAB, ISBA, ANA, WFA), and 10 media platforms (e.g., Google, Facebook, Twitter, Microsoft, NBCU, Verizon, Teads, Unruly).

We have a charter that will go public in Davos that focuses on driving more control for advertisers and agencies in ensuring that we fund the voices we want to associate with, and close down the advertising ecosystem to bad actors. We will do this by driving work in 3 strategic focus areas:

1. Establishing shared, universal safety standards for advertising & media
2. Improving and creating common brand safety tools across the industry
3. Driving mutual accountability and independent verification and oversight

By starting with advertising and media – the major financial underwriters of the platforms, we are convinced we will be able to do our part to address consumer safety, societal health and shrink issues like harmful content across topics like hate speech and fake news.

I am currently directing 5 working groups at the moment to start delivering solutions we've identified, and we will be reporting on them in Davos.

My reason for outreach should be obvious by way of the GARM's mission, and by way of my personal background. We eventually will be working with NGOs around key topics like hate speech and incitement, protecting vulnerable groups, and supporting professional journalism.

Please let me know if further discussions would be of interest to you and [REDACTED]. We are keen to collaborate and address some of the tougher topics in the advertising and media ecosystem – and it will take a mix of provocation and collaboration to get what we know needs to get done, and I am convinced it is starting to work as we embark on development.

Thanks

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

World Federation of Advertisers
London • Brussels • Singapore



From: [REDACTED]@adl.org>
Sent: Friday, December 13, 2019 13:33
To: Rob Rakowitz [REDACTED]@wfanet.org>
Cc: [REDACTED]@adl.org>
Subject: Re: Confronting harmful content online

Rob,

[REDACTED] passed on your message to me. I run ADL's Center for Technology and Society. Can you send me some more information about your initiative, members, and goals?

Thanks for reaching out.

[REDACTED]

--

[REDACTED]@adl.org [REDACTED]

Exhibit 9
HJC-WFA-GARM-000017651
Spotify is Throttled by GARM

Message

From: Ben Jankowski [REDACTED]@modernmediasolutions.org]
Sent: 23/02/2022 10:50:59 PM
To: Rob Rakowitz [REDACTED]@wfanet.org]; Joe Barone [REDACTED]@groupm.com]
Subject: Re: GARM / Spotify: 2022 Kickoff & Audio Sync Materials

his man needs a smack.

Ben Jankowski
Founder and CEO
Modern Media Solutions

[REDACTED]@modernmediasolutions.org
[REDACTED]



From: Rob Rakowitz [REDACTED]@wfanet.org>
Sent: Wednesday, February 23, 2022 5:48 PM
To: Joe Barone [REDACTED]@groupm.com>; Ben Jankowski [REDACTED]@modernmediasolutions.org>
Subject: Fwd: GARM / Spotify: 2022 Kickoff & Audio Sync Materials

Throttled

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

[REDACTED]@wfanet.org

From: Rob Rakowitz [REDACTED]@wfanet.org>
Sent: Wednesday, February 23, 2022 5:47:26 PM
To: [REDACTED]@spotify.com>; [REDACTED]@spotify.com>
Cc: [REDACTED]@wfanet.org>; [REDACTED]@spotify.com>
Subject: Re: GARM / Spotify: 2022 Kickoff & Audio Sync Materials

Hi [REDACTED]

Im sorry but this isn't working.

We are gravely concerned about the lack of fundamental policies and decision making at your platform.

This is a statement backed by the Steer Team - which you will recall functions as a board of directors and brings together P&G, Unilever, Mars, Diageo, 4As, GroupM, ISBA, ANA

I'm a little disappointed by the lack of seriousness this meeting is being handled with - we've held back on press commentary on this incident out of deference.

I'd really like to understand the hold up in securing a root to top with a holistic team covering trust and safety, revenue, etc.

If we're unable to connect and discuss the issues we'll only be able to comment with what we're able to glean.

Thanks

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

[REDACTED]@wfanet.org

From: [REDACTED]@spotify.com>
Sent: Wednesday, February 23, 2022 5:39:28 PM
To: Rob Rakowitz [REDACTED]@wfanet.org>; [REDACTED]@spotify.com>
Cc: [REDACTED]@wfanet.org>; [REDACTED]@spotify.com>
Subject: Re: GARM / Spotify: 2022 Kickoff & Audio Sync Materials

Thanks Rob. Since we will have our Trust and Safety team joining, we were hoping to keep this meeting between Spotify/GARM to talk through all of the questions and dive a bit deeper. However, we are happy to set up a separate call with the Steering Committee following this one. We will most likely have a few additional Spotifyers attend the one with the Committee.

I am out of the office tomorrow and Friday, so looping in [REDACTED] to help lock this in.

On Wed, Feb 23, 2022 at 3:02 PM Rob Rakowitz [REDACTED]@wfanet.org> wrote:
Hi [REDACTED].

Thanks

Let's get in 45m at a minimum - there's a bit to discuss.
Can you send the invite and we'll circulate to the Steer Team?

Thanks

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

[REDACTED]@wfanet.org

From: [REDACTED]@spotify.com>
Sent: Wednesday, February 23, 2022 9:13:33 AM
To: Rob Rakowitz [REDACTED]@wfanet.org>; [REDACTED]@wfanet.org>

Cc: [REDACTED]@spotify.com>

Subject: Re: GARM / Spotify: 2022 Kickoff & Audio Sync Materials

Hi Rob & [REDACTED]

Our team has availability **Friday, March 4th from 11:30 AM - 12 PM EST** if that works on your end? Please let us know who is planning to attend from the GARM side when you get a chance, and if you can send over any questions to help direct the conversation.

Looking forward to getting this scheduled and catching up with you all.

On Tue, Feb 22, 2022 at 12:36 PM [REDACTED]@spotify.com> wrote:

Checking right now, we have some west coasters so will follow back up with you shortly. In the meantime, can you specify who will be attending from your side?

On Tue, Feb 22, 2022 at 12:31 PM Rob Rakowitz [REDACTED]@wfanet.org> wrote:

Do you have any availability earlier? These won't work for Europe based partners

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

[REDACTED]@wfanet.org

From: [REDACTED]@spotify.com>

Sent: Tuesday, February 22, 2022 12:30:37 PM

To: Rob Rakowitz [REDACTED]@wfanet.org>

Cc: [REDACTED]@spotify.com>

Subject: Re: GARM / Spotify: 2022 Kickoff & Audio Sync Materials

Quick follow-up! That first time slot no longer works, however, the rest are still available (see updated below).

Monday, February 28th

4 PM - 4:30 PM

Tuesday, March 1st

2:30 PM - 3:30 PM

On Tue, Feb 22, 2022 at 10:17 AM [REDACTED]@spotify.com> wrote:

Hi Rob,

Hope you had a nice (long?) weekend!

See below for availability for our team. Let me know what works best for you and I can send a calendar out. I will make sure we include the right folks from our side.

Monday, February 28th

3 PM - 3:30 PM

4 PM - 4:30 PM

Tuesday, March 1st

2:30 PM - 3:30 PM

On Fri, Feb 18, 2022 at 3:22 PM [REDACTED] <[REDACTED]@spotify.com> wrote:

Thanks Rob. Working on wrangling schedules and will circle back ASAP with some availability.

[REDACTED]

On Feb 17, 2022, at 10:46 PM, Rob Rakowitz <[REDACTED]@wfanet.org> wrote:

Hi –

Lets push to Mon 28.

Can you please provide some times that work for you.

Thanks

Rob Rakowitz

Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers

Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED] <[REDACTED]@spotify.com>

Date: Thursday, February 17, 2022 at 18:47

To: [REDACTED] <[REDACTED]@spotify.com>

Cc: Rob Rakowitz <[REDACTED]@wfanet.org>

Subject: Re: GARM / Spotify: 2022 Kickoff & Audio Sync Materials

Hi Rob,

Just following up on Julie's note. Let us know the best next steps and if you have any availability next week.

On Wed, Feb 16, 2022 at 5:48 PM [REDACTED] <[REDACTED]@spotify.com> wrote:

They can't make that time on Friday. But, if you send questions before - we can get T&S to weigh in if Friday is still best for you.

Can we also have a list of everyone that will be joining the call? (Our T&S friends want to make sure that we are having a 1:1 with GARM; they are not able to engage with all of our partners directly right now given time constraints.)

This is a priority and the time change is a suggestion to enable getting you time with the T&S team.

Best,

[REDACTED]

[REDACTED]

[REDACTED]

On Wed, Feb 16, 2022 at 5:41 PM Rob Rakowitz [REDACTED] <[\[REDACTED\]@wfanet.org](mailto:[REDACTED]@wfanet.org)> wrote:

Hey [REDACTED] –

I was just about to send a note / invite for Fri @ 11a
Are the T&S folks join that call?

Please let me know.

Thanks

Rob Rakowitz

Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers

Brussels • London • New York • Singapore

[REDACTED]

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED] <[\[REDACTED\]@spotify.com](mailto:[REDACTED]@spotify.com)>

Date: Wednesday, February 16, 2022 at 17:39

To: Rob Rakowitz [REDACTED] <[\[REDACTED\]@wfanet.org](mailto:[REDACTED]@wfanet.org)>

Cc: [REDACTED] <[\[REDACTED\]@spotify.com](mailto:[REDACTED]@spotify.com)>

Subject: Re: GARM / Spotify: 2022 Kickoff & Audio Sync Materials

Hi Rob,

Quick follow up. Would next Tuesday or Wednesday work for this call? We would love to include someone from Trust & Safety if schedules permit.

[REDACTED]

[REDACTED]

On Feb 16, 2022, at 9:52 AM, [REDACTED] <[\[REDACTED\]@spotify.com](mailto:[REDACTED]@spotify.com)> wrote:

Hi Rob,

Following up to see if that time works for you to connect? Also, keep us posted on the questions that you were compiling so we can review them prior to the meeting.

On Thu, Feb 10, 2022 at 1:59 PM [REDACTED] <[\[REDACTED\]@spotify.com](mailto:[REDACTED]@spotify.com)> wrote:

Hi Rob,

Thanks for the update. Looks like **2/18 at 11 AM EST** works best for the Spotify team. Does that work on your end?

We will look out for the questions you are preparing so we can maximize our time next week.

On Thu, Feb 10, 2022 at 7:29 AM Rob Rakowitz <[\[REDACTED\]@wfanet.org](mailto:[REDACTED]@wfanet.org)> wrote:

Hi Team Spotify –

Thanks for the meeting on Monday and thank you for sharing the mapping of how the GARM Harmful Content Categories map to Spotify policies.

Joe and I debriefed the Steer Team on our conversations on Tuesday, and we'd like to meet with you all again ahead of the Community Call this month (by 24 Feb).

The Steer Team still have some outstanding questions on content oversight as it affects monetization. This is particular to areas like hate speech and misinformation.

To be transparent, there is a concern around clarity of rules and consistency of enforcement (in moderation) which puts monetization standards (where GARM work resides) at risk. Further to that, there is a desire to understand how oversight and fairness in enforcement will be drive with notable personalities.

We will acknowledge that Spotify isn't the first platform to wrestle with these issues, but we'd like to understand the mechanisms being developed to address these challenges – especially given distribution fees and more controlled content-level monetization.

Ahead of the session we'd like to explore with you a series of questions that we are compiling which we will send you well in advance of the meeting.

Can you please suggest times that can work ideally for late next week?

Thanks

Rob Rakowitz

Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers

Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones.

Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED]@spotify.com>
Date: Monday, February 7, 2022 at 16:00
To: Joe Barone [REDACTED]@groupm.com>, Rob Rakowitz [REDACTED]@wfanct.org>
Cc: [REDACTED]@spotify.com>, [REDACTED]@spotify.com>, [REDACTED]@spotify.com>, [REDACTED]@spotify.com>, [REDACTED]@spotify.com>
Subject: GARM / Spotify: 2022 Kickoff & Audio Sync Materials

Hi all,

Thanks for your time earlier! We appreciated all of your questions and feedback. As shared, you can find our high level policies against GARM categories attached to this email. In addition, I'd like to share the following resources:




- [Our Spotify Parental Guide](#)
- [Our Terms of Use](#) (Referenced in the Attached)
- [Our Recently Published Platform Rules](#)

As discussed, we will work on compiling our glide path for measurement and agree that perfection should not stand in the way of progress as we move forward. We hope we can continue to utilize GARM as a trusted advisor as we tackle brand safety and suitability. Please don't hesitate to reach out with any questions and we will speak with you, Joe, on Friday!

Best,






 **Spotify**. Advertising

Follow us for the latest on our audience, platform, and partnerships:   






 **Spotify**. Advertising

Follow us for the latest on our audience, platform, and partnerships:   






 **Spotify**. Advertising

Follow us for the latest on our audience, platform, and partnerships:   






 **Spotify**. Advertising




Follow us for the latest on our audience, platform, and partnerships:   

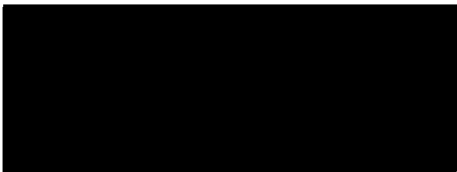







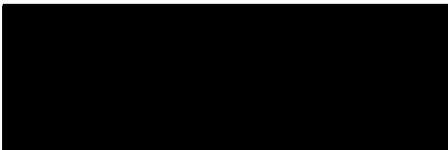
Follow us for the latest on our audience, platform, and partnerships:   



Follow us for the latest on our audience, platform, and partnerships:   



Follow us for the latest on our audience, platform, and partnerships:   






Follow us for the latest on our audience, platform, and partnerships:   

Exhibit 10
HJC-WFA-GARM-000017926
GroupM Demands Meeting with Spotify

Message

From: Joe Barone [REDACTED]@groupm.com]
Sent: 02/02/2022 10:51:58 AM
To: [REDACTED]@spotify.com]; Rob Rakowitz [REDACTED]@wfanet.org]; [REDACTED]
[REDACTED]@groupm.com]
CC: [REDACTED]@spotify.com]; [REDACTED]@spotify.com]; [REDACTED]
[REDACTED]@spotify.com]; [REDACTED]@spotify.com]; [REDACTED]@spotify.com]; [REDACTED]
[REDACTED]@spotify.com]; [REDACTED]@wfanet.org]
Subject: RE: GARM / Spotify: 2022 Kickoff & Audio Sync - follow-up

Good morning, [REDACTED] can you please advise on how my schedule lines up with the dates below?
Thanks JB

Joe Barone

Managing Partner Brand Safety Americas
GroupM



[REDACTED]@groupm.com



BLACK LIVES MATTER.

From: [REDACTED]@spotify.com>
Sent: Tuesday, February 1, 2022 5:21 PM
To: Rob Rakowitz [REDACTED]@wfanet.org>
Cc: [REDACTED]@spotify.com>; [REDACTED]@spotify.com>; [REDACTED]@spotify.com>; [REDACTED]@spotify.com>; [REDACTED]@spotify.com>; [REDACTED]@spotify.com>; [REDACTED]@wfanet.org>; Joe Barone [REDACTED]@groupm.com>
Subject: Re: GARM / Spotify: 2022 Kickoff & Audio Sync - follow-up

Hi Rob,

Thanks for reaching out.

To confirm, our policy also lines up to the GARM Brand Safety Floor categories. However, we would love to discuss this further and address some of your other questions. See below for the team's availability. Also, want to make sure you got the note from [REDACTED] yesterday addressing some of the most recent news. I can put that at the top of your inbox in case you have any questions on that as well.

- 2/4 at 3:30 PM
- 2/7 at 2:30 PM
- 2/7 at 4 PM
- 2/8 at 4 PM
- 2/9 at 1:30 PM

On Tue, Feb 1, 2022 at 4:21 PM Rob Rakowitz [REDACTED]@wfanet.org> wrote:

Hi Team Spotify –

I hope this note finds you all well.

I recognize how busy you all are.

However, I did want to follow-up with you all on the meeting on 17 Jan, specifically around GARM Content Categories x Spotify Community Standards + Ads Policies.

As we discussed in that meeting, we have all of the platforms part of GARM lining up their policies via the GARM Categories (this is in the GARM Aggregated Measurement Report) – screenshot below.

We're going to want to reconvene with you all ASAP to review this step as its critical to understand how Spotify upholds the Brand Safety Floor (stopping ads from appearing against unsafe content), and the Suitability Framework (special treatment of content to ensure an 'opt-in' approach to ad placement in these categories). This is especially pertinent given that GARM is featured in Spotify's Brand Safety resources (which we recognize has evolved over the last few days).

Can you please suggest some time options that work over the next week or so for us to discuss?

Thanks

GARM Aggregated Measurement Report

GARM Content Category	Relevant Platform Policy							
	YouTube	Facebook	Instagram	Twitter	TikTok	Pinterest	Snap	Twitch
Adult & Explicit Sexual Content	<ul style="list-style-type: none"> Nudity & Sexual Content Child Safety 	<ul style="list-style-type: none"> Adult Nudity and Sexual Activity 	<ul style="list-style-type: none"> Adult Nudity and Sexual Activity 	<ul style="list-style-type: none"> Non-Consensual Nudity Sensitive Media Child Sexual Exploitation 	<ul style="list-style-type: none"> Minor safety – sexual exploitation of minors Adult nudity and sexual activities 	<ul style="list-style-type: none"> Adult Sexual Services Adult Content 	<ul style="list-style-type: none"> Sexually Explicit Content 	<ul style="list-style-type: none"> Nudity, Pornography, and Other Sexual Content
Arms & Ammunition	<ul style="list-style-type: none"> Firearms 	<ul style="list-style-type: none"> Regulated Goods: Firearms 	<ul style="list-style-type: none"> Regulated Goods: Firearms 	<ul style="list-style-type: none"> Illegal or certain regulated good or services 	<ul style="list-style-type: none"> Illegal activities and regulated goods – weapons 	<ul style="list-style-type: none"> Dangerous Goods and Activities 	<ul style="list-style-type: none"> Regulated Goods 	<ul style="list-style-type: none"> Violence and Threats
Crime & Harmful acts to Individuals and Society, Human Right Violations	<ul style="list-style-type: none"> Harmful or Dangerous Content Hate Speech Harassment or cyberbullying 	<ul style="list-style-type: none"> Violent and Graphic Content Bullying and Harassment Child Nudity and Sexual Exploitation Suicide and Self-Injury 	<ul style="list-style-type: none"> Violent and Graphic Content Bullying and Harassment Child Nudity and Sexual Exploitation Suicide and Self-Injury 	<ul style="list-style-type: none"> Violence Abuse and harassment 	<ul style="list-style-type: none"> Illegal activities and regulated goods – criminal activities 	<ul style="list-style-type: none"> Child Sexual Exploitation Self-Harm Harassment & Criticism 	<ul style="list-style-type: none"> Threatening / Violence / Harm: 	<ul style="list-style-type: none"> Self-Destructive Behaviour Hateful Conduct and Harassment
Death, Injury or Military Conflict	<ul style="list-style-type: none"> Violent or Graphic Content Harmful or Dangerous Content Suicide & Self-Injury 	<ul style="list-style-type: none"> Violent and Graphic content 	<ul style="list-style-type: none"> Violent and Graphic content 	<ul style="list-style-type: none"> Promoting Self-harm 	<ul style="list-style-type: none"> Violent and Graphic Content 	<ul style="list-style-type: none"> Graphic Violence and Threats 	<ul style="list-style-type: none"> Threatening / Violence / Harm 	<ul style="list-style-type: none"> Violence and Threats Extreme Violence, Gore, and Other Obscene Content
Online piracy	<ul style="list-style-type: none"> Fake Engagement Impersonation Sale of illegal or regulated goods or services YouTube Terms of Service 	<ul style="list-style-type: none"> Intellectual Property Copyright Intellectual Property Counterfeit Intellectual Property Trademark 	<ul style="list-style-type: none"> Intellectual Property Copyright Intellectual Property Counterfeit Intellectual Property Trademark 	<ul style="list-style-type: none"> Copyright Trademark 	<ul style="list-style-type: none"> Integrity and authenticity – Intellectual property violations 	<ul style="list-style-type: none"> Copyright Trademark 	<ul style="list-style-type: none"> Spam 	<ul style="list-style-type: none"> Spam, Scams, and Other Malicious Content
Hate speech & acts of aggression	<ul style="list-style-type: none"> Hate Speech 	<ul style="list-style-type: none"> Hate speech Bullying and Harassment 	<ul style="list-style-type: none"> Hate speech Bullying and Harassment 	<ul style="list-style-type: none"> Hateful Conduct 	<ul style="list-style-type: none"> Hate Speech Hateful Behavior 	<ul style="list-style-type: none"> Hateful Activities 	<ul style="list-style-type: none"> Threatening / Violence / Harm 	<ul style="list-style-type: none"> Hateful Conduct and Harassment
Obscenity and Profanity, including language, gestures, and explicitly gay, graphic or repulsive content intended to shock and disgust	<ul style="list-style-type: none"> Violent or Graphic Content Age Restriction 	<ul style="list-style-type: none"> Hate Speech Bullying and Harassment 	<ul style="list-style-type: none"> Hate Speech Bullying and Harassment 	<ul style="list-style-type: none"> Sensitive Media 	<ul style="list-style-type: none"> Hateful Behavior – Slurs Harassment & Bullying 	<ul style="list-style-type: none"> Harassment & Criticism 		<ul style="list-style-type: none"> Extreme Violence, Gore, and Other Obscene Content
Illegal drugs, tobacco, e-cigarettes, vaping	<ul style="list-style-type: none"> Sale of illegal or Regulated Goods or Services Harmful or dangerous content 	<ul style="list-style-type: none"> Regulate Goods: Drugs 	<ul style="list-style-type: none"> Regulate Goods: Drugs 	<ul style="list-style-type: none"> Illegal or certain regulated goods or services 	<ul style="list-style-type: none"> Illegal activities and regulated goods – drugs, controlled substances, alcohol and tobacco 	<ul style="list-style-type: none"> Dangerous Goods and Activities 	<ul style="list-style-type: none"> Regulated Goods 	<ul style="list-style-type: none"> Self-destructive behaviour
Spam & Malware	<ul style="list-style-type: none"> Spam, Deceptive Practices & Scams 	<ul style="list-style-type: none"> Spam 	<ul style="list-style-type: none"> Spam 	<ul style="list-style-type: none"> Private Information Impersonation Platform manipulation 	<ul style="list-style-type: none"> Integrity and authenticity – spam and fake engagement 	<ul style="list-style-type: none"> Spam 	<ul style="list-style-type: none"> Spam 	<ul style="list-style-type: none"> Spam, Scams, and Other Malicious Content
Terrorism	<ul style="list-style-type: none"> Violent criminal organizations 	<ul style="list-style-type: none"> Dangerous Organizations: Terrorism Dangerous Organizations: Organized Hate 	<ul style="list-style-type: none"> Dangerous Organizations: Terrorism Dangerous Organizations: Organized Hate 	<ul style="list-style-type: none"> Terrorism or Violent Extremism 	<ul style="list-style-type: none"> Violent Extremism Dangerous Individuals and organizations – Terrorists and terrorist organizations 	<ul style="list-style-type: none"> Violent Actors 	<ul style="list-style-type: none"> Terrorism 	<ul style="list-style-type: none"> Violence and Threats
Debated Sensitive Social Issues		<ul style="list-style-type: none"> Hate Speech Bullying and Harassment 	<ul style="list-style-type: none"> Hate Speech Bullying and Harassment 		<ul style="list-style-type: none"> Hateful Behavior 	<ul style="list-style-type: none"> Civic Misinformation Conspiracy Theories Medical Misinformation 		
Other	<ul style="list-style-type: none"> COVID Misinformation Policy 	<ul style="list-style-type: none"> COVID-19 and Vaccine Policy and Protections 	<ul style="list-style-type: none"> COVID-19 and Vaccine Policy and Protections 	<ul style="list-style-type: none"> Covid Integrity Covid-19 Misleading Information 				<ul style="list-style-type: none"> Suspension Evasion Unauthorized Sharing of Private Information Impersonation Cheating in Online Games



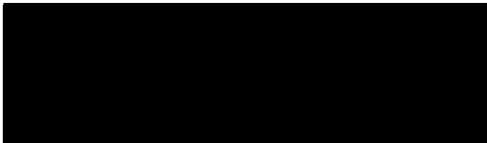
November 2021 95




Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore



WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.



Follow us for the latest on our audience, platform, and partnerships:   

Privileged/Confidential Information may be contained in this message. If you are not the addressee indicated in this message (or responsible for delivery of the message to such person), you may not copy or deliver this message to anyone. In such case, you should destroy this message and kindly notify the sender by reply email. Please advise immediately if you or your employer does not consent to email for messages of this kind. Opinions, conclusions and other information in this message that do not relate to the official business of Group M Worldwide LLC and/or other members of the GroupM group of companies shall be understood as neither given nor endorsed by it. GroupM is the global media investment management arm of WPP. For more information on our business ethical standards and Corporate Responsibility policies please refer to WPP's website at <http://www.wpp.com/WPP/About/>

Exhibit 11
HJC-WFA-GARM-000021654
GARM Plans to Throttle Spotify

Message

From: Rob Rakowitz [REDACTED]
Sent: 23/02/2022 10:42:38 PM
To: Joe Barone [REDACTED]@groupm.com]; ben [REDACTED]@modernmediasolutions.org]
Subject: Fwd: GARM / Spotify: 2022 Kickoff & Audio Sync Materials

I'm about to throttle this guy

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

[REDACTED]@wfanet.org

From: [REDACTED]@spotify.com>
Sent: Wednesday, February 23, 2022 5:39:28 PM
To: Rob Rakowitz [REDACTED]@wfanet.org>; [REDACTED]@spotify.com>
Cc: [REDACTED]@wfanet.org>; [REDACTED]@spotify.com>
Subject: Re: GARM / Spotify: 2022 Kickoff & Audio Sync Materials

Thanks Rob. Since we will have our Trust and Safety team joining, we were hoping to keep this meeting between Spotify/GARM to talk through all of the questions and dive a bit deeper. However, we are happy to set up a separate call with the Steering Committee following this one. We will most likely have a few additional Spotifyers attend the one with the Committee.

I am out of the office tomorrow and Friday, so looping in [REDACTED] to help lock this in.

On Wed, Feb 23, 2022 at 3:02 PM Rob Rakowitz [REDACTED]@wfanet.org> wrote:
Hi [REDACTED]

Thanks

Let's get in 45m at a minimum - there's a bit to discuss.
Can you send the invite and we'll circulate to the Steer Team?

Thanks

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

[REDACTED]@wfanet.org

From: [REDACTED]@spotify.com>
Sent: Wednesday, February 23, 2022 9:13:33 AM
To: Rob Rakowitz [REDACTED]@wfanet.org>; [REDACTED]@wfanet.org>
Cc: [REDACTED]@spotify.com>
Subject: Re: GARM / Spotify: 2022 Kickoff & Audio Sync Materials

Hi Rob & [REDACTED]

Our team has availability **Friday, March 4th from 11:30 AM - 12 PM EST** if that works on your end? Please let us know who is planning to attend from the GARM side when you get a chance, and if you can send over any questions to help direct the conversation.

Looking forward to getting this scheduled and catching up with you all.

On Tue, Feb 22, 2022 at 12:36 PM [REDACTED]@spotify.com> wrote:

Checking right now, we have some west coasters so will follow back up with you shortly. In the meantime, can you specify who will be attending from your side?

On Tue, Feb 22, 2022 at 12:31 PM Rob Rakowitz [REDACTED]@wfanet.org> wrote:

Do you have any availability earlier? These won't work for Europe based partners

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

[REDACTED]@wfanet.org

From: [REDACTED]@spotify.com>
Sent: Tuesday, February 22, 2022 12:30:37 PM
To: Rob Rakowitz [REDACTED]@wfanet.org>
Cc: [REDACTED]@spotify.com>
Subject: Re: GARM / Spotify: 2022 Kickoff & Audio Sync Materials

Quick follow-up! That first time slot no longer works, however, the rest are still available (see updated below).

Monday, February 28th
4 PM - 4:30 PM

Tuesday, March 1st
2:30 PM - 3:30 PM

On Tue, Feb 22, 2022 at 10:17 AM [REDACTED]@spotify.com> wrote:
Hi Rob,

Hope you had a nice (long?) weekend!

See below for availability for our team. Let me know what works best for you and I can send a calendar out. I will make sure we include the right folks from our side.

Monday, February 28th
3 PM - 3:30 PM
4 PM - 4:30 PM

Tuesday, March 1st
2:30 PM - 3:30 PM

On Fri, Feb 18, 2022 at 3:22 PM [REDACTED]@spotify.com> wrote:

Thanks Rob. Working on wrangling schedules and will circle back ASAP with some availability.

[REDACTED]

On Feb 17, 2022, at 10:46 PM, Rob Rakowitz [REDACTED]@wfanet.org> wrote:

Hi –

Lets push to Mon 28.

Can you please provide some times that work for you.

Thanks

Rob Rakowitz

Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers

Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED]@spotify.com>

Date: Thursday, February 17, 2022 at 18:47

To: [REDACTED]@spotify.com>

Cc: Rob Rakowitz [REDACTED]@wfanet.org>

Subject: Re: GARM / Spotify: 2022 Kickoff & Audio Sync Materials

Hi Rob,

Just following up on [REDACTED] note. Let us know the best next steps and if you have any availability next week.

On Wed, Feb 16, 2022 at 5:48 PM [REDACTED] <[\[REDACTED\]@spotify.com](mailto:[REDACTED]@spotify.com)> wrote:

They can't make that time on Friday. But, if you send questions before - we can get T&S to weigh in if Friday is still best for you.

Can we also have a list of everyone that will be joining the call? (Our T&S friends want to make sure that we are having a 1:1 with GARM; they are not able to engage with all of our partners directly right now given time constraints.)

This is a priority and the time change is a suggestion to enable getting you time with the T&S team.

Best,

[REDACTED]

[REDACTED]

[REDACTED]

On Wed, Feb 16, 2022 at 5:41 PM Rob Rakowitz <[\[REDACTED\]@wfanet.org](mailto:[REDACTED]@wfanet.org)> wrote:

Hey [REDACTED]

I was just about to send a note / invite for Fri @ 11a

Are the T&S folks join that call?

Please let me know.

Thanks

Rob Rakowitz

Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers

Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED]@spotify.com>

Date: Wednesday, February 16, 2022 at 17:39

To: Rob Rakowitz [REDACTED]@wfanet.org>

Cc: [REDACTED]@spotify.com>

Subject: Re: GARM / Spotify: 2022 Kickoff & Audio Sync Materials

Hi Rob,

Quick follow up. Would next Tuesday or Wednesday work for this call? We would love to include someone from Trust & Safety if schedules permit.



On Feb 16, 2022, at 9:52 AM, [REDACTED]@spotify.com> wrote:

Hi Rob,

Following up to see if that time works for you to connect? Also, keep us posted on the questions that you were compiling so we can review them prior to the meeting.

On Thu, Feb 10, 2022 at 1:59 PM [REDACTED]@spotify.com> wrote:

Hi Rob,

Thanks for the update. Looks like **2/18 at 11 AM EST** works best for the Spotify team. Does that work on your end?

We will look out for the questions you are preparing so we can maximize our time next week.

On Thu, Feb 10, 2022 at 7:29 AM Rob Rakowitz [REDACTED]@wfanet.org> wrote:

Hi Team Spotify –

Thanks for the meeting on Monday and thank you for sharing the mapping of how the GARM Harmful Content Categories map to Spotify policies.

Joe and I debriefed the Steer Team on our conversations on Tuesday, and we'd like to meet with you all again ahead of the Community Call this month (by 24 Feb).

The Steer Team still have some outstanding questions on content oversight as it affects monetization. This is particular to areas like hate speech and misinformation.

To be transparent, there is a concern around clarity of rules and consistency of enforcement (in moderation) which puts monetization standards (where GARM work resides) at risk. Further to that, there is a desire to understand how oversight and fairness in enforcement will be drive with notable personalities.

We will acknowledge that Spotify isn't the first platform to wrestle with these issues, but we'd like to understand the mechanisms being developed to address these challenges – especially given distribution fees and more controlled content-level monetization.

Ahead of the session we'd like to explore with you a series of questions that we are compiling which we will send you well in advance of the meeting.

Can you please suggest times that can work ideally for late next week?

Thanks

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore

*WFA values and encourages flexible working patterns, with teams working across multiple time zones.
Although I have sent this at a time that is convenient for me, it is not my expectation that you read,
respond or follow up on this email outside your hours of work.*

From: [REDACTED]@spotify.com>
Date: Monday, February 7, 2022 at 16:00
To: Joe Barone [REDACTED]@groupm.com>, Rob Rakowitz
[REDACTED]@wfanet.org>
Cc: [REDACTED]@spotify.com>, [REDACTED]
[REDACTED]@spotify.com>, [REDACTED]@spotify.com> [REDACTED]
[REDACTED]@spotify.com>, [REDACTED]@spotify.com>,
[REDACTED]@spotify.com>

Subject: GARM / Spotify: 2022 Kickoff & Audio Sync Materials

Hi all,

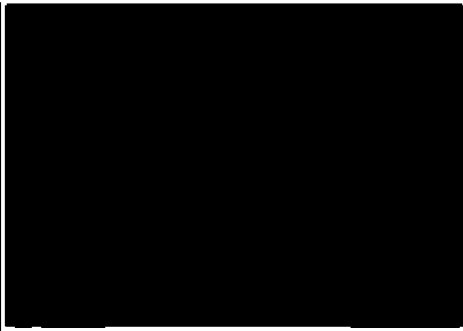
Thanks for your time earlier! We appreciated all of your questions and feedback. As shared, you can find our high level policies against GARM categories attached to this email. In addition, I'd like to share the following resources:

- [Our Spotify Parental Guide](#)
- [Our Terms of Use](#) (Referenced in the Attached)
- [Our Recently Published Platform Rules](#)




As discussed, we will work on compiling our glide path for measurement and agree that perfection should not stand in the way of progress as we move forward. We hope we can continue to utilize GARM as a trusted advisor as we tackle brand safety and suitability. Please don't hesitate to reach out with any questions and we will speak with you, Joe, on Friday!

Best,

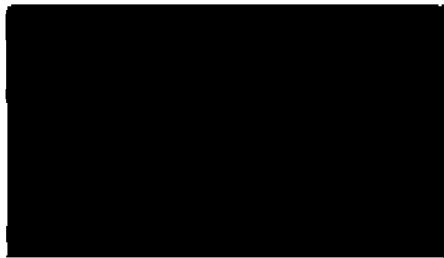
[REDACTED]






 **Spotify**. Advertising

Follow us for the latest on our audience, platform, and partnerships:   

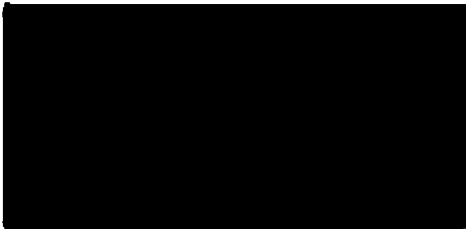
--






 **Spotify**. Advertising

Follow us for the latest on our audience, platform, and partnerships:   

--






 **Spotify**. Advertising

Follow us for the latest on our audience, platform, and partnerships:   






 **Spotify Advertising**

Follow us for the latest on our audience, platform, and partnerships:   






 **Spotify Advertising**

Follow us for the latest on our audience, platform, and partnerships:   






 **Spotify Advertising**

Follow us for the latest on our audience, platform, and partnerships:   



 **Spotify Advertising**

Follow us for the latest on our audience, platform, and partnerships:   








Follow us for the latest on our audience, platform, and partnerships.   

Exhibit 12
HJC-WFA-GARM-000022078
GroupM and Disfavored News Sites

Message

From: Rob Rakowitz [REDACTED]
Sent: 15/10/2021 1:41:28 PM
To: Joe Barone [REDACTED]@groupm.com]; John Montgomery [REDACTED]@groupm.com]
Subject: Re: GARM/OpenWeb

So – clearly not below the Floor.
I am interested to hear back from OpenWeb on how GDI rate them.

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore
[REDACTED]



From: Joe Barone [REDACTED]@groupm.com>
Date: Friday, October 15, 2021 at 09:40
To: John Montgomery [REDACTED]@groupm.com>, Rob Rakowitz <[REDACTED]@wfanet.org>
Subject: RE: GARM/OpenWeb

Fyi we have Daily Wire on our Global High Risk exclusion list, categorized as Conspiracy Theories...

Joe Barone
Managing Partner Brand Safety Americas
GroupM



[REDACTED]@groupm.com



BLACK LIVES MATTER.

From: John Montgomery [REDACTED]@groupm.com>
Sent: Friday, October 15, 2021 9:16 AM

To: Rob Rakowitz [REDACTED]@wfanet.org>; Joe Barone [REDACTED]@groupm.com>

Subject: Re: GARM/OpenWeb

There is an interesting parallel here with Breitbart.

Before Breitbart crossed the line and started spouting blatant misinformation, we had long discussions about whether we should include them on our exclusion lists. As much as we hated their ideology and bullshit, we couldn't really justify blocking them for misguided opinion. We watched them very carefully and it didn't take long for them to cross the line – but it was a useful academic lesson.

I don't know Daily Wire that well, but I would imagine that most of our clients wouldn't want to be on either side of politically divisive content, so they probably block them anyway (true Joe?) – but we should watch them carefully to make sure they don't stoop below the GARM floor.

If we block DW - why wouldn't we blocking Fox News?

John

JOHN MONTGOMERY

EVP, Global Brand Safety



www.groupm.com
[@groupmworldwide](#)
Follow us on LinkedIn

Building Brand Love Means Mastering Brand Safety.
[Get the Playbook](#)

From: Rob Rakowitz [REDACTED]@wfanet.org>

Date: Thursday, October 14, 2021 at 6:29 PM

To: Joe Barone [REDACTED]@groupm.com>, John Montgomery [REDACTED]@groupm.com>

Subject: Fwd: GARM/OpenWeb

Hi both -

See below

Question - as we've seen Check My Ads trying to browbeat Teads and now OpenWeb - is there a score that these guys are missing or misusing GDI? Or is this simply our favorite LinkedIn troll trying to bully again?

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

[REDACTED]@wfanet.org

From: Rob Rakowitz [REDACTED]@wfanet.org>

Sent: Thursday, October 14, 2021 5:38:36 PM

To: [REDACTED]@openweb.com>; [REDACTED]@openweb.com>

Subject: Re: GARM/OpenWeb

Hi [REDACTED]

I hope you're well and thanks for reaching out on this.
I've been head down in prep work around the Facebook Allegations.

So as I understand it you guys are now using GDI and Columbia's Journalism Review Index to determine which legitimate news sites to carry or not – is that accurate?

If so, what are these independent parties' view of Daily Wire? Where are they in terms of a score? From what I can see in AdFontes it's not fake news.

If it does indeed fall below a standard set by GDI and CJRI, is there a time lag in reviewing sites you monetize?

Finally – if this is above thresholds you set then there's really not much of an issue other than Check My Ads' own political bias and agenda and their efforts to deplatform people they find counter to their worldview. This is fine for them, but it is NOT OK for GARM – we are explicitly nonpartisan.

Looking forward to hearing back from you guys on this.

Best as always,

Rob

Rob Rakowitz

Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers

Brussels • London • New York • Singapore



From: [REDACTED] <[REDACTED]@openweb.com>

Date: Thursday, October 14, 2021 at 13:12

To: [REDACTED] <[REDACTED]@openweb.com>, Rob Rakowitz <[REDACTED]@wfanet.org>

Subject: GARM/OpenWeb

Hi Rob,
Hope all is well.

We were just [informed about an email](#) that was sent to GARM from Check My Ads about our partnership.

I want to use this opportunity to re-emphasize our strong commitment to GARM values and mission which we passionately share. As recommended by you, we partnered up with GDI to help develop and enforce our [publisher standard policy](#).

If you have any concerns or would like to connect to and discuss I will make myself and OpenWeb's leadership available at your early convenience.

Looking forward to hearing from you.

Thanks,

[Redacted signature]

openweb.com

Privileged/Confidential Information may be contained in this message. If you are not the addressee indicated in this message (or responsible for delivery of the message to such person), you may not copy or deliver this message to anyone. In such case, you should destroy this message and kindly notify the sender by reply email. Please advise immediately if you or your employer does not consent to email for messages of this kind. Opinions, conclusions and other information in this message that do not relate to the official business of Group M Worldwide LLC and/or other members of the GroupM group of companies shall be understood as neither given nor endorsed by it. GroupM is the global media investment management arm of WPP. For more information on our business ethical standards and Corporate Responsibility policies please refer to WPP's website at <http://www.wpp.com/WPP/About/>

Exhibit 13
HJC-WFA-GARM-000022092
Sketch Comedy is Medium Risk
Misinformation

Misinformation: Revised Aug definition

FLOOR [Not suitable for advertising]	HIGH RISK	MEDIUM RISK	LOW RISK
Misinformation is defined as the presence of verifiably false claims that are directly connected to user or societal harm.	Glamorization/Gratuitous depiction of misinformation (e.g.: an influencer video encouraging people to try injecting bleach as a treatment for COVID-19)	Dramatic depiction of misinformation presented in the context of entertainment (e.g.: a comedy show including a person dramatizing injecting bleach as a COVID-19 treatment)	Educational, Entertainment, Scientific campaigns, News coverage of misinformation. News features describing various disinformation campaigns as such
		Breaking News or Op-Ed coverage of misinformation	

DRAFT IN REVIEW



Exhibit 14
HJC-WFA-GARM-000022821
Dress Rehearsal for the Electorals,
COVID, to BLM

Message

From: Rob Rakowitz [REDACTED]
Sent: 10/06/2020 9:03:05 AM
To: Stephan Loerke [REDACTED]@wfanet.org]
Subject: Facebook questions

POINTS TO LAND

1. We feel you're at a crossroads for the platform and fence sitting on content curation and moderation is going to harm consumers, the platforms and brands - we encourage you to choose a principled path and be consistent around it
2. We also feel that you're holding back from better safety and authoritative content - we felt you got this right for COVID - this playbook should be a North Star
3. We want you to consider advertisers and GARM and our diversity initiatives as consultative groups to share provocations with you and also for you to seek input

QUESTIONS TO ASK

Platforms are at a critical juncture and need to show more nuance and principle - what are Facebook's perspectives on driving a more responsible exchange enabled via

- Organic content policy
- Content policy for public figures
- Promoted content
- Political ads

Simply put from the outside we see that you're being challenged by a tension of free flow of content, identifying harmful content, and curating helpful content.

You seemingly got this in a good place for COVID-19 - what is stopping you from being more consistent? How can marketers help?

We feel that this is a dress rehearsal for the electorals - COVID to BLM...what plans are in place already and what will be done now with these new challenges in mind?

We know that each of the platforms operate independently in this regard, but we saw some harmonized responses for COVID. Are you considering a coordinated response for BLM and/or electorals?

We also recognize that you're in a tough spot with the US; taking a polemic stance could trigger a vindictive relitigation of DCA 230 by the Trump Administration - what will you be reforming on your own?

Flipping over to the European context we know that the DSA will require a more active protection for platforms and brands. How are you preparing for this via Facebook policy? What about product development/engineering?

We've shared ideas on news with you over the last month (Rob with [REDACTED]) and as late as yesterday - we really would like to have you on board with us as we launch this as it will extend some of your efforts to promote authoritative voices. We see this as being helpful to Facebook. How else can we help you at this juncture?

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

[REDACTED]@wfanet.org

Exhibit 15
HJC-WFA-GARM-000023619
Ad-Tech Member Application



NEW MEMBER APPLICATION FORM

STEP 1: ESSENTIAL CRITERIA

GARM is a cross industry initiative to effectively remove harmful content from ad supported media help improve transparency, control, and consistency in the way that the industry effectively removes harmful content from the advertising industry

Do you meet the requirements to join GARM as an ad-tech/developer member? To participate in GARM you need to:

- Actively participate in working groups that develop said solutions
- Agree to work with industry partners and category peers in a collaborative, non-competitive way
- Actively support GARM's Charter
- Agreement to make commensurate changes to business operations in pursuit of GARM's goals

STEP 2: APPLICATION

A completed, signed, application form including all pages.

STEP 3: PROVIDE BILLING/INVOICING INFORMATION

Once your application has been received you will be asked for any pre-requisites to issuing the invoice i.e. need for PO number or completion of vendor request forms.

STEP 4: INVOICE IS RAISED AND ISSUED

Upon receipt of the invoice you have 60 days within which to make payment. If this is contrary to your internal approval process, please advise immediately.

STEP 5: ON-BOARDING PROCESS

Upon completion of steps 2 – 4, you will be contacted by our GARM team to discuss your needs with regard to rolling out the membership within your company.

Form with fields: COMPANY NAME (as will appear in our list of members), ALTERNATIVE TRADING/INVOICE NAME (if different), COMPANY POSTAL ADDRESS, WEB ADDRESS, VAT NUMBER (EU ONLY) / COMPANY NUMBER (REST OF WORLD)

MAIN CONTACT (this person will be listed as the main contact for the above organisation)		
Title (Ms./Mr./etc.) █	Last Name █	First Name █
JOB TITLE █		
POSTAL ADDRESS (if different to company address)		
TELEPHONE █	MOBILE █	FAX

WHY ARE YOU INTERESTED IN JOINING GARM

We believe GARM can have a real positive impact on the industry and as an SSP we'd like to be part of it and help. In addition to that, as we are working hard at decarbonizing the advertising supply path and would love to partner with GARM to develop the sustainability arm of GARM. Education will be key in this journey, and we think that by working with GARM we can have a large positive impact on the industry.

CONDITIONS & BENEFITS OF MEMBERSHIP

- Participation in monthly community calls
 - Keep up to date with GARM wide discussions pertaining to solutions and best practices.
- Access to online resources
 - Key documents (GARM deliverable) and previous community call notes as well as suggested external content.
- Participation in a specific Solutions Developer Working Group (SDWG)
 - This group will meet to discuss implementation and practicality of policies agreed in other working groups.

THE ANNUAL DUES FEE: \$6,000 MEMBERSHIP PERIOD: 1 August 2022 – 31 January 2023	
WFA BANK DETAILS █	VAT NUMBER █

--	--

COMPETITION LAW COMPLIANCE POLICY

KING & SPALDING

The purpose of the WFA is to represent the interests of advertisers and to act as a forum for legitimate contacts between members of the advertising industry. It is obviously the policy of the WFA that it will not be used by any company to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition. The WFA carries out regular checks to make sure that this policy is being strictly adhered to. As a condition of membership, members of the WFA acknowledge that their membership of the WFA is subject to the competition law rules and they agree to comply fully with those laws. Members agree that they will not use the WFA, directly or indirectly, (a) to reach or attempt to reach agreements or understandings with one or more of their competitors, (b) to obtain or attempt to obtain, or exchange or attempt to exchange, confidential or proprietary information regarding any other company other than in the context of a bona fide business or (c) to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition.

NAME:

DATE:

SIGNED:

KEY CONTACTS WITHIN YOUR ORGANISATION

Please specify your two key contacts for the developer working group and a last of names for participation in the monthly community calls.

	NAME + EMAIL
EXECUTIVE SPONSOR	
SOLUTIONS DEVELOPER WORKING GROUP (SDWG)	
COMMUNITY CALLS	

ARE YOU A MEMBER OF ANY OTHER BRAND SAFETY INITIATIVES?



Application Form and General Information

If yes, please highlight: We are working with Human and Ad Verif.ai

Exhibit 16
HJC-WFA-GARM-000025816
Coca-Cola Asks GARM About Boycotts

Message

From: [REDACTED]@coca-cola.com]
Sent: 18/02/2022 3:15:12 PM
To: Rob Rakowitz [REDACTED]@wfanet.org]
CC: [REDACTED]@wfanet.org]; [REDACTED]@coca-cola.com]; [REDACTED]
[REDACTED]@coca-cola.com]
Subject: RE: Spotify misinformation concerns

Thanks Rob and [REDACTED]

[REDACTED] mentioned yesterday that he was talking to someone at GARM, so now I know who!

Interested to hear if you have had any members raise concerns with you. We would certainly love to get feedback after your meeting with them.

Many thanks

[REDACTED]



[REDACTED]
Media
Global IMX

[REDACTED]@coca-cola.com
M [REDACTED]

Many thanks

[REDACTED]

Classified - Confidential

From: Rob Rakowitz [REDACTED]@wfanet.org>
Sent: 18 February 2022 11:16
To: [REDACTED]@coca-cola.com>
Cc: [REDACTED]@wfanet.org>
Subject: Re: Spotify misinformation concerns

ATTENTION: This email was sent from outside the company. Do not click links or open files unless you know it is safe. Forward malicious emails to phish@coca-cola.com.

Hi [REDACTED]—

██████████ shared your email with me.
I actually connected with ██████████ on this the other day.

We are concerned by the situation with Spotify and we are meeting with them to discuss remedial steps they should be taking.
They've asked to delay this meeting so their trust and safety teams can join.

Fundamentally there's an issue in these instances with Joe Rogan with content safety x monetization and their underlying distribution deal; Spotify pay for the rights to distribute and then look the other way on content safety. Brand safety is somewhat separate on Spotify versus say Facebook Newsfeed because brands aren't being slotted into JRE by accident per say. However this goes back to the challenge that someone at Spotify saying that misogynistic content and misinformation is safe for consumers, suitable for advertisers. This is where GARM is concerned by their decisions to carry and monetize said content.

We are meeting with Spotify to determine the extent that they have clear moderation and monetization policies, determine to what degree are they transparent, are what mechanisms are consistently enforced.

Please let me know if you need more information – we of course are happy to keep you up to speed on these conversations.

Thanks

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: ██████████@coca-cola.com>
Sent: Thursday, February 17, 2022 3:08 PM
To: ██████████
Cc: ██████████
Subject: Spotify misinformation concerns

Hi ██████████

I hope you are well.

I wanted to ask you if you have heard anything from any members about concerns around Spotify misinformation coming from the Joe Rogan podcast. Specifically I am wondering if anyone has said that they are boycotting Spotify from an advertising perspective.

I know that Spotify have recently joined GARM but also aware that they have not published anything around compliance to their policies.

It would be great to hear anything you have heard from other advertisers, although I appreciate you might not be able to say which advertisers have made the comments.

Many thanks



Media
Global IMX



[Redacted]@coca-cola.com

M [Redacted]

Classified - Confidential

CONFIDENTIALITY NOTICE

NOTICE: This message is intended for the use of the individual or entity to which it is addressed and may contain information that is confidential, privileged and exempt from disclosure under applicable law. If the reader of this message is not the intended recipient, you are hereby notified that any printing, copying, dissemination, distribution, disclosure or forwarding of this communication is strictly prohibited. If you have received this communication in error, please contact the sender immediately and delete it from your system. Thank You.

DISCLAIMER AND CONFIDENTIALITY NOTICE

Your privacy is important to us. This privacy notice <https://files.coca-cola.com/generalprivacynotice/General%20Privacy%20Notice%20For%20Our%20Contacts%202020.pdf> applies to the interactions that the Coca-Cola Company entities established in the European Economic Area and N.V. Coca-Cola Services S.A. have with you, for example at events and/business meetings, when we correspond with you, or when you contact our Consumer Interaction Center about Coca-Cola products. This privacy notice explains the personal data that we process, how we processes it, and for what purposes.

CONFIDENTIALITY NOTICE

NOTICE: This message is intended for the use of the individual or entity to which it is addressed and may contain information that is confidential, privileged and exempt from disclosure under applicable law. If the reader of this message is not the intended recipient, you are hereby notified that any printing, copying, dissemination, distribution, disclosure or forwarding of this communication is strictly prohibited. If you have received this communication in error, please contact the sender immediately and delete it from your system. Thank You.

DISCLAIMER AND CONFIDENTIALITY NOTICE

Your privacy is important to us. This privacy notice <https://files.coca-cola.com/generalprivacynotice/General%20Privacy%20Notice%20For%20Our%20Contacts%202020.pdf> applies to the interactions that the Coca-Cola Company entities established in the European Economic Area and N.V. Coca-Cola Services S.A. have with you, for example at events and/business meetings, when we correspond with you, or when you contact our Consumer Interaction Center about Coca-Cola products. This privacy notice explains the personal data that we process, how we processes it, and for what purposes.

Exhibit 17
HJC-WFA-GARM-000026943
Ørsted Pulls Advertising from Twitter
Based on GARM's Recommendations

Message

From: [REDACTED]@orsted.com]
Sent: 04/05/2023 9:55:21 AM
To: Rob Rakowitz [REDACTED]@wfanet.org]; [REDACTED]@wfanet.org]; [REDACTED]
[REDACTED]@wfanet.org]
Subject: RE: GARM community

Hi Rob

Thanks a lot for sharing this helpful info – highly appreciated 😊

I have reached out to you [REDACTED] for getting the invite to the community calls.

Thanks!



Ørsted

From: Rob Rakowitz [REDACTED]@wfanet.org>
Sent: 18. april 2023 16:35
To: [REDACTED]@orsted.com>; [REDACTED]@wfanet.org>; [REDACTED]
[REDACTED]@wfanet.org>
Subject: Re: GARM community
Importance: High

Hi [REDACTED] –

Thank you for reaching out.

First of all, I would like to clarify that neither GARM, nor WFA, have ever made any recommendation, or proposed any action, in relation to advertiser investments on Twitter. Media investment decisions are completely within the sphere of each member and subject to their own discretion, as these are decisions that concern competitively sensitive information. As you know, WFA as well as GARM, work under very stringent rules to make sure that competition laws are always respected. WFA may therefore only issue recommendations to members on topics that are not competitively sensitive and even in those cases, such recommendations are still subject to the discretion of individual members.

What might be of help to you is the Acceleration Agenda, which Twitter is voluntarily pursuing based on discussions with GARM and WFA relating to brand safety. We've also received their updates in each of our Monthly Community Calls. I am not sure if you've attended those?

The overview of the Acceleration Agenda can be found here: <https://wfanet.org/knowledge/item/2022/12/19/Twitter-announces-its-acceleration-agenda-with-GARM-to-answer-brand-safety-needs>

Based on the latest updates provided by Twitter, this is the current situation:

TWITTER ACCELERATION AGENDA	TWITTER PROPOSED STEPS TO RESOLVE
Verify Twitter's capability to uphold the GARM Brand Safety Floor	N/A – IAS and DV metrics are corroborating Twitter Transparency Reporting at current
Regular reporting on the prevalence and reach of harmful content	Academic and auditor input into third-party's practices selected (Sprinklr – and Sprinklr action item)

Increase the recency and granularity of Twitter's transparency reporting	To be done in 2H 2023 per Twitter
Increase advertiser safety and suitability controls for campaigns and post-campaign transparency	Technical systems are in place, GARM stakeholders to suggest input for keyword list program for May
Certify brand safety operations and effectiveness via industry-aligned independent auditing bodies	Twitter and MRC to agree a plan for platform given current levels of change

In any event, you may want to connect with Twitter directly to understand their progress on brand safety and make your own decisions.

Hope this helps.

Rob Rakowitz

Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers

Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [redacted]@orsted.com>
Date: Friday, April 14, 2023 at 06:57
To: [redacted]@wfanet.org>, [redacted]@wfanet.org>, Rob Rakowitz [redacted]@wfanet.org>
Subject: RE: GARM community

Hi again

Can you please advise me on the latest updates regarding Twitter? Or perhaps you have a place where I can read more about your perspective on Twitter as a platform after Elon Musk's acquisition?

Based on your recommendations, we have stopped all paid advertisement, because the platform was rather unsafe due to Elon Musk's decision of firing a lot of resources etc, and therefore little control over the content on the platform. But its an important platform for us to reach our audience, so we would like to consider going back, we just need to know whether or not the platform is safe,

Thanks!

[redacted]

Ørsted
[redacted]

From: [redacted]
Sent: 13. marts 2023 15:02
To: [redacted]@wfanet.org>, [redacted]@wfanet.org>; Rob Rakowitz

[REDACTED]@wfanet.org>

Subject: RE: GARM community

Hi [REDACTED]

I'll do my best. Since the news about Elon Musk acquiring Twitter, we chose to take off all of our paid advertisement on the platform due to brand safety concerns. This was decided in Q4 2022. Now, some time has passed, and I am curious to know what you would advise us to do. And what are other global advertisers doing – have they come back to the platform, or are they still off?

Hope it makes sense?

Thanks!

[REDACTED]

[REDACTED]

From: [REDACTED]@wfanet.org>

Sent: 13. marts 2023 14:50

To: [REDACTED]@wfanet.org>; [REDACTED]@orsted.com>; Rob Rakowitz

[REDACTED]@wfanet.org>

Subject: Re: GARM community

Hi [REDACTED]

I hope you're doing well. Please clarify your question on Twitter and we will help in any way we can.

Best,

[REDACTED]

From: [REDACTED]@wfanet.org>

Sent: Monday, March 13, 2023 5:26 AM

To: [REDACTED]@orsted.com>; [REDACTED]@wfanet.org>; Rob Rakowitz

[REDACTED]@wfanet.org>

Subject: RE: GARM community

Hi [REDACTED]

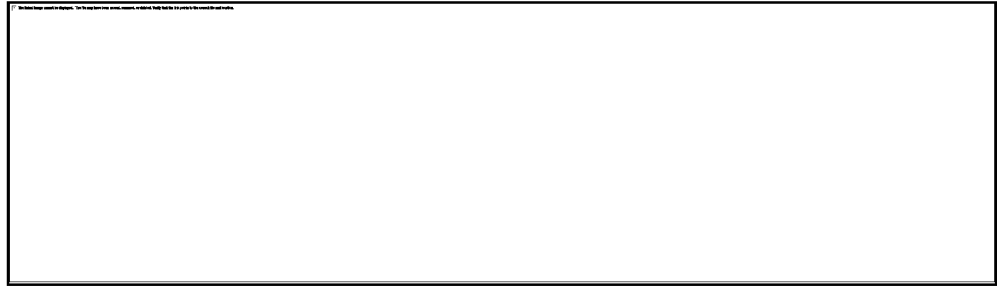
Sorry about the delay in this I was off!

Sure just adding in [REDACTED] and @Rob Rakowitz who run GARM here. Are you both able to help with the below?

Thanks,

[REDACTED]

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore



WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [redacted] <[\[redacted\]@orsted.com](mailto:[redacted]@orsted.com)>
Sent: Wednesday, March 8, 2023 9:29 AM
To: [redacted] <[\[redacted\]@wfanet.org](mailto:[redacted]@wfanet.org)>
Subject: GARM community

Hi [redacted]

Do you mind sharing the mail on Rob? I need to talk to him about brand safety on Twitter 😊

Thanks.



[redacted]@orsted.com



Læs mere på orsted.com



Ørsted handles personal data as stated in our [Privacy Policy](#) for business relations

Exhibit 18
HJC-WFA-GARM-000030950
Extensive Discussion about Musk on
GARM Community Calls

Message

From: [REDACTED]
Sent: 16/02/2023 2:55:57 PM
To: Rob Rakowitz [REDACTED]@wfanet.org]; [REDACTED]@wfanet.org]
Subject: RE: Quizlet reconnect

Did you ever hear back on this?

[REDACTED]
WFA - World Federation of Advertisers
Brussels • London • New York • Singapore



WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: Rob Rakowitz [REDACTED]@wfanet.org>
Sent: 23 January 2023 22:22
To: [REDACTED]@wfanet.org>; [REDACTED]@quizlet.com>
Cc: [REDACTED]@wfanet.org>; [REDACTED]@wfanet.org>; [REDACTED]@quizlet.com>
Subject: Re: Quizlet reconnect

Hi there –

Just to chime in.

Yes – GARM is funded by members – both ad buyers (marketers and agencies) and ad sellers (media platforms, ad tech services).

The scale on membership fees for ad sellers is based on revenue size.

In terms of the exact question on MRC – this is a very in-depth accreditation and audit process. This is best suited for media platforms who are heavily reliant on monetizing user generated content, and are at a large revenue number (e.g., \$1B+ annual revenue)

Hope this helps.

Thanks

Rob Rakowitz

Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers

Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED] <[REDACTED]@wfanet.org>

Date: Monday, January 23, 2023 at 04:08

To: [REDACTED] <[REDACTED]@quizlet.com>, Rob Rakowitz <[REDACTED]@wfanet.org>

Cc: [REDACTED] <[REDACTED]@wfanet.org>, [REDACTED] <[REDACTED]@wfanet.org>, [REDACTED]

[REDACTED] <[REDACTED]@quizlet.com>

Subject: RE: Quizlet reconnect

Hi [REDACTED]

GARM is a self-funded industry initiative pushing change across the ad-eco system as a whole. As its self-funded, we ask all participating members to pay a contribution fee to take part.

Being part of the community gives you access to our monthly community calls where we offer a round up of current work and tackle recent brand safety issues that may have occurred (recent example being extensive debriefing and discussion around Elon Musks' takeover of Twitter) and brand safety support. For our support in reviewing any processes at Quizlet you would need to be a participant in GARM. The brand safety floor and suitability framework are publicly accessible and already used by many organisations, even those not participating in GARM.

In terms of who normally take part, participating in the monthly community calls is normally senior people working in brand safety/media/digital marketing roles. We can also work with you to identify opportunities to participate in working groups:

- Standards and Definitions.
- Adjacency Standards and Controls.
- Measurement and Oversight.
- Independent Verification.

For the questions about MRC accreditation and use of logo on your side, @Rob will provide more information here.

We'll wait for your final go-ahead before issuing the participation invoice and completing the onboarding process, if you have any additional questions about this, don't hesitate to let me know!

Kind regards,

[REDACTED]

WFA - World Federation of Advertisers

Brussels • London • New York • Singapore

[REDACTED]



WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED]@quizlet.com>
Sent: 18 January 2023 18:21
To: [REDACTED]@wfanet.org>
Cc: Rob Rakowitz [REDACTED]@wfanet.org>; [REDACTED]@wfanet.org>; [REDACTED]@wfanet.org>; [REDACTED]@quizlet.com>
Subject: Re: Quizlet reconnect

Hi [REDACTED],

Thanks for the additional information. I'm stepping in here as [REDACTED] is now out on maternity leave and want to ensure I am understanding correctly. In order to use the GARM logo on our website/marketing materials, we would need to pay the 15K to be part of a program? We were under the impression we could do this through the below steps, but were not aware there was a cost associated.

Can you also please clarify if we need to seek MRC accreditation as well and who you typically recommend participating in the community calls?

1. Joint review of ad seller standards (e.g., Quizlet community standards, ads policies, monetization standards) against the GARM Brand Safety Floor + Suitability Framework
2. Discuss scope of business (revenue and user base) to understand measurement requirements (e.g., participation in the Aggregated Measurement Report)
3. Identify key working groups for participation

Thank you!
[REDACTED]

On Mon, Jan 2, 2023 at 9:36 AM [REDACTED]@wfanet.org> wrote:

Hi [REDACTED]

Happy new year! I hope you enjoyed the winter break however you spent it!

To complete your accession to GARM, could you please provide us with a list of names of those who you would like to have participating in the community calls? Could you also provide a high resolution version of your logo for inclusion on the GARM site

The participation fee for Quizlet to be part of the initiative would be \$15,000 for the year. Please let us know if you have a specific process to follow regarding invoicing, otherwise we can share a cost estimate with you soon.

If you have any questions or need any further information, don't hesitate to let me know!

Kind regards,

[REDACTED]

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore

[REDACTED]



WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED] <[REDACTED]@quizlet.com>

Sent: 16 December 2022 20:53

To: Rob Rakowitz <[REDACTED]@wfanet.org>

Cc: [REDACTED] <[REDACTED]@wfanet.org>; [REDACTED] <[REDACTED]@quizlet.com>; [REDACTED]

[REDACTED] <[REDACTED]@wfanet.org>

Subject: Re: Quizlet reconnect

Fantastic!

Please find a link to our [Ad Policy here](#). How do we set up Step 1? Is this a meeting or something that can be handled over email?

Many thanks!

[REDACTED]



[REDACTED]

[REDACTED] <[REDACTED]@quizlet.com>
ads.quizlet.com

On Fri, Dec 16, 2022 at 9:56 AM Rob Rakowitz <[REDACTED]@wfanet.org> wrote:

Hi [REDACTED] –

In order for us to say that an ad selling entity is a member in good standing we need to do the following:

1. Joint review of ad seller standards (e.g., Quizlet community standards, ads policies, monetization standards) against the GARM Brand Safety Floor + Suitability Framework
2. Discuss scope of business (revenue and user base) to understand measurement requirements (e.g., participation in the Aggregated Measurement Report)
3. Identify key working groups for participation

As far as acceleration agendas – yes – there is precedent beyond Twitter; we’ve had similar work with regard to livestream (triggered by Twitch and Facebook incidents), moderation and monetization standards (triggered by inconsistent enforcement on Facebook in 2020).

██████████ will follow up with a high-res logo.

We may want to ensure that the steps above can be satisfied – especially Step 1. We are comfortable saying that platforms are members – compliance is only reached once MRC accreditation happens.

Thanks

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: ██████████@quizlet.com>
Date: Wednesday, December 14, 2022 at 10:53
To: ██████████@wfanet.org>
Cc: Rob Rakowitz <██████████@wfanet.org>, ██████████@quizlet.com>, ██████████@wfanet.org>
Subject: Re: Quizlet reconnect

Hi ██████████

A few follow-ups:

1. Double checking on this one - Can we say that we are compliant with GARM’s framework with no independent verification?
2. Other than the [Twitter statement](#) that was released a few weeks ago, are there others cases where GARM took any kind of action against a company that has claimed to be in line with GARM standards?
3. Could you please provide a high res .gif for us to place on the website and in marketing materials?

Thank you!



[Redacted]
[Redacted]@quizlet.com
ads.quizlet.com

On Tue, Nov 29, 2022 at 7:49 AM [Redacted]@wfanet.org> wrote:

Hi [Redacted]

As Rob is a bit busy today, why don't we connect over email. In terms of GARM certification, that isn't something we offer at this time. In terms of partnership, you would be more than welcome to say that you participate in our initiatives and adhere to our standards to the best of your ability. On of your first question, I will revert to Rob.

Best,
[Redacted]

From: [Redacted]@quizlet.com>
Sent: Monday, November 21, 2022 1:38 PM
To: [Redacted]@wfanet.org>
Cc: Rob Rakowitz [Redacted]@wfanet.org>; [Redacted]@quizlet.com>; [Redacted]@wfanet.org>
Subject: Re: Quizlet reconnect

Sure! Or perhaps we can connect over email? I know you are very busy.

I am trying to understand more about two areas:

- 1) If there is a way for Quizlet Ads to participate in GARM initiatives, I know membership is available to client-side marketers, not publishers and we are a publisher.
- 2) Is there a way for Quizlet Ads to become "approved" or "certified" by GARM? I found the framework online, is there a way for publishers to use the framework to show that they are following the GARM standards?

Thank you!
[Redacted]



[Redacted]
[Redacted]@quizlet.com
ads.quizlet.com

On Mon, Nov 21, 2022 at 10:34 AM [Redacted]@wfanet.org> wrote:

Hi all,

I hope this finds you all well. Might be able to push this meeting a week to the 29th?

Best,

From: [REDACTED]

Sent: Monday, October 24, 2022 5:44 PM

To: Rob Rakowitz [REDACTED]@wfanet.org>; [REDACTED]@quizlet.com>; [REDACTED]@quizlet.com>

Cc: [REDACTED]@wfanet.org>

Subject: Quizlet reconnect

When: Tuesday, November 22, 2022 10:00 AM-10:30 AM.

Where:

Microsoft Teams meeting

Join on your computer, mobile app or room device

[Click here to join the meeting](#)

[REDACTED]
[Download Teams](#) | [Join on the web](#)

Or call in (audio only)

[REDACTED] United States, Los Angeles
[REDACTED]

[Find a local number](#) | [Reset PIN](#)

[Learn More](#) | [Meeting options](#)

Exhibit 19
HJC-WFA-GARM-000030996
GARM Takes Credit for Twitter's
Revenue Decline

Message

From: [REDACTED]
Sent: 17/02/2023 8:34:51 AM
To: Rob Rakowitz [REDACTED]@wfanet.org]; [REDACTED]@wfanet.org]
Subject: RE: email EXCO speakers GMW

Amazing Rob – great news on GroupM and 5Rights and thank you for sending those out.

Here's a go at a blurb. I know Stephan likes to keep them very short but that's also what I struggle with the most!!

Let me know your thoughts and maybe we can aim to send out to Stephan later today?

Thanks,
[REDACTED]

Navigating the TikTok trend: opportunities and risks for brands

TikTok has grown exponentially over the last two years in users and revenue, with advertising spend increasing by around 50% year on year. However, the platform has also been at the core of concerns spanning privacy, user safety and ownership. This session will seek to go beyond the headlines and speak to expert researchers and industry representatives from 5Rights, GroupM and Algo Transparency to uncover the opportunities and risks of advertising on TikTok and shape a balanced understanding of the platform.

WFA will then break down the main issues relevant for advertisers, outline responsibilities and put forward an action plan with key asks for TikTok and social media platforms more broadly.

From: Rob Rakowitz [REDACTED]@wfanet.org>
Sent: 14 February 2023 17:58
To: [REDACTED]@wfanet.org> [REDACTED]@wfanet.org>
Subject: Re: email EXCO speakers GMW

All messages are out...

1. GroupM: a likely YES
2. 5 Rights: speaking to them tomorrow on GARM in general – will raise
3. Algotransparency: Awaiting response

Steer Team have gone from freaked the f out last week to comfortable with the topic today, FYI

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore
[REDACTED]

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED]@wfanet.org>

Date: Thursday, February 9, 2023 at 11:46

To: Rob Rakowitz [REDACTED]@wfanet.org>, [REDACTED]@wfanet.org>

Subject: RE: email EXCO speakers GMW

I'm happy with all these changes thank you Rob think it's all great

Rob do you want to reach out to your connection at 5rights ?

[REDACTED] of AlgoTransparency (ex Google software engineer) LinkedIn profile can be found here: [REDACTED]

I can't find an email address for him but found a generic email address we could try:

[REDACTED]@algo Transparency.org

@Rob Rakowitz I think you'd be the most successful on this

Let me know how I can help!

From: Rob Rakowitz [REDACTED]@wfanet.org>

Sent: 09 February 2023 16:53

To: [REDACTED]@wfanet.org> [REDACTED]@wfanet.org>

Subject: Re: email EXCO speakers GMW

Hi both –

This is good – I did some tweaking on the edges to help contextualize who we are and what we are doing...

I'd like to point out that nowhere in this email is the 'you may recognize my name from being the idiot who challenged Musk on brand safety issues. Since then they are 80% below revenue forecasts 😊'

Hi ,

I'm reaching out on behalf of WFA – the World Federation of Advertisers, which is the only global trade organisation representing the interests of client-side marketers (140+ of the world's largest brands). We're currently planning our [Global Marketer Week](#) conference, *the* annual global summit for brand marketers. This annual event brings together hundreds of senior marketers for a week of industry thought leadership, provocation, and best practice sharing. This year, our conference will be taking place in **Istanbul, on the 25, 26 and 27th of April.**

As part of this summit, we'll also be hosting our quarterly [Executive Committee](#) meeting, our executive leadership team made up of Chief Marketing Officers from across a selection of our corporate members.

For this meeting, we want to invite three speakers to take part in a panel discussion to dimensionalize the risks and opportunities of TikTok for marketers. As we know TikTok has grown exponentially in the last two years in users and revenue, and is the focus of some concerns that span privacy, user safety, and ownership. We would like to move beyond headlines and conjecture and speak to expert researchers who can speak to the technical aspects of the platform, the user base and endemic platform issues, and its business utility as a means of building media reach and commerce opportunities. Ultimately, we want this expert input to help shape a balanced and fair understanding of TikTok are more broadly.

Ideally, we'd like to cover the following elements:

- 1) How does the TikTok algorithm work and how does it differ from other social media platforms?
- 2) What are the societal harms linked to TikTok, and particularly when it comes to children?
- 3) How effective is marketing on the platform, taking into account the continued increase in ad spend over the past months (i.e. ROI)
- 4) What are the reputation risks of engaging on tiktok for brands, such as privacy implications or the monetisation of harmful content?

Given your expertise, we **would be delighted to have you participate in this panel discussion**, to cover off **point 1/2/3**. If this would be of interest, would you be free for a call to discuss in further detail in the coming days?

Rob Rakowitz

Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers

Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED]@wfanet.org>
Date: Thursday, February 9, 2023 at 08:06
To: [REDACTED]@wfanet.org>, Rob Rakowitz [REDACTED]@wfanet.org>
Subject: RE: email EXCO speakers GMW

Hi [REDACTED] – thanks and yes I think that makes sense! Brand implications/reputational risks linked to privacy and harmful content should be included. I can add that as a fourth point

See new version and @Rob Rakowitz let us know what you think!

Subject: Invitation to participate at global marketing event

Hi ,

I'm reaching out on behalf of WFA – the only global organisation representing the interests of client-side marketers (140+ of the world's largest brands). We're currently planning our [Global Marketer Week](#) conference, *the* global event for brand marketers, bringing together hundreds of senior marketers for a week of industry thought leadership. This year, our conference will be taking place in **Istanbul, on the 25, 26 and 27th of April**.

As part of this conference, we'll also be hosting our quarterly Executive Committee meeting, our leadership team made up of Chief Marketing Officers from across a selection of our corporate members.

For this meeting, we want to invite three speakers to take part in a panel discussion to uncover the risks and opportunities of TikTok for marketers. Ultimately, we want to provide our leadership team with a balanced and fair understanding of how the social media platform works, how efficient and effective it really is from a marketing perspective, and what the societal implications of TikTok are more broadly.

Ideally, we'd like to cover the following elements:

- 1) How does the TikTok algorithm work and how does it differ from other social media platforms?

- 2) What are the societal harms linked to TikTok, and particularly when it comes to children?
- 3) How effective is marketing on the platform, taking into account the continued increase in ad spend over the past months (i.e. ROI)
- 4) What are the reputation risks of engaging on tiktok for brands, such as privacy implications or the monetisation of harmful content?

Given your expertise, we **would be delighted to have you participate in this panel discussion**, to cover off **point 1/2/3**. If this would be of interest, would you be free for a call to discuss in further detail in the coming days?

From: [REDACTED]@wfanet.org>

Sent: 09 February 2023 11:44

To: [REDACTED]@wfanet.org>; Rob Rakowitz [REDACTED]@wfanet.org>

Subject: RE: email EXCO speakers GMW

Hi [REDACTED]

Brilliant. I think it's really good, thanks for drafting!!

I wouldn't talk about consumers in the context of societal harm – let's just say children. Rephrased below!

Do we need a question around brand implications / reputational risks of engaging on TikTok, considering broader issues (privacy, data transfers, harmful content...)? Or are we broadening up this discussion too much then. Up to you

Again, big thanks!

From: [REDACTED]@wfanet.org>

Sent: 09 February 2023 09:30

To: [REDACTED]@wfanet.org>; Rob Rakowitz [REDACTED]@wfanet.org>

Subject: email EXCO speakers GMW

Hi both,

As discussed yesterday please find a draft email for panelists.

Let me know what you think! I tried to keep it as short and succinct as possible but it's still quite long...

Subject: Invitation to participate at global marketing event

Hi ,

I'm reaching out on behalf of WFA – the only global organisation representing the interests of client-side marketers (140+ of the world's largest brands). We're currently planning our [Global Marketer Week](#) conference, *the* global event for brand marketers, bringing together hundreds of senior marketers for a week of industry thought leadership. This year, our conference will be taking place in **Istanbul, on the 25, 26 and 27th of April**.

As part of this conference, we'll also be hosting our quarterly Executive Committee meeting, our leadership team made up of Chief Marketing Officers from across a selection of our corporate members.

For this meeting, we want to invite three speakers to take part in a panel discussion to uncover the risks and opportunities of TikTok for marketers. Ultimately, we want to provide our leadership team with a balanced and fair understanding of how the social media platform works, how efficient and effective it really is from a marketing perspective, and what the societal implications of TikTok are more broadly.

Ideally, we'd like to cover the following elements:

- 1) How does the TikTok algorithm work and how does it differ from other social media platforms?
- 2) What are the societal harms linked to TikTok, and particularly when it comes to children? ~~a focus on children and vulnerable consumers?~~
- 3) How effective is marketing on the platform, taking into account the continued increase in ad spend over the past months (i.e. ROI)

Given your expertise, we **would be delighted to have you participate in this panel discussion**, to cover off **point 1/2/3**.

If this would be of interest, would you be free for a call to discuss in further detail in the coming days?

[REDACTED]

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore

[REDACTED]



WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

Exhibit 20
HJC-WFA-GARM-000032856
Uncommon Collaboration is Putting Aside
Competitive Concerns

Message

From: [REDACTED]
Sent: 08/10/2020 12:18:35 PM
To: Rob Rakowitz [REDACTED]@wfanet.org]
CC: Stephan Loerke [REDACTED]@wfanet.org]
Subject: RE: GARM Steer Team / Facebook Monthly T2T Discussion Guide

Hi Rob, sure I don't think we should drudge up what happened but we MUST not let them insinuate to our members that we went to press without their full sign off on the release.

Yes, we gave them a small turn around time but 1. There is a leak in the community [in fact the first story that appeared on this was briefed by FB comms people] 2. Platforms were encouraging us to go to press with this story and 3. We took on board all their comments barring one (a minor issue of language where we considered they were backtracking on independent monitoring)

At the time, no one complained about the turnaround time- except [REDACTED] at Twitter.

From: Rob Rakowitz [REDACTED]@wfanet.org>
Sent: 08 October 2020 14:04
To: [REDACTED]@wfanet.org>
Subject: FW: GARM Steer Team / Facebook Monthly T2T Discussion Guide

Hey – thanks for joining
Steer Team doesn't want to dwell on past but as agreed it'd be good to have you in the room to redirect the bus should they decide to try and drive over us.

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

World Federation of Advertisers
London • Brussels • Singapore



**World Federation
of Advertisers**

From: Robert Rakowitz [REDACTED]@wfanet.org>
Date: Wednesday, October 7, 2020 at 12:44
To: Phil Smith [REDACTED]@isba.org.uk>, "john.montgomery" [REDACTED]@groupm.com>, [REDACTED]@wfanet.org>, "Di-Como, Luis" [REDACTED]@unilever.com>, [REDACTED]@ana.net>, [REDACTED]@effem.com>, [REDACTED]@4as.org>, [REDACTED]@diageo.com>, [REDACTED]@diageo.com>, "Jankowski, Benjamin" [REDACTED]@mastercard.com>, [REDACTED]@aaaa.org>, [REDACTED]@pg.com" [REDACTED]@pg.com>, [REDACTED]@effem.com>, Joe Barone [REDACTED]@groupm.com> [REDACTED]@diageo.com>, [REDACTED]

[REDACTED]@effem.com>

Subject: GARM Steer Team / Facebook Monthly T2T Discussion Guide

Hi all –

I put together a series of notes to help prepare us for the conversation tomorrow in collaboration with Ben [THANK YOU!].

Please see below a primer in what I expect for us to hear, and some points for us to land.

I've also suggested conversation leaders by section with support knowing that we want to have some decorum to ensure we land everything we're able to [NOTE – this is NOT to control you or the conversation but to ensure that we come across as the team we are].

Please feedback if we are missing anything and/or if there's a desire to shift things in terms of points or speaking roles.

Thanks!

Rob

—

GOALS:

1. Cement the regular cadence of top-to-tops with Facebook
2. Register feedback from Facebook
3. Ensure that we agree on a path forward on WoW that address mutual concerns (timescales, visibility, clarity of commitments)
4. Land key points relative to what we are likely to hear from Facebook
5. Register GARM feedback on progress
6. Register engagement and willingness to proceed with measurement (aggregation and select harmonization)

WHAT WE ARE LIKELY TO HEAR:

- A. Tone – they're uncomfortable being in the spotlight and allege an us v them narrative that is an erosion of uncommon collaboration
- B. Claims – they're likely to say that what's been communicated in press wasn't true and/or wasn't clear for public consumption
- C. Engagement – they're likely to play that they need a seat on the Steer Team

KEY MESSAGES TO LAND (note these are a mix of questions and comments):

[reactive] – [Rob + Luis + Stephan]

- Tone – Uncommon collaboration needs to be understood as the industry coming together and putting aside competitive concerns in the interest of safety (contrasted with the idea that it's conformist and moves away from confrontation – we will need to face into tensions at time) This seems obvious and hence might not need to be reiterated.
- Claims – We need drive more specificity in commitments as uncomfortable as it may be (e.g., pushback on drop-downs, follow-up on measurement from [REDACTED] versus press release) and will need to drive more formal memorialization going forward – as we know there's been leaks in the Community and we have to assume what's communicated there is public domain. In addition, More formal understanding of specific and documenting and chronicling this is critical
- Communications – Material implying approval need to be mutually cleared – while there was an accelerated agenda on press release there was no notice or review of GARM on commitments and there are areas that aren't clear (e.g., Floor and Feed) – this was not shared and therefore went outside GARM norms

- Engagement – We appreciate the platforms input but we from a governance perspective we must maintain true to our chartering organizations WFA and ANA in being advertiser-driven. What is the point here? If it is to make sure they know we're running this, again assumed and no need to reiterate.

[proactive]

- DEFINITIONS [Joe + █████]
 - How will Facebook increase the scope of brand safety controls on its ad products? We know that there's 7 other ad products outside of the ones mentioned in the PDF and advertisers then have to rely on Community Standards in those products – is there a plan to expand and if so, when? I think this topic is level 4, agencies, and not definitions
 - When will we expect to see the Suitability Framework incorporated? Again we know that the main focus has been on the Floor and Community Standards and some ad products, when can we expect to see more coverage and more precision?
 - How will these definitions be more overt to marketers and agencies in planning, buying, and reporting tools?
- FIRST-PARTY MEASUREMENT [█████ + Phil]
 - How we solve measurement will be critical – agreeing to aggregate and map the definitions to reporting and make it consistent across platforms is the number 1 task in front of us now....are we in agreement on aggregation as the first step? How do we prioritize and address thorny issues within your organization?
 - Prevalence seems to be the way forward – how was the sample size derived and are there plans to review it or improve it?
 - What does a successful solution look like for Facebook? Is it picking existing measures, is it aggregating or creating net new?
- AUDIT [█████]
 - We want comparability between platforms on audits, and we know that you're engaging on a different scope of audits which we appreciate. We need to define a minimum standard with MRC input to satisfy that comparability. Do we have your commitment to respect this need?
- ADJACENCY CONTROLS [Ben + █████]
 - We understand that you are exploring this and testing this with some clients. How will the Steer Team be engaged in this as a collective? When will GARM get details of this?

Rob Rakowitz

Initiative Lead - Global Alliance for Responsible Media

World Federation of Advertisers

London • Brussels • Singapore



**World Federation
of Advertisers**

Exhibit 21
HJC-WFA-GARM-000042863
GARM Forces Zefr onto Meta

Message

From: Rob Rakowitz [redacted] [redacted].rakowitz]
Sent: 16/03/2022 1:02:56 PM
To: Stephan Loerke [redacted]@wfanet.org]; [redacted]@raymedia.biz]
CC: [redacted]@wfanet.org]
Subject: Re: Meta: Zefr partnership on post campaign reporting

We need to get the ExecCo to understand that we're operating with a Roosevelt doctrine of "speaking softly and carrying a big stick"

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

[redacted]@wfanet.org

From: Stephan Loerke [redacted]@wfanet.org>
Sent: Wednesday, March 16, 2022 9:00:56 AM
To: Rob Rakowitz [redacted]@wfanet.org>; [redacted]@raymedia.biz>
Cc: [redacted]@wfanet.org>
Subject: RE: Meta: Zefr partnership on post campaign reporting

Exactly. That needs to be said loud and clear

From: Rob Rakowitz [redacted]@wfanet.org>
Sent: Wednesday, 16 March 2022 13:55
To: Stephan Loerke [redacted]@wfanet.org>; [redacted]@raymedia.biz>
Cc: [redacted]@wfanet.org>
Subject: Re: Meta: Zefr partnership on post campaign reporting

The stakeholder messaging from Meta is - "without GARM we wouldn't have been able to make these moves" - and I really like the "network effect" of Zefr now hitting TikTok and Meta Feed - the two most popular and hardest to wrangle formats

This should be a message to the ExecCo for Athens - our demands are being met

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

[redacted]@wfanet.org

From: Stephan Loerke [redacted]@wfanet.org>
Sent: Wednesday, March 16, 2022 8:51:54 AM
To: Rob Rakowitz [redacted]@wfanet.org>; [redacted]@raymedia.biz>
Cc: [redacted]@wfanet.org>
Subject: RE: Meta: Zefr partnership on post campaign reporting

Good news. Makes sense to highlight the role that GARM played

From: Rob Rakowitz <[REDACTED]@wfanet.org>
Sent: Wednesday, 16 March 2022 13:50
To: Stephan Loerke <[REDACTED]@wfanet.org>; [REDACTED] <[REDACTED]@raymedia.biz>
Cc: [REDACTED] <[REDACTED]@wfanet.org>
Subject: Meta: Zefr partnership on post campaign reporting

Hi -

Just a heads up that Meta is imminently announcing a big first step on Newsfeed - post campaign transparency that will give brands and agencies reporting on where ads show up. This is a big first step for them, and should be acknowledged as a significant win we forced. This however is limited to post-buy and English language - so work to be done pre-buy and ex Anglo world.

I've provided them (both Meta and Zefr) with a quote to use across their announcements:

In our quest to eliminate harmful content from ad-supported digital media, we need controls on where ads appear and measurement to verify the accuracy of those placements. Meta and Zefr's partnership is a welcomed step that gives advertisers and agencies post-campaign transparency for Feed – a format that has been hard to measure for some time. This is a welcomed cornerstone for more work to come, and we are excited to see two GARM members address marketplace needs for transparency and accountability together.

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

[REDACTED] <[REDACTED]@wfanet.org>

Exhibit 22
HJC-WFA-GARM-000044897
GARM and Kenosha

Message

From: [REDACTED]
Sent: 28/08/2020 4:56:14 PM
To: Stephan Loerke [REDACTED]@wfanet.org]; [REDACTED]@mediabounty.com]
CC: [REDACTED]@bora-co.com]; [REDACTED]@brandadvance.co.uk]; Rob Rakowitz [REDACTED]@wfanet.org]; [REDACTED]@gsk.com]; [REDACTED]@wfanet.org]; [REDACTED]@wfanet.org]
Subject: Re: Facebook, Fox and Kenosha

Stephan,

Are media owners in France, Moscow, and China using advertising to monetize content praising or calling for the murder of protesters? If so, wouldn't it be the WFA's job (via GARM) to do or say something? Sorry if I'm misunderstanding here.

From: Stephan Loerke [REDACTED]@wfanet.org>
Date: Friday, August 28, 2020 at 12:44 PM
To: [REDACTED]@mediabounty.com>
Cc: [REDACTED]@bora-co.com> [REDACTED]@brandadvance.co.uk>, Rob Rakowitz [REDACTED]@wfanet.org>, [REDACTED]@wfanet.org>, [REDACTED]@gsk.com>, [REDACTED]@wfanet.org>, [REDACTED]@wfanet.org>
Subject: RE: Facebook, Fox and Kenosha

Dear [REDACTED]

Sorry for responding late, it has been a long day. Let me respond in the absence of Rob Rakowitz who's off this week.

I'm profoundly shocked by what has happened this week. This explosion of violence and hatred is just beyond belief. It seems to get worse by the day.

I have watched the video of the Fox News show you shared, and couldn't believe my ears. A presenter appearing to justify the killing ?!?

From a brand-owner perspective, the reasoning which has led us to put pressure and hold to account platforms on hate speech and harmful content should also apply to a media owner. We've always made it clear that the standards which we (GARM) want to see platforms enforce should be valid irrespective of the media (even if has widespread popular support).

However, I think we need to be smart in how we leverage our influence. I don't think we can and should consider a specific action against that media owner as I think we would be venturing into political territory. And potentially would have to react to events in France, Moscow and China...That's not WFA's job. However, I think WFA can champion principles/standards on behalf of and with brand-owners. Principles/standards that get brand-owners to evolve the criteria upon which they make their ad investment decisions.

We could also use the press statement we're planning for GARM (in which we'll share the commitments that platforms have made on hate speech and harmful content) to make clear that we're expecting those standards to apply across all platforms and media.

Let me raise this with the GARM SteerTeam next Tuesday.

Best

Stephan

From: [REDACTED]@mediabounty.com>
Sent: 28 August 2020 13:26
To: Stephan Loerke [REDACTED]@wfanet.org>
Cc: [REDACTED]@bora-co.com>; [REDACTED]@brandadvance.co.uk>; Rob Rakowitz [REDACTED]@wfanet.org>; [REDACTED]@wfanet.org>; [REDACTED]@gsk.com>
Subject: RE: Facebook, Fox and Kenosha

Hi Stephan,

I hope you are well.

I got an out of office from Rob on the below so thought I would forward on to you and also copying the Conscious Advertising Network's [REDACTED]

Is the WFA or GARM making any comment on this?

It would be good to hear your thoughts.

Cheers,

[REDACTED]

From: [REDACTED]
Sent: 27 August 2020 08:36
To: 'Rob Rakowitz' [REDACTED]@wfanet.org>; [REDACTED]@wfanet.org>; [REDACTED]@gsk.com>
Cc: [REDACTED]@bora-co.com>
Subject: Facebook, Fox and Kenosha

Hi all,

Hope you are all well.

I am writing regarding the events in Kenosha, Wisconsin and the narratives surrounding them.

Following the shooting of Jacob Blake in the back, in front of his children, by the police, militia groups including the Kenosha Guard mobilised on Facebook. You will know that a militia member, Kyle Rittenhouse, has been arrested for murdering two protesters. Facebook has since taken the Kenosha Guard page down. I have attached screen shots before it was removed.

Last night Tucker Carlson defended the actions of the militia on his show on Fox News - <https://edition.cnn.com/2020/08/27/media/fox-news-tucker-carlson-kenosha-shootings/index.html>

I am aware that Fox is not part of GARM but would GARM or the WFA make a statement condemning this? In my view, we can have all the diversity initiatives in the world but we are fatally undermined if we do not call these narratives on 'mainstream' broadcast media as well as on the platforms. If we do not stand up to this then are we complicit in the cycle of normalisation of racist violence? What is next?

We would welcome your thoughts on this.

Cheers,



The Drum
Agency Business
Awards
Winner 2019

- 🏆 **Grand Prix**
- 🏆 **Social Media Agency of the Year**
- 🏆 **Corporate Purpose**

 **Conscious Advertising Network**



CAN is a voluntary not-for-profit on a mission to end advertising abuse. #TogetherWeCAN

Please consider the environment before printing me.

The information in this email is intended only for the addressee(s) named above. Access to this email by anyone else is unauthorised. If you are not the intended recipient of this message any disclosure, copying, distribution or any action taken in reliance on it is prohibited and may be unlawful. Media Bounty Ltd do not warrant that any attachments are free from viruses or other defects and accept no liability for any losses resulting from infected email transmissions. Please note that any views expressed in this email may be those of the originator and do not necessarily reflect those of this organisation.

Media Bounty Ltd, company number: 06755924 (England).
Registered Office: Unit G, 11 Bell Yard Mews, London, SE1 3TN

Exhibit 23
HJC-WFA-GARM-000051207
Ørsted and Twitter Survey

Message

From: [REDACTED]@orsted.com]
Sent: 08/12/2022 8:04:32 AM
To: Rob Rakowitz [REDACTED]@wfanet.org]
Subject: RE: Support to Ørsted about Twitter situation

Hi Rob,

I tried to sign up for the event today but it says there are no more available tickets.

Is it possible to set up a meeting with you to hear more about the Twitter situation and the dialogue you had with Elon Musk focusing on expectations to actions to ensure brand safety?

[REDACTED]

Ørsted
[REDACTED]

From: Rob Rakowitz <r.rakowitz@wfanet.org>
Sent: 7. december 2022 10:31
To: [REDACTED]@orsted.com>
Cc: [REDACTED]@wfanet.org>; [REDACTED]@wfanet.org>
Subject: Re: Support to Ørsted about Twitter situation

Hi –

Yes – but please have them register as members of GARM.

[REDACTED] can help you with this.

Thanks

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore
[REDACTED]

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED]@orsted.com>
Date: Wednesday, December 7, 2022 at 04:10
To: Rob Rakowitz [REDACTED]@wfanet.org>
Subject: RE: Support to Ørsted about Twitter situation

Hi Rob,

Is it going to be discussed at the meeting tomorrow – and is it okay if I share the invite with some of my colleagues to let them participate in this meeting?

[REDACTED]

[REDACTED]

From: Rob Rakowitz [REDACTED] <[\[REDACTED\]@wfanet.org](mailto:[REDACTED]@wfanet.org)>
Sent: 2. december 2022 18:48
To: [REDACTED] <[\[REDACTED\]@orsted.com](mailto:[REDACTED]@orsted.com)>; [REDACTED] <[\[REDACTED\]@wfanet.org](mailto:[REDACTED]@wfanet.org)>
Subject: Re: Support to Ørsted about Twitter situation

Hi [REDACTED] -

This is likely to come up and be discussed in the Community Call on Thursday next week. Can we discuss then and there?

Thanks

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

[REDACTED] <[\[REDACTED\]@wfanet.org](mailto:[REDACTED]@wfanet.org)>

From: [REDACTED] <[\[REDACTED\]@orsted.com](mailto:[REDACTED]@orsted.com)>
Sent: Friday, December 2, 2022 2:23:39 AM
To: [REDACTED] <[\[REDACTED\]@wfanet.org](mailto:[REDACTED]@wfanet.org)>; Rob Rakowitz [REDACTED] <[\[REDACTED\]@wfanet.org](mailto:[REDACTED]@wfanet.org)>
Subject: RE: Support to Ørsted about Twitter situation

Hi [REDACTED] & Rob,

I hope everything is well.

I know you had planned to have a meeting yesterday with Elon Musk. Is it possible to arrange a meeting next week to learn more about how the conversation went and how you see the situation now and expectations going forward?

Thanks a lot – and have a wonderful weekend!

[REDACTED]

[REDACTED]

From: [REDACTED] <[\[REDACTED\]@wfanet.org](mailto:[REDACTED]@wfanet.org)>
Sent: 14. november 2022 16:06
To: [REDACTED] <[\[REDACTED\]@orsted.com](mailto:[REDACTED]@orsted.com)>; Rob Rakowitz [REDACTED] <[\[REDACTED\]@wfanet.org](mailto:[REDACTED]@wfanet.org)>
Subject: Re: Support to Ørsted about Twitter situation

Hi [REDACTED]

We are still working through some of the responses from the survey. How does Thursday at 2pm sound?

Best,
[REDACTED]

From: [REDACTED] <[REDACTED]@orsted.com>

Sent: Monday, November 14, 2022 6:08 AM

To: [REDACTED] <[REDACTED]@wfanet.org>; Rob Rakowitz <[REDACTED]@wfanet.org>

Subject: FW: Support to Ørsted about Twitter situation

Hi [REDACTED] and Rob,

I hope you both are doing well.

We are following the conversation and communication about the Twitter situation very closely. It seems like some agencies are now starting to recommend their clients to pause all advertising on the platform.

We would like to make a situation/complication/resolution presentation to top management based on your recommendations.

Do you know when you have more info from the survey you sent out last week - and can we arrange a meeting one of the coming days where you share your reflections and results?

Thanks a lot for your support – and look very much forward to hearing from you.

[REDACTED]

Ørsted
[REDACTED]

From: [REDACTED]

Sent: 8. november 2022 12:40

To: [REDACTED] <[REDACTED]@wfanet.org>

Subject: RE: Support to Ørsted about Twitter situation

Hi [REDACTED]

Thanks for getting back to us.

It sounds good with the survey and the talk with Twitter and Elon Musk.

We would very much like to know more as soon as you have the results. When do you expect to have it? Do you think Tuesday next week is realistic to share the results and your recommendations?

Do you have a description on the situation that you can share?

Thanks a lot for your support.

Best,
[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED] <[\[REDACTED\]@wfanet.org](mailto:[REDACTED]@wfanet.org)>
Sent: 7. november 2022 14:04
To: [REDACTED] <[\[REDACTED\]@orsted.com](mailto:[REDACTED]@orsted.com)>
Subject: Re: Support to Ørsted about Twitter situation

Hi [REDACTED]

I hope you're doing well. While I don't manage Rob's calendar, I can certainly nudge him to see when he is available. I assume he is waiting to get back to you as I've just sent out a survey to some of our members to gauge their perceptions on the issue. We will have the results from that survey by EoW, have been in constant contact with Twitter and plan to meet with Elon in the coming weeks. Would it make sense to schedule something next week after the survey results come in?

Best,
[REDACTED]

From: [REDACTED] <[\[REDACTED\]@orsted.com](mailto:[REDACTED]@orsted.com)>
Sent: Monday, November 7, 2022 8:01 AM
To: [REDACTED] <[\[REDACTED\]@wfanet.org](mailto:[REDACTED]@wfanet.org)>
Subject: Support to Ørsted about Twitter situation

Hi [REDACTED]

I haven't heard from Rob and the Twitter issue is critical to us.

Would you be able to help us and set up a meeting where we can learn more?

Thanks a lot!

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: 4. november 2022 16:48
To: Rob Rakowitz <[\[REDACTED\]@wfanet.org](mailto:[REDACTED]@wfanet.org)>
Subject: FW: WFA Insight Forum: Upcoming meetings and events

Hi Rob,

I'm reaching out to you to ask you if it's possible to arrange a meeting and hear more about your perspectives about the Twitter situation and a possible boycott from many companies.

As you know we have a lot of focus on responsible marketing and we are about to make a recommendation to management about actions and when we need to consider whether we should continue promotion on the platform or find alternatives. It is an important platform for us in the US market and it will have an impact that we need to asses and outline.

Is this something you can help us with by setting up a meeting Wednesday next week to hear your perspectives and advise?

Looking forward to hearing from you – and have a great week-end!

[Redacted]

Ørsted

[Redacted]

From: [Redacted] <[Redacted]@orsted.com>

Sent: 9. september 2022 08:33

To: Rob Rakowitz <[Redacted]@wfanet.org> [Redacted] <[Redacted]@orsted.com> [Redacted] <[Redacted]@orsted.com>

Cc: [Redacted] <[Redacted]@orsted.com>

Subject: RE: WFA Insight Forum: Upcoming meetings and events

Hi Rob,

Thanks so much, it's really been a pleasure working with you and the GARM team. You were invaluable during the Stop Hate for Profit campaign and we've learned so much about the importance of companies taking a leading role in holding platforms responsible, and the continued efforts of the GARM team to promote transparency and accountability is more important than ever.

As for who'll join the GARM group from Ørsted, I'll leave that up to [Redacted] & [Redacted] to decide. However [Redacted] was my co-pilot over the last two years and is a great person to loop into the meetings, conversations etc. However I'll let [Redacted] and [Redacted] sync and get back to you on who'll join from Ørsted.

Thanks again and all the best 🙏

Best,

[Redacted]

From: Rob Rakowitz <[Redacted]@wfanet.org>

Sent: 7. september 2022 13:26

To: [Redacted] <[Redacted]@orsted.com>; [Redacted] <[Redacted]@wfanet.org>

Subject: Re: WFA Insight Forum: Upcoming meetings and events

Hi [Redacted]

Congrats on the new role – it sounds really exciting.

Like [Redacted] I am truly humbled by your feedback!

Let's definitely stay in contact – and let us know when the right time to reengage is at [Redacted]

Is there a person to join GARM from Orsted we should reach out to?

Please let me know.

Thanks!
Rob

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED]@orsted.com>
Date: Wednesday, September 7, 2022 at 03:55
To: [REDACTED]@wfanet.org>
Cc: Rob Rakowitz <[REDACTED]@wfanet.org>
Subject: RE: WFA Insight Forum: Upcoming meetings and events

Hi [REDACTED]

Thanks so much for the kind words, and when the dust settles after landing at [REDACTED] I have every intention of signing us up to WFA & GARM.

Regarding the Insights Forum I suggest reaching out to:

[REDACTED]@orsted.com
[REDACTED]@orsted.com

Have a fantastic day too 🙌

From: [REDACTED]@wfanet.org>
Sent: 6. september 2022 15:30
To: [REDACTED]@orsted.com>
Cc: Rob Rakowitz <[REDACTED]@wfanet.org>
Subject: RE: WFA Insight Forum: Upcoming meetings and events

Dear [REDACTED]

First of all, congratulations on your new role, seems like an exciting new chapter in your career. Secondly, thank you so much for letting us know and for all the appreciation for WFA's work, we're humbled to read such kind words! And I am honestly a bit sad to lose such a positive and enthusiastic member of our Insight Forum, but we'd be more than happy to have you with us for the next events in September.

May I ask who I can connect with to represent Ørsted in the Insight Forum?

Have a wonderful day,
[REDACTED]

From: [REDACTED]@orsted.com>
Sent: 06 September 2022 11:28
To: [REDACTED]@wfanet.org>
Cc: [REDACTED]@wfanet.org>
Subject: RE: WFA Insight Forum: Upcoming meetings and events

Hi [REDACTED]

Many thanks for this digest, looking forward to the events in September.

I also wanted to let you know that I'm leaving Ørsted to join [REDACTED] which will sadly result in loss of WFA & GARM membership 😞. It's been an absolute pleasure being part of the incredible WFA & GARM communities, and I wanted to thank you and [REDACTED] for all of the help, support and guidance you've provided. You're doing incredible work which has made my life as a responsible marketer at Ørsted much, much easier and more fulfilling.

If we don't speak again before my departure then I wish you all the best and please pass along my thanks and best regards to the WFA & GARM teams who's tireless efforts are truly inspiring.

Best,
[REDACTED]

From: [REDACTED]@wfanet.org>
Sent: 5. september 2022 16:27
To: [REDACTED]@orsted.com>
Subject: WFA Insight Forum: Upcoming meetings and events

Dear [REDACTED],

I hope you had a nice summer and a smooth start to a productive autumn.

We have some great upcoming events which might interest you:

- 1. Spotlight: Clients and creativity** (6 and 7 Sep, remote) - Join Contagious, Observatory International, Heineken, Cathay Pacific, RGA, and Publicis, as we explore results from WFA's global study into clients & creativity, spanning 34 markets. Uncover the biggest barriers to progress, around the world, and opportunities to become a more creative, and effective, marketing organisation. You can register [here](#). *These sessions will be recorded.*
- 2. Insight Forum** (13 Sep, remote) - [REDACTED] will share learnings from a recent joint project with WFA, looking at how CMI teams can drive customer centricity, and business success within their organisations. [REDACTED] (Coca-Cola) will share how a Coca-Cola reorg centralised and standardised Marketing Insights protocols for consistency across the globe. The agenda is [here](#) and you can register [here](#). *This session will not be recorded.*
- 3. Spotlight: Consumer insights through a diversity and inclusion lens** (29 Sep, remote) - Rich, unbiased audience data and insights will allow marketing teams to identify the right brand strategies that include, rather than exclude, minority or unrepresented groups, thus expanding their audience base. Join this session on the benefits and principles of incorporating inclusive principles into research projects, hosted in partnership with ESOMAR. You can register [here](#). *This session will be recorded.*

4. **Spotlight: How do you translate happiness into brand success?** (5 Oct, remote) - Current and future events, like the global pandemic and ongoing unrest in Ukraine, may change how consumers define happiness. Brands need to keep track of what makes consumers happy and how they can adhere to and implement the values and initiatives that spark this sentiment. A discussion with Danone, Colgate-Palmolive, Mondelēz, and buzzback reveals what makes consumers happy and how brands can meet their needs. You can register [here](#). *This session will be recorded.*

5. **Insight Forum** (8 Nov, Amsterdam) - Members of WFA's Marketing, Insight, Media, and Sourcing Forums will come together and connect with their peers, as well as colleagues outside of their discipline, tackling the common goal of **better marketing effectiveness**. WFA Forum Connect offers the best of both worlds: the inspiration and networking of a world-leading brand-owner conference, alongside world-class knowledge exchange. Insight Forum participants will hear case studies from Philips, Heineken, and Mars. The agenda is [here](#), and you can register [here](#). *This session will not be recorded.*

Please don't hesitate to get in touch, should you have any questions. Looking forward to welcoming you to our upcoming events!

Have a lovely day,



WFA - World Federation of Advertisers

Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

▪

Exhibit 24
HJC-WFA-GARM-000051993
Reactive Comms/Expel Twitter

Message

From: [REDACTED]
Sent: 01/12/2022 12:40:21 PM
To: Rob Rakowitz [REDACTED]@wfanet.org; Stephan Loerke [REDACTED]@wfanet.org; [REDACTED]@raymedia.biz
CC: [REDACTED]@wfanet.org
Subject: Re: Twitter x ExecCo: Reactive Comms

I think I'd distinguish between ways of working and material expectations about what we expect of the platform.

I would put the latter down on a one pager with a brief introduction about why we consider these to be critical to their ongoing collaboration with GARM and then add some of the procedural expectations at the end.

It's basically GARMS direct expectations of Twitter with GARM letterhead

Then I don't mind who we brief on it but don't see why we wouldn't do FT, WSJ and NYT and be very up front about that. Even Digiday and BI.

I'm not sure NYT would cover. I'm sure FT would. Don't know so much about [REDACTED] but I know you're keen to manage that relationship. Do you think we owe her the exclusivity? I'm not so sure

From: Rob Rakowitz [REDACTED]@wfanet.org>
Sent: Thursday, 1 December 2022, 13:27
To: Stephan Loerke [REDACTED]@wfanet.org>; [REDACTED]@wfanet.org>; [REDACTED]@raymedia.biz>
Cc: [REDACTED]@wfanet.org>
Subject: Re: Twitter x ExecCo: Reactive Comms

Hi –

I do think we need to be clear around expectations on the expectations to Twitter [which are internal and aren't external – and I may need to chat with [REDACTED] about making this external]

1. Responsiveness to requests within a reasonable amount of time [72 business hours]
2. Demonstrable support of the GARM Brand Safety Floor globally inclusive of policies and tools
3. Regular participation in GARM Working Groups relevant to member organization type

I have documented proof that items 1 + 3 already put their membership **AT RISK**.

Between us, I want to clarify that timeline for delivery on expectations is going to be staggered given there are engineering requirements:

REASSESS TWITTER'S ABILITY TO UPHOLD COMMON DEFINITIONS	Can be accomplished before year end
---	-------------------------------------

TAKE STEPS TO BRING TWITTER TO PARITY ON COMMON MEASURES	Can be committed to by year end Implementation may be not until June 2023
INTRODUCE NEW LEVELS OF MEASUREMENT ACCESS TO ASCERTAIN PLATFORM SAFETY	Can be committed to by year end Implementation should be in 1Q 2023 at latest
FASTTRACK NEW AND EXISTING THRID PARTY INTEGRATIONS FOR ADVERTISER CONTROL	Can be committed to by year end Implementation should be in 1Q 2023 at latest
PROCEED WITH TIME-BOUND MRC AUDIT PLAN	Already in progress but need to reaffirm timeline and validity of current process with all of their changes We won't have accreditation until YE 2023

WSJ [REDACTED] have been consistently about asking me for details on Twitter, I know FT is direct competition and there's concern there about long-term relations, and then there's NYT.

What is the priority outlet for this?

I will want to manage WSJ relations if we go another route.

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

[REDACTED]@wfanet.org

From: Stephan Loerke [REDACTED]@wfanet.org>
Sent: Thursday, December 1, 2022 05:45
To: [REDACTED]@wfanet.org>; [REDACTED]@raymedia.biz>
Cc: Rob Rakowitz [REDACTED]@wfanet.org>; [REDACTED]@wfanet.org>
Subject: RE: Twitter x ExecCo: Reactive Comms

I'd be fine with the 3-track approach if Rob is fully aligned with it.

- We've met with Musk today and these are the expectations (cfr Rob's list of 5 deliverables) – that should get some press interest I guess
- We send a detailed list of requests and a timeline in writing to Twitter. If they don't meet those requests in the timeline, GARM expels them (ok Rob?)
- We brief a reporter off-the-record – so that when the timeline passes and we expel Twitter, the story breaks

What do you think, Rob?

From: [REDACTED]@wfanet.org>
Sent: 01 December 2022 11:34
To: Stephan Loerke [REDACTED]@wfanet.org>; [REDACTED]@raymedia.biz>
Cc: Rob Rakowitz [REDACTED]@wfanet.org>; [REDACTED]@wfanet.org>
Subject: Re: Twitter x ExecCo: Reactive Comms

A factual statement to say WFA is using today's Executive Committee to reiterate its expectations of Twitter should be fine but would need to be checked with lawyers of course. CHR is just about comment attribution as I understand it

We should be above board about that with Musk. Its perfectly reasonable.

But I think [REDACTED] and I are also saying we need to brief a reporter too so that this isn't just a statement on the website but it gets reported widely. Because if he doesn't meet the demands, which is the likely course of action, then "the world" will know WFA was fair and professional and expelled Twitter from GARM on perfectly reasonable grounds

If we agree with approaching the reporter then we need to do that now

From: Stephan Loerke [REDACTED] <[REDACTED]@wfanet.org>
Sent: Thursday, 1 December 2022, 11:25
To: [REDACTED] <[REDACTED]@raymedia.biz>; [REDACTED] <[REDACTED]@wfanet.org>
Cc: Rob Rakowitz [REDACTED] <[REDACTED]@wfanet.org>; [REDACTED] <[REDACTED]@wfanet.org>
Subject: RE: Twitter x ExecCo: Reactive Comms

I'm fine with the proposed approach. Detailed demands in writing to Twitter and a timeline.
But I do think it makes sense for us to also have a public communication around GARM's expectations re Twitter. Not aggressive. And to reference the meeting with Elon Musk. That doesn't breach Chatham House rules, does it?

From: [REDACTED] <[REDACTED]@raymedia.biz>
Sent: 01 December 2022 11:14
To: [REDACTED] <[REDACTED]@wfanet.org>
Cc: Rob Rakowitz [REDACTED] <[REDACTED]@wfanet.org>; Stephan Loerke [REDACTED] <[REDACTED]@wfanet.org>; [REDACTED] <[REDACTED]@wfanet.org>
Subject: Re: Twitter x ExecCo: Reactive Comms

Sounds like a plan... what do you need me to do?

[REDACTED]
[REDACTED]

On 1 Dec 2022, at 10:12, [REDACTED] <[REDACTED]@wfanet.org> wrote:

Both i think. Calmly set a timeline for written confirmation they can stick to the demands and indicate that failure to meet these will lead to expulsion from Garm and a public announcement. Pick a date in near future or it make ls GARM look weak.

Ensure key members know what these demands and the timeline are and let a good journalist know OTR before Musk stays true to form and lashes out publicly

From: [REDACTED] <[REDACTED]@raymedia.biz>
Sent: Thursday, 1 December 2022, 11:02
To: [REDACTED] <[REDACTED]@wfanet.org>
Cc: Rob Rakowitz [REDACTED] <[REDACTED]@wfanet.org>; Stephan Loerke [REDACTED] <[REDACTED]@wfanet.org>; [REDACTED] <[REDACTED]@wfanet.org>
Subject: Re: Twitter x ExecCo: Reactive Comms

Which option?



On 1 Dec 2022, at 10:00, [REDACTED]@wfanet.org> wrote:

To me this makes sense

From: [REDACTED]@raymedia.biz>
Sent: Thursday, 1 December 2022, 10:51
To: Rob Rakowitz [REDACTED]@wfanet.org>
Cc: [REDACTED]@wfanet.org>; Stephan Loerke [REDACTED]@wfanet.org>;
[REDACTED]@wfanet.org>
Subject: Re: Twitter x ExecCo: Reactive Comms

Hi

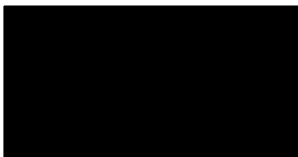
I think the issue is that regardless of what Musk says at the meeting, he may not carry through.

My suggestion if you want to go tough is to say: we welcome the meeting, we still have concerns - details of what they are - and these are the steps we need to see and the timeline for achieving that. Failure to meet that timeline means Twitter will have to leave GARM.

Based on what I read about Musk I would think this is probably a self fulfilling prophecy. He won't want to be seen to be bullied into doing something so will simply not meet the deadline or will lash out.

Advertisers are already pulling spend so its clear that they need to decide if they want to be ad supported or subscription - which is obviously the back up plan because they are attacking the T&Cs for the apple App Store.

Otherwise it's a case of communicating the promises made at the meeting to members and maybe an internal timeline for delivery... This will get leaked anyway (or we could supply it on an OTR basis to a friendly reporter) but it is a softer approach



On 1 Dec 2022, at 09:41, Rob Rakowitz [REDACTED]@wfanet.org> wrote:

The way that I look at is this: we issued questions bilaterally on 6 Nov - I have no response and only acknowledgement that they received them. They did this to us on the CSAM issue in September.

I do think we go public. It will force a response or a parting of ways (which I am OK with).

What I don't want them doing is ignoring us and making us look ineffective.

And with regulators weighing in now I do think we need to be public.

I hear you on Chatham House Rules but what we aren't doing is disclosing all of the research we did prior.

And I don't know - maybe our members do want to know we have their backs and aren't backing down from this...

I'll defer to you guys and Stephan but I think going on record and putting them on notice drives a line (and also for other platforms too). I don't think we're being optimistic here and this is about principles.

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

[REDACTED] [@wfanet.org](mailto:[REDACTED]@wfanet.org)

From: [REDACTED] [@wfanet.org](mailto:[REDACTED]@wfanet.org)>

Sent: Thursday, December 1, 2022 4:12:16 AM

To: Rob Rakowitz [REDACTED] [@wfanet.org](mailto:[REDACTED]@wfanet.org)>; [REDACTED]

[REDACTED] [@raymedia.biz](mailto:[REDACTED]@raymedia.biz)>

Cc: Stephan Loerke [REDACTED] [@wfanet.org](mailto:[REDACTED]@wfanet.org)>; [REDACTED]

[REDACTED] [@wfanet.org](mailto:[REDACTED]@wfanet.org)>

Subject: Re: Twitter x ExecCo: Reactive Comms

Don't you want to mention the meeting at all? We could make a statement like this at any time but the news is surely that we've reiterated our demands in an Exco to Twitters leadership which I guess is OK under Chatham House Rules ... but does it warrant an email to everyone at WFA or just GARM members?

And we obvs can't go discussing anything with the press cos that would breach integrity of the meeting.

But press could pick it up of course and they are reporting on everything at the moment on this story

So my recommendation is no proactive comms after the meeting or it risks breaking our own rules ... at least until you hear what Musk has to say

From: Rob Rakowitz [REDACTED] [@wfanet.org](mailto:[REDACTED]@wfanet.org)>

Sent: Thursday, 1 December 2022, 09:46

To: [REDACTED] [@raymedia.biz](mailto:[REDACTED]@raymedia.biz)>

Cc: Stephan Loerke [REDACTED] [@wfanet.org](mailto:[REDACTED]@wfanet.org)>; [REDACTED]

[REDACTED] [@wfanet.org](mailto:[REDACTED]@wfanet.org)>; [REDACTED]

[REDACTED]@wfanet.org>

Subject: Re: Twitter x ExecCo: Reactive Comms

Hi there –

So we have confirmation that Elon will be in attendance, albeit in last 30min of the meeting.

I connected with Stephan, and in his direction, we can **deprioritize the reactive comms.**

Onward to proactive comms, I've attached an open letter that we would use along the following lines:

- 1/ Post to site
- 2/ Email to members pointing to post on site
- 3/ Likely as a means of discussing our view with press (no need for a release)

Please feel free to edit.

Thanks as ever and best,

Rob

Rob Rakowitz

Initiative Lead - Global Alliance for Responsible Media

[WFA - World Federation of Advertisers](#)

Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones.

Although I have sent this at a time that is convenient for me, it is not my expectation that you read,

respond or follow up on this email outside your hours of work.

From: Rob Rakowitz [REDACTED]@wfanet.org>

Date: Wednesday, November 30, 2022 at 15:27

To: [REDACTED]@raymedia.biz>

Cc: Stephan Loerke [REDACTED]@wfanet.org>, [REDACTED]

[REDACTED]@wfanet.org>

Subject: Twitter x ExecCo: Reactive Comms

Hi [REDACTED] -

As you are aware we do have a meeting scheduled with Twitter tomorrow. We are still getting clarity on if Elon Musk is attending or not (TBC based on the fact he doesn't do meetings outside 10a - 2a).

The meeting is Chatham House Rules, and we also know that there are active threats to advertisers and business partners (e.g., Apple). The prospect of the meeting being weaponized are real.

There are two scenarios for comms:

- 1/ Damage control if he attends and improperly shares post meeting
- 2/ Establishing and managing a narrative on expectations if he does not attend

On **Reactive Damage Control**, we want to prep a reactive statement with the likely scenario that there is a violation of the meeting confidentiality or distortion of the contents.

As I think it thru there are essentially three things to get across in a message, acknowledging the meeting:

- A/ Position on meeting confidentiality
- B/ Position on escalation
- C/ Clarifying any false claims

I think Points A + B can be developed in advance, whereas Point C will need to be reviewed and determined if we say something and what we say to clarify.

As it relates to **Proactive Narrative Management**, I will take a stab at a post/release that:

- A/ highlights concerns,
- B/ presents data-based concerns, and
- C/ suggests meaningful steps identified

Are you able to please help us on the Reactive Damage Control statement? And can you please help advance a forthcoming draft on Proactive Narrative Management?

In chatting with Stephan we agreed and highlighted that we need to speak from a position of strength, integrity, simple explanations and being non-confrontational in tone. No small task!

Please let me know if you have questions.
I have a feeling I will be up at around 930a UK tomorrow so am happy to engage at earliest with you.

Obviously we will need to fast track with K&S for clearance.

Thanks!

Rob

Robert N Rakowitz
Initiative Lead - The Global Alliance for Responsible Media
The World Federation of Advertisers

[REDACTED]@wfanet.org

This email has been scanned by iomartcloud.
<http://www.iomartcloud.com>

This email has been scanned by iomartcloud.
<http://www.iomartcloud.com>

This email has been scanned by iomartcloud.
<http://www.iomartcloud.com>

Exhibit 25
HJC-WFA-GARM-000054330
Unilever Objections to ‘Overtly Partisan
Takes’

Rob Rakowitz

Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers

Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: Rob Rakowitz [REDACTED] wfanet.org>

Date: Friday, December 2, 2022 at 20:47

To: Will Gilroy [REDACTED]@wfanet.org>, Stephan Loerke [REDACTED]@wfanet.org> [REDACTED]
[REDACTED]@raymedia.biz>

Cc: [REDACTED] net.org>

Subject: Re: Twitter: Post-meeting communications

He met w Macron today
Will get to it overnight

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

[REDACTED] net.org

From: Rob Rakowitz [REDACTED]@wfanet.org>

Sent: Friday, December 2, 2022 11:12:36 AM

To: [REDACTED]@wfanet.org>; Stephan Loerke [REDACTED]@wfanet.org>; [REDACTED]@raymedia.biz>

Cc: [REDACTED]@wfanet.org>

Subject: Re: Twitter: Post-meeting communications

It's with Elon now
I will of course keep you all in the loop

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

[REDACTED]@wfanet.org

From: Rob Rakowitz [REDACTED]@wfanet.org>

Sent: Friday, December 2, 2022 11:01:26 AM

To: Will Gilroy [REDACTED]@wfanet.org>; Stephan Loerke [REDACTED]@wfanet.org>; [REDACTED]@raymedia.biz>

Cc: [REDACTED]@wfanet.org>

Subject: Re: Twitter: Post-meeting communications

Sent – working with West Coast so please be patient.

Rob Rakowitz

Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers

Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED]@wfanet.org>

Date: Friday, December 2, 2022 at 10:31

To: Rob Rakowitz [REDACTED]@wfanet.org>, Stephan Loerke [REDACTED]@wfanet.org>, [REDACTED]@raymedia.biz>

Cc: [REDACTED]@wfanet.org>

Subject: RE: Twitter: Post-meeting communications

Rob, have you shared the text with Twitter?
[REDACTED] is wondering when she can publish on the site

From: Rob Rakowitz [REDACTED]@wfanet.org>

Sent: 02 December 2022 16:05

To: Stephan Loerke [REDACTED]@wfanet.org>; [REDACTED]@raymedia.biz>

Cc: [REDACTED]@wfanet.org>

Subject: Re: Twitter: Post-meeting communications

That would be lovely.
Thanks!

Rob Rakowitz

Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers

Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: Stephan Loerke [REDACTED]@wfanet.org>

Date: Friday, December 2, 2022 at 09:15

To: [REDACTED]@raymedia.biz>, Rob Rakowitz [REDACTED]@wfanet.org>

Cc: [REDACTED]@wfanet.org>

Subject: RE: Twitter: Post-meeting communications

I'm fine with the proposed text.

From: [REDACTED]@raymedia.biz>
Sent: 02 December 2022 14:33
To: Rob Rakowitz [REDACTED]@wfanet.org>
Cc: [REDACTED]@wfanet.org>; Stephan Loerke [REDACTED]@wfanet.org>
Subject: Re: Twitter: Post-meeting communications

Maybe the last sentence: the Garm steer team, which includes xxx and xxx, and Twitter will....

Sent from my iPhone

On 2 Dec 2022, at 13:11, Rob Rakowitz [REDACTED]@wfanet.org> wrote:

Only other thing to raise is whether we can throw the Steer Team in there either in the meeting or responsible for managing the agreements etc – I need to keep my leadership team happy who sit outside WFA (e.g., 4As (their members) + GroupM (their agency brands).

Isn't multistakeholder engagement fun?

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore
[REDACTED]

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED]@wfanet.org>
Date: Friday, December 2, 2022 at 07:33
To: Rob Rakowitz [REDACTED]@wfanet.org>, Stephan Loerke [REDACTED]@wfanet.org>, [REDACTED] [REDACTED]@raymedia.biz>
Subject: RE: Twitter: Post-meeting communications

Fine with these changes – you ok Stephan?

From: Rob Rakowitz [REDACTED]@wfanet.org>
Sent: 02 December 2022 13:29
To: [REDACTED]@wfanet.org>; Stephan Loerke [REDACTED]@wfanet.org>; [REDACTED] [REDACTED]@raymedia.biz>
Subject: Re: Twitter: Post-meeting communications

Some builds highlighted – I want to avoid this being too vague.

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore
[REDACTED]

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED]@wfanet.org>
Date: Friday, December 2, 2022 at 07:19
To: Rob Rakowitz [REDACTED]@wfanet.org>, Stephan Loerke [REDACTED]@wfanet.org>, [REDACTED]
[REDACTED]@raymedia.biz>
Subject: RE: Twitter: Post-meeting communications

I've had a bash at this and think we need to keep it super simple and mundane. Also matter of fact as no advertiser should read this and think 'ah it's ok to advertise now on the platform' or vice versa [REDACTED] and I do not think we should go into details given the Chatham House Rules nature of the discussion. I also don't think it's elegant to mention Musk by name. I would definitely run this by [REDACTED] and have already messaged him to be on standby. I would recommend just posting this on the WFA website and not reaching out to press. But Rob, I guess you would want to send to GARM right?

On December 1st, The *Executive Committee* of the World Federation of Advertisers (WFA) met with Twitter's *new leadership team* to discuss Twitter's commitments to brand safety made in the context of with the *Global Alliance for Responsible Media (GARM)*.

The meeting was agreed in light of advertiser concerns on the platform and was held under Chatham House Rules. Discussions focused on ensuring Twitter upholds commitments to GARM's agenda of common definitions, common measures, common tools and independent auditing and verification.

Twitter's *brand safety* leadership committed to engaging with the WFA-led Global Alliance for Responsible Media with a view to based upon an agreed roadmap on these criteria within an accelerated but mutually agreed timeframe. GARM and Twitter will make this roadmap for improved brand safety controls public in due course.

From: Rob Rakowitz [REDACTED]@wfanet.org>
Sent: 02 December 2022 12:38
To: [REDACTED]@wfanet.org>; Stephan Loerke [REDACTED]@wfanet.org>; [REDACTED]
[REDACTED]@raymedia.biz>
Subject: Re: Twitter: Post-meeting communications

Yeah sure - what I sent here is my attempt to make things mundane - but go even further - it will probably make it even easier to agree to!

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

[REDACTED]@wfanet.org

From: [REDACTED]@wfanet.org>
Sent: Friday, December 2, 2022 6:27:04 AM
To: Rob Rakowitz [REDACTED]@wfanet.org>; Stephan Loerke [REDACTED]@wfanet.org>; [REDACTED]

██████████@raymedia.biz>

Subject: RE: Twitter: Post-meeting communications

Yes that makes sense. Tell them we have to put something out by the weekend though so a matter of hours to review

I'll work with ██████████ now to put together something very precise and mundane talking to what was agreed on the basis of your text if that's ok?

From: Rob Rakowitz ██████████@wfanet.org>

Sent: 02 December 2022 12:19

To: Stephan Loerke ██████████@wfanet.org>; ██████████@wfanet.org> ██████████

██████████@raymedia.biz>

Subject: Re: Twitter: Post-meeting communications

I think there are three things motivating a check-in:

We are changing the rules we agreed and put out at the start - so we have to safeguard our integrity and authenticity

We need to keep ██████████ safe - essentially he's our person on the inside

We need to keep Elon from the reaction cycle - ██████████ told me he doesn't do well when he feels bullied

I think sharing it with them as a courtesy and inviting input along the lines of "is there anything you can't live with or without" could be the way of navigating the tensions above.

Is that OK?

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

██████████@wfanet.org

From: Stephan Loerke ██████████@wfanet.org>

Sent: Friday, December 2, 2022 5:22:38 AM

To: Rob Rakowitz ██████████@wfanet.org> ██████████@wfanet.org>; ██████████

██████████@raymedia.biz>

Subject: RE: Twitter: Post-meeting communications

Thanks Rob.

I agree we need a communication post-meeting.

But I'm hesitant whether we should agree the text with the Twitter team. It's basically saying that we met with Elon + the Twitter team, objectively stating our expectations in the context of the GARM framework and sharing that we're going to be working with them to have them meet their commitments.

Wouldn't it be enough if we just give them a heads-up?

From: Rob Rakowitz ██████████@wfanet.org>

Sent: 02 December 2022 07:48

To: Stephan Loerke ██████████@wfanet.org> ██████████@wfanet.org> ██████████

██████████@raymedia.biz>

Subject: Twitter: Post-meeting communications

Hi Stephan, ██████████ and ██████████ –

Coming off of the chats with ██████████ the emails from Elon and ██████████ there is an agreement that there should be a meeting story from yesterday's meeting, in spite of Chatham House Rules.

As such, I've tried my best to develop a narrative around the commitments agreed. Twitter do NOT have a corporate communications team any longer, so this means me working with ██████████ directly and getting Elon's input and approval .

So obviously, I need input and support from you all in this. Please look at the attached as strawman – anything that I've inadvertently bungled is out of exhaustion or poor articulation.

I'll work with ██████████ directly to save you all the pain – and also recognize the pressure that ██████████ is facing into.

In terms of timing, considering that press already are aware of the meeting – I'd like to say that we get something out for Monday – Tuesday at latest (also FYI there is GARM's final Community Call on Thursday – so it's in my interest and ██████████ to have an officially agreed public narrative to reference).

Anyway – looking forward to the collective input and working with you all on next steps.
NEVER. A. DULL. MOMENT.

Thanks,

Rob

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

This email has been scanned by iomartcloud.
<http://www.iomartcloud.com>

Exhibit 26
HJC-WFA-GARM-000054373
Ørsted and Twitter Survey

Message

From: Rob Rakowitz [redacted] [redacted]@r.rakowitz]
Sent: 07/12/2022 9:31:15 AM
To: [redacted]@orsted.com]
CC: [redacted]@wfanet.org]; [redacted]@wfanet.org]
Subject: Re: Support to Ørsted about Twitter situation

Hi –

Yes – but please have them register as members of GARM.
[redacted] can help you with this.

Thanks

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore
[redacted]

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [redacted]@orsted.com>
Date: Wednesday, December 7, 2022 at 04:10
To: Rob Rakowitz [redacted]@wfanet.org>
Subject: RE: Support to Ørsted about Twitter situation

Hi Rob,

Is it going to be discussed at the meeting tomorrow – and is it okay if I share the invite with some of my colleagues to let them participate in this meeting?

[redacted]

Ørsted
[redacted]

From: Rob Rakowitz [redacted]@wfanet.org>
Sent: 2. december 2022 18:48
To: [redacted]@orsted.com>; [redacted]@wfanet.org>
Subject: Re: Support to Ørsted about Twitter situation

Hi [redacted] -

This is likely to come up and be discussed in the Community Call on Thursday next week. Can we discuss then and there?

Thanks

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

[REDACTED] [@wfanet.org](mailto:[REDACTED]@wfanet.org)

From: [REDACTED] [@orsted.com](mailto:[REDACTED]@orsted.com)>
Sent: Friday, December 2, 2022 2:23:39 AM
To: [REDACTED] [@wfanet.org](mailto:[REDACTED]@wfanet.org)>; Rob Rakowitz [REDACTED] [@wfanet.org](mailto:[REDACTED]@wfanet.org)>
Subject: RE: Support to Ørsted about Twitter situation

Hi [REDACTED] & Rob,

I hope everything is well.

I know you had planned to have a meeting yesterday with Elon Musk. Is it possible to arrange a meeting next week to learn more about how the conversation went and how you see the situation now and expectations going forward?

Thanks a lot – and have a wonderful weekend!

[REDACTED]

Ørsted
[REDACTED]

From: [REDACTED] [@wfanet.org](mailto:[REDACTED]@wfanet.org)>
Sent: 14. november 2022 16:06
To: [REDACTED] [@orsted.com](mailto:[REDACTED]@orsted.com)>; Rob Rakowitz [REDACTED] [@wfanet.org](mailto:[REDACTED]@wfanet.org)>
Subject: Re: Support to Ørsted about Twitter situation

Hi [REDACTED]

We are still working through some of the responses from the survey. How does Thursday at 2pm sound?

Best,
[REDACTED]

From: [REDACTED] [@orsted.com](mailto:[REDACTED]@orsted.com)>
Sent: Monday, November 14, 2022 6:08 AM
To: [REDACTED] [@wfanet.org](mailto:[REDACTED]@wfanet.org)>; Rob Rakowitz [REDACTED] [@wfanet.org](mailto:[REDACTED]@wfanet.org)>
Subject: FW: Support to Ørsted about Twitter situation

Hi [REDACTED] and Rob,

I hope you both are doing well.

We are following the conversation and communication about the Twitter situation very closely. It seems like some agencies are now starting to recommend their clients to pause all advertising on the platform.

We would like to make a situation/complication/resolution presentation to top management based on your recommendations.

Do you know when you have more info from the survey you sent out last week - and can we arrange a meeting one of the coming days where you share your reflections and results?

Thanks a lot for your support – and look very much forward to hearing from you.

[Redacted]

Ørsted

[Redacted]

From: [Redacted]
Sent: 8. november 2022 12:40
To: [Redacted] <[\[Redacted\]@wfanet.org](mailto:[Redacted]@wfanet.org)>
Subject: RE: Support to Ørsted about Twitter situation

Hi [Redacted]

Thanks for getting back to us.

It sounds good with the survey and the talk with Twitter and Elon Musk.

We would very much like to know more as soon as you have the results. When do you expect to have it? Do you think Tuesday next week is realistic to share the results and your recommendations?

Do you have a description on the situation that you can share?

Thanks a lot for your support.

Best,

[Redacted]

[Redacted]

Ørsted

[Redacted]

From: [Redacted] <[\[Redacted\]@wfanet.org](mailto:[Redacted]@wfanet.org)>
Sent: 7. november 2022 14:04
To: [Redacted] <[\[Redacted\]@orsted.com](mailto:[Redacted]@orsted.com)>
Subject: Re: Support to Ørsted about Twitter situation

Hi [Redacted]

I hope you're doing well. While I don't manage Rob's calendar, I can certainly nudge him to see when he is available. I assume he is waiting to get back to you as I've just sent out a survey to some of our members to gauge their perceptions on the issue. We will have the results from that survey by EoW, have been in constant

contact with Twitter and plan to meet with Elon in the coming weeks. Would it make sense to schedule something next week after the survey results come in?

Best,

From: [REDACTED] <[REDACTED]@orsted.com>
Sent: Monday, November 7, 2022 8:01 AM
To: [REDACTED] <[REDACTED]@wfanet.org>
Subject: Support to Ørsted about Twitter situation

Hi [REDACTED]

I haven't heard from Rob and the Twitter issue is critical to us.

Would you be able to help us and set up a meeting where we can learn more?

Thanks a lot!

[REDACTED]

Ørsted
[REDACTED]

From: [REDACTED]
Sent: 4. november 2022 16:48
To: Rob Rakowitz <[REDACTED]@wfanet.org>
Subject: FW: WFA Insight Forum: Upcoming meetings and events

Hi Rob,

I'm reaching out to you to ask you if it's possible to arrange a meeting and hear more about your perspectives about the Twitter situation and a possible boycott from many companies.

As you know we have a lot of focus on responsible marketing and we are about to make a recommendation to management about actions and when we need to consider whether we should continue promotion on the platform or find alternatives. It is an important platform for us in the US market and it will have an impact that we need to asses and outline.

Is this something you can help us with by setting up a meeting Wednesday next week to hear your perspectives and advise?

Looking forward to hearing from you – and have a great week-end!

[REDACTED]

Ørsted
[REDACTED]

From: [REDACTED]@orsted.com>
Sent: 9. september 2022 08:33
To: Rob Rakowitz [REDACTED]@wfanet.org>; [REDACTED]@orsted.com>
Cc: [REDACTED]@orsted.com>
Subject: RE: WFA Insight Forum: Upcoming meetings and events

Hi Rob,

Thanks so much, it's really been a pleasure working with you and the GARM team. You were invaluable during the Stop Hate for Profit campaign and we've learned so much about the importance of companies taking a leading role in holding platforms responsible, and the continued efforts of the GARM team to promote transparency and accountability is more important than ever.

As for who'll join the GARM group from Ørsted, I'll leave that up to [REDACTED] & [REDACTED] to decide. However [REDACTED] was my co-pilot over the last two years and is a great person to loop into the meetings, conversations etc. However I'll let [REDACTED] and [REDACTED] sync and get back to you on who'll join from Ørsted.

Thanks again and all the best 🙏

Best,
[REDACTED]

From: Rob Rakowitz [REDACTED]@wfanet.org>
Sent: 7. september 2022 13:26
To: [REDACTED]@orsted.com>; [REDACTED]@wfanet.org>
Subject: Re: WFA Insight Forum: Upcoming meetings and events

Hi [REDACTED]—

Congrats on the new role – it sounds really exciting.

Like [REDACTED] I am truly humbled by your feedback!

Let's definitely stay in contact – and let us know when the right time to reengage is at [REDACTED]

Is there a person to join GARM from Orsted we should reach out to?

Please let me know.

Thanks!

Rob

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore
[REDACTED]

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED]@orsted.com>
Date: Wednesday, September 7, 2022 at 03:55

To: [REDACTED]@wfanet.org>
Cc: Rob Rakowitz <[REDACTED]@wfanet.org>
Subject: RE: WFA Insight Forum: Upcoming meetings and events

Hi [REDACTED]

Thanks so much for the kind words, and when the dust settles after landing at [REDACTED] I have every intention of signing us up to WFA & GARM.

Regarding the Insights Forum I suggest reaching out to:

[REDACTED]@orsted.com
[REDACTED]@orsted.com

Have a fantastic day too 🙌

[REDACTED]

From: [REDACTED]@wfanet.org>
Sent: 6. september 2022 15:30
To: [REDACTED]@orsted.com>
Cc: Rob Rakowitz <[REDACTED]@wfanet.org>
Subject: RE: WFA Insight Forum: Upcoming meetings and events

Dear [REDACTED]

First of all, congratulations on your new role, seems like an exciting new chapter in your career. Secondly, thank you so much for letting us know and for all the appreciation for WFA's work, we're humbled to read such kind words! And I am honestly a bit sad to lose such a positive and enthusiastic member of our Insight Forum, but we'd be more than happy to have you with us for the next events in September.

May I ask who I can connect with to represent Ørsted in the Insight Forum?

Have a wonderful day,

[REDACTED]

From: [REDACTED]@orsted.com>
Sent: 06 September 2022 11:28
To: [REDACTED]@wfanet.org>
Cc: [REDACTED]@wfanet.org>
Subject: RE: WFA Insight Forum: Upcoming meetings and events

Hi [REDACTED]

Many thanks for this digest, looking forward to the events in September.

I also wanted to let you know that I'm leaving Ørsted to join [REDACTED] which will sadly result in loss of WFA & GARM membership 😞. It's been an absolute pleasure being part of the incredible WFA & GARM communities, and I wanted to thank you and Rob for all of the help, support and guidance you've provided. You're doing incredible work which has made my life as a responsible marketer at Ørsted much, much easier and more fulfilling.

If we don't speak again before my departure then I wish you all the best and please pass along my thanks and best regards to the WFA & GARM teams who's tireless efforts are truly inspiring.

Best,
[REDACTED]

From: [REDACTED]@wfanet.org>

Sent: 5. september 2022 16:27

To: [REDACTED]@orsted.com>

Subject: WFA Insight Forum: Upcoming meetings and events

Dear [REDACTED],

I hope you had a nice summer and a smooth start to a productive autumn.

We have some great upcoming events which might interest you:

- 1. Spotlight: Clients and creativity** (6 and 7 Sep, remote) - Join Contagious, Observatory International, Heineken, Cathay Pacific, RGA, and Publicis, as we explore results from WFA's global study into clients & creativity, spanning 34 markets. Uncover the biggest barriers to progress, around the world, and opportunities to become a more creative, and effective, marketing organisation. You can register [here](#). *These sessions will be recorded.*
- 2. Insight Forum** (13 Sep, remote) - [REDACTED] (InSites Consulting) will share learnings from a recent joint project with WFA, looking at how CMI teams can drive customer centricity, and business success within their organisations. [REDACTED] (Coca-Cola) will share how a Coca-Cola reorg centralised and standardised Marketing Insights protocols for consistency across the globe. The agenda is [here](#) and you can register [here](#). *This session will not be recorded.*
- 3. Spotlight: Consumer insights through a diversity and inclusion lens** (29 Sep, remote) - Rich, unbiased audience data and insights will allow marketing teams to identify the right brand strategies that include, rather than exclude, minority or unrepresented groups, thus expanding their audience base. Join this session on the benefits and principles of incorporating inclusive principles into research projects, hosted in partnership with ESOMAR. You can register [here](#). *This session will be recorded.*
- 4. Spotlight: How do you translate happiness into brand success?** (5 Oct, remote) - Current and future events, like the global pandemic and ongoing unrest in Ukraine, may change how consumers define happiness. Brands need to keep track of what makes consumers happy and how they can adhere to and implement the values and initiatives that spark this sentiment. A discussion with Danone, Colgate-Palmolive, Mondelēz, and buzzback reveals what makes consumers happy and how brands can meet their needs. You can register [here](#). *This session will be recorded.*
- 5. Insight Forum** (8 Nov, Amsterdam) - Members of WFA's Marketing, Insight, Media, and Sourcing Forums will come together and connect with their peers, as well as colleagues outside of their discipline, tackling the common goal of **better marketing effectiveness**. WFA Forum Connect offers the best of both worlds: the inspiration and networking of a world-leading brand-owner conference, alongside world-class knowledge exchange. Insight Forum participants will hear case studies from Philips, Heineken, and Mars. The agenda is [here](#), and you can register [here](#). *This session will not be recorded.*

Please don't hesitate to get in touch, should you have any questions. Looking forward to welcoming you to our upcoming events!

Have a lovely day,



WFA - World Federation of Advertisers

Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

▪

Exhibit 27
HJC-WFA-GARM-000055220
Zefr Closed Loop

Message

From: Rob Rakowitz [REDACTED]
[REDACTED]@zefr.com]
Sent: 26/10/2022 12:03:45 PM
To: [REDACTED]@zefr.com]
CC: [REDACTED]@wfanet.org]; [REDACTED]@zefr.com]
Subject: Re: YouTube Suitability Measurement Press Quote?

OK dude – the story is CLOSED LOOP.
F YEAH
Please tell me if I am getting any of this wrong.

I NEED SCREEN SHOTS FOR TRAINING – this is best-in-class execution

“Kudos to YouTube and Zefr for their constant innovation and collaboration in providing both control and transparency to advertisers, aligned with the GARM safety and suitability framework,” said Rob Rakowitz, Initiative Lead, GARM. “The work of media responsibility is never over, and this new product now aligns pre-bid targeting and post-campaign transparency, allowing advertising practices build a more responsible media ecosystem for users and advertisers.”

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED]@zefr.com>
Date: Wednesday, October 26, 2022 at 07:58
To: Rob Rakowitz [REDACTED]@wfanet.org>
Cc: [REDACTED]@wfanet.org>, [REDACTED]@zefr.com>
Subject: Re: YouTube Suitability Measurement Press Quote?

Ugh I'm sorry 😊

That's right. We've had prebid targeting forever as our original product on YouTube, which you've seen, and allows you to customize your risk levels and contextual preferences to launch campaigns.

The expanded scope is to apply those suitability preferences to post-campaign reporting (BSRP is the name of the program) which we've been in open beta with for over a year.. and now **officially** transitions to GA.

It's the first new brand safety reporting product to hit GA in the market since 2018 on YouTube, and a big part of that is our accuracy and mapping to the framework.

On Wed, Oct 26, 2022 at 7:51 AM Rob Rakowitz [REDACTED]@wfanet.org> wrote:

<Insert non-brand safe commentary here>

Event Details



2022 ALCS Home Game 3

Mon • Oct 24 • 5:07 PM

Yankee Stadium

Your Event Has Been Canceled: A Refund Is In Progress

Unfortunately, the Event Organizer has had to cancel your event. The good news is that a refund will be processed automatically for you. Your refund will be processed to the original method of payment used at time of purchase, once funds are received from the Event Organizer, which is usually completed within 30 days.

Please see our [Purchase Policy](#) for more information.

Please note: If the tickets were transferred to you, the refund will go to the fan who originally purchased the tickets from Ticketmaster.



[How Do I Manage My Tickets?](#)

My Tickets (7)

◆ Sec 419, Row 14, Seat 7

◆ Sec 419, Row 14, Seat 8

◆ Sec 419, Row 14, Seat 9

◆ Sec 419, Row 14, Seat 10

◆ Sec 419, Row 14, Seat 11

[Contact Us](#)

In terms of the steps – let me just understand – the scope is post campaign only, and the new news is that it's out of beta and for global use?

Once you guys can confirm I will polish the quote a bit.

Thanks!

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED]@zefr.com>
Date: Tuesday, October 25, 2022 at 14:09
To: Rob Rakowitz [REDACTED]@wfanet.org>, [REDACTED]@wfanet.org>
Cc: [REDACTED]@zefr.com>
Subject: YouTube Suitability Measurement Press Quote?

Hi Rob,

Hope you are well and are avoiding the rest of the MLB playoffs like I am...

Exciting news...we FINALLY got the approval from YouTube that we can enter GA for our brand safety and suitability reporting product, which will bring full GARM framework mapping to any advertiser on YouTube directly via an ADH integration and accessible in our measurement suite (which we are branding Atrium)

We have a press release that was finally approved by Google that will go out later this week.. We drafted a quote below...let us know if you're OK with it or if you'd like to write something else. Also attaching the [full release for context](#).

Another big moment for us to push the momentum of the GARM framework in the industry is a big one for us, and we're really proud to be able to bring this to clients finally!

Sample Quote below:

HOLD FOR ROB QUOTE "Kudos to YouTube and Zefr for their constant innovation and collaboration in providing transparency to advertisers, aligned with the GARM safety and suitability framework," said Rob Rakowitz, Initiative Lead, GARM. "The work of media responsibility is never

over, and this product signals an important milestone in enabling a more responsible media ecosystem for users and advertisers.”

[REDACTED]

--

[REDACTED]

[ZEFR](#)

Phone [REDACTED]

www.zefr.com

--

[REDACTED]

[ZEFR](#)

Phone [REDACTED]

www.zefr.com

Exhibit 28
HJC-WFA-GARM-000055362
Rakowitz Celebrates Media Attention

Message

From: Rob Rakowitz [REDACTED] [r.rakowitz]
Sent: 01/11/2022 12:23:40 PM
To: [REDACTED]@wfanet.org]
Subject: Re: myFT Daily Digest

What I am worried about is him goading us into acting against him and then triggering some sort of suit that leads to GARM being shut down effectively deleveraging advertisers and agencies.

This is going to be a real tightrope to walk – going to need to consult on this all as a team to make sure we’re looking at this from multiple angles, and would greatly appreciate your views.

Speaking with [REDACTED] on Friday.

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore
[REDACTED]

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED]@wfanet.org>
Date: Tuesday, November 1, 2022 at 08:18
To: Rob Rakowitz [REDACTED]@wfanet.org>
Subject: RE: myFT Daily Digest

I think this is next level...

From: Rob Rakowitz [REDACTED]@wfanet.org>
Sent: 01 November 2022 05:54
To: Stephan Loerke [REDACTED]@wfanet.org>; [REDACTED]@wfanet.org>; [REDACTED]@wfanet.org>; [REDACTED]@raymedia.biz>; [REDACTED]@wfanet.org>
Subject: Re: myFT Daily Digest

Holy cow!

I never Tweet as you guys know...

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

[REDACTED]@wfanet.org

From: Rob Rakowitz [REDACTED]@wfanet.org>
Sent: Tuesday, November 1, 2022 5:49:59 AM

To: Stephan Loerke <[REDACTED]@wfanet.org>; [REDACTED]@wfanet.org>; [REDACTED]
[REDACTED]@wfanet.org>; [REDACTED]@raymedia.biz>; [REDACTED]@wfanet.org>
Subject: Re: myFT Daily Digest

This is awesome
I have WSJ asking to speak
TV news interview last night for a SF station 😊

Question is if we want to just keep folks in a holding pattern til we have benchmark data

Also - speaking with start-up to do the hate speech benchmark on deal period/acquisition/current

They should also be able to show ad adjacency

I'd say some of this we may want to figure out when to release it around Dec 1 - or if we go public well in advance and expect a response at the meeting

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

[REDACTED]@wfanet.org

From: Stephan Loerke <[REDACTED]@wfanet.org>
Sent: Tuesday, November 1, 2022 5:30:25 AM
To: [REDACTED]@wfanet.org>; [REDACTED]@wfanet.org>; [REDACTED]
[REDACTED]@raymedia.biz>; Rob Rakowitz <[REDACTED]@wfanet.org>; [REDACTED]@wfanet.org>
Subject: Re: myFT Daily Digest

Bravo and well done

Sent from [Outlook for iOS](#)

From: [REDACTED]@wfanet.org>
Sent: Tuesday, November 1, 2022 10:27:54 AM
To: Stephan Loerke <[REDACTED]@wfanet.org>; [REDACTED]@wfanet.org>; [REDACTED]
[REDACTED]@raymedia.biz>; Rob Rakowitz <[REDACTED]@wfanet.org>; [REDACTED]@wfanet.org>
Subject: Fwd: myFT Daily Digest

Nice this features in their morning bulletin.

[REDACTED] maybe you can reference this article at the bottom of our holding statement on the website?

Maybe just

WFA's position was referenced in an FT article of 31 Oct entitled XXX and include a link?

From: myFT <myft@news-alerts.ft.com>
Sent: Tuesday, November 1, 2022 5:20:23 AM
To: [REDACTED]@wfanet.org>
Subject: myFT Daily Digest

FINANCIAL TIMES

myFT Daily Digest



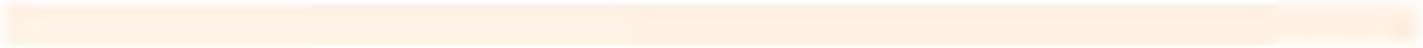
NEWS BRIEFING

FT News Briefing

Lula makes a comeback, Russia ends Ukraine grain deal



NOVEMBER 1, 2022



Hannah
Murphy >



Jack Dorsey rolls his stake into Elon Musk-owned Twitter

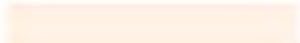
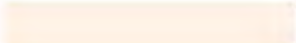
Social media platform's founder gives his latest show of support for takeover

OCTOBER 31, 2022

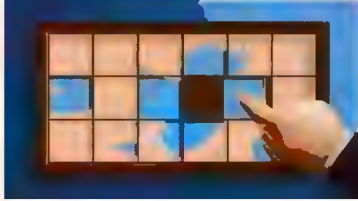
Musk orders Twitter staff to work day and night on 'blue tick' charge

Initiative comes as advertisers warn new owner that keeping platform free of inappropriate content is 'non-negotiable'

OCTOBER 31, 2022



Social Media >



Musk is right: we do need a digital town square

The question is whether he can make Twitter the place to peacefully hash out our disagreements

OCTOBER 31, 2022



The FT View >



Lula should use his victory to revive Brazil's economy

Persistently low growth has blighted the South American giant

OCTOBER 31, 2022



Technology sector >



Apple/China: intricate supply chain makes hanging up hard to do

Premium

The iPhone maker remains overwhelmingly reliant on the Asian country

OCTOBER 31, 2022

Fintech for good needs careful handling

Premium

Plus, will Alipay ever have a western rival?

OCTOBER 31, 2022

Can Elon Musk muzzle tech ESG?

Premium

Plus, a fiery debate around forestry certification, and the corporate crisis surrounding Kanye West

OCTOBER 31, 2022

iPhone assembler Foxconn shifts production from China Covid-hit plant

Company prepares 'back-up' at other sites as worsening outbreak affects main Zhengzhou factory

OCTOBER 31, 2022

It's time to plan for the metaverse. No, we don't know what that means either

An FT column offering a behind-the-scenes look at the work of Rutherford Hall, critical communications strategist

OCTOBER 31, 2022

Meta shareholders vent anger at Zuckerberg's spending binge

CEO seems intent on using majority control to push ahead with big bet on metaverse despite Wall St scepticism

OCTOBER 31, 2022

I work at a big tech group but have an attractive offer from a start-up. Should I take it?

Your question for our expert — and readers' advice

OCTOBER 31, 2022

Farm-Centric Food Systems | FT Live Webinar | 2 November 2022

This webinar will bring food processors, retailers, sustainability-focused NGOs, and other key players together to look at the smart, collaborative, and scalable approaches already being

implemented by young farmers and their partners to help address some of the biggest challenges of sustainable food production.

[Register for free](#)

[Manage the emails you receive in your Contact Preferences](#)

[Unsubscribe from myFT Daily Digest](#)

[Terms & conditions](#) [Privacy Policy](#) [Cookie Policy](#) [View online](#)

© THE FINANCIAL TIMES LTD 2022

You have received this email because you have signed up from the Emails & Alerts page. This email was sent by a company owned by Financial Times Group Limited (FT Group), registered office at Bracken House, 1 Friday Street, London EC4M 9BT. Registered in England and Wales with company number 879531.

Exhibit 29
HJC-WFA-GARM-000056445
Twitter Acceleration Agenda

Message

From: Rob Rakowitz [redacted] [redacted].rakowitz]
Sent: 18/04/2023 2:35:17 PM
To: [redacted]@orsted.com]; [redacted]@wfanet.org]; [redacted]
[redacted]@wfanet.org]
Subject: Re: GARM community

Importance: High

Hi [redacted] –

Thank you for reaching out.

First of all, I would like to clarify that neither GARM, nor WFA, have ever made any recommendation, or proposed any action, in relation to advertiser investments on Twitter. Media investment decisions are completely within the sphere of each member and subject to their own discretion, as these are decisions that concern competitively sensitive information. As you know, WFA as well as GARM, work under very stringent rules to make sure that competition laws are always respected. WFA may therefore only issue recommendations to members on topics that are not competitively sensitive and even in those cases, such recommendations are still subject to the discretion of individual members.

What might be of help to you is the Acceleration Agenda, which Twitter is voluntarily pursuing based on discussions with GARM and WFA relating to brand safety. We've also received their updates in each of our Monthly Community Calls. I am not sure if you've attended those?

The overview of the Acceleration Agenda can be found here: <https://wfanet.org/knowledge/item/2022/12/19/Twitter-announces-its-acceleration-agenda-with-GARM-to-answer-brand-safety-needs>

Based on the latest updates provided by Twitter, this is the current situation:

TWITTER ACCELERATION AGENDA	TWITTER PROPOSED STEPS TO RESOLVE
Verify Twitter's capability to uphold the GARM Brand Safety Floor	N/A – IAS and DV metrics are corroborating Twitter Transparency Reporting at current
Regular reporting on the prevalence and reach of harmful content	Academic and auditor input into third-party's practices selected (Sprinklr – and Sprinklr action item)
Increase the recency and granularity of Twitter's transparency reporting	To be done in 2H 2023 per Twitter
Increase advertiser safety and suitability controls for campaigns and post-campaign transparency	Technical systems are in place, GARM stakeholders to suggest input for keyword list program for May
Certify brand safety operations and effectiveness via industry-aligned independent auditing bodies	Twitter and MRC to agree a plan for platform given current levels of change

In any event, you may want to connect with Twitter directly to understand their progress on brand safety and make your own decisions.

Hope this helps.

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones.

Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED]@orsted.com>

Date: Friday, April 14, 2023 at 06:57

To: [REDACTED]@wfanet.org>, [REDACTED]@wfanet.org>, Rob Rakowitz [REDACTED]@wfanet.org>

Subject: RE: GARM community

Hi again

Can you please advise me on the latest updates regarding Twitter? Or perhaps you have a place where I can read more about your perspective on Twitter as a platform after Elon Musk's acquisition?

Based on your recommendations, we have stopped all paid advertisement, because the platform was rather unsafe due to Elon Musk's decision of firing a lot of resources etc, and therefore little control over the content on the platform. But its an important platform for us to reach our audience, so we would like to consider going back, we just need to know whether or not the platform is safe,

Thanks!

[REDACTED]

Ørsted
[REDACTED]

From: [REDACTED]

Sent: 13. marts 2023 15:02

To: [REDACTED]@wfanet.org>; [REDACTED]@wfanet.org>; Rob Rakowitz [REDACTED]@wfanet.org>

Subject: RE: GARM community

Hi [REDACTED]

I'll do my best. Since the news about Elon Musk acquiring Twitter, we chose to take off all of our paid advertisement on the platform due to brand safety concerns. This was decided in Q4 2022. Now, some time has passed, and I am curious to know what you would advise us to do. And what are other global advertisers doing – have they come back to the platform, or are they still off?

Hope it makes sense?

Thanks!

[REDACTED]

Ørsted
[REDACTED]

From: [REDACTED]@wfanet.org>

Sent: 13. marts 2023 14:50

To: [REDACTED]@wfanet.org>; [REDACTED]@orsted.com>; Rob Rakowitz
[REDACTED]@wfanet.org>

Subject: Re: GARM community

Hi [REDACTED]

I hope you're doing well. Please clarify your question on Twitter and we will help in any way we can.

Best,

From: [REDACTED]@wfanet.org>

Sent: Monday, March 13, 2023 5:26 AM

To: [REDACTED]@orsted.com>; [REDACTED]@wfanet.org>; Rob Rakowitz
[REDACTED]@wfanet.org>

Subject: RE: GARM community

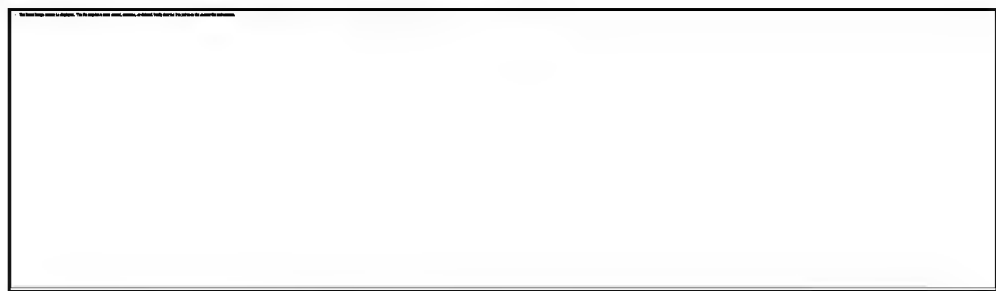
Hi [REDACTED]

Sorry about the delay in this I was off!

Sure just adding in [REDACTED] and @Rob Rakowitz who run GARM here. Are you both able to help with the below?

Thanks,

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore



WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED]@orsted.com>

Sent: Wednesday, March 8, 2023 9:29 AM

To: [REDACTED]@wfanet.org>

Subject: GARM community

Hi [REDACTED]

Do you mind sharing the mail on Rob? I need to talk to him about brand safety on Twitter 😊

Thanks.



Tlf. [REDACTED]
[REDACTED]@orsted.com



Læs mere på orsted.com



Ørsted handles personal data as stated in our [Privacy Policy](#) for business relations

Exhibit 30
HJC-WFA-GARM-000056644
One-on-One Advice for Coca-Cola

We are evaluating Spotify to better access the Joe Rogan Experience and how it aligns with Coke's Harmful and Hateful speech policy.

This is particular issue (misinformation) does not exactly fit cleanly into our policy. It is kind of a gray area. I know on the GARM web site you have misinformation as topic but I don't have access to the site.

What is the GARM stance on misinformation? Does GARM have a POV/perspective in this space? I am flagging this issue to our Global Brand Safety team and I am trying to bring multiple perspectives to the discussion.

Let me know what you think.

PS:

We are overdue for a catch up too

Classified - Confidential

CONFIDENTIALITY NOTICE

NOTICE: This message is intended for the use of the individual or entity to which it is addressed and may contain information that is confidential, privileged and exempt from disclosure under applicable law. If the reader of this message is not the intended recipient, you are hereby notified that any printing, copying, dissemination, distribution, disclosure or forwarding of this communication is strictly prohibited. If you have received this communication in error, please contact the sender immediately and delete it from your system. Thank You.

Exhibit 31
HJC-WFA-GARM-000056744
GroupM Attempts to Control Spotify

This afternoon we addressed the JRE/misinformation issue with Spotify. Their position was laid out by [REDACTED], their [REDACTED] [REDACTED] acknowledged that they reviewed the podcast in question and approved it's airing, this was not a case of misinformation slipping through the cracks. They also acknowledged they are in a learning and development mode and are in the process of updating their content policies. We noted that GroupM does not buy Joe Rogan, and therefore we had no client exposure, however we pointed out the fact that our clients are as concerned with Human Safety and supporting platforms that enable harmful content.

We confirmed with Spotify that the GroupM Brand Safety team will conduct a complete Trust & Safety review of the Spotify platform and policies. We will begin that process immediately...

Joe Barone

Managing Partner Brand Safety Americas
GroupM



[REDACTED]@groupm.com

BLACK LIVES MATTER.

From: Joe Barone
Sent: Thursday, January 27, 2022 8:30 AM
To: Joe Barone [REDACTED]@gmail.com
Cc: [REDACTED]@groupm.com>; [REDACTED]@groupm.com>; John Montgomery [REDACTED]@groupm.com>; [REDACTED]@groupm.com>; [REDACTED]@groupm.com>; [REDACTED]@groupm.com>; [REDACTED]@groupm.com>; [REDACTED]@groupm.com>
Subject: RE: Joe Rogan

Dropping Spotify... [REDACTED] Spotify [REDACTED], responded on another thread, we are in the process of setting up a meeting to respond to our outreach...please let me know if you'd like to join...

Joe Barone

Managing Partner Brand Safety Americas
GroupM



[REDACTED]@groupm.com

BLACK LIVES MATTER.

From: Joe Barone
Sent: Thursday, January 27, 2022 3:30 AM
To: [REDACTED]@spotify.com>
Cc: [REDACTED]@groupm.com>; [REDACTED]@groupm.com>; John Montgomery
[REDACTED]@groupm.com>; [REDACTED]@groupm.com>; [REDACTED]
[REDACTED]@groupm.com>; [REDACTED]@groupm.com>; [REDACTED]
[REDACTED]@groupm.com> [REDACTED]@groupm.com>
Subject: RE: Joe Rogan

+ [REDACTED]....

Joe Barone
Managing Partner Brand Safety Americas
GroupM



[REDACTED]@groupm.com



BLACK LIVES MATTER.

From: Joe Barone
Sent: Thursday, January 27, 2022 3:11 AM
To: [REDACTED]@spotify.com>
Cc: [REDACTED]@groupm.com>; [REDACTED]@groupm.com>; John Montgomery
[REDACTED]@groupm.com>; [REDACTED]@groupm.com>; [REDACTED]
[REDACTED]@groupm.com>; [REDACTED]@groupm.com>; [REDACTED]
[REDACTED]@groupm.com>
Subject: Joe Rogan

[https://urldefense.com/v3/ https://twitter.com/i/events/1486449828619960323?s=11 ;!!MOA0!K8D2fwwOr5ydJL5QMD0Z5JBzCGDt2RWKDT40VsTFCbeU8T4VsZHpRh38voiDMkx4\\$](https://urldefense.com/v3/https://twitter.com/i/events/1486449828619960323?s=11;!!MOA0!K8D2fwwOr5ydJL5QMD0Z5JBzCGDt2RWKDT40VsTFCbeU8T4VsZHpRh38voiDMkx4$)

[https://www.wsj.com/articles/neil-young-demands-spotify-remove-his-music-over-joe-roigans-vaccine-comments-11643112990?mod=hp trending now article pos3](https://www.wsj.com/articles/neil-young-demands-spotify-remove-his-music-over-joe-roigans-vaccine-comments-11643112990?mod=hp_trending_now_article_pos3)

hi [REDACTED], I hope you're well. We're concerned about the recent news outlined above. Daniel Ek's comments in the WSJ seem to indicate that Spotify supports Joe Rogan's right to spread Misinformation, while claiming Spotify has "very clear policies in place" which are "evenly applied".

Do those policies cover anti-vax misinformation? Do they cover all your content creators?

I know Spotify is In the process of joining GARM, how can you reconcile that with your disregard for spreading dangerous Misinformation? I'm around on Thursday to discuss further, thanks jb

Joe Barone

Managing Partner Brand Safety Americas
GroupM



[\[redacted\]@groupm.com](mailto:[redacted]@groupm.com)



BLACK LIVES MATTER.

Privileged/Confidential Information may be contained in this message. If you are not the addressee indicated in this message (or responsible for delivery of the message to such person), you may not copy or deliver this message to anyone. In such case, you should destroy this message and kindly notify the sender by reply email. Please advise immediately if you or your employer does not consent to email for messages of this kind. Opinions, conclusions and other information in this message that do not relate to the official business of Group M Worldwide LLC and/or other members of the GroupM group of companies shall be understood as neither given nor endorsed by it. GroupM is the global media investment management arm of WPP. For more information on our business ethical standards and Corporate Responsibility policies please refer to WPP's website at <http://www.wpp.com/WPP/About/>

Exhibit 32
HJC-WFA-GARM-000057766
Ad-Tech Membership Strategy

Message

From: Rob Rakowitz [REDACTED] R.RAKOWITZ]
Sent: 25/06/2021 3:50:25 PM
To: Di-Como, Luis [REDACTED]@unilever.com]; [REDACTED]@unilever.com]; [REDACTED]@pg.com]; [REDACTED]@effem.com]; Jankowski, Benjamin [REDACTED]@mastercard.com]; [REDACTED]@diageo.com]; [REDACTED]@4as.org]; [REDACTED]@4as.org]; Phil Smith [REDACTED]@isba.org.uk]; [REDACTED]@ana.net]
CC: Stephan Loerke [REDACTED]@wfanet.org]; [REDACTED]@wfanet.org]; [REDACTED]@wfanet.org]
Subject: GARM Expansion: Independent Providers - recommendation / next steps
Attachments: GARM - Ad-Tech Membership Strategy Overview[43].docx

Hi Steer Team –

As you recall, a number of weeks ago we agreed to move forward with our plan to expand GARM Membership eligibility to Independent Providers who work in the space of brand safety.

We've crystalized the rationale and operational considerations in an internal document you will find attached.

In this document we've created clarity on why membership for these companies in GARM is helpful for all (speed to market, ability to do what platforms may not be able/willing to do, etc.).

You will also note, that after some discussion, we are recommending a separation of these companies from upstream working groups, and instead will have them in a dedicated Developers Working Group. The rationale is thus:

1. We want to protect the integrity of Working Groups developing Standards from commercial and/or competitive interest
2. We want to provide a meaningful space for access (platforms and marketers and agencies) around standards as they get developed into solutions
3. We want to encourage collaborative innovation on solutions

I'd like to use some of our time on Tuesday to log feedback and buy-in specifically on how we integrate and engage these companies, and what would be the outcomes we'd want from that membership (e.g., Innovation on Aggregated Measurement Report dashboarding, ability to detect target stances on topics like Climate Change, etc.).

Our next steps are to:

- A. Log feedback from Steer Team
- B. Continue conversations with our lawyers on how to document the update to GARM, provide transparency on the application process
- C. Have 1:1 conversations with key platforms to ensure they are aware and support the move
- D. Individually follow-up with executive leadership at the companies already expressing interest in joining GARM on a 1:1 basis

Thanks!

Rob

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore
[REDACTED]



A plan to make *marketing* part of
the solution on *climate change*

[FIND OUT MORE](#)



Exhibit 33
HJC-WFA-GARM-000057768
GARM Membership Expansion Brief

GARM MEMBERSHIP EXPANSION

<p>Introductory Brief / Context</p>	<p>In June 2019, the WFA started the Global Alliance for Responsible Media, a cross-industry initiative that brings together advertisers, agencies, and media platforms to remove harmful content from ad-supported digital and social media.</p> <p>In creating this grouping, GARM is able to define industry standards and scale-up needs that reflect common interest rooted in societal safety and industry sustainability. GARM's governance advances an advertiser-led agenda that focuses on solutions that improve transparency, consistency, control and oversight on content monetization of content in social and digital media.</p> <p>GARM's standards rely on system-wide adoption in order to realize its goals. GARM has focused enrolment in GARM in principal actors – advertisers, agencies, and platforms. However, as we assess consistency as means of achieving GARM's goals, independent companies' importance increases.</p> <p>Independent targeting and reporting companies are used by advertisers, agencies, and platforms as an intermediary. Up to this point GARM has had a loose collaborative model with this group of companies typified by a mix of direct engagement (executive leadership and product development) via GARM leadership, group engagement (product development) with GARM members, and collaboration (product development and taxonomy) via IAB TechLab.</p> <p>Having these companies in GARM will help to ensure that GARM standards are acknowledged and implemented as part of these company solutions. Further, it will help GARM incorporate new perspective into our work.</p> <p>After review by the GARM Steer Team, we feel that the timing of having these companies join GARM is critical, as independent targeting and reporting company work requires some level of oversight to ensure consistency in application.</p>
<p>Who are the companies we are talking about + How will they contribute to GARM's success</p>	<p>Our focus for expansion in this category is based on historical engagement of technology firms engaged with the following functions: content detection and classification for the purposes of content moderation and/or monetization, content targeting for the purposes of media planning and buying, campaign reporting for the purposes of media buying.</p> <p>Our current list of companies to invite includes the following organizations:</p> <ul style="list-style-type: none"> - DoubleVerify - IAS - Oracle Data Cloud / Moat - Peer39 - Channel Factory - Pixability - Zefr

GARM MEMBERSHIP EXPANSION

	<ul style="list-style-type: none"> - Openslate - Grapeshot - The Hive - Ebiquity <p>We believe that the introduction of these organisations will help us with:</p> <ol style="list-style-type: none"> 1. Quicker route to market for solutions (building them into final product) 2. Creating healthy competition in embracing the diversity of solution providers 3. Assisting the industry to realize solutions that challenge current roles 4. Consistent application of solutions across platforms
<p>What resource is required from WFA to manage this new relationship</p>	<ul style="list-style-type: none"> - Recruitment: Reaching out to the platforms and recruiting them (RR + [REDACTED]) - Enrolment: Launch onboarding (RR+ [REDACTED] + [REDACTED]) - Relationship Management: Maintaining the right connections internally and externally - Collaborating on Work: Reviewing solutions and comms (RR + [REDACTED] + Steer Team w SME support – marketing, legal) - Steer Team Access: Quarterly engagement with the steer team (RR + [REDACTED]) - Managing queries of additional 10+ companies (TBD) - GARM Work: May lead to creation of “mini” working groups (RR + [REDACTED]) - Membership Management: Collection of membership fees/renewals [REDACTED]
<p>How will they plug into existing framework/specific WG’s – What would success look like?</p>	<p>Membership for independent solutions providers will have the following components:</p> <ol style="list-style-type: none"> 1. Participation in Monthly Community Calls: Thought leadership, Best practice sharing, Solutions review (from Working Groups) 2. Dedicated Working Group participation (e.g. Developer Working Group): Engagement directly with specific / select / relevant working groups when other working groups are ready to take GARM standards into services. For example: <ol style="list-style-type: none"> a. Standards and definitions with the goal of scaling application and participating in updates to the Brand Safety Floor and Suitability Framework (for taxonomist, for policy, for product development) b. Measurement and oversight with the goal of expanding the framework into areas like campaign-level reporting (for analytics, for product development) c. Adjacency standards + controls with the goal of helping build solutions (for product development)

GARM MEMBERSHIP EXPANSION

<p>What is the financial potential of them joining (fee)</p>	<p>\$12,000 per year (January – December)</p> <p>With around 11 interested ad tech companies already identified, this has the potential to significantly increase the GARM budget allowing for increased service delivery and events etc when possible again.</p>
<p>What are the legal and anti-competitive implications (to be verified by HV)</p>	<ol style="list-style-type: none"> 1. Ensuring that membership doesn't provide competitive gain. Solution: All GARM standards to remain public domain and promoted by WFA, whereas membership in GARM allows for feedback on execution and collaboration with peers and customers. 2. Existing member Concerns: Enrolling independent providers may pose a challenge to existing members (e.g., platforms) - we should be prepared 3. Commercial interest: Integrating independent providers' product and revenues are linked to GARM (objectives, solutions, membership) 4. Freedom to Join and Apply: We need to ensure there is a documented process for reviewing and approving membership applications, providing transparency if an application is rejected 5. Encouraging and embracing industry trade group behaviors and GARM culture: We need to ensure that new member companies and start-ups understand governance, collaboration and anticompetitive clauses

Exhibit 34
HJC-WFA-GARM-000058931
GARM, GDI, and the *New York Post*

Message

From: Rob Rakowitz [REDACTED]@wfanet.org]
Sent: 22/02/2023 11:52:34 AM
To: [REDACTED]@news.co.uk]
CC: [REDACTED]@news.co.uk]
Subject: Re: Hello from News

Hi [REDACTED] –

Yes, we know GDI.

We work with them in a series of venues like the EC CoP on Disinformation, where I chair the subgroup on ad scrutiny.

From a GARM perspective, we don't use them per se but we do advise that platforms, ad-tech, agencies use independent fact checkers to weed out mis-and-disinfo from supply chain and ad buys. GDI is one of many – Newguard, IFCN, etc. that can be used in this capacity.

Usually the best practice here is to provide publishers with a feedback window and mechanism to address assessment and rating – so this isn't a good sign that they're not responsive.

Thanks

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers
Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED]@news.co.uk>
Date: Wednesday, February 22, 2023 at 06:26
To: Rob Rakowitz [REDACTED]@wfanet.org>
CC: [REDACTED]@news.co.uk>
Subject: Hello from News

Hello my friend, hope all is well. Would be great to catch-up if you have some time?

I'm also digging into this GDI report on US media, which has somehow placed the NYPost as "at most risk" paper in the USA for disinformation. It's bewildering and GDI is not responding to our emails. Does GARM use them at all? Any info appreciated.

Speak soon?

Best,
[REDACTED]



--
"Please consider the environment before printing this e-mail"

This e-mail and any attachments are confidential, may be legally privileged and are the property of News Corp UK & Ireland Limited on whose systems they were generated. News Corp UK & Ireland Limited is the holding company for the News UK group, is registered in England & Wales under number 81701, has its registered office at 1 London Bridge Street, London, SE1 9GF and is registered with [REDACTED]. If you have received this e-mail in error, please notify the sender immediately and do not use, distribute, store or copy it in any way. Statements or opinions in this e-mail or any attachment are those of the author and are not necessarily agreed or authorised by News Corp UK & Ireland Limited or any member of its group. News Corp UK & Ireland Limited may monitor outgoing or incoming emails as permitted by law. It accepts no liability for viruses introduced by this e-mail or attachments.

News Corp UK & Ireland Limited and its titles are committed to abiding by IPSO's regulations and the Editors' Code of Practice that IPSO enforces.

Exhibit 35
HJC-WFA-GARM-000059383
Facebook's Policy of Transparency is
'Honestly Reprehensible'

Message

From: [REDACTED]
Sent: 10/08/2020 10:27:00
To: Di-Como, Luis [REDACTED]@unilever.com]
Subject: FW: Policy question

Honestly reprehensible

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

World Federation of Advertisers
London • Brussels • Singapore



From: [REDACTED]@fb.com>
Date: Thursday, October 8, 2020 at 22:03
To: "Di-Como, Luis" [REDACTED]@unilever.com>
[REDACTED]@fb.com> [REDACTED]@fb.com>, "Master, Rob"
[REDACTED]@unilever.com>, [REDACTED]@unilever.com>
[REDACTED]@unilever.com>, Robert Rakowitz [REDACTED]@wfanet.org>
Subject: RE: Policy question

Hi Luis,

I'm so glad that was a valuable session! Thanks for reaching out to ask about the Biden "earpiece" ad that ran after the recent presidential debate. I caught up with [REDACTED] and our Policy team, and have more information.

Because this content received paid distribution as an ad, it is subject to both our Community Standards and our stricter Advertising Policies. These policies prohibit shocking, inflammatory, and excessively violent content, as well as fear-mongering, discriminatory practices, and other harmful content across a wide range of categories. We also prohibit ads that discourage voting, prematurely claim victory, attempt to delegitimize the election, or are inconsistent with health authorities on voting safely. While some may find the Biden ad objectionable, it doesn't violate any of these stated [Advertising Policies](#), which are heavily weighted to protecting people from real world harm. I want to emphasize that our Advertising Policies apply to *everyone*, including politicians. We have and we continue to remove ads that violate these policies, including ads from both presidential candidates.

It's also important to note that this ad is from a presidential candidate, and therefore it is not eligible to be fact-checked. We believe people should be able to see what politicians are saying so that they can hold their elected officials accountable and make informed decisions about who will lead them. Political ads from presidential candidates receive intense public scrutiny and are placed in our public Ad Library for seven years.

The intricacies of our content and Advertising Policies are easier to address in a dedicated session. Please let me know if you'd like to meet to review this decision and how we strive to consistently apply our policies.

Best,
[REDACTED]

From: Di-Como, Luis [REDACTED]@unilever.com>

Sent: Thursday, October 8, 2020 11:38 AM

To: [REDACTED]@fb.com>

Cc: [REDACTED]@fb.com>; [REDACTED]@fb.com>; Master, Rob

[REDACTED]@unilever.com>; [REDACTED]@unilever.com>; [REDACTED]

[REDACTED]@fb.com>; Rob Rakowitz [REDACTED]@wfanet.org>

Subject: FW: Policy question

Thanks [REDACTED] and overall Facebook team.

We have a great session with [REDACTED] today in GARM when he expanded on all the actions that FB is doing on a daily basis and the latest announcements. I don't have [REDACTED] email but please feel free to share this email. That's why I'm sharing this also with Rob from GARM.

I'm trying to understand and educate myself to ensure I'm clear on all the messages and secure that I don't spread misinformation internally on your policies!

In page 7 you mention this

Misinformation in ads results in a rejection of an ad—we prohibit ads that include claims debunked by third-party fact-checkers or, in certain circumstances, claims debunked by organizations with particular expertise.

If I understand correctly, you overall check political ads. However, in this case you consider that this reflect "candidate speech" and is coming from President Trump and therefore you don't apply the rules of fact checking as an ad?

Tks a lot and appreciate your time on this, but I want to ensure I clearly understand your polices.

Luis Di Como
EVP Global Media
Mobile [REDACTED]

From: [REDACTED]@fb.com>
Date: Monday, October 5, 2020 at 16:34
To: "Master, Rob" [REDACTED]@unilever.com>, [REDACTED]@fb.com>, [REDACTED]@fb.com>, [REDACTED]@fb.com>
Cc: Luis Di-Como <[REDACTED]@unilever.com>, [REDACTED]@unilever.com>
Subject: RE: Policy question

Hi Rob,

Sincere apologies for my delayed response. I confirmed with our policy team that they have reviewed this ad and it does not violate our ads policies. In addition, given this ad is from President Trump, it is considered candidate speech and is therefore not eligible for fact checking.

The attached document provides more details about how we build our content and Advertising Policies, take action against violations and label content related to the election and voting from anyone, including politicians. One recent update, which is not included in the attachment, is that we announced two weeks ago that we will reject political ads that claim victory before the official results of the election have been declared.

I'd be happy to discuss this topic on an upcoming call, and bring experts from our side, if that would be helpful. Please do let me know.

Best,
[REDACTED]

From: Master, Rob <[REDACTED]@unilever.com>
Sent: Monday, October 5, 2020 4:12 PM
To: [REDACTED]@fb.com>; [REDACTED]@fb.com>; [REDACTED]@fb.com>; [REDACTED]@fb.com>; [REDACTED]@fb.com>
Cc: Di-Como, Luis <[REDACTED]@unilever.com>; [REDACTED]@unilever.com>
Subject: RE: Policy question

Facebook Team – following up to understand policy standards and the post below. Please let us know.

Rob

Rob Master
Vice President of Media and Digital Engagement
Unilever | Twitter - [REDACTED]

"This message is intended only for the named person's and/or entity's use and may contain confidential, proprietary or legally privileged information. The misuse of the information contained herein is subject to legal penalties."

From: Master, Rob
Sent: Saturday, October 3, 2020 12:39 PM
To: [REDACTED]@fb.com); [REDACTED]@fb.com>; [REDACTED]@fb.com>; [REDACTED]@fb.com>; [REDACTED]@fb.com>
Cc: Di-Como, Luis <[REDACTED]@unilever.com>; [REDACTED]@unilever.com>
Subject: Policy question

Hey FB Team, wanted to check-in to understand whether this paid ad violates any FB policies?

█ I know Luis connected yesterday and look forward to connecting with him on details.

Thanks and look forward to feedback.

Rob



Rob Master
Vice President of Media and Digital Engagement
Unilever | Twitter - █

"This message is intended only for the named person's and/or entity's use and may contain confidential, proprietary or legally privileged information. The misuse of the information contained herein is subject to legal penalties."

IMPORTANT NOTICE: This email and any attachments may contain information that is confidential and privileged. It is intended to be received only by persons entitled to receive the information. If you are not the intended recipient, please delete it from your system and notify the sender. You should not copy it or use it for any purpose nor disclose or distribute its contents to any other person.

Exhibit 36
HJC-WFA-GARM-000076674
Channel Factory's Work with CISA

Message

From: Philip Cowdell [REDACTED]@yourtrustedpartners.net]
Sent: 07/07/2022 7:46:28 PM
To: Rob Rakowitz [REDACTED]@wfanet.org]
CC: [REDACTED]@yourtrustedpartners.net]
Subject: Dis and Mis-information
Attachments: PastedGraphic-3.tiff; 2022 Lexicon Notes ref IA and MDM.pdf

Hi Rob

Thought it would be mutually useful to catch up. I'd appreciate hearing more about latest GARM initiatives, including incorporating Dis and Mis-information:

"We are also proud to announce that we have added Misinformation into this framework, in coordination with our work with the European Commission and several of our NGO partners. This important work helps to solidify individual GARM member work and multistakeholder collaboration with regulators. The new standard is designed to provide a structure for demonetizing harmful misinformation and to build on the success that the framework has already delivered."

On our side I'd like to update you on latest status on our latest Dis and Mis-information work with US Gov etc.

BTW regarding Dis- and Mis-information - one thing I'm sure you've noticed is the lack of consistent language and definitions. The industry will need a common lexicon and detailed definitions in order to make progress as an industry. Attached is the Lexicon we developed with DHS/CISA...which may provide a useful start point.

Looking forward to catching up

Best

Phil

Exhibit 37
HJC-WFA-GARM-000076675
Channel Factory's Lexicon Developed
with CISA

Information Activities Terminology and Definitions

Updated June 2022

The Digital Revolution has fueled and accelerated Rogue Actors' capability to create, target and distribute Information Activities at a speed, scale, specificity, and cost never previously possible, in order to manipulate the narrative.

To better understand and mitigate the risks associated with Information Activities we need to have a shared understanding of key terms. The current lexicon includes:

1. PROTAGONISTS: Foreign Influence and Rogue Actors:
 - Nation States (including Russia, China, North Korea, Iran, Saudi Arabia)
 - Non-state Actors (Terrorist and Extremist organizations)
 - Organized Crime
 - Rogue Individuals

2. TYPES OF INFORMATION ACTIVITY: Information Activities feature the following categories of rogue information:
 - Dis-Information (intentionally false/inaccurate information)
 - Mis-Information (unwittingly false/inaccurate information)
 - Mal-Information (*factual information used out of context)
 - Missing-Information (intentional absence of fair and balanced reporting)

*Note: 'Satire' is deliberately false information but is not dis or mal-information when used in its intended occasion and context by its original creator. However, satirical content taken out of context and repurposed as part of Information Activities would be mal-information.

- a. "Satire is a technique employed by writers to expose and criticize foolishness and corruption of an individual or a society, by using humor, irony, exaggeration, or ridicule".

https://www.google.com/search?q=definition+of+satire+news&rlz=1C5CHFA_enUS859US859&oq=definition+of+satire&aqs=chrome..69l57j0l5j0i22i30l2.8901j1j7&sourceid=chrome&ie=UTF-8

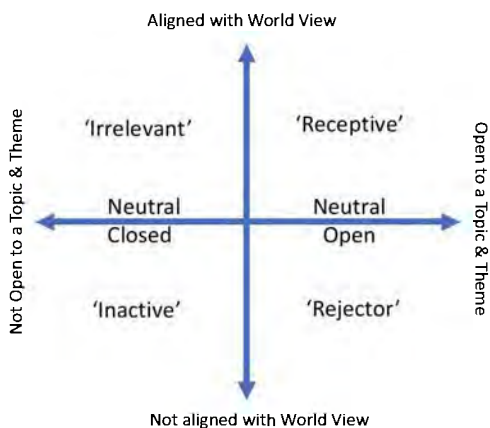
3. HIERARCHY OF TERMS; There is hierarchy and sequence of terminology (and synonyms) from instigator Rogue Actor as initiator of Information Activities down to the individual social media posts (artifacts)
 - Rogue Actor; e.g. *Russia*
 - i. Objective:
 - e.g. Re-expansion of the former USSR (eg Ukraine, Georgia, Moldova)
 - ii. Enabler:
 - e.g. Not having Western powers committed to stop them
 - iii. Strategy:
 - e.g. Distract and weaken resolve by fomenting internal strife and discord in US
 - iv. Method:
 - e.g. Use Information Activities to seed and amplify societal discord
 - v. Topic:

U//FOUO/NOT FOR FURTHER DISTRIBUTION

- e.g. Select US Elections as a Topic. Undermine or support candidates based upon their potential to harmonize vs polarize US society.
- vi. Theme (also referred to as Narrative):
 - e.g. Support one candidate (eg Trump in 2016); undermine another (eg Clinton in 2016).
- vii. Campaign(s):
 - e.g. Sum of all messages (artefacts) created and distributed during a period of time that provide Dis, Mal and Mis-information on each Theme.
- viii. Artefact (also referred to as 'Messages' or 'Content').
 - e.g. Individual item used to convey the narrative (i.e. the message), whether in text, image, video, chat or spoken formats.
- ix. Dissemination & Distribution:
 - e.g. Methods and means used to distribute and disseminate the Artefacts including social media platforms, message-boards, chat apps, text, sms, events, person-to-person and the media.

4. AUDIENCE SEGMENTATION: Information Activity audiences segment in line with their 'world view' (i.e. the beliefs that they and their community hold to be true), and the particular relevance of each Topic or Theme:

- Supporters / Receptives (Topic and Theme in line with their world view)
- Neutrals Opens (Open but not pre-committed to the Topic and Theme)
- Neutral Closed (Not open to that Topic and Theme)
- Skeptics & Rejectors (Topic and Theme not aligned or at odds with their world view)
- Irrelevant (Aligned with world view but not interested in the particular Topic or Theme)
- Inactive (Not aligned with world view and not interested in the Topic or Theme)



5. AUDIENCE RISK PROFILE: The risk profile of an exposed Audience is defined by two dimensions: 'Believability' and 'Virality'.

- Believability is the audience's alignment of the Topic with their world view plus their openness to and interest in it.
- Virality is the audience's likelihood and capability to respond (i.e. to Engage, React, and Act) to an individual Artefact and/or overall Campaign regarding that Topic and Theme.

Therefore, highest risk Audiences are both Highly Susceptible to that Topic ('Believers') and Highly Responsive.

Note - some people tend to be serial responders (i.e. susceptible to a broad number of Topics and Themes), versus solo-issue-responders (i.e. only one topic of interest).

6. BELIEVABILITY: Information Activities can be highly believable and therefore impactful. 'Believable' is different from 'factual' or 'true'. Believability is 'what I/we believe to be true' and not necessarily 'what I/we know to be factually true'.
 - From Trusted Partner's analysis of Russian bot activity targeting the 2016 U.S. elections 68-72% of audiences believed the Disinformation to be true.Believability is a function of not just the content (words, images, video, slogans, memes) in the artefact but also the credibility bestowed on the artefact by where it appears. For example an artefact in a source that is highly aligned and trusted by that individual or community (whether TV station, magazine, or social media group) increases the believability.
 - From Trusted Partner's analysis of Russian bot activity targeting the 2016 U.S. elections there were swings in believability by up to 40% by the same artefact appearing in different media platforms.
7. ARTEFACTS: Foreign Influence and Rogue Actors either "seed" artefacts for others to "amplify", and/or amplify pre-existing themes or narratives of societal discord.
 - a. Artefacts are designed to attract attention and influence behavior. Therefore, content focuses on highly emotive, contentious topics. From Trusted Partner's analysis of Russia's IRA attack on the U.S. 2016 elections only 2.2% of posts featured elections, 80% featured race.
 - b. Artefacts are designed relative to audience stress levels and intended outcomes. When cognitive load nears cognitive capacity (stress) rational decision making is replaced by emotion-based decision making. (Refer to 'Supporting Information Section 1' below)
 - c. The appearance of artefacts across social media may be 'spontaneous' (i.e. co-incident) or 'coordinated' (i.e. intentionally planned). Evidence to support the determination that it is a coordinated campaign include: re-posting the same source content, usually at the same/similar time, from thematically related accounts, with similar audience characteristics.
 - d. Dis, Mis and Mal-information artefacts are typically only one part of an overall 'campaign' that includes mainstream validation/legitimization, deep sourcing corroboration and merchandising. (Refer to item 12 below.)
8. TOPICS & META-TOPICS: Though 'Elections', '5G and 'Vaccine Development' are typical topics of information activities the COVID-19 pandemic is arguably a Meta-Topic. Rogue Actors have conflated, extended and/or associated their agenda with COVID to increase reach, increase topicality and include and engage with more and different audiences. 'Meta Topics' include the following characteristics:
 - New & Fast moving topic (Highly dynamic, volatile, uncertain and emotive)
 - Unproven 'science' and evidence (Lacking in definitive proof of both the actual situation, and the required solutions)
 - Broad-scale relevance (Direct relevance and consequences for all)
 - Severe & immediate personal consequences (including illness and death to lost jobs, insolvency, and bankruptcy)
 - Requires Government intervention (as the scale and severity of consequences requires oversight and imposed solutions)

U//FOUO/NOT FOR FURTHER DISTRIBUTION

- Defined as ‘foreign’ instigation (originated or caused overseas &/or amongst ‘people not like us’.)
9. FORMATS: The form of the artefacts include text, images, symbols, video, audio and verbal. Highly stressed (and therefore cognitively constrained) audiences are particularly receptive to:
- Highly emotional cues
 - Simple visuals
 - Simplicity/brevity of message
 - Repeatable/chantable (three word) slogans
10. DEEP/CHEAP/SHALLOW FAKES: Of particular risk is Fake content masquerading as Authentic.
- Deep Fakes – are malicious synthetic videos where advanced technology (AI) has been used to create false videos that appear to be real. An excellent illustration of how the technology can be exploited is Jordan Peele’s 2018 ‘Obama’ example: <https://www.youtube.com/watch?v=bE1KWpoX9Hk>
 - i) Note this is an example of Dis-information.
 - Cheap (or Dumb) Fakes – are malicious doctored videos where content is selectively or deceptively edited and does not require advanced technology or skills (for example slowing Speaker Pelosi’s speech (<https://youtu.be/q7Kl9gdiUcM>) or editing Joe Biden’s statement re ‘Trump will win...’ excluding ‘if we do not...’)
 - ii) Note this is an example of Dis-information.
 - Shallow Fakes - are when content is mis-labeled or mis-attributed to another use case (for example a white rabbit with hair loss has appeared in 111 Animal Cruelty / Cosmetic Testing campaigns but the image originated in a Florida Veterinary report on Ear Mites.)
 - iii) Note this is an example of Mal-information.
11. CONTEXT: The context of these artefacts is proving disproportionately significant on message believability.
- The same message can have up to a 60% swing in believability depending on the source/platform/media channel that carries it. Content is less judged on factual accuracy as on whether it aligns with the audience’s existing belief system.
 - i. Source: Project Trust analysis of IRA campaigns 2016 to 2019
12. DISSEMINATION & DISTRIBUTION: There are multiple potential methods to disseminate and distribute artefacts. Though each method can function as a stand-alone method – the majority of Information Activity campaigns intentionally combine multiple methods, with each having a specific, complementary role, in order to increase the effectiveness of a campaign.

The following methods and roles typically hold true:

METHOD	PRIMARY ROLE
<ul style="list-style-type: none"> • Instigator social media accounts <ul style="list-style-type: none"> ○ Social Media Accounts are social media profiles, accounts, addresses and handles, and related services including those made available through the Facebook, Twitter, Instagram, Snap Chat and other similar platforms. Instigator social media accounts typically originate a story and post the first artefact(s). 	-> Seed the story

U//FOUO/NOT FOR FURTHER DISTRIBUTION

- **Supporter social media accounts** -> Spread & amplify
 - Supporter social media accounts typically repost/retweet a pre-existing story (originating from an instigator account.)
- **Bots** -> Spread & amplify
 - Bots are computer programs operated on social media networks, and are used to automatically generate messages, advocate ideas, act as a follower of users, and as fake accounts to gain followers themselves.
- **Sock-puppets** -> Spread & amplify
 - Sock-puppets are fictitious online identities created for the purposes of deception. Sockpuppets are usually created in large numbers by a single controlling person or group. They are typically used for block evasion, creating false majority opinions, vote stacking, and other similar pursuits
- **Named sources** -> Spread & validate/legitimize
 - Named accounts of people in professional or appointed capacities including foreign government officials and embassy staff.
- **News coverage** -> Add awareness & legitimize
 - Coverage by entities representing themselves as news organizations, both domestic and foreign.
- **Interest-based platforms/sites** -> Recruit & Engage
 - Social media accounts that focus on interest-based topics (typically sports, music, entertainment).
- **'Naive followers' (e.g. mummy bloggers)** -> Recruit & Engage
 - General lifestyle oriented social media accounts associated with lifestyle and parenting topics.
- **'Innocuous' sleeper accounts & networks** -> Recruit & Engage
 - Social media accounts and groups of followers created where the followers may not know the true identity of the group instigator and their end agenda, which is cloaked by focus on another initial topic.
- **3rd party sources (e.g. Wikimedia pages)** -> Validate & legitimize
 - Independent Information sources populated by volunteer contributors, moderators and editors. These volunteers have been known to intentionally or naively publish information that validates the narrative propagated by Rogue Actors.
- **Merchandizing** -> Intentional 'branding' plus commercial opportunists
 - Products including hats, t-shirts, banners, flags, books and memorabilia that feature content associated with Information operation artefacts

Supporting Information:

- **Section 1: Lexicon and Definitions regarding human psychology and sociology relative to Information Activities:**
- **Section 2: Social Media Key Performance Indicators (KPI) definitions:**

U//FOUO/NOT FOR FURTHER DISTRIBUTION

Section 1: Lexicon and definitions regarding human psychology and sociology relative to Information Activities:

- **‘Cognition’:** mental action or process of acquiring knowledge and understanding through thought, experiences and senses. During this process the brain matches facts and information to that person’s world view or belief system.
- **‘Social cognition’:** how people process, store and apply information, and how they apply information to other people and social situations. It often matches around the ‘affect’, not the specific issue featured in the content e.g. to the angry, disenfranchised, disrupted it confirms their belief even if it doesn’t provide content specific to their particular issue or vulnerability.
- **‘Motivated cognition’:** the influence of motives on various types of thought processes including information processing and reasoning. Highly influential with vulnerable people who have self-serving interest in dis-information in order to validate their beliefs.
- **‘Reciprocal Co-construction’:** where a creator of disinformation feeds the needs of susceptible (vulnerable) people needing validation.
- **‘Valence’:** is used in psychology when discussing emotions. It describes the intrinsic goodness/attractiveness (Positive valence) or averseness/badness (Negative valence) of an event, object or situation.
- **‘Critical Thinking’:** Only applies to individuals exhibiting an open or **‘Student’** mindset i.e. who want to learn to have critical thinking (e.g. patients who seek therapy to correct behaviors, workers/athletes/military who train to improve their capabilities, etc.). But if not seeking to develop critical thinking – this capability is unlikely to occur despite external offerings/intervention efforts.
- **‘Closed’** are those not open to Critical Thinking. In times of distress human minds prioritizes ‘simplification’ and become even less open to external information. Under stress we don’t perceive we have the luxury of sufficient cognitive resources to evaluate new or externally provided information.
- **‘Bounded Rationality’:** Rationality is limited or finite when people make decisions. It is limited by 1) the tractability (difficulty) of the problem to be decided, 2) the cognitive limitations of the person’s mind and 3) the time available to make the decision.
- **‘Cognitive Resources’:** Focuses on intelligence and experience and how they influence how a person reacts under stress
- **‘Cognitive Capacity’:** The total amount of information that a brain is capable of retaining at any particular moment.
- **‘Cognitive Load’:** The amount of capacity used at any one time. Maximum load is when the brain is saturated and incapable of more cognitive activity. (i.e. Saturation is when Capacity equals Load). Load increases with: stress, anxiety, hunger, fatigue, new information, and volume of information being processed. Load decreases with: familiarity, planning, routinization., automaticity, and distance from task/material
- **‘Cognitive Rigidity/Flexibility’:** the ease (or not) of switching between thinking about things one way to thinking about them in a different way.
- **‘Induced Stress’:** Too little stress and it doesn’t trigger a sense of shared injustice and the need to act; too much stress and it creates anxiety, depression, immobility and blocks action (i.e. a repressive / depressive state). Activation of an audience requires an optimal level of relevant anxiety to trigger the audience to become agents of change.
- **‘Sympathetic Reactivity’:** Triggering an intended action. There will be no conscientious effort to listen to the arc of an argument or debate, to hear both sides, to absorb new facts etc. Sympathetic Reactivity is purely emotion based. Often it’s just a triggered ‘hit of rage’.

U//FOUO/NOT FOR FURTHER DISTRIBUTION

- **‘Resiliency Dynamic’**: the opposite of **Sympathetic Reactivity**. Able to train and condition the mind and body to increase resilience. But the person must be willing and open to increase resiliency. Similar to openness to Critical Thinking.
- **‘Signal to Noise Ratio’**: if the noise is too loud, the signal is blocked.
- **‘Confirmation Bias’**: The tendency to interpret new evidence/information as confirmation of one’s existing beliefs or theories.
- **‘Not Disconfirmed’**: The brain may determine that the absence or lack of dis-confirmation to be confirmation of the person’s bias. They are not seeking true confirmation but seeking not to be disconfirmed / contradicted / corrected / proved wrong. These people seek other people who don’t disconfirm them and in doing so get their confirmation of their chosen beliefs.
- **‘Social Discourse’**: By being so publicly Politically Correct, society has been conditioned not to talk, debate and explore many topics. By not allowing open discourse these topics are forced underground where they become central themes for some groups. This isolation and lack of ‘non-judgmental public debate’ makes the topic more isolated and more rarified in its view, and therefore more susceptible to Information Activities.
- **‘Complementary Cycles of Reinforcement’**: As closed themes/narratives cycle through isolated groups and communities a bond develops between people with similar rarified viewpoints. Camaraderie builds amongst similar thinkers and shared beliefs, with mutual validation and reinforcement.
- **‘Linguistic Patterns’**: Subconscious/implicit level of condensed formulas (words, syntax, intonation etc.) within people’s speech. The presence of certain linguistic patterns occurring within a conversation can confirm argumentative authority.
- **‘Grievance Based Ideologies’**: Interestingly similar ‘authority figures’ or ideologues within the same group can have very different popularity levels depending on how well their message resonates— which depends on each of their linguistic patterns— and opens up opportunities to sway the affects their audiences. Amongst Al Qaeda ideologues the more successful and popular focus on ‘humiliation’ by the US (smug, superior, liberators) rather than ‘aggression’ (US as evil, mean and ruthless). Their linguistic patterns define this deviation.
- **Identity**: identity is one of the strongest irrational hooks in to tribal mode that triggers emotional not rational processing. Using identity triggers has a well-worn sequence...distinguish your group; establish your suffering or discrimination; demand recognition; argue for support/resources
- **Initiators** of Information Activities start by luring in their audience(s) with common ground to connect; they then extrapolate ‘wouldn’t it be good if..’; then induce stress and crisis as to why it’s not currently good for that person; which in turn increases openness to simplistic but extreme solutions which fit the audiences social and personal biases and their needs. At this stage rational evidence and truths are blocked, and emotions control motivated cognition.

Source: Professor Shuki Cohen:

Dr. Cohen is originally from Israel, where he obtained his BSc in Biophysical Chemistry and MSc in Brain Research from the Weizmann Institute of Science. As a neuroscientist, Dr. Cohen examined the dynamics of functional groups of cortical cells as they shift between perceptual tasks and characterized a cellular analog of unconscious learning in anesthetized animals. While working at UC Berkeley (on the neuronal computations underlying 3 -D vision in the visual cortex), he started an independent collaboration with the late Enrico Jones using his archive of transcribed long term psychoanalytic treatments. The project resulted in a statistical algorithm to detect above chance recurring interaction patterns in the verbal exchange between patients and psychoanalysts, which may lie outside the consciousness of both. Dr. Cohen then transferred to NY, where he finished his PhD in clinical psychology from New York University.

U//FOUO/NOT FOR FURTHER DISTRIBUTION

Appendix 202

In his PhD work, Dr. Cohen examined autobiographical narratives for verbal markers of aggression, whether internalized (as in depression) or externalized (as in violence). To better predict aggression from word choice, Dr. Cohen developed a computerized scale for speakers' level of fanaticism, overgeneralization and cognitive rigidity. In his clinical training, Dr. Cohen externed for 4 years at NYU's Psychodynamic Outpatient Clinic and for 2 years at the Albert Ellis Institute and interned at Bellevue and Gouverneur hospitals. He then completed a 2-year postdoctoral fellowship at Yale Medical School Department of Psychiatry. Dr. Cohen's research concerns the psychological processes underlying ideological extremism and violence on both the interpersonal and international levels. He is currently Director of the Center on Terrorism at the John Jay College of Criminal Justice, CUNY

Section 2: Social Media Key Performance Indicators (KPI) definitions:

FACEBOOK Key Performance Indicators (KPIs)

The following key performance indicators are utilized in the online portal (analytics platform); all KPIs reflect the aggregation of posts based on the displayed Topic/Sub-Topic and timeframe. No personally identifiable information (individual, page or account) is provided, unless explicitly requested.

Post Count

The total number of posts created during the displayed timeframe.

Post Volume

The average number of daily posts per account, for all accounts that created one or more posts during the displayed timeframe.

Post Reach

The average number of Page Likes/Followers at the time the post was created, for posts created during the displayed timeframe.

Interaction Rate

The total number of Interactions (Likes, Comments, Shares) as a percentage of Page Likes/Followers at the time the post was created, for posts created during the displayed timeframe.

Threat Level (General) / Potential for Impact (PFI)*

The average Threat Level for posts created during the displayed timeframe; Threat Level reflects post Believability and the number of Page Likes/Followers at the time the post was created (Post Reach).

Foreign Influence*

The total number of posts with a Foreign Influence probability greater than 50.1%, as a percentage of posts created during the displayed timeframe; Foreign Influence probability analyzes post similarity (metadata) with known Foreign Influence content.

**Threat Level or PFI may change when Topic-specific audience segmentations are available, at which point Threat Level will reflect Post Believability, specific to the selected audience segment (8 total segments) and the number of Page Likes/Followers at the time the post was created (Post Reach).*

U//FOUO/NOT FOR FURTHER DISTRIBUTION

INSTAGRAM Key Performance Indicators (KPIs)

The following key performance indicators are utilized in the online portal (analytics platform); all KPIs reflect the aggregation of posts based on the displayed Topic/Sub-Topic and timeframe. No personally identifiable information (individual, page or account) is provided, unless explicitly requested.

Post Count

The total number of posts created during the displayed timeframe.

Post Volume

The average number of daily posts per account, for all accounts that created one or more posts during the displayed timeframe.

Post Reach

The average number of Followers at the time the post was created, for posts created during the displayed timeframe.

Interaction Rate

The total number of Interactions (Likes, Comments) as a percentage of Followers at the time the post was created, for posts created during the displayed timeframe.

Threat Level (General) / Potential for Impact (PFI)*

The average Threat Level for posts created during the displayed timeframe; Threat Level factors post Believability and the number of Followers at the time the post was created (Post Reach).

Foreign Influence

The total number of posts with a Foreign Influence probability greater than 50.1%, as a percentage of posts created during the displayed timeframe; Foreign Influence probability analyzes post similarity (metadata) with known Foreign Influence content.

**Threat Level or PFI may change when Topic-specific audience segmentations are available, at which point Threat Level will reflect Post Believability, specific to the selected audience segment (8 total segments) and the number of Followers at the time the post was created (Post Reach).*

End

End

Exhibit 38
HJC-WFA-GARM-000079936
GARM Recommends Using GDI

Message

From: [REDACTED]
Sent: 10/03/2022 11:29:48 PM
To: [REDACTED]@eaca.eu]; Rob Rakowitz [REDACTED]@wfanet.org]
Subject: Re: GARM: Avoidance of brand unsafe and unsuitable content

Hi [REDACTED]

Thank you for your kind words - we value our partnership.

To sign up as a member of GARM please click the link [here](#). **Please ping me after you register so I can activate your account.** To learn more about GARM and have access to the members hub please click [here](#).

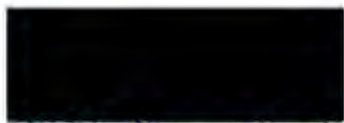
Best,
[REDACTED]

From: [REDACTED]@eaca.eu>
Sent: Thursday, March 10, 2022 6:30 AM
To: Rob Rakowitz [REDACTED]@wfanet.org>; [REDACTED]@wfanet.org>
Subject: RE: GARM: Avoidance of brand unsafe and unsuitable content

Hi Rob,

With great pleasure to extent our involvement and thank you very much. [REDACTED] I won't hesitate to update you on our work where it can be relevant for you and include you as well to our distribution lists.

Best regards
[REDACTED]



EACA – European Association of Communications Agencies

[REDACTED] [@eaca.eu](#)



From: Rob Rakowitz <[REDACTED]@wfanet.org>
Sent: Thursday, 10 March 2022 12:22
To: [REDACTED]@eaca.eu>

Cc: [REDACTED]@wfanet.org>

Subject: Re: GARM: Avoidance of brand unsafe and unsuitable content

Hi [REDACTED] -

Thanks for these kind words. We'd love to deepen and expand EACA's involvement in GARM - easiest step is to have [REDACTED] add you to our CRM and distribution lists.

Hope to see you on future calls!

Best
Rob

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media
World Federation of Advertisers

[REDACTED]@wfanet.org

From: [REDACTED]@eaca.eu>

Sent: Thursday, March 10, 2022 05:57

To: Rob Rakowitz

Subject: RE: GARM: Avoidance of brand unsafe and unsuitable content

Hi Rob,

I hope you are doing well. First, thank you for the great informative work you are doing about media safety, this is super useful to us as an organization and to our members too in these turbulent times.

I do not get the emails (as the one below) yet related to GARM. Would you mind including me into the mailing list?

Thank you very much

Best regards

[REDACTED]



[REDACTED]
[EACA – European Association of Communications Agencies](#)

[REDACTED]@eaca.eu



From: [REDACTED]@eaca.eu>

Sent: Thursday, 10 March 2022 11:47

To: [REDACTED]@eaca.eu>

Subject: FW: GARM: Avoidance of brand unsafe and unsuitable content

From: Rob Rakowitz [REDACTED]@wfanet.org>

Sent: 07 March 2022 15:01

To: [REDACTED]@eaca.eu>

Subject: GARM: Navigating Digital Media Safety and Suitability in the Time of War

Dear [REDACTED]

The Russian invasion of Ukraine is reshaping the global order and changing the face of Europe. Unlike previous conflicts, the scale of digital media and the rise of disinformation as a state tool has made many platforms potential battlefields to which marketing is an inadvertent combatant.

This dilemma weighs heavily on many of GARM's members – who have all signed on to change their ways of working to effectively remove harmful content from paid media support.

The war on Ukraine coincides with GARM finalizing its approach to demonetizing misinformation, and as we work with the European Commission on the updated Code of Practice on Disinformation.

Last week, we called a special GARM Community Call with the goals of:

- Providing GARM Members with near-time updates on safety changes covering monetization, moderation, and technology

- Sharing best practices for members whether they are for advertisers, agencies, platforms, or technology providers

- Identifying efforts or areas for collaboration to achieve GARM's goals relative to the conflict

In the first of what will be weekly incident sessions, we heard from platform members and agency members. This helped to dispel a lot of self-damaging hyperbole in the industry news and what I'd like to call the Goldilocks syndrome: advertisers are supporting misinformation, advertisers are abandoning news, advertisers are supporting news with off-color ads.

By speaking with our experts, we are able to see beyond the fear-mongering headlines:

Acting in a time of war must have a 'people-first' and 'systems mindset': Many of our members are multinational corporations, some with colleagues on both sides of the conflict. We heard from many that actions must be tempered by understanding implications for people on the ground – whether they are users, customers or colleagues. We should expect to see disruptions of advertising in Russia, Ukraine, Belarus and any other markets that get drawn into the evolving sanctions regimes. We heard commentary from one platform that account locks were being introduced to protect users and friends, another platform shared that ad placements were being blocked if a VPN was being used. New formats are being monitored and platforms have signaled their preparedness take decisive action if they start to see abuse. We also heard from agencies who put out an alert to enable two-factor authentication for social media accounts to avoid hacks in the event of a possible coordinated attack. Everyone in the ecosystem is girding themselves against inauthentic behavior.

Regulatory intervention has accelerated action and created a floor for an array of action: The electronic war by the Russian state preceded the kinetic war, and some platforms were already engaged in containment. Since the war's start we see that all GARM platforms followed-thru with the EU's ban on Russian State Media outlets, RT and Sputnik issued on Friday and coming into effect Monday. Further, all platforms disclosed their increased containment and labeling strategies for these outlets outside the EU,

including excluding it from recommendation engines. One platform disclosed that every piece of RT or Sputnik content forcibly searched out would feature a credible source to counter Russian state claims. Another platform disclosed that every single action by the Russian state – whether a post or a comment or engagement – was being flagged and labeled. That same platform said no ads would appear on any Russian state affiliated pages globally. Each platform was able to showcase existing processes and frameworks, as well as product features designed to effectively safeguard content and advertising. Finally, one platform said they would be tallying actions specific to this incident for their own transparency reporting and with an eye to the next GARM Aggregated Measurement Report.

Chasing out the bad is one part of the response, while supporting the good is equally essential: While there is a flurry of activity to contain the bad actors, many platforms and agencies are doing their hardest to support the good. We've seen platforms support counter narratives via credible sources. We are also seeing platforms prop up professional established journalism via preferred networks giving, ensuring that there was easier access for advertisers, agencies and their users. We also have reports of another platform providing ad credits to humanitarian organizations and local verified journalists in Ukraine. Agencies pointed to easy-to-access credible journalist entities like Ads For News / United for News and AdTech Cares for the latest guidance. Contrary to many industry publications, we are hearing that most brands that have supported news are staying put – a commitment actively attested to by two of our largest global ad holding company partners.

Actively supporting news and avoiding blunt uses of technology: As we heard from our agency partners, unfortunately we've been here before with COVID and BLM incidents, however this time people have more experience. One media agency leader reflected on the news cycles of the three incidents comparatively, and said we are doing better this time; keywords were being informed by watchdogs and they were more sophisticated and precise. Another agency leader said that this was a question of refining keywords and calibrating creative to ensure that advertisers can support news. Both agencies shared that this should be easy, and another platform shared that media performance indicators for campaigns were showing no drop-offs in news. Finally, reviewing ad stock and creative messaging to make sure you're situationally aware was an obvious step recommended by our agency partners.

Bold moves to make information access easier: We heard of a comprehensive approach by one platform that it shut down all ads in Ukraine and Russia – not wanting to get in the way of users accessing news. This is a bold move. The same platform also shared that ads were being removed globally on all searches relative to conflict based on the same philosophy that they shouldn't get in the way of users' access to information.

So, what is the advice to buyers and sellers of media a week into this war?

Step 1 – Restrict bad actor access to ecosystem:

If you're an ad seller: State actors and their affiliates and support networks must be closed off from users where possible and demonetized without a doubt. Thankfully the EU has emboldened the action here, and the supply side should continue to take steps here.

If you're an ad buyer: Consider restricting where you buy and how you buy. Indirect buying via programmatic must be scrutinized to the fullest extent. Indices within indices that can obscure outlets, where bad actors play a 'game of submarining' should be removed. Ask your partners what they are doing to chase misinformation off their platform, how they are managing their own inclusion and exclusions lists for monetization.

Step 2 – Tighten your criteria monetization criteria:

If you're an ad seller: You should be restricting monetization now. We know all too well from previous elections that states can be sophisticated in propping up accounts. If you monetize content and channels please review criteria, if you monetize users consider category exclusions, and consider some of the steps expressed in the bold moves shared above.

Step 3 – Protect ad buys at scale with lists and precision keywords:

If you're an ad buyer: Now is a great time to revisit and refresh your keyword list. In the words of our agency experts and some of the platforms – treat it like a search engine query. Also ensure that you're working with an inclusion and exclusion list that is informed by trusted partners such as NewsGuard and GDI – both partners to GARM and many of our members. Work to calibrate campaign-level responses regionally.

Step 4 – Directly support the good via an inclusion list:

If you're an ad seller: Continue to give a leg up to professional news outlets – again NewsGuard, GDI, JTI/RSF – can help ensure that ad buyers and users looking for news can be in safe and suitable places.

If you're an ad buyer: Support your preferred news outlets and drive your organization's approach to news into action.

Step 5 – Manage, measure and assess implementation

This one is for everyone: Our gold standard approach for brand safety is pre-bid screening based on the GARM Safety Floor and Suitability Framework, in-stream blocking, post-buy transparency, post-campaign analysis. This is our end-to-end control and visibility the industry requires. Very few partners have all of these elements lined up – but now is as good a time as any to see did the plan and the buy match – and if not, how can we adjust things to make them match better?

We're eager to make sure that ad dollars and media platforms stay clear of bad actors and we hope that this information has created some transparency and encourages you to make sure that your digital media reach is used for good, and not hijacked by bad actors.

We're going to be updating steps and partners as we go along, with regular blogposts. Our focus next week is to look at the world of independent providers, and how our members in that sector are responding.

Please join us for session two on the Russia-Ukraine crisis & misinformation this Friday at 11:00am EST - [other time zones](#).

To add the meeting to your calendar please click the link below that correlates with your calendar:

[Apple](#) • [Google](#) • [Office 365](#) • [Outlook Web](#) • [Outlook](#) • [Yahoo](#)

As always, thank you for your partnership.

Rob Rakowitz

Initiative Lead - Global Alliance for Responsible Media

[WFA - World Federation of Advertisers](#)

Brussels • London • New York • Singapore



World Federation
of Advertisers

Exhibit 39
HJC-WFA-GARM-000092365
Ad-Tech Implementation of GARM

Message

From: Phil Smith [REDACTED]@isba.org.uk]
Sent: 16/02/2021 2:45:48 PM
To: Joe Barone [REDACTED]@groupm.com]
CC: Rob Rakowitz [REDACTED]@wfanet.org]
Subject: Re: Learn how to tackle future brand safety challenges

Great, thanks

From: Joe Barone [REDACTED]@groupm.com>
Sent: 16 February 2021 14:44
To: Phil Smith [REDACTED]@isba.org.uk>
Cc: Rob Rakowitz [REDACTED]@wfanet.org>
Subject: RE: Learn how to tackle future brand safety challenges

I think yes, for the items that we know for sure, still need to nail down status with a few vendors, should be able to present a summary on the Community call...

Joe Barone

Managing Partner Brand Safety Americas

GroupM



groupm

BLACK LIVES MATTER.

Building Brand Love Means Mastering Brand Safety.
[Get the Playbook](#)

From: Phil Smith [REDACTED]@isba.org.uk>
Sent: Tuesday, February 16, 2021 9:43 AM
To: Joe Barone [REDACTED]@groupm.com>
Cc: Rob Rakowitz [REDACTED]@wfanet.org>
Subject: Re: Learn how to tackle future brand safety challenges

Thanks, Joe

I can see I've forgotten your comms from November too! Apologies

Are we OK to communicate this on to advertisers?

Phil

From: Joe Barone [REDACTED]@groupm.com>
Sent: 16 February 2021 14:40

To: Phil Smith [REDACTED]@isba.org.uk>
Cc: Rob Rakowitz [REDACTED]@wfanet.org>
Subject: FW: Learn how to tackle future brand safety challenges

Phil, since I sent this note, both DV and ZEFR have released their Suitability solutions essentially aligned with the framework. I'm getting updates from ODC, Channel Factory, IAS and Open Slate. YouTube talks about alignment but so far they have only enabled targeting against their Inventory tiers, which they have in turn mapped to the framework but their approach lacks the ability to set low/medium/high risk by Framework category, instead they bundle those categories per their own standards. Facebook as you know is reporting against the framework in the CSER, but similar to YouTube they pre-determine what content goes into each inventory tier...

I'll create a table with complete details when I get updates as outlined above...thanks jb

Joe Barone

Managing Partner Brand Safety Americas
GroupM



[REDACTED]@groupm.com



BLACK LIVES MATTER.

Building Brand Love Means Mastering Brand Safety.
[Get the Playbook](#)

From: Phil Smith [REDACTED]@isba.org.uk>
Sent: Tuesday, November 17, 2020 10:41 AM
To: Joe Barone [REDACTED]@groupm.com>; Rob Rakowitz [REDACTED]@wfanet.org>
Subject: Re: Learn how to tackle future brand safety challenges

Thanks, Joe

Phil

From: Joe Barone [REDACTED]@groupm.com>
Sent: 17 November 2020 13:44
To: Rob Rakowitz [REDACTED]@wfanet.org>; Phil Smith [REDACTED]@isba.org.uk>
Subject: RE: Learn how to tackle future brand safety challenges

Here's what we know so far:

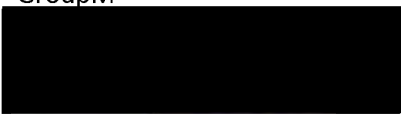
- Peer39 has launched pre-bid segments aligned with 10 of the 11 categories, they held off on debated social issues until we define the exact issues

- ZEFR is launching in Q1 a channel & video targeting tool for low/medium and high risk against all 11 categories
- Double Verify is launching a low/medium/high risk suitability targeting tool in Q1. The categories roughly align with GARM but not exactly
- IAB Taxonomy working group is working to deepen the definitions in the framework to support consistent business rules across 44 cells of the framework (we are working directly with DV, IAS, ODC & Peer39)
- Open Slate & Channel Factory are working on a You Tube model aligned with GARM

Thanks jb

Joe Barone

Managing Partner Brand Safety Americas
GroupM



[\[redacted\]@groupm.com](mailto:[redacted]@groupm.com)



BLACK LIVES MATTER.

Building Brand Love Means Mastering Brand Safety.
[Get the Playbook](#)

From: Rob Rakowitz [\[redacted\]@wfanet.org](mailto:[redacted]@wfanet.org)>
Sent: Tuesday, November 17, 2020 7:16 AM
To: Phil Smith [\[redacted\]@isba.org.uk](mailto:[redacted]@isba.org.uk)>
Cc: Joe Barone [\[redacted\]@groupm.com](mailto:[redacted]@groupm.com)>
Subject: Re: Learn how to tackle future brand safety challenges

Hi Phil –

Yes – let’s address today – we did discuss this in the Community Call the other week but it would be good to get a quick update on timelines.

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

World Federation of Advertisers
London • Brussels • Singapore



From: Phil Smith [REDACTED]@isba.org.uk>
Date: Tuesday, November 17, 2020 at 06:29
To: Rob Rakowitz [REDACTED]@wfanet.org>
Subject: FW: Learn how to tackle future brand safety challenges
Rob,

Seeing this made me pose the question when do we expect to see the verification companies echoing and amplifying GARM work?

Phil

From: Integral Ad Science [REDACTED]@integralads.com>
Sent: 17 November 2020 11:22
To: Phil Smith [REDACTED]@isba.org.uk>
Subject: Learn how to tackle future brand safety challenges

Email not displaying properly? [View as webpage.](#)

IAS Integral Ad Science **Taboola**

WEBINAR

What's Next for Brand Safety in 2021?

2 December 2020

A woman with curly hair, wearing a red t-shirt and blue jeans, is smiling and looking down at her smartphone.

You're invited!

Phil,

In the past year, extraordinary world events have spurred a huge amount of content creation and media coverage – but also boosted hate speech and brought to light misinformation and fake news. This has left many marketers worried about the environments in which their ads appear and brand safety best practice.

Tune in to this webinar on the evolution of brand safety challenges, co-hosted by IAS and Taboola and featuring industry guests. We'll be discussing:

- How to put brand safety first without over-blocking content and unnecessarily limiting reach
- How the understanding of brand safety & suitability has changed in 2020 and what this means for 2021 and beyond
- How to use verification data to better inform campaign performance

Join in on **Wednesday 2nd December at 11:00 GMT** to explore the next frontiers of brand safety and hear from brands on their best practices.

RESERVE YOUR SPOT NOW!

FOLLOW US



integralads.com/uk

16 New Burlington Place, London W1S 2HX United Kingdom

© 2020 Integral Ad Science. All Rights Reserved.

This email was sent to [REDACTED]@isba.org.uk. If you no longer wish to receive these emails you may [unsubscribe here](#). We respect your right to privacy. Please [review our privacy statement](#) and [contact us](#) with any inquiries.

Privileged/Confidential Information may be contained in this message. If you are not the addressee indicated in this message (or responsible for delivery of the message to such person), you may not copy or deliver this message to anyone. In such case, you should destroy this message and kindly notify the sender by reply email. Please advise immediately if you or your employer does not consent to email for messages of this kind. Opinions, conclusions and other information in this message that do not relate to the official business of Group M Worldwide LLC and/or other members of the GroupM group of companies shall be understood as neither given nor endorsed by it. GroupM is the global media investment management arm of WPP. For more information on our business ethical standards and Corporate Responsibility policies please refer to WPP's website at <http://www.wpp.com/WPP/About/>

Privileged/Confidential Information may be contained in this message. If you are not the addressee indicated in this message (or responsible for delivery of the message to such person), you may not copy or deliver this message to anyone. In such case, you should destroy this message and kindly notify the sender by reply email. Please advise immediately if you or your employer does not consent to email for messages of this kind. Opinions, conclusions and other information in this message that do not relate to the official business of Group M Worldwide LLC and/or other members of the GroupM group of companies shall be understood as neither given nor endorsed by it. GroupM is the global media investment management arm of WPP.

For more information on our business ethical standards and Corporate Responsibility policies please refer to WPP's website at <http://www.wpp.com/WPP/About/Privileged/Confidential> Information may be contained in this message. If you are not the addressee indicated in this message (or responsible for delivery of the message to such person), you may not copy or deliver this message to anyone. In such case, you should destroy this message and kindly notify the sender by reply email. Please advise immediately if you or your employer does not consent to email for messages of this kind. Opinions, conclusions and other information in this message that do not relate to the official business of Group M Worldwide LLC and/or other members of the GroupM group of companies shall be understood as neither given nor endorsed by it. GroupM is the global media investment management arm of WPP. For more information on our business ethical standards and Corporate Responsibility policies please refer to WPP's website at <http://www.wpp.com/WPP/About/>

Exhibit 40
HJC-WFA-GARM-000092398
Unilever Misinformation Call with
TikTok, GroupM, and GARM

Message

From: [REDACTED]@unilever.com]
Sent: 18/02/2021 2:08:35 PM
To: [REDACTED]@tiktok.com]; [REDACTED]@unilever.com]
CC: Joe Barone [REDACTED]@groupm.com]; [REDACTED]@mindshareworld.com]; [REDACTED]@mindshareworld.com]; [REDACTED]@unilever.com]; Rob Rakowitz [REDACTED]@wfanet.org]; [REDACTED]@unilever.com]; Master, Rob [REDACTED]@unilever.com]; [REDACTED]@unilever.com]; [REDACTED]@bytedance.com]; [REDACTED]@bytedance.com]
Subject: RE: [External] - Misinformation Call w/TikTok
Attachments: video.mp4

Thanks, [REDACTED] Looking forward to the conversation today. Just sharing the attached as an example for discussion – [REDACTED] came across this on the platform last night.

From: [REDACTED]@tiktok.com>
Sent: Wednesday, February 17, 2021 8:40 PM
To: [REDACTED]@unilever.com>
Cc: [REDACTED]@unilever.com>; Joe Barone [REDACTED]@groupm.com>; [REDACTED]@mindshareworld.com>; [REDACTED]@mindshareworld.com>; [REDACTED]@unilever.com>; [REDACTED]@wfanet.org; [REDACTED]@unilever.com>; Master, Rob <[REDACTED]@unilever.com>; [REDACTED]@unilever.com>; [REDACTED]@bytedance.com>; [REDACTED]@bytedance.com>
Subject: Re: [External] - Misinformation Call w/TikTok

Thanks [REDACTED]

Yes, I think the immersion in our approach to misinformation including: how we define it and when/how we act (volume & violative nature) will be an important knowledge foundation to lay. Additionally, we will have solutions engineers on the line to listen to the conversation as we have intentions to build out additional tools inspired by Unilever (& these conversations).

The goal is to drive a deep foundation of knowledge to build from and we will have the right people on the line to deliver on your ask.

Stay safe from the snow - whether in TX, NY, NJ, CT... more is coming.

Cheers.

On Wed, Feb 17, 2021 at 8:03 PM [REDACTED]@unilever.com> wrote:

Thanks [REDACTED]

Key is for us to understand and feel good about the work you are doing to stop content with misinformation (and harm) without us having to discover and report the videos.

If we have to set up a separate session on GARM we can do that if need be. Want to make sure we get what we need in terms of understanding.

Thanks and Rob glad you can join in the conversation and represent GARM approach.

Sent from my iPhone

On Feb 17, 2021, at 7:14 PM, [REDACTED]@tiktok.com> wrote:

Hello everybody,

Thank you for making time to jump on a call with us tomorrow.

We look forward to a productive conversation. Our intention is to immerse you in our approach to Misinformation - from a short and long term strategy with the hopes it will elicit feedback and inspire the GARM workstream. We will have a sizable crew from our side to drive education and inspire additional solution builds.

Agenda:

- Misinformation on TikTok with Global Policy Issue Lead for Integrity and Authenticity
 - 30 minutes will include our shared approach and Q&A
- GARM's Feedback & Workstream Timing
 - Rob R, we hope it is okay that we make room to hear from you here

Attendees from TikTok include:

- [REDACTED]

We will skip introductions tomorrow so we can jump right into the conversation.

Thanks again. Looking forward.

[REDACTED]

--

Mobile: [REDACTED]

CAUTION: This message was sent from outside the company. Please do not click links or open attachments unless you recognise the source of this email and know the content is safe.

IMPORTANT NOTICE: This email and any attachments may contain information that is confidential and privileged. It is intended to be received only by persons entitled to receive the information. If you are not the intended recipient, please delete it from your system and notify the sender. You should not copy it or use it for any purpose nor disclose or distribute its contents to any other person.

.....

--



Mobile: + [redacted]

Exhibit 41
HJC-WFA-GARM-000100343
“Legitimate News”

Message

From: [REDACTED]@ana.net]
Sent: 14/05/2020 2:54:56 PM
To: Rob Rakowitz [REDACTED]@wfanet.org]
Subject: RE: [EXT] Re: Making it easier to support news

Hi Rob—thx for the call today—

I am interested in how this is proceeding. ANA is being contacted by Congressman bringing to the trade groups attention the issue of advertisers abandoning news.

It may be helpful to draw on this initiative as part of a response .

Happy to set a chat as well

Thx!

PS I will also follow up on scheduling a webinar!

From: Rob Rakowitz [REDACTED]@wfanet.org>
Sent: Monday, April 13, 2020 9:06 AM
To: Joe Barone [REDACTED]@groupm.com>; Phil Smith [REDACTED]@isba.org.uk>; Stephan Loerke [REDACTED]@wfanet.org>; Luis Di-Como [REDACTED]@unilever.com>; [REDACTED]@pg.com>; [REDACTED]@effem.com>; [REDACTED]@effem.com>; [REDACTED]@diageo.com>; [REDACTED]@diageo.com>; John Montgomery [REDACTED]@groupm.com>; [REDACTED]@ana.net>
Cc: [REDACTED]@wfanet.org>
Subject: [EXT] Re: Making it easier to support news

EXTERNAL MAIL:

Hi all –

I've been advancing this thinking along last week, and wanted to bring everyone up to speed on the thinking (overview attached).

As we sit with this there's independent action, and complementary calls. The GARM is uniquely situated to connect the calls and create the solutions.

So some requests as you read this:

1. Does this still align with your collective support in the email below?
2. Are you OK with GARM driving a direct connection with the 4As, IAB, ANA, ISBA (and then eventually GDI and the 3rd party providers)?

My sense is we can hit the ground running on this for May if we're aggressive.

In terms of some things we will need to work out:

- A. Funding – there's going to need to be an investment in analyst time that will run c. \$20k – I imagine we will be able to get this from committed organizations and publishers specifically
- B. Commitment – I will probably want to shore up spending support from vocal proponents (e.g., GSK, agencies) as we move forward from development, announcement, and into activation

Please let me know on points 1 + 2

Thanks

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

World Federation of Advertisers
London • Brussels • Singapore



From: Robert Rakowitz [redacted] <[redacted]@wfanet.org>

Date: Friday, April 3, 2020 at 11:14

To: Joe Barone [redacted] <[redacted]@groupm.com>, Phil Smith [redacted] <[redacted]@isba.org.uk>, Stephan Loerke

[redacted] <[redacted]@wfanet.org>, Luis Di-Como [redacted] <[redacted]@unilever.com>

[redacted] <[redacted]@pg.com>, [redacted] <[redacted]@effem.com>

[redacted] <[redacted]@effem.com>, [redacted] <[redacted]@diageo.com>

[redacted] <[redacted]@diageo.com>, John Montgomery [redacted] <[redacted]@groupm.com>

[redacted] <[redacted]@ana.net>

Cc: [redacted] <[redacted]@wfanet.org>

Subject: Re: Making it easier to support news

Hi Joe –

Thanks for the speedy reply and deep insights – true to form!

Agree 100% with the list of 7 below, as I see it here's a breakdown of what we could impact [what we do/develop] v influence [what we can advise]:

	Impact	Influence
1. Disinformation sites drawing readers away from legitimate news and damaging public trust in news	Yes – include GDI / similar classification data into Safety Floor for walled gardens + programmatic	Yes – encourage platforms (DSP, walled gardens) to review and demonetize and/or reduce visibility of content
2. Programmatic Buying models that prize audience delivery over quality environment	No	Yes – advise to clients from agencies/GARM on reach with responsibility (e.g., you get what you pay for)
3. Aggressive Brand Safety programs that can create false-positives when identifying negative ad environments	Yes – specific guidance via APB/Standards + Definitions on News	Yes – working with IAB TechLab / 3 rd party providers to activate framework
4. Subscriber programs that offer ad-free or light ad-load models	No	No
5. Web & App-based ad blockers that consumers deploy to eliminate or	No	No

personally curate ad experiences online		
6. Polarized political opinion that creates negative sentiment environments deemed less safe for ads by low-risk tolerant clients	Yes – could try and calibrate Suitability framework to incorporate editorialized opinion (note – likely to be achievable at publisher level – however Teads have made this work via credit score rating, as have OpenSlate w SlateScore)	Yes – can encourage adoption of framework into TechLab / 3 rd party providers
7. Major negative news events that generate spikes in news-avoidance (crises COVID-19, Notre Dame etc):	Yes – Framework	Yes – advisory on supporting journalism, investing w purpose

I'd also venture to say that media cuts are hurting the situation dramatically too: 1/ topline investment, and 2/ channel bias working against digital (most flexible and without TV penalties).

If we get alignment from the rest of the Steer Team we can hammer thru the tangible deliverables – but I think we'd have a 2-part deliverable:

- 1: HARD CODED RESOURCE – Floor, Framework, Open source blacklist,
- 2: SOFT OPERATIONAL FRAMEWORK: Guidance on how to activate in news and support journalism

Happy to chat live.

Best,

Rob

Rob Rakowitz
Initiative Lead - Global Alliance for Responsible Media

World Federation of Advertisers
London • Brussels • Singapore



From: Joe Barone [redacted]@groupm.com>
Date: Friday, April 3, 2020 at 10:55
To: Phil Smith [redacted]@isba.org.uk>, Stephan Loerke [redacted]@wfanet.org>, Robert Rakowitz [redacted]@wfanet.org>, Luis Di-Como [redacted]@unilever.com>, [redacted]@pg.com>, [redacted]@effem.com>, [redacted]@effem.com>, [redacted]@diageo.com" <[redacted]@diageo.com>, [redacted]@diageo.com>, John Montgomery [redacted]@groupm.com>, [redacted]@ana.net>
Cc: [redacted]@wfanet.org>
Subject: RE: Making it easier to support news

Rob, the conversation is very prevalent in our industry right now, so I agree that GARM should take a position. That said, there are two separate things going on here. GDI is addressing disinformation, including conspiracy theories, miracle cures, etc. We definitely should take a strong stand on the importance of identifying, defunding, and eliminating this dangerous content.

I think we need a more measured approach to the issue of news support. First of all, semantic avoidance technology is decidedly not the enemy (best not to use the term keyword blocking as the majority of avoidance is managed via categories of content, like death & injury or natural disasters). These technologies can actually make it easier for advertisers to support news by enabling each marketer to identify their own sense of brand suitability. Only the most extremely low risk tolerant clients should be avoiding all COVID-19 clients, we counsel our clients in general to avoid only the most negative news, like death counts, mortality rates, miracle cures, etc.

There is also a very nuanced situation around revenue reduction. For instance, when an ad is blocked programmatically, the client most likely is paying for that impression, unless the block took place early enough for the auction to take place again. There has certainly been some negative impact on cpm's, but the idea that there are millions of impressions going unmonetized is exaggerated.

Finally, aggressive avoidance is only one reason why news is experiencing revenue challenges.

A more complete list would include:

8. Disinformation sites drawing readers away from legitimate news and damaging public trust in news
9. Programmatic Buying models that prize audience delivery over quality environment
10. Aggressive Brand Safety programs that can create false-positives when identifying negative ad environments
11. Subscriber programs that offer ad-free or light ad-load models
12. Web & App-based ad blockers that consumers deploy to eliminate or personally curate ad experiences online
13. Polarized political opinion that creates negative sentiment environments deemed less safe for ads by low-risk tolerant clients
14. Major negative news events that generate spikes in news-avoidance:
 - a. Corona Virus, Notre Dame Cathedral, Christchurch Shooting, Impeachment etc.

Joe Barone
Managing Partner Brand Safety Americas
GroupM


 [@groupm.com](mailto: [redacted]@groupm.com)



HOW GroupM LEADS IN BRAND SAFETY?

group™

We believe that our clients should invest in digital advertising which is viewable by a human, served in an appropriate editorial environment, underpinned by independent industry certification and 3rd party verification, and respectful of user experience and privacy.

From: Phil Smith <[REDACTED]@isba.org.uk>

Sent: Friday, April 3, 2020 10:36 AM

To: Stephan Loerke <[REDACTED]@wfanet.org>; Rob Rakowitz <[REDACTED]@wfanet.org>; Luis Di-Como <[REDACTED]@unilever.com>; [REDACTED] <[REDACTED]@pg.com>; [REDACTED] <[REDACTED]@effem.com>; [REDACTED] <[REDACTED]@effem.com>; [REDACTED] <[REDACTED]@diageo.com>; [REDACTED] <[REDACTED]@diageo.com>; John Montgomery <[REDACTED]@groupm.com>; Joe Barone <[REDACTED]@groupm.com>; [REDACTED] <[REDACTED]@ana.net>

Cc: [REDACTED] <[REDACTED]@wfanet.org>

Subject: RE: Making it easier to support news

Would be great If we can, as Stephan says

I recall Google is very dismissive of GDI methodology

Phil

From: Stephan Loerke <[REDACTED]@wfanet.org>

Sent: 03 April 2020 15:28

To: Rob Rakowitz <[REDACTED]@wfanet.org>; Luis Di-Como <[REDACTED]@unilever.com>; [REDACTED] <[REDACTED]@pg.com>; [REDACTED] <[REDACTED]@effem.com>; [REDACTED] <[REDACTED]@effem.com>; [REDACTED] <[REDACTED]@diageo.com>; [REDACTED] <[REDACTED]@diageo.com>; [REDACTED] <[REDACTED]@groupm.com>; [REDACTED] <[REDACTED]@groupm.com>; Phil Smith <[REDACTED]@isba.org.uk>; [REDACTED] <[REDACTED]@ana.net>

Cc: [REDACTED] <[REDACTED]@wfanet.org>

Subject: RE: Making it easier to support news

Hi Rob,

I think it is a smart idea, Rob. It makes GARM relevant in times of Covid-19.

If we were to achieve this - we'd create lot of interest with regulators and in the press.

Best

Stephan

From: Rob Rakowitz <[REDACTED]@wfanet.org>

Sent: 03 April 2020 16:07

To: Luis Di-Como <[REDACTED]@unilever.com>; [REDACTED] <[REDACTED]@pg.com>; [REDACTED] <[REDACTED]@effem.com>; [REDACTED] <[REDACTED]@effem.com>; [REDACTED] <[REDACTED]@diageo.com>; [REDACTED] <[REDACTED]@diageo.com>; [REDACTED] <[REDACTED]@groupm.com>; [REDACTED] <[REDACTED]@groupm.com>; Phil Smith <[REDACTED]@isba.org.uk>; [REDACTED] <[REDACTED]@ana.net>

Cc: [REDACTED] <[REDACTED]@wfanet.org>; Stephan Loerke <[REDACTED]@wfanet.org>

Subject: Making it easier to support news

Hey guys –

I am sitting with the insight from last week's panel that tech providers are taking a restrictive approach that's ultraconservative, and brands are having to take a campaign-by-campaign approach to moderating block lists as it relates to news / COVID-19. In essence we're reliving and seeing at speed the #1 pain point on brand safety in general but there's the negative consequences for publishers, journalists (revenue leading to job security), brands (consumer reach, investing with purpose), and the societal outcomes.

I've also had sidebar conversations with a lot of folks this week on this and there's general support for us to step in and up.

So as we think about our position here in GARM, should we be looking to drive an outcome that allows brands to more easily invest in news while weeding out disinformation?

In essence we'd be fastracking the work on suitability knowing.

Here's what I'd imagine:

1. GARM (likely team within Standards + Definitions) to take a stance on grading news/COVID-19 content on:
 - a. Not Safe [suspected / confirmed disinformation using data from GDI]
 - b. Safe [adaptation of working H/M/L coding]
2. GARM to advance definitions into industry taxonomy [IAB TechLab]
3. GARM to brief IAS/DV/Zefr/etc on new standardized whitelists / blacklists + platforms to adapt
4. 3rd party vendors and platforms to adapt

I figure we could run this as a sprint and get something to market in 2-3 weeks tops. And I don't think that's a bad thing as 1/ the landscape is rapidly evolving, and 2/ the situation is likely to persist for months (no Cannes), and 3/ we'd be able to use this as a live test for our future work.

Please LMK if we'd support something like this and if there's buy in on the steps.

Thanks!

Rob Rakowitz

Initiative Lead - Global Alliance for Responsible Media

World Federation of Advertisers

London • Brussels • Singapore



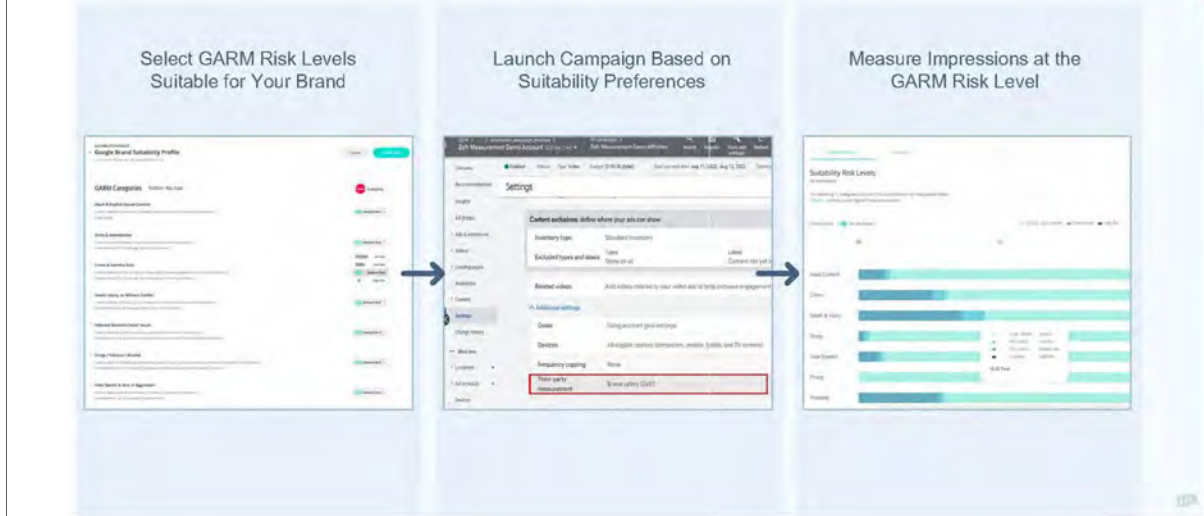
**World Federation
of Advertisers**

Privileged/Confidential Information may be contained in this message. If you are not the addressee indicated in this message (or responsible for delivery of the message to such person), you may not copy or deliver this message to anyone. In such case, you should destroy this message and kindly notify the sender by reply email. Please advise immediately if you or your employer does not consent to email for messages of this kind. Opinions, conclusions and other information in this message that do not relate to the official business of Group M Worldwide LLC and/or other members of the GroupM group of companies shall be understood as neither given nor endorsed by it. GroupM is the global media investment management arm of WPP.

For more information on our business ethical standards and Corporate Responsibility policies please refer to WPP's website at <http://www.wpp.com/WPP/About/>

Exhibit 42
HJC-WFA-GARM-000113035
Zefr High-Risk Classifications

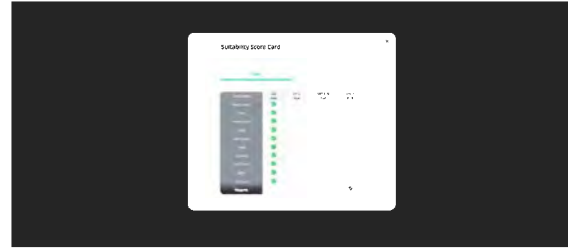
Zefr on YouTube: "Closed Loop" Brand Suitability, Aligned to the GARM Framework



Full GARM Post-Campaign Transparency



Full transparency into video adjacency, based on risk level preferences



Every video is labeled based on no, low, medium, high risk across all categories.

Exhibit 43
HJC-WFA-GARM-000118620
Content Moderation and Monetization are
Inextricably Linked

Message

From: Rob Rakowitz [REDACTED] [R.RAKOWITZ]
Sent: 27/09/2021 1:38:10 PM
To: [REDACTED]@pg.com]; Di-Como, Luis [REDACTED]@unilever.com]; Jankowski, Benjamin [REDACTED]@mastercard.com]; [REDACTED]@effem.com] [REDACTED]@diageo.com]; [REDACTED]@4as.org]; [REDACTED]@4as.org]; Joe Barone [REDACTED]@groupm.com]; [REDACTED]@ana.net]; Phil Smith [REDACTED]@isba.org.uk]
CC: [REDACTED]@wfanet.org]
Subject: Steer Team Meeting: 28 Sept Discussion Points + GARM Grids
Attachments: GARM Grids_21Sept21.pptx

Hi gang –

First – attached are the GARM grids that cover implementation of standards (NB Twitch and Spotify to be incorporated in December)

Second - two things we need to address and agree tomorrow:

1. Driving increased transparency on platform moderation in light of recent platform exposés
2. Debriefing on audit conversations with MRC and go-forward

TOPIC:	Driving Increased Transparency on Platform Moderation
ISSUE:	Recent investigations by WSJ and NYT point to lapses in content moderation (age gating, mental health) specifically focused on TikTok and Facebook/Instagram – these issues also include business ethics and corporate governance We must acknowledge these in the upcoming Community Call and the Steer Team X-Platform Call or we run the risk of being out of tune with the public and internal corporate discourse
RELEVANCE TO GARM:	<ol style="list-style-type: none"> 1. Content monetization and moderation are inextricably linked and lapses in moderation put advertising and advertisers at risk 2. GARM has raised but not resolved 'at risk users' as a future focus area for platform transparency (raised in 2Q X-Platform Meeting) 3. GARM has used the Safe Content Policy Working Group as a means of forcing platforms to disclose and compare operational practices (already run for COVID, Elections, Misinformation which has been well received as a means of transparency and cross-pollination) 4. Several marketer members have reached out to GARM to understand our future response to these issues
RECOMMENDATION / DECISION FOR THE STEER TEAM:	<p>The recommendation would be:</p> <ul style="list-style-type: none"> • Use the Safe Content Policy Working Group to drive pressure on the platforms and transparency for marketers on what is being done to protect at-risk users, what is being done on algorithm transparency (note discussed by Christchurch Call to Action but only for terrorism) • Convene the APB and the WFA Media Board to develop the challenge questions / format for the 'town hall' format of response • Have the platforms respond to these topics in sequence (At-Risk Users, Algorithmic Transparency + Oversight) for November and January respectively
OTHER CONSIDERATIONS:	The WFA Executive Committee will be inviting Facebook to respond to these issues, which will be framed by me (e.g., algorithmic transparency and oversight) on the upcoming meeting on 19 Oct – I'd recommend you each attend for that session with your ExecCo rep

TOPIC:	Debrief on audit conversation with MRC
---------------	--

<p>ISSUE:</p>	<p>In our last X-Platform Meeting in June many platforms there were several issues around audits:</p> <ul style="list-style-type: none"> • Governance / Remit: Several platforms pushed back on MRC audit of transparency reporting as marketers aren't the only stakeholder but moderation metrics are used by the platforms to report on monetization safety (position of Facebook and Twitter, whereas YouTube are amenable to MRC audit) • Volume: Several platforms have raised the bandwidth concerns of pursuing multiple audit standards that are costly in people and capital resources <p>In several of our successive workshops we've deduced that the MRC and TAG audits are in fact complimentary (target coverage, and scope of audit)</p> <p>Per our last meeting, I met with George and Ron and they were adamant that they could work with TAG (mutual recognition) and independent auditors (process inclusion) in a flexible way to make certification and application of industry standards easier</p>
<p>RELEVANCE TO GARM:</p>	<p>This is a Big Rock and we need to drive clarity for the industry and partners</p>
<p>RECOMMENDATION / DECISION FOR THE STEER TEAM:</p>	<p>The recommendation would be:</p> <ul style="list-style-type: none"> • Support both audit standards for TAG and MRC in brand safety • Propose that MRC and TAG follow existing streamlined mutual recognition process (precedent established in S-IVT Fraud Audits where MRC certification is recognized in kind by TAG (certified platforms need to provide MRC results, fill out application and pay fee to TAG only)) • Provide a model that allows MRC to drive execution or governance in audits <ul style="list-style-type: none"> ○ 'Owned and Operated Audit' – current business as usual where MRC is the primary auditing body with EY against publicly available standards on industry norms ○ 'Consulted and Verified Audit' – have MRC create an audit standard that can be executed by independent auditor (e.g., Facebook CSER audit) that can have inclusion of industry norm requirements (but requires set up, interim consult, and review of auditor results)
<p>OTHER CONSIDERATIONS:</p>	<p>We will need to likely field additional concerns from platforms on partner requests (IPG Media Responsibility Survey, etc) – but we should only focus on audits</p>

Thanks!

Rob Rakowitz

Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers

Brussels • London • New York • Singapore

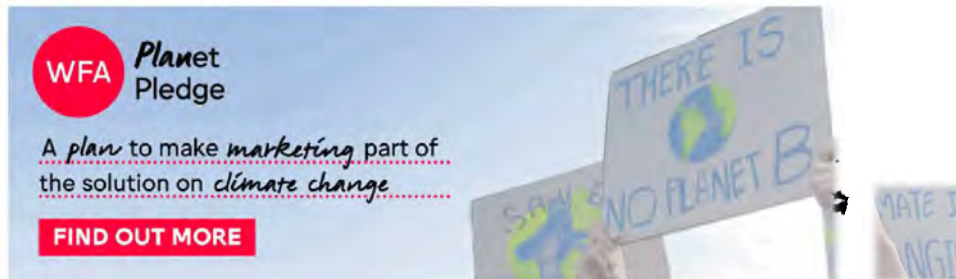


Exhibit 44
HJC-WFA-GARM-000119679
GARM Pushing GDI to Members

Message

From: Rob Rakowitz [REDACTED] [REDACTED]-R.RAKOWITZ]
Sent: 09/06/2021 11:42:16 AM
To: [REDACTED]@disinformationindex.org; [REDACTED]@disinformationindex.org; [REDACTED]@disinformationindex.org
CC: Joe Barone [REDACTED]@groupm.com; [REDACTED]@wfanet.org
Subject: Prep for Friday
Attachments: Misinformation 1 Jun Definition.pptx

Hey Team GDI –

We're excited to have you guys in on Friday.

In terms of audience within the Working Group, we will have a range of folks from agencies (digital operations, brand strategy leads), marketers (digital media, media leads), and platforms (brand safety lead, monetization lead, policy mid-level). [REDACTED] can give a sense on who's confirmed in attendance.

Here's attached the working definition.

Success for me will be:

1. GARM gets a good sense of GDI's leadership (thinking and tech) in the space
2. GARM members (platforms) are provoked to work with you, and marketers and agencies map to partnerships you have
3. Members walk away rethinking ways of working that bring in independent expertise and oversight into a topic where there's been reluctant leadership

Please let me know if we want to grab time to prep.

Thanks!

Rob Rakowitz

Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers

Brussels • London • New York • Singapore



Exhibit 45
HJC-WFA-GARM-000125324
Rob Rakowitz's Anti-American Rhetoric

Message

From: Rob Rakowitz [REDACTED]
[REDACTED] R.RAKOWITZ]
Sent: 09/11/2019 10:48:25 AM
To: [REDACTED]@wfanet.org]
CC: [REDACTED]@wfanet.org]; Stephan Loerke [REDACTED]@wfanet.org]
Subject: RE: <External>Update from the WFA Media Forum...

The whole issue that's bubbling beneath the surface for me is extreme global interpretations of the US Constitution...

People are advocating for freedom of speech online
...with anonymity
...without thinking thru the consequences
...and relying on tech and volunteers to flag

Meanwhile most people would agree that right to bear arms needs moderation
...background checks
...sophistication of weapons

Why are we:

- a) Taking radical interpretations for one versus the other
- b) Taking US norms and applying them globally
- c) Using 'principles for governance' and applying them as literal law from 230 years ago (made by white men exclusively)
- d) Not even thinking for a second of unintended consequences

This is the shaping of my latest worldview on this stuff – it's just mindboggling and I can't get over it.

I'd love to publish something like this on LinkedIn but think the professional fallout would be horrendous.

Rob Rakowitz

Initiative Lead - Global Alliance for Responsible Media

World Federation of Advertisers

[London](#) • [Brussels](#) • [Singapore](#)

[REDACTED]

[REDACTED]

From: [REDACTED]@wfanet.org>
Sent: Saturday, November 9, 2019 05:42
To: Rob Rakowitz [REDACTED]@wfanet.org>
Cc: [REDACTED]@wfanet.org>; Stephan Loerke [REDACTED]@wfanet.org>
Subject: Re: <External>Update from the WFA Media Forum...

I'll get back to her and suggest a call.

Sent from my iPhone

On 9 Nov 2019, at 10:41, Rob Rakowitz [REDACTED]@wfanet.org> wrote:

OK – wow – I know a LOT of the guys at Nike and at the GroupM side who work with them.

Happy to have a conversation with them.

What's underlying her question is obviously the Kapernick controversy.
From my notes consumers who are right of center flagged the ads as inappropriate and they were quarantined and paused for a while, and that's really shit considering the politics ad policy.

Happy to connect with them and share the latest on the ads flagging insights we have in GARM and get them over the line on engagement/GARM.

Rob Rakowitz

Initiative Lead - Global Alliance for Responsible Media

World Federation of Advertisers

[London](#) • [Brussels](#) • [Singapore](#)

[REDACTED]



From: [REDACTED]@wfanet.org>

Sent: Saturday, November 9, 2019 05:36

To: [REDACTED]@wfanet.org>; Rob Rakowitz [REDACTED]@wfanet.org>

Cc: Stephan Loerke <[REDACTED]@wfanet.org>

Subject: Fwd: <External>Update from the WFA Media Forum...

We've struggled to engage Nike in the past so it's encouraging to see what we're doing is resonating.

What do we know about this Facebook political ads thing (and the other issues [REDACTED] identifies) below?

Sent from my iPhone

Begin forwarded message:

From: [REDACTED]@nike.com>

Date: 8 November 2019 at 19:01:22 GMT

To: [REDACTED]@wfanet.org>

Subject: Re: <External>Update from the WFA Media Forum...

Hi [REDACTED]

Thanks so much for sharing. I'm excited to dive in on these! Super bummed we haven't been able to make it to any events. Are there any in Jan/Feb? I'd love to start planning ahead.

Is it too late to join the Alliance for Responsible Media?

Also, have you heard anything about Facebook's new policies around defining ads as "political" even if they inherently aren't? And a rather crazy, subjective system of classifying and then pausing ads..And an impossible (for a global company like us) proposal of having only citizens in their local countries implementing ads? I've heard rumblings there might be an alliance across brands + agencies forming to push back on them. Pls let me know if this is on your radar!

Have a great weekend,

██████████

Sent from my iPhone

On Nov 8, 2019, at 5:08 AM, ██████████ [@wfanet.org](mailto:██████████@wfanet.org)> wrote:

Hi ██████████

The WFA Media Forum met last week in New York. While we get the notes together from that meeting I wanted to share the overview from the previous session, which took place in Cologne, Germany, back-to-back with Dmexco.

[In this document](#) you'll see a write-up of key points plus links to all documents we have available to share from the Forum.

Some headlines include:

1. *Global Alliance for Responsible Media – 'Uncommon collaboration to drive a safer ecosystem'*
2. *'The unintended consequences of brand safety'*
3. *Is RTB the greatest data privacy breach ever recorded?*
4. *Progress from the frontline of Media Transformation*
5. *Progress from global Cross-Media Measurement*

And on #5 worth noting that ISBA (UK) have recently [“announced](#) the launch of a UK Cross Media Measurement Programme, Origin, to pursue one of the first national executions of the global principles and approach for cross media audience measurement being developed by the WFA.”

The cross-industry work that WFA is driving centrally is far from complete, but this feels like a good way to ‘hand over the baton’ for local, detailed conversations to begin.

WFA Reports

We’ve published more than 30 benchmarks, reports and research pieces in the past 18 months, which you can find on our [Knowledge Base](#). Here’s a selection which may be of interest:

- [Effective Agency Management](#) (Sep ‘19)
- [Demystifying Gaming](#) (Sep ‘19)
- [The State of Advertising](#) (Jun ‘19)
- [Designing for Integration](#) (Jun ‘19)
- [Deutsche Telekom Media Transformation Case Study](#) (Mar ‘19)
- [WFA Media Agency Models & Remuneration](#) (Feb ‘19)

You can expect WFA’s global media cost inflation data (OUTLOOK2020) to be available next week.

Other Marketing Intelligence

We’re also growing our library of resources by including carefully selected documents from partners. You may be interested in the following:

- Recent pitches and [agency profiles](#) (Convergence)
- [‘Steering media from the Centre’](#) viewpoint (Ebiquity)

Dates and research plans for 2020 out very soon. Stay tuned.



World Federation of Advertisers

London • Brussels • Singapore



Exhibit 46
HJC-WFA-GARM-000130655
GARM Intends to Share Survey Results
with Members

Message

From: [REDACTED]
Sent: 16/11/2022 1:41:18 PM
To: [REDACTED]@orsted.com]
Subject: Re: Support to Ørsted about Twitter situation

Hi [REDACTED]

Completely understand -in the December community call we will be giving a brief highlight of the survey findings.

Looking forward to connecting.

Best,
[REDACTED]

From: [REDACTED]@orsted.com>
Sent: Wednesday, November 16, 2022 3:07 AM
To: [REDACTED]@wfanet.org>
Subject: RE: Support to Ørsted about Twitter situation

Hi [REDACTED]

OK, thanks for letting me know. Do you expect to be able to share the survey results sometime in the future?

AN update on the conversations with Twitter is also valuable for us and maybe some indications on what to expect.

We can see how many agencies now advise customers to pause activity on Twitter and we are also very reluctant about continuing our activities.

Looking forward to talking to you tomorrow.

[REDACTED]

Ørsted
[REDACTED]

From: [REDACTED]@wfanet.org>
Sent: 15. november 2022 15:39
To: [REDACTED]@orsted.com>
Subject: Re: Support to Ørsted about Twitter situation

Hi [REDACTED]

Quickly pinging you to best manage expectations before our meeting. While Rob and I can't share the survey details, we can give you an update on the convos we've had with Twitter and details on future planning.

Best,

[REDACTED]

From: [REDACTED]@orsted.com>
Sent: Tuesday, November 15, 2022 2:18 AM
To: [REDACTED]@wfanet.org>; Rob Rakowitz [REDACTED]@wfanet.org>
Cc: [REDACTED]@orsted.com>
Subject: RE: Support to Ørsted about Twitter situation

Hi [REDACTED]
It sounds great!

I will invite you for a meeting 2-3pm Thursday. Please notice that I'm also inviting some of my colleagues who are equally interested in this knowledge.

Thanks a lot!

[REDACTED]

[REDACTED]

From: [REDACTED]@wfanet.org>
Sent: 14. november 2022 16:06
To: [REDACTED]@orsted.com>; Rob Rakowitz [REDACTED]@wfanet.org>
Subject: Re: Support to Ørsted about Twitter situation

Hi [REDACTED]
We are still working through some of the responses from the survey. How does Thursday at 2pm sound?

Best,
[REDACTED]

From: [REDACTED]@orsted.com>
Sent: Monday, November 14, 2022 6:08 AM
To: [REDACTED]@wfanet.org>; Rob Rakowitz [REDACTED]@wfanet.org>
Subject: FW: Support to Ørsted about Twitter situation

Hi [REDACTED] and Rob,

I hope you both are doing well.

We are following the conversation and communication about the Twitter situation very closely. It seems like some agencies are now starting to recommend their clients to pause all advertising on the platform.

We would like to make a situation/complication/resolution presentation to top management based on your recommendations.

Do you know when you have more info from the survey you sent out last week - and can we arrange a meeting one of the coming days where you share your reflections and results?

Thanks a lot for your support – and look very much forward to hearing from you.

[REDACTED]

Ørsted

From: [REDACTED]
Sent: 8. november 2022 12:40
To: [REDACTED]@wfanet.org>
Subject: RE: Support to Ørsted about Twitter situation

Hi [REDACTED]

Thanks for getting back to us.

It sounds good with the survey and the talk with Twitter and Elon Musk.

We would very much like to know more as soon as you have the results. When do you expect to have it? Do you think Tuesday next week is realistic to share the results and your recommendations?

Do you have a description on the situation that you can share?

Thanks a lot for your support.

Best,

[REDACTED]

Ørsted

From: [REDACTED]@wfanet.org>
Sent: 7. november 2022 14:04
To: [REDACTED]@orsted.com>
Subject: Re: Support to Ørsted about Twitter situation

Hi [REDACTED]

I hope you're doing well. While I don't manage Rob's calendar, I can certainly nudge him to see when he is available. I assume he is waiting to get back to you as I've just sent out a survey to some of our members to gauge their perceptions on the issue. We will have the results from that survey by EoW, have been in constant contact with Twitter and plan to meet with Elon in the coming weeks. Would it make sense to schedule something next week after the survey results come in?

Best,

[REDACTED]

From: [REDACTED]@orsted.com>
Sent: Monday, November 7, 2022 8:01 AM
To: [REDACTED]@wfanet.org>
Subject: Support to Ørsted about Twitter situation

Hi [REDACTED]

I haven't heard from Rob and the Twitter issue is critical to us.

Would you be able to help us and set up a meeting where we can learn more?

Thanks a lot!

[REDACTED]

Written

[REDACTED]

From: [REDACTED]
Sent: 4. november 2022 16:48
To: Rob Rakowitz [REDACTED]@wfanet.org>
Subject: FW: WFA Insight Forum: Upcoming meetings and events

Hi Rob,

I'm reaching out to you to ask you if it's possible to arrange a meeting and hear more about your perspectives about the Twitter situation and a possible boycott from many companies.

As you know we have a lot of focus on responsible marketing and we are about to make a recommendation to management about actions and when we need to consider whether we should continue promotion on the platform or find alternatives. It is an important platform for us in the US market and it will have an impact that we need to asses and outline.

Is this something you can help us with by setting up a meeting Wednesday next week to hear your perspectives and advise?

Looking forward to hearing from you – and have a great week-end!

[REDACTED]

Written

[REDACTED]

From: [REDACTED]@orsted.com>
Sent: 9. september 2022 08:33
To: Rob Rakowitz [REDACTED]@wfanet.org> [REDACTED]@orsted.com> [REDACTED]
[REDACTED]@orsted.com>

Cc: [REDACTED]@orsted.com>

Subject: RE: WFA Insight Forum: Upcoming meetings and events

Hi Rob,

Thanks so much, it's really been a pleasure working with you and the GARM team. You were invaluable during the Stop Hate for Profit campaign and we've learned so much about the importance of companies taking a leading role in holding platforms responsible, and the continued efforts of the GARM team to promote transparency and accountability is more important than ever.

As for who'll join the GARM group from Ørsted, I'll leave that up to [REDACTED] & [REDACTED] to decide. However [REDACTED] was my co-pilot over the last two years and is a great person to loop into the meetings, conversations etc. However I'll let [REDACTED] sync and get back to you on who'll join from Ørsted.

Thanks again and all the best 🙏

Best,
[REDACTED]

From: Rob Rakowitz [REDACTED]@wfanet.org>

Sent: 7. september 2022 13:26

To: [REDACTED]@orsted.com>; [REDACTED]@wfanet.org>

Subject: Re: WFA Insight Forum: Upcoming meetings and events

Hi [REDACTED]

Congrats on the new role – it sounds really exciting.

Like [REDACTED] I am truly humbled by your feedback!

Let's definitely stay in contact – and let us know when the right time to reengage is at [REDACTED]

Is there a person to join GARM from Orsted we should reach out to?

Please let me know.

Thanks!

Rob

Rob Rakowitz

Initiative Lead - Global Alliance for Responsible Media

WFA - World Federation of Advertisers

Brussels • London • New York • Singapore
[REDACTED]

WFA values and encourages flexible working patterns, with teams working across multiple time zones. Although I have sent this at a time that is convenient for me, it is not my expectation that you read, respond or follow up on this email outside your hours of work.

From: [REDACTED]@orsted.com>

Date: Wednesday, September 7, 2022 at 03:55

To: [REDACTED]@wfanet.org>

Cc: Rob Rakowitz [REDACTED]@wfanet.org>

Subject: RE: WFA Insight Forum: Upcoming meetings and events

Hi [REDACTED]

Thanks so much for the kind words, and when the dust settles after landing at [REDACTED] I have every intention of signing us up to WFA & GARM.

Regarding the Insights Forum I suggest reaching out to:

[REDACTED]@orsted.com

[REDACTED]@orsted.com

Have a fantastic day too 🙌

From: [REDACTED]@wfanet.org>

Sent: 6. september 2022 15:30

To: [REDACTED]@orsted.com>

Cc: Rob Rakowitz [REDACTED]@wfanet.org>

Subject: RE: WFA Insight Forum: Upcoming meetings and events

Dear [REDACTED]

First of all, congratulations on your new role, seems like an exciting new chapter in your career. Secondly, thank you so much for letting us know and for all the appreciation for WFA's work, we're humbled to read such kind words! And I am honestly a bit sad to lose such a positive and enthusiastic member of our Insight Forum, but we'd be more than happy to have you with us for the next events in September.

May I ask who I can connect with to represent Ørsted in the Insight Forum?

Have a wonderful day,

From: [REDACTED]@orsted.com>

Sent: 06 September 2022 11:28

To: [REDACTED]@wfanet.org>

Cc: [REDACTED]@wfanet.org>

Subject: RE: WFA Insight Forum: Upcoming meetings and events

Hi [REDACTED]

Many thanks for this digest, looking forward to the events in September.

I also wanted to let you know that I'm leaving Ørsted to join [REDACTED] which will sadly result in loss of WFA & GARM membership 😞. It's been an absolute pleasure being part of the incredible WFA & GARM communities, and I wanted to thank you and [REDACTED] for all of the help, support and guidance you've provided. You're doing incredible work which has made my life as a responsible marketer at Ørsted much, much easier and more fulfilling.

If we don't speak again before my departure then I wish you all the best and please pass along my thanks and best regards to the WFA & GARM teams who's tireless efforts are truly inspiring.

Best,

From: [REDACTED]@wfanet.org>

Sent: 5. september 2022 16:27

To: [REDACTED]@orsted.com>

Subject: WFA Insight Forum: Upcoming meetings and events

Dear [REDACTED]

I hope you had a nice summer and a smooth start to a productive autumn.

We have some great upcoming events which might interest you:

1. **Spotlight: Clients and creativity** (6 and 7 Sep, remote) - Join Contagious, Observatory International, Heineken, Cathay Pacific, RGA, and Publicis, as we explore results from WFA's global study into clients & creativity, spanning 34 markets. Uncover the biggest barriers to progress, around the world, and opportunities to become a more creative, and effective, marketing organisation. You can register [here](#). *These sessions will be recorded.*
2. **Insight Forum** (13 Sep, remote) - [REDACTED] (InSites Consulting) will share learnings from a recent joint project with WFA, looking at how CMI teams can drive customer centricity, and business success within their organisations. [REDACTED] (Coca-Cola) will share how a Coca-Cola reorg centralised and standardised Marketing Insights protocols for consistency across the globe. The agenda is [here](#) and you can register [here](#). *This session will not be recorded.*
3. **Spotlight: Consumer insights through a diversity and inclusion lens** (29 Sep, remote) - Rich, unbiased audience data and insights will allow marketing teams to identify the right brand strategies that include, rather than exclude, minority or unrepresented groups, thus expanding their audience base. Join this session on the benefits and principles of incorporating inclusive principles into research projects, hosted in partnership with ESOMAR. You can register [here](#). *This session will be recorded.*
4. **Spotlight: How do you translate happiness into brand success?** (5 Oct, remote) - Current and future events, like the global pandemic and ongoing unrest in Ukraine, may change how consumers define happiness. Brands need to keep track of what makes consumers happy and how they can adhere to and implement the values and initiatives that spark this sentiment. A discussion with Danone, Colgate-Palmolive, Mondelēz, and buzzback reveals what makes consumers happy and how brands can meet their needs. You can register [here](#). *This session will be recorded.*
5. **Insight Forum** (8 Nov, Amsterdam) - Members of WFA's Marketing, Insight, Media, and Sourcing Forums will come together and connect with their peers, as well as colleagues outside of their discipline, tackling the common goal of **better marketing effectiveness**. WFA Forum Connect offers the best of both worlds: the inspiration and networking of a world-leading brand-owner conference, alongside world-class knowledge exchange. Insight Forum participants will hear case studies from Philips, Heineken, and Mars. The agenda is [here](#). and you can register [here](#). *This session will not be recorded.*

Please don't hesitate to get in touch, should you have any questions. Looking forward to welcoming you to our upcoming events!

Have a lovely day,

[REDACTED]

WFA - World Federation of Advertisers

Brussels • London • New York • Singapore

WFA values and encourages flexible working patterns, with teams working across multiple time zones.

Although I have sent this at a time that is convenient for me, it is not my expectation that you read,

respond or follow up on this email outside your hours of work.

▪

Exhibit 47
Transcribed Interview of Robert Rakowitz,
Initiative Lead and Co-Founder, Global
Alliance for Responsible Media (GARM)

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24

COMMITTEE ON THE JUDICIARY,
U.S. HOUSE OF REPRESENTATIVES,
WASHINGTON, D.C.

INTERVIEW OF: ROBERT RAKOWITZ

Tuesday, June 4, 2024

Washington, D.C.

The interview in the above matter was held in room 2237, Rayburn House Office Building, commencing at 10:02 a.m.

1 Appearances:

2

3

4

5 For the COMMITTEE ON THE JUDICIARY:

6

7 ██████████, SENIOR SPECIAL COUNSEL

8 ██████████████████, STAFF ASSISTANT

9 ██████████ DIGITAL ASSISTANT

10 ██████████, SENIOR SPECIAL COUNSEL

11 ██████████████████ MINORITY CHIEF OVERSIGHT COUNSEL

12 ██████████████████ MINORITY MINORITY CHIEF OVERSIGHT COUNSEL FOR THE
13 SUBCOMMITTEE ON THE ADMINISTRATIVE STATE, REGULATORY REFORM, AND
14 ANTITRUST

15 ██████████████████ MINORITY STAFF ASSISTANT

16

17

18 For ROBERT RAKOWITZ:

19

20 DANIEL C. SALE, ESQ.

21 KATRINA JACKSON, ESQ.

22 King & Spalding

23 1700 Pennsylvania Avenue NW, Suite 900

24 Washington, D.C. 20006

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

██████████ On the record.

This is a transcribed interview of Robert Rakowitz. Chairman Jordan has requested this interview as part of the committee's investigation into the adequacy and oversight of U.S. antitrust law.

Would the witness please state his name for the record?

Mr. Rakowitz. Robert Rakowitz.

██████████ On behalf of the committee, I want to thank you for appearing here today to answer our questions. The chairman also appreciates your willingness to appear voluntarily.

My name is ██████████ and I am with Chairman Jordan's staff. I'll now have everyone else from the committee who is here at the table introduce themselves as well.

██████████ ██████████ with Chairman Jordan.

██████████ ██████████, with Chairman Jordan.

██████████ ██████████ with Ranking Member Nadler.

██████████ ██████████ with Ranking Member Nadler.

██████████ ██████████ with Chairman Jordan.

██████████ I'll now go over the ground rules and guidelines that we will follow during today's interview.

Our questioning will proceed in rounds. The majority staff will ask questions first for 1 hour, and then the minority will have an opportunity to ask questions for an equal period of time if they so choose. We will alternate back and forth until there are no more questions and the interview is over.

Typically we break a short break at the end of each hour, but if you would like to take a break apart from that, just let us know. This is not -- but, by all means, if you

1 need to take a break, go ahead. This is not an inquisition.

2 As you can see, there's an official court reporter taking down everything that we
3 say to make a written record, so we ask that you give verbal responses to all questions.

4 Do you understand that?

5 Mr. Rakowitz. Yes, I do.

6 [REDACTED] Okay. You passed your first test.

7 So the court reporter can take down a clear record, we will do our best to limit the
8 number of people directing questions at you during any given moment of staff
9 questioning.

10 Please try and speak clearly so the court reporter can understand and so the folks
11 down here can hear you as well.

12 It's important that we do not talk over one another or interrupt each other if we
13 can help it. In our judgment, we can always help such behavior. And that goes for
14 everybody present at today's interview.

15 We encourage witnesses who appear before the committee to freely consult with
16 counsel if they so choose. It is my understanding that you are appearing today with
17 counsel. Is that correct?

18 Mr. Rakowitz. Yes.

19 [REDACTED] Okay.

20 Could counsel please state their names for the record?

21 Mr. Sale. Sure. Daniel Sale from King & Spalding, on behalf of Robert Rakowitz.

22 Ms. Jackson. And Katrina Jackson from King & Spalding, on behalf of Mr.
23 Rakowitz.

24 [REDACTED] Thank you.

25 We want you to answer our questions in the most complete and truthful manner

1 as possible, so we will take our time. If you have any questions or if do not understand
2 one of our questions, please just let us know. Our questions will cover a wide range of
3 topics, so if you need clarification at any point, just say so.

4 If you do not know the answer to a question or do not remember it, it's best not
5 to guess unless we specifically ask you to give a speculative answer. We generally don't
6 do that, but if we do, that would be an instance where you would. Otherwise, just give
7 us your best recollection.

8 And it's okay to tell us if you received the information from someone else
9 secondhand or thirdhand. Indicate how you came to know that information.

10 And if there are things you don't know or can't remember, it would be appreciated
11 if you could inform the committee who might know the answer to that question. Can
12 we get a commitment from you to do that?

13 Mr. Rakowitz. Yes.

14 [REDACTED] You should also understand that, although this interview is not
15 under oath, that by law you are required to answer questions from Congress truthfully.
16 Do you understand that?

17 Mr. Rakowitz. Yes, I do.

18 [REDACTED] This also applies to questions posed by congressional staff in an
19 interview. Do you understand this?

20 Mr. Rakowitz. Yes, I do.

21 [REDACTED] Witnesses who knowingly provide false could be subject to criminal
22 prosecution for perjury or for making false statements under 18 United States Code,
23 section 1001. Do you understand this?

24 Mr. Rakowitz. Yes, I do.

25 [REDACTED] Is there any reason you are unable to provide truthful answers to

1 today's questions?

2 Mr. Rakowitz. There are no reasons why.

3 [REDACTED] Finally, I would like to make a note that the content of what we
4 discuss here is confidential. We ask that you not speak about what we discuss in this
5 interview to anyone outside to preserve the integrity of our investigation.

6 Will you commit to doing so?

7 Mr. Rakowitz. I commit to doing that.

8 [REDACTED] Okay.

9 For the same reason, the marked exhibits that will be presented today will remain
10 with the court reporter so that they can go with the official transcript of today's
11 interview. Copies of those exhibits will be returned to us when we conclude this
12 interview.

13 That is the end of the preamble. Is there anything that my colleagues from the
14 minority would like to add?

15 [REDACTED] We just want to thank you for taking time out of your busy
16 schedule to come visit and speak with us today.

17 We also request a copy of the interview and note that the majority have only
18 released a limited number of the 120-plus transcribed interviews and depositions
19 completed this Congress.

20 [REDACTED] Okay.

21 It is 10:07 a.m., and we will start the first hour of questioning.

22 EXAMINATION

23 [REDACTED]

24 Q Thanks, Mr. Rakowitz.

25 Mr. Rakowitz, where are you currently employed?

- 1 A I'm employed by the WFA, the World Federation of Advertisers.
- 2 Q And what's your title?
- 3 A Co-lead and initiative -- well, co-founder and initiative lead of the Global
4 Alliance for Responsible Media, GARM.
- 5 Q And how does GARM relate to the WFA?
- 6 A GARM is an initiative within the WFA.
- 7 Q All right. Can you describe your daily duties in that position?
- 8 A Sure. I manage a series of working groups and two major
9 workstreams -- one on brand safety and the other one on media sustainability.
- 10 Q Okay. And how long have you held that position?
- 11 A Five years.
- 12 Q And who had it before you?
- 13 A Nobody.
- 14 Q Did the position not exist before you?
- 15 A No.
- 16 Q Okay. And was that because GARM was founded then?
- 17 A Yes, GARM was founded.
- 18 Q And can you give me a little bit of the history about how GARM was created?
- 19 A Sure. So GARM is actually an outgrowth of the WFA Media Board. It was
20 proposed as an initiative to address the issue of brand safety.
- 21 Q And who controls GARM?
- 22 A The members in GARM. And then there is a steering team that oversees
23 the strategic plan. And it also reports up into the WFA Executive Committee.
- 24 Q Okay. So who do you report to?
- 25 A I report to the CEO of the WFA, Stephan Loerke.

- 1 Q And who does he report to?
- 2 A He reports to the president of WFA.
- 3 Q And who's that?
- 4 A That is Raja Rajamannar, who is the CMO and president of MasterCard
- 5 Healthcare.
- 6 Q And do any people report to you?
- 7 A Yes. I have one direct report.
- 8 Q And who is that?
- 9 A That is [REDACTED]
- 10 Q Okay.
- 11 So you mentioned the controls by the members and the steer team. How many
- 12 members of GARM are there?
- 13 A Are we talking about individuals, or are we talking about member
- 14 companies?
- 15 Q What would the difference be between individuals and member companies?
- 16 A Member companies might have multiple individuals and associates based
- 17 on, sort of, areas of expertise involved in our work.
- 18 Q So how does an individual or a company become a member of GARM?
- 19 A They apply to be members.
- 20 Q So there's an application process?
- 21 A Yes, there is.
- 22 Q And what does that entail?
- 23 A It entails reaching out over email, having a discussion.
- 24 Q Discussing joining GARM in discussions with you?
- 25 A Yes, discussing either with me and/or [REDACTED] about membership and what

1 it entails.

2 Q So both companies and individuals go through this process?

3 A No. The membership is at a corporate and organizational level.

4 Q So how many corporate organizations are members?

5 A I think at last count it was something like 110. I can come back to you with
6 the exact number.

7 Q And then -- so, within each organization, there may be multiple people --

8 A Correct.

9 Q -- that work at those organizations --

10 A Correct. That is correct.

11 Q -- that are considered members.

12 A Well, yes.

13 Q Okay.

14 And how are decisions made at GARM?

15 A Sure. So GARM is a voluntary organization, meaning that membership is
16 voluntary. The way that decisions are made, it depends on the level of decision.

17 There is obviously -- we have working groups. Those working groups are staffed
18 by volunteers. Those volunteers are able to define work objectives, propose
19 recommendations. Those recommendations are reviewed by the steer team as well as
20 the overall committee and then also outside legal counsel.

21 Q So how many working groups are there?

22 A On the brand safety side, there are six.

23 Q And then you said there was another side to GARM --

24 A Yes.

25 Q -- besides brand safety. What's that?

1 A That's media sustainability.

2 Q Media sustainability. And how many working groups are there?

3 A Six.

4 Q What's the difference between brand safety and media sustainability?

5 A Sure. So brand safety is basically making sure that there is transparency on
6 where ads are placed and making sure that they don't inadvertently support illegal, illicit,
7 or harmful content in digital social media.

8 And then there's the other work, which is media sustainability, which is basically
9 coming up with a measurement framework, a voluntary one, to understand the
10 greenhouse-gas emissions from paid media placement.

11 Q Yeah.

12 So the working groups create recommendations, and they go up to GARM and the
13 steer team. What does GARM and the steer team then do with the recommendations?

14 A Recommendations are reviewed, making sure that they meet competitive
15 and competition law and making sure that they actually address the industry challenge
16 and making sure that they actually fit into the media process.

17 And then, effectively, recommendations are endorsed as best practices. And
18 they're voluntary best practices.

19 Q How are they endorsed? What does to endorse it mean?

20 A So they will eventually move on, and then they are at -- each individual
21 member company is at will and able to review these recommendations, determine if
22 they're relevant to their company, and determine how they are actually adopted.

23 Q In terms of GARM or the steer team endorsing a recommendation, is there a
24 vote?

25 A There's a review, and, usually, yes, it is a -- we go around and we make sure

1 that there's at least a majority and most likely a super-majority on the recommendations.

2 Q Is there a specific percentage or rule on how something gets an
3 endorsement?

4 A Yeah. At a minimum, it's majority.

5 Q And you suggested that some would need a super-majority. How is that
6 determined?

7 A Well, for the most part, we like to adhere to a super-majority just to make
8 sure that there is an endorsement. You can imagine that there's a difference there.

9 Q Uh-huh.

10 And then how is an endorsement adopted by the steer team then given to the
11 broader GARM community?

12 A Yeah, so the way that they're reviewed is in our community calls. And I
13 believe you have records of these. They're presented as townhalls, and they are
14 presented as recommended guidance. It is voluntary, and each member company is at
15 free will to review them and determine how they're implemented and if they're
16 implemented.

17 Q How often do the community calls --

18 A Oh, they're monthly.

19 Q Monthly. And every GARM member is invited to the community calls?

20 A Yes.

21 Q And who else is on those calls?

22 A Just GARM members.

23 Q Okay. And how are those calls normally structured?

24 A Well, this actually falls back on our competition law compliance policies.

25 So we develop an agenda. That agenda is reviewed by the steer team; it's also

1 reviewed by our lawyers. The agenda is distributed well out in advance of the meetings.
2 The meeting minutes are -- well, the meeting agenda is reviewed before the meeting
3 commences. We pause, we make sure that there is endorsement of the meetings.
4 Meetings are run according to the agenda and according to the agenda only.

5 Q Who generally talks at community calls?

6 A So I actively moderate, and we do have speakers from the GARM
7 community. As you can imagine, I don't want to represent everybody's work.

8 Q And that's preplanned, based on the agenda, who's going to speak?

9 A Correct.

10 Q Is there ability for ad-hoc discussion at the community calls?

11 A There is the possibility of -- we offer up questions and answers after each of
12 the sections.

13 And there is -- yes, there is an AOB section. AOB is considered "any other
14 business." Prior to any sort of suggestion of any other business, those have to be
15 formally nominated, and they need to be seconded for them to proceed.

16 Q At the -- during the --

17 A At the --

18 Q -- community call --

19 A Yes, correct.

20 Q -- someone will make an AOB, and they would need to be seconded and
21 nominated. Am I understanding that correctly?

22 A And we will make sure, because we are actively trained from a competition
23 law perspective, that it is actually appropriate for discussion.

24 Q Okay.

25 And what is the ANA Growth Council?

1 A So the ANA CMO Growth Council -- so the ANA is a national advertiser
2 association in the U.S. The CMO Growth Council is one of their working groups; it's for
3 CMOs.

4 Q Uh-huh.

5 A And brand safety was one of the initiatives that they had highlighted, I think
6 back in roughly the time of our founding, in order to reduce duplication.

7 They endorsed our work, and we effectively have a relationship with the ANA.
8 We have an ANA member on our steer team.

9 Q Was there a single person or group of people that were involved in the
10 founding of GARM?

11 A Yes, there was a handful of people.

12 Q And who would that be?

13 A Myself and the existing steer team member companies.

14 Q Uh-huh. Was there one person that you would say led this?

15 A Yes, me.

16 Q And how did you initially propose creating GARM?

17 A So there was a working proposal that we had developed back in 2018 based
18 on a series of disruptions on brand safety. And we had worked it through the system
19 within WFA's Media Forum and then also the Media Board.

20 Then the Christchurch massacre happened, a pedophilia network was uncovered
21 on one of the social media platforms, and then people realized that, yes, this proposal
22 was actually necessary.

23 Q And how did you find or decide that WFA would be the home for GARM?

24 A Well, it was based on the fact that WFA has a Media Forum. The Media
25 Forum has a media charter. The media charter stipulated or named brand safety as one

1 of the critical areas for media leaders to be focused in on. So it was actually part of an
2 outgrowth of the WFA media charter.

3 Q And how did you decide on the steer team, that initial steer team that
4 helped found it?

5 A It was voluntary.

6 Q So you had broad outreach, and --

7 A Yes.

8 Q -- they were the ones that volunteered?

9 A Yep. We had broad outreach within the WFA member group. The only
10 thing that we stipulated is that we didn't want, actually, media platforms on the steer
11 team to avoid conflicts of interest.

12 Q Understood.

13 GARM is also a flagship project of the World Economic Forum. Am I describing
14 that correctly?

15 A I don't think it's a flagship project of WEF. It is a tier 3 partnership, which is
16 a very sort of low-grade sort of acknowledgment of our work.

17 Q Do you have any contact with people at WEF?

18 A Occasionally we've had engagement with the -- with one of their forums.

19 Q And you mentioned that it's a -- I don't want to use the wrong word -- I think
20 you said "acknowledgment" of your work, a tier 3 project acknowledges your work.
21 What else comes with being a tier 3 project as well?

22 A That's basically it. Every once in a while, they will want to understand what
23 we're working on. They've sought out us to read some of their work on the metaverse
24 as well as generative AI, which is also work that we're developing.

25 Q Is there information exchanged with the World Economic Forum?

- 1 A No.
- 2 Q And how are discussions --
- 3 A Other than white papers, no.
- 4 Q Who at the World Economic Forum do you interact with or exchange
5 information with?
- 6 A There's been so much turnover that right now it's -- the one lead is [REDACTED]
- 7 Q Turnover at the World Economic Forum?
- 8 A Yes.
- 9 Q Do you go to World Economic Forum events?
- 10 A I've only been to one event, and that was the summit in Davos, January
11 of 2020.
- 12 Q What event was that?
- 13 A That was the annual summit in Davos.
- 14 Q Okay. Did you present there?
- 15 A There was a multilateral meeting, so that's discussion of brand safety, and
16 then there was a panel discussion on our launch.
- 17 Q Okay.
- 18 Before you worked at GARM and founded GARM, what were you -- what was your
19 job?
- 20 A I was the global media director at Mars, Incorporated.
- 21 Q Okay. And before that, what was your job?
- 22 A I was -- I believe my title was head of communications planning at Mindshare
23 on the American Express account.
- 24 Q Okay.
- 25 I'm going to go over a few terms with you, if you can help me out with those.

- 1 Are you familiar with the term "uncommon collaboration"?
- 2 A Yes.
- 3 Q Who came up with that?
- 4 A That was me.
- 5 Q Okay. And what does "uncommon collaboration" mean?
- 6 A It means getting peer companies together and the value chain and partners
7 within the media industry to develop work.
- 8 Q Okay. And what was the change you were trying to see with uncommon
9 collaboration?
- 10 A Is driving increased transparency.
- 11 Q How did it work before uncommon collaboration was an idea?
- 12 A Sure. So the state before our creation was that there was basically
13 demands on either side of the table, whether it was an advertiser or a media agency, a
14 platform, an NGO, making demands that were basically fragmented and went nowhere.
- 15 Q Has uncommon collaboration been successful?
- 16 A To a certain extent.
- 17 Q Can you describe any ways in which it's been successful?
- 18 A Sure. I think there has been the creation of a voluntary framework that's
19 allowed for an open discussion on brand safety and also brand suitability.
- 20 Q The establishment of the framework, what's the framework you're talking
21 about there?
- 22 A The brand safety floor as well as the suitability framework.
- 23 Q Okay.
- 24 What does the term "harmful content" mean to you?
- 25 A Harmful content is illegal as well as illicit content that is not suitable for

1 advertising support in most media channels.

2 Q And do you have a specific meaning when you said the term "illicit content"?

3 A It's content that's not suitable for most audiences.

4 Q Are the advertisers, in your opinion, responsible for content that appears on
5 online platforms?

6 A No, but they are responsible to understand where ads are placed.

7 Q Are the platforms responsible for what appears on their platform?

8 A Yes. That's called platform content moderation.

9 Q And can you describe to me what you mean when you say the advertisers
10 are responsible for understanding where their ads appear?

11 A Content monetization. I believe that advertisers have a right to know
12 where their ads are placed and have the option to determine where their ads are placed
13 in all media.

14 Q So it's monetization and moderation?

15 A Correct.

16 Q Those are different.

17 A Very.

18 Q Can you describe for me how they're different?

19 A I think you got it right. Content moderation is the practice and
20 determination of what content is appropriate for hosting recommendation and
21 availability on the platform.

22 Content monetization, on the other hand, is the practice and determining where
23 ads -- what content ads actually support and the practice of insertion of the ads online.

24 Q So who should be responsible for removing certain people from online
25 platforms?

1 A That is only up to individual platforms.

2 Q And what about certain viewpoints, a broader idea? Who should be
3 responsible for making sure certain viewpoints are not on online platforms?

4 A We're apolitical. We don't get involved in viewpoints.

5 Q Okay. And what about for certain news outlets? Who should be
6 responsible for whether certain news outlets are --

7 A We don't get involved in that. Again, that's a platform decision.

8 Q So, when something is demonetized, which is the GARM space if I'm
9 understanding you correctly, what is the result of demonetizing a certain person or
10 viewpoint or news outlet?

11 A We don't get into decisions on demonetization. Our framework drives
12 transparency. It's up to individual platforms to determine whether or not they monetize
13 or demonetize things.

14 Q It's not up to the advertisers to be involved --

15 A No.

16 Q -- in demonetization?

17 A No. It's up to advertisers to choose where ads are placed based on a
18 framework. It's not for them to determine whether or not a specific outlet is
19 demonetized.

20 Q So I think where I'm confused is the difference between choosing where an
21 ad is placed and demonetization. Can you clarify that?

22 A Sure. You're talking about demonetization as an actual sort of business
23 entitlement. And where an ad is placed is actually a campaign decision. Do I want my
24 ad in "Law & Order"? Do I want my ad in People magazine?

25 Q So, if advertisers do not want their ads on certain -- well, I guess we're

1 talking about online platforms, so I'm thinking more -- not People magazine and "Law &
2 Order." But if advertisers do not want their ads in a certain viewpoint, a certain news
3 outlet, near a certain person, is that demonetization of that?

4 A No, that's not demonetization. That's actual ad choice and placement
5 choice.

6 Q Okay.

7 How about the term "fake news"? Are you familiar with that term?

8 A Yes, I am.

9 Q What does that mean in your capacity at GARM?

10 A "Fake news" is a very blunt term. It sometimes encompasses
11 disinformation, which is -- obviously, that is the practice of knowingly creating false
12 narratives. And then there's misinformation, which is the pass-along.

13 Q So it's the term "misinformation." What does "misinformation" mean?

14 A Well, misinformation is the distribution of misleading, willfully intended,
15 false information.

16 Q All right. What does "disinformation" mean?

17 A Well, disinformation is the actual sort of knowing intent of the creation.

18 Q The creation of misinformation?

19 A Well, the creation of willingly misleading and false information.

20 Q Are those terms used interchangeably often?

21 A They sloppily sometimes are by people who might not necessarily be as
22 expert.

23 Q Okay.

24 What about "malinformation"?

25 A I've never heard that term used.

1 Q You've never heard "malinformation."

2 What is "professional journalism"?

3 A Professional journalism is journalism that's created by somebody who has an
4 experienced as a newsroom, has newsroom integrity, has, you know, basically,
5 journalistic credentials.

6 Q Is that the same as "legitimate journalism"?

7 A I don't think I've ever heard the term "legitimate journalism."

8 Q And how would professional journalism differ from just journalism?

9 A I think that, you know, there have been industry standards that have been
10 developed by news entities.

11 Q I want to ask you about Twitter. Is Twitter a member of GARM?

12 A Yes.

13 Q Were they a member of GARM before Elon Musk's acquisition of the
14 company?

15 A Yes. They were a member at founding.

16 Q Okay. Was GARM concerned about Elon Musk's acquisition of Twitter?

17 A GARM was not concerned about the acquisition. GARM was concerned
18 about business continuity during the acquisition.

19 Q What do you mean by "business continuity"?

20 A During the acquisition, there was actually a lot of hope and excitement
21 around the new leadership. There was also a lot of change, from an executive
22 leadership perspective, a staffing and resource perspective, technologies and tools that
23 were introduced. So there was actually a lot of flux in the system.

24 Q You said staffing concerns. What do you mean by staffing concerns?

25 A There were mass layoffs.

- 1 Q And technology concerns, you said, as well?
- 2 A Yes.
- 3 Q Can you describe some of those?
- 4 A I believe it was actually reported in the press that the head of security left
5 Twitter and left with the security keys.
- 6 Q Isn't that a staffing concern, that person leaving? Or how is that a
7 technology concern?
- 8 A Because the staff left with the actual technology controls.
- 9 Q And so what actions did GARM take regarding the concerns in Elon Musk's
10 acquisition?
- 11 A GARM only set up meetings to raise transparency on some of the issues that
12 were most concerning to advertisers.
- 13 Q Like, what meetings were set up?
- 14 A There was a series of discussions that we've had with Twitter's day-to-day
15 brand safety, as well as their executive leadership.
- 16 Q And who was involved in those meetings from GARM?
- 17 A Myself, as well as the steer team, and then also the WFA Executive
18 Committee.
- 19 Q Okay. Who's on the WFA Executive Committee?
- 20 A So the WFA Executive Committee brings together several of our key
21 advertiser members as well as heads of national associations.
- 22 Q They're different than the ones that are on the GARM steer team?
- 23 A Correct.
- 24 Q Can you list who's on the WFA Executive Committee, by any chance?
- 25 A Offhand I cannot.

- 1 Q I assume that's public information?
- 2 A It's public information. It's on our website.
- 3 Q Did GARM survey its members about Elon Musk's acquisition?
- 4 A Yes, we did.
- 5 Q What did you do with the results of that survey?
- 6 A We shared them only internally within the steer team and then also with
7 Twitter to just help sort of frame some of the concerns, legitimate concerns, in making
8 sure that it was a fact-based conversation. And -- so, yeah.
- 9 Q What did the steer team do with those survey results?
- 10 A Nothing.
- 11 Q And what did Twitter do with the survey results?
- 12 A I think they used it to help frame some of the work that they ended up
13 doing.
- 14 Q Did GARM ask its members to stop advertising on Twitter as a result of --
- 15 A No, absolutely not. We actually did the opposite.
- 16 Q You did the opposite. What do you mean by you did the opposite?
- 17 A We spoke up against any calls for boycotts, also within our competition law
18 compliance.
- 19 Q When did you call up against calls for boycott?
- 20 A Anytime boycott was mentioned. We don't proactively go out and
21 acknowledge boycotts, but when they are raised, we actively shut down the conversation
22 and provide our position on boycotts.
- 23 Q Were there any instances that you remember where someone brought up
24 boycott that you shut down?
- 25 A There were times when members had brought up and acknowledged

1 boycotts.

2 Q Are there specific instances you remember?

3 A I think there was one or two members -- I can't remember which ones -- that
4 have raised it.

5 But, again, my policy and my general -- the way that I try to operate is abiding by
6 our competition law and making sure that we shut any of those conversations down.

7 Q So what discussions did GARM have about the acquisition with its members?

8 A So the conversation actually around the acquisition was had directly with
9 Twitter. And it was really around making sure that there was an understanding, from a
10 brand safety perspective -- you know, transparency, business continuity -- and
11 understanding sort of the forward work that Twitter, or X, was willing to do.

12 Q So that was with Twitter. What discussions were with GARM members?

13 A With GARM members, I think the only thing that -- it was up for Twitter, and
14 they voluntarily discussed some of their priorities. We did not -- we don't speak on
15 behalf of our members.

16 Q Was the Twitter acquisition discussed on a community call?

17 A No. What was discussed was Twitter's priorities.

18 Q Post Elon Musk's acquisition of the company or as a result?

19 A I think during the transition.

20 But, again, I go back to our compliance law. We don't discriminate any of the
21 platforms that are members or any companies in our members in terms of country of
22 origin, management views, or ownership structures.

23 Q So did GARM make any recommendations to its members about Twitter?

24 A Absolutely not. It would be inappropriate from a competition law
25 perspective, and we try to avoid any recommendations.

1 [Rakowitz Exhibit No. 1
2 was marked for identification.]

3 BY [REDACTED]

4 Q I want to show you a document. It's Bates stamped 56445. You can take
5 your time reviewing it.

6 It's an email. The top of it is dated April 18th, but it goes back to March of 2023.

7 A Uh-huh.

8 Q I will hand it to you, and you can take your time to review it, and let me
9 know when --

10 A Okay.

11 Q -- you're ready to discuss it, or when you're done reviewing it.

12 A Yep.

13 Q So on this email is [REDACTED], [REDACTED], [REDACTED],
14 and you.

15 A Correct.

16 Q You mentioned earlier that [REDACTED] is your direct report. And,
17 obviously, you're on this email. Who is [REDACTED]?

18 A So [REDACTED] is a former associate of WFA, and he worked within the Media
19 Forum, which is a different group from GARM in WFA.

20 Q And where does he work now?

21 A I don't recall. He's left, and I think he works for a marketer.

22 Q And who is [REDACTED]?

23 A She is -- according to the email, she is the paid media coordinator.

24 Q So you don't know [REDACTED]?

25 A No.

1 Q Or [REDACTED], I should say.

2 What is Orsted?

3 A Orsted, I believe, is -- they are one of our members, and I believe they work
4 in sustainable energy production.

5 Q So, if you can look at the email that is March 13, 2023, at 15:02, [REDACTED]
6 [REDACTED] writes, "Since the news about Elon Musk acquiring Twitter, we chose to take
7 off all of paid advertisement on the platform due to brand safety concerns. This was
8 decided in Q4 2022. Now, some time has passed, and I am curious to know what you
9 would advise us to do. And what other global advertisers are doing -- have they come
10 back to the platform, or are they still off?"

11 So was anyone at GARM involved in Orsted's decision to take all paid
12 advertisement off?

13 A No.

14 Q And why do you think that Orsted is asking you for advice on this topic?

15 A I believe that our members sometimes will ask us for advice and information
16 based on what we view as best practices.

17 But I believe in my response, as you can see, up the chain, I say that it's
18 actually -- this is an inappropriate question.

19 Q So members will ask you for one-on-one advice like this occasionally?

20 A This is the exception. Most of our members understand competition law
21 and would understand that this is actually a gray area and murky question area.

22 Q So you will not provide this one-on-one advice to your members?

23 A I think I actually go on record and actually have underlined why I will not.

24 Q So this email is dated March 13th. Was there any contact between Orsted
25 and anyone at GARM or WFA from March 13th until April 14th?

1 A To my recollection, no.

2 Q So, then, on April 14th, [REDACTED] sends another email to the same people,
3 including you, and says, "Based on your recommendations, we have stopped all paid
4 advertisement, because the platform was rather unsafe due to Elon Musk's decision of
5 firing a lot of resources etc, and therefore little control over the content on the platform."

6 What recommendation is Orsted --

7 A I have no recollection of a recommendation.

8 Q Do you know if [REDACTED] ever made a recommendation?

9 A I don't believe that [REDACTED] made a recommendation.

10 Q And same question for [REDACTED]. Do you know if he ever made a
11 recommendation?

12 A I don't believe he would make a recommendation, no.

13 Q Do you know if anyone at WFA or GARM had any contact with
14 [REDACTED] in this month that was between these emails?

15 A Not to the best of my knowledge.

16 Q And were any discussions about Twitter, the discussions we already talked
17 about before I showed you this email, were any of those discussions taking place between
18 March 13th and April 14th -- for example, a community call?

19 A There may have been. I'm not sure.

20 Q So [REDACTED] says, "... the platform was rather unsafe due to Elon
21 Musk's decision of firing a lot of resources." We discussed the "resources etc," which
22 could be the other issues that you flagged.

23 Do you agree that the platform was unsafe around this time, April 14th of 2023?

24 A I don't make recommendations or assessments on the relative safety of a
25 platform. That is actually something that we put over into a different set of hands.

1 There's an organizational sort of different step, and that's a third-party audit.

2 Q What organization? Are you referencing a specific organization?

3 A There are two audit standards that are out there. There's one for
4 processes and resourcing. That's the TAG brand safety audit. And then there is the
5 MRC content-level brand safety certification.

6 Q And what does MRC's brand safety certification do?

7 A It looks at the underlying technologies as well as the processes for content
8 monetization practices.

9 Q Do you know if GARM members share their advertising decisions amongst
10 one another?

11 A They are absolutely discouraged to do that.

12 Q Discouraged by GARM?

13 A By GARM and WFA. It's in our competition law.

14 Q Did you ever discuss -- or were you ever part of any discussions with GARM
15 members about Elon Musk's decision to fire a lot of employees?

16 A I was never involved in discussions about firing employees, no.

17 Q Yeah. I ask because that was a concern -- I believe it was a concern you
18 raised about the platform earlier in our discussion. And you also mentioned that there
19 was discussions about Twitter's continuity amongst GARM, so I thought that would be
20 something that was discussed.

21 A Can you clarify your question?

22 Q Sure.

23 So there were discussions about Twitter's continuity with brand safety among
24 GARM members around this time. One concern you also had with Twitter and brand
25 safety was the decision to fire a bunch of employees.

1 So I think my question was, were you aware of any discussions that involved the
2 issue of firing a lot of employees at Twitter around this time?

3 A I know that it was noted as one anecdote in terms of the levels of changes
4 going on at Twitter, but it was not sort of a judgment.

5 Q Could this have been seen as a good thing for Twitter?

6 A Potentially. And, actually, based on the research results that we had in our
7 benchmark, there was actually a lot of hope and excitement for the acquisition.

8 Q What research and benchmarks are you talking about?

9 A There was a -- as I mentioned earlier in our discussion, there was a survey
10 that we had conducted with our members.

11 Q Right. And those survey results, you said they were -- there was
12 excitement for the acquisition, would you say?

13 A Yeah.

14 Q So, then, on page 46445, you then respond to [REDACTED]. Is this your
15 first response to [REDACTED]?

16 A To the best of my recollection, yes.

17 Q And is this the only contact that you had with [REDACTED] to this point
18 that you know of?

19 A To the best of my recollection, yes.

20 Q Okay.

21 So you start by saying that, "First of all, I would like to clarify that neither GARM,
22 nor WFA, has ever made any recommendation, or proposed any action, in relation to
23 advertiser investments on Twitter."

24 What are advertiser investments?

25 A That is the placement of campaigns -- like media investment, not like stock

1 investment, just to clarify.

2 Q Sure. So would it be correct to say that is the decision to spend advertising
3 money on Twitter?

4 A Correct.

5 Q Okay.

6 And then you say, "Media investment decisions are completely within the sphere
7 of each member and subject to their own discretion, as these are decisions that concern
8 competitively sensitive information."

9 What is a media investment decision?

10 A The decision to place an ad and invest money on a media platform.

11 Q So media investment and advertiser investments are the same?

12 A Yes.

13 Q Okay. And what competitively sensitive information are you referring to
14 there?

15 A Well, from our competition law, we actually define any sort of pricing, any
16 investment decisions in media as competitively sensitive.

17 Q In the next paragraph, you say, "What might be of help to you is the
18 Acceleration Agenda, which Twitter is voluntarily pursuing based on discussions with
19 GARM and WFA relating to brand safety." And you capitalize "Acceleration Agenda."

20 What is an acceleration agenda?

21 A So it is a term that we've used sometimes when platforms have or members
22 have decided to take on voluntary action.

23 Q Are there examples of acceleration agendas being implemented in the past?

24 A I believe so. I believe that Meta -- well, then Facebook at the time -- had
25 one. YouTube at one time had one. I believe at one time TikTok had one. So it's not

1 an everyday but it is a common practice.

2 Q So the acceleration agenda that you are referring to regarding Twitter, who
3 created this acceleration agenda?

4 A Twitter did.

5 Q And were you advising on the agenda?

6 A We were asked for input in sort of a soft sort of acknowledgment, like -- and
7 it wasn't -- you know, it wasn't only us who were consulted, I believe.

8 Q Do you know who else was consulted?

9 A I don't know.

10 Q And why did Twitter create an acceleration agenda?

11 Mr. Sale. If you know.

12 Mr. Rakowitz. I'm not sure.

13 BY [REDACTED]:

14 Q In your opinion, what was Twitter trying to accomplish by making an
15 acceleration agenda?

16 A What I am aware of is that Twitter, during the acquisition, was consulting
17 with many outside organizations and industry partners.

18 Q What if Twitter chose not to pursue an acceleration agenda? What would
19 your reaction have been?

20 A I wouldn't have had a reaction.

21 Q Were there going to be consequences for Twitter for not --

22 A No.

23 Q Would there have been consequences from the advertisers that spent
24 money on Twitter?

25 A Whether or not there is an acceleration agenda or not has no influence over

1 media investment.

2 Q Okay.

3 The first box in the agenda says, "Verify Twitter's capability to uphold the GARM
4 Brand Safety Floor."

5 That obviously references the "GARM Brand Safety Floor." What does that first
6 box mean to you?

7 A It was suggested by Twitter that they are able to place ads against what is
8 normally determined as safe content.

9 Q And what does it mean to verify? What is being referred to there when it
10 says verify Twitter's capabilities?

11 A Developing research on post-campaign analysis on where ads showed up
12 and looking at the content to determine whether or not it would conform to the rough
13 framework of the brand safety floor.

14 Q Who would do the verification?

15 A That is companies that are noted in the steps that Twitter chose those
16 companies.

17 Q Is that IAS and DV?

18 A Correct.

19 Q What is IAS?

20 A IAS is Integral Ad Sciences, and Double Verify.

21 Q Okay.

22 Did many advertisers pull their advertising from Twitter as a result of Elon Musk's
23 acquisition?

24 A I was not made aware of any of those investment decisions.

25 Q Except for Orsted's?

1 A Except for Orsted's.

2 Q Okay. So you don't know how many advertisers pulled advertising?

3 A The only thing that I'd ever seen was maybe some press coverage on it.

4 Q What press coverage?

5 A A New York Times article here or there, a Wall Street Journal article here or
6 there.

7 Q Did this reference Twitter's decline in revenue, or what did you see? Can
8 you describe what you're --

9 A I can't recall those articles offhand. I'm sorry.

10 Q Do you know if Twitter's revenue dropped?

11 A Only -- they're a private company. I have only been able to keep up with
12 industry press like you.

13 Q Do you know roughly how much their revenue dropped?

14 A No.

15 Q And did you have any role in -- did GARM have any role in Twitter's revenue
16 decline --

17 A No.

18 Q -- in this time? All right.

19 [Rakowitz Exhibit No. 2

20 was marked for identification.]

21 BY [REDACTED]

22 Q I'm going to show you another document. This one is Bates stamped
23 beginning 30996. You can take a look at it, and let me know when you're ready.

24 And I don't mean to interrupt you; you take your time. But I'm only going to ask
25 you about the email you sent on February 9th --

1 A Oh, okay.

2 Q -- at 16:53. But you can review the whole thing if you'd like.

3 A Okay, thank you. Yeah, I'd prefer to review the context just so I can
4 understand.

5 Yep.

6 Q Okay. So this document, I think, is an org- -- you're organizing a panel at a
7 conference that -- the panel is going to be about TikTok. Is that generally correct?

8 A I'd say closed-door meeting, yes, and a discussion on TikTok.

9 Q Okay. Thank you.

10 And, then -- and you're editing the description of the meeting and the description
11 of, I guess, maybe your short little bio. Is that what is happening on the email you're
12 seeing on February 9th, 2023?

13 A I don't believe that there was an edit to the invite, but I think it was an
14 internal joke that I made with colleagues and associates.

15 Q So what you write is, "I'd like to point out that nowhere in this email is the
16 'you may recognize my name from being the idiot who challenged Musk on brand safety
17 issues. Since then they are 80% below revenue forecasts,'" a cowboy-smiley-face emoji.

18 So when you say, "You may recognize my name," you're referring to yourself
19 here?

20 A I believe so, because I -- there was a letter that was posted on Twitter and it
21 got a lot of traction.

22 Q What letter are you referring to?

23 A There was a tweet expressing excitement and hope on the acquisition of
24 Twitter and what Elon Musk would potentially be able to do.

25 Q It was a tweet you posted?

1 A Yes, it was a tweet. And I believe that this is a little bit of a self-effacing
2 joke because it had gone sideways.

3 Q What do you mean, went sideways?

4 A Meaning that it had gotten visibility and, you know, was probably not in my
5 best interests.

6 Q So you wrote that you "challenged Musk on brand safety issues."

7 So what are brand safety issues?

8 A The brand safety issues were the ones that we had talked about. And I
9 actually believe that it's important to sort of enter into the context of some of the other
10 challenges. Not only was it staffing, but there were platform changes that had spoofing
11 of company accounts, that had real business results and impact on share prices at the
12 time. And you can imagine, for most advertisers, the platform not only became sort of a
13 staffing issue but a reputational issue.

14 Q So does the term "brand safety" have a specific meaning or definition, as
15 used in GARM?

16 A From a GARM perspective, it is literally around sort of the content and the
17 platform and the safety of advertising that's placed and the safety of monetization
18 practices.

19 Q So, when you say "brand," what's the brand that you're referring to?

20 A It's the advertiser.

21 Q It's the advertiser.

22 And then you say you "challenged Musk on brand safety." What did you mean,
23 you challenged Musk?

24 A Well, we wrote that open letter, we had discussions with them.

25 And, again, you know, in terms of the sequence, I'm a little bit foggy on that,

1 because, I mean, it's a number of years ago now. But I believe that there was basically a
2 buildup of a set of different crises that raised advertiser concern.

3 Advertisers are -- they want continuity, they want predictability, they want
4 transparency. And what they were seeing from Twitter at the time was the inversion of
5 that, the opposite.

6 Q How so? Can you describe that? They wanted continuity, but they were
7 seeing the opposite of that?

8 A Yeah. I mean, advertisers from any media platform want predictability,
9 they want transparency, they want control.

10 Q Uh-huh.

11 A At the time, you had fake accounts popping up, you had accounts being
12 reinstated, you had harmful content reentered, you had -- even Twitter's own first-party
13 monitoring showed that harmful content was on the rise.

14 Q And then you wrote, "Since then" -- I believe that means since you
15 challenged Elon Musk on brand safety issues -- "Since then they are 80% below revenue
16 forecasts."

17 So what are you referring to?

18 A I believe that that was publicly -- public speculation from trade press,
19 business press.

20 Q That their revenue was down 80 percent below the forecasts?

21 A I think that was one journalist's estimations. That was not any information
22 that I had.

23 Q And you're writing that it was since you challenged Elon, right?

24 A I -- actually, the content -- what is missing from this -- and you know that
25 email is imperfect -- is the tone is actually self-effacing.

1 Q So we talked about brand safety, the term "brand safety," here. What is
2 content safety?

3 A Well, content safety goes back to content moderation, right? I mean, like,
4 go back to the framing that you had sort of come to based on sort of your read of the
5 documents, is that there's two different things.

6 Q Uh-huh.

7 A There's content moderation, and then there's monetization. Content
8 safety, brand safety. So one has to do with availability of content, recommendation of
9 content. The other one has to do with placement of advertising.

10 Q So what role does GARM play in brand safety specifically, when you think
11 about brand safety, the term?

12 A It's solely about transparency.

13 Q And how do you encourage transparency?

14 A Yeah, transparency is driven by our four workstreams. So there is the
15 definitions; there's measurement and reporting; there's the availability of controls; and
16 then there's audit.

17 Q Okay. And these are the standards you developed? Is that correct?

18 A They are frameworks.

19 Q Frameworks.

20 A And they are voluntary.

21 Q Voluntary by who?

22 A Voluntary by our members.

23 Q So GARM creates them --

24 A GARM, in some cases, yes, creates them or creates the mechanisms for
25 aggregation. So, for instance, in our measurement work, it's been an aggregation of

1 existing first-party reporting.

2 Q And, then, what role does GARM play related to content safety?

3 A None.

4 Q None.

5 A That's individual platforms' decisions. And that's something that we've
6 actually gone on record in saying, that has to have -- that's a conversation with regulators
7 as well as NGOs.

8 Q So, then, brand safety, which is where GARM works -- what is a brand safety
9 concern on a social media platform? Can you describe how that would work?

10 A Oh, yeah, sure. How much time do we have for this?

11 Q Maybe start with one example.

12 A Yeah, revenue-sharing. So advertiser places a dollar ad. How much
13 percentage of that actually goes over to the content creator? Who's that content
14 creator? ISIS? Can that money actually be used in Syria for war crimes? Yes,
15 absolutely, and happened.

16 Q So how is the work that you do preventing that from happening? How
17 does that work?

18 A It's encouraging transparency. And encouraging that transparency has led
19 certain platforms to consider monetization eligibility thresholds.

20 Is it perfect? No. Did we see search engines being used by the Islamic Republic
21 of Iran and ads being placed there? Yes. It's imperfect.

22 Q So it might be helpful to talk more maybe about a specific example or a
23 specific platform.

24 So, if you're on Twitter and you want to buy an advertisement, you want your ad
25 to appear on Twitter, how can you prevent your ad dollars from going to a terrorist

1 organization?

2 A So, for instance, one, there -- it's a layered approach, right? You recognize
3 content moderation, so we assume that that's happening. Effectively, a platform has
4 their own voluntary policies. We assume in goodwill that the platform is enforcing its
5 policies transparently, evenly, without discrimination, across languages, across
6 viewpoints, whatever it happens to be.

7 And an advertiser will determine, you know, the campaign that they want to run.
8 And they can use first-party tools, e.g., the media platform tools, or they could use a
9 third-party integration. They can choose demographic settings, content settings,
10 different, you know, keywords or topics that they want to be in or exclude themselves
11 from. And ads are placed.

12 This practice is -- varies across platforms and across providers.

13 Q So is it that, if an ad appears on Twitter, money is going to go to the posts
14 that are near the ad? Or how does a brand otherwise have revenue-sharing with a
15 certain content provider?

16 A To be honest with you, that varies platform by platform, and also it varies
17 based on, sort of, account status. I can't even comment right now on Twitter, because
18 we've lost a bit of visibility in terms of understanding what their monetization policies
19 are.

20 Q Uh-huh. So would Twitter's practices be similar to TikTok, Instagram, and a
21 Facebook feed in how this works, with an ad appearing on --

22 A I don't know at this stage.

23 Q All right.

24 A I have existing questions. We've raised them with Twitter.

25 Q So, if you're not able to understand how the revenue-sharing is actually

1 working, how are you able to create these frameworks to prevent revenue-sharing from
2 going to bad actors?

3 A There are a series of frameworks or forms that platforms are voluntarily able
4 to fill out to disclose that.

1 [11:02 a.m.]

2 BY [REDACTED]

3 Q They disclose how much money is going to --

4 A No.

5 Q -- that?

6 A They disclose what their monetization policies are.

7 Q And the monetization policy will describe how the, as advertising dollars go,
8 how the process of -- or I guess I should say, how and who the advertising dollars go?

9 A It really depends. Those are individual platform decisions to determine
10 how they want to disclose that.

11 [REDACTED] All right. We have 5 minutes, so should we, before moving on to a
12 new topic, switch now and give them an hour? Is that -- with only 5 minutes left?

13 [REDACTED] It's up to you.

14 [REDACTED] All right.

15 Do you want to start your hour now?

16 [REDACTED] We can take a 5-minute break.

17 [REDACTED] All right. We can go off the record, take a break, and then the
18 minority will --

19 Mr. Rakowitz. All right. Great.

20 [Recess.]

21 [REDACTED] We can go back on the record.

22 Mr. Rakowitz, I understand that you have an opening statement that you would
23 like to read?

24 Mr. Rakowitz. Yes, please.

25 Good morning. My name is Rob Rakowitz. I'm the co-founder and lead for the

1 Global Alliance for Responsible Media, GARM, which brings together marketers, agencies,
2 platforms, and industry groups to remove advertising support from harmful content in
3 digital social media.

4 To further this committee's understanding, I would like to highlight five critical
5 aspects of GARM.

6 First, as a global organization headquartered in Europe, we have to ensure that
7 our work can operate across all markets. As such, we hold competition law compliance
8 as core to our operations, and we have strict processes in place to ensure that we comply
9 with relevant antitrust laws.

10 We have bylaws that govern the WFA, and we adhere to them. There is legal
11 review built in to each step of our operations relative to our forming, meaning content,
12 documentation, proposals, and communications.

13 We conduct compliance training on a regular basis. And you will have likely seen
14 in our document productions that we vehemently reject any competitive actions, like
15 boycotts, as well as divisive political issues.

16 Second, GARM is voluntary. Membership is voluntary. Solutions are voluntary.
17 Audits are voluntary. Members are free to review voluntary industry standards and
18 implement practices on their services as they deem them relevant.

19 The freedom to implement our suggestions and practices is something we deeply
20 respect. Our goal is to create more transparency and competitiveness in the
21 marketplace by developing voluntary industry standards through an inclusive and open
22 process.

23 Third, as an industry initiative setting voluntary industry standards, we maintain
24 membership criteria that allow for open, transparent, and fair engagement with GARM.
25 Therefore, GARM is apolitical in its work and our membership approach is

1 nondiscriminatory. We are not a watchdog. We are not a lobby. We do not boycott,
2 and we do not collude.

3 Further, we do not discriminate on organizational size, organizational ownership,
4 or management views and, therefore, have a diverse membership base. We believe in
5 appropriate open access and freedom of implementation to create a better media
6 marketplace.

7 Fourth, we believe in empowerment via transparency and the right levels of
8 advertising control. Our goal is increasing the appropriate levels of transparency,
9 control, and accountability in digital social media.

10 For example, if you buy an ad on TV, you choose the network, the program, the ad
11 break, the position in the ad break. In digital social media and before our work, it was a
12 giant roll of the dice, with advertiser dollars and their reputations at stake. Our work
13 takes the mystery out of that.

14 In a blog post on our website, I likened this to walking into a grocery store with
15 unmarked aisles and unmarked products, only to be asked to open and eat something.
16 That is market asymmetry. And our work is pro-competitive, in that it enhances
17 transparency and the right levels of control.

18 In our voluntary frameworks, we have identified treatments of content not
19 suitable for most advertising support. And the word "most" is important, as it reflects
20 common industry best practices across other media types. Advertisers now have more
21 choice and they have more transparency.

22 And, lastly, ads should not fund harm online or offline, and advertisers do not
23 want to be party to harmful content.

24 GARM was launched in June 2019 against a backdrop that exposed a digital media
25 industry with limited visibility and control and lack of visibility and control that resulted in

1 real, demonstrable harm. For example, we have seen advertising dollars going to
2 content creators supporting terrorism or ads supporting malware sites or illegal child
3 exploitation sites. The list is endless.

4 Sorry.

5 Advertisers do not want to support this content. And the lack of visibility and
6 control over where advertisements are placed in the digital space propels forward a
7 voluntary cross-industry initiative to improve visibility controls and measure
8 accountability.

9 And we're clear, we're not here to make judgment calls on big issues, simply
10 placement of ads.

11 As you are aware, GARM has fully cooperated with this committee's inquiry to
12 date, and I hope my testimony today is helpful.

13 Thank you, and I will be pleased to answer your questions.

14 I'm sorry.

15 [REDACTED] Appreciate that.

16 Do you have copies that you would like to enter into the record?

17 Mr. Sale. Do you have an extra one?

18 Ms. Jackson. Yes.

19 [REDACTED] Okay. We can enter that in as exhibit 3.

20 [Rakowitz Exhibit No. 3

21 was marked for identification.]

22 [REDACTED] Thank you.

23 Thank you for this. And thank you for making the time to come down today to
24 speak with the committee and answer some of our questions.

25

EXAMINATION

1 BY [REDACTED]:

2 Q I'd like to start our round with talking a little bit about your experience in
3 advertising and marketing.

4 In the first hour, we went through a few of your roles, but how many years have
5 you been working in the advertising and marketing business?

6 A Sorry. I have to give myself some time to do the math.

7 Q It can be approximate.

8 A Twenty-seven years, I believe.

9 Q So for multiple decades you have worked in this line of work of advertising
10 and marketing before you went to GARM to work on some standards --

11 A Yes.

12 Q -- for brand safety. So fair to say during that time you've seen an evolution
13 of advertising and marketing, especially as it pertains to online marketing?

14 A Yes.

15 Q Can you talk a little bit about how you've seen things change?

16 We heard in your opening statement that there was a world before online
17 advertising where marketers had a really clear sense of where their ads were going on
18 any TV channel, on any specific program. How does that compare to the online market
19 now?

20 A Yes, absolutely, I think that there is a clear distinction there. Basically,
21 you've gone over from buying content and the audiences that attract that content to
22 simply buying the audience and not understanding the content around it. So that is a
23 clear distinction. And that's considered "audience buying" or "programmatic buying."

24 Q So can we go through the nuts and bolts a little bit of how a brand places ads
25 on an online platform? How does this process work?

1 A Sure.

2 So, usually, for the most part, advertisers have a broad understanding of which
3 platforms are within a consideration set, from an advertising investment perspective.
4 And that usually has to do with audiences and business performance based on marketing
5 effectiveness. It then will go over into sort of demographics that are likely to result in
6 the right sort of sales lift or business impact.

7 And then, ultimately, you know, it's up to sort of individual platform controls,
8 which are wildly different, to determine where those ads show up.

9 Q So you mentioned individual platform controls. But are there basically two
10 large advertising networks online, them being Google's and Facebook's?

11 A I think, for the most part, advertisers would probably say that there are, like,
12 five, seven. Yeah, Google and Meta might be two of those. But advertisers will have a
13 consideration set. It's usually larger than those two.

14 Q And among even those big five that you mentioned, you're saying, for each
15 one, they have individual platform controls?

16 A Correct.

17 Q And are these companies transparent with the public about these individual
18 platform controls?

19 A I would say that they are trying to be transparent. The historical practice is
20 that it's been wildly untransparent. It's becoming more transparent. The question is,
21 is it transparent and effective? That's a separate question.

22 Q Is it easy for an advertiser to compare one platform's controls to another
23 one? Do they use the --

24 A No, it is very hard.

25 Q -- same terms?

1 So, even if you're only looking at five platforms as a marketer, you would have to
2 assess each individually and can't really assess them against each other, like --

3 A Correct.

4 Q -- they'd all treat X the same?

5 A That is correct. And additionally on that, the controls are different, so
6 there is no apples-to-apples comparison.

7 Q And so you mentioned that GARM was created in part to fix this
8 information -- or market asymmetry of information. Have you found that -- you said in
9 the last hour that GARM has been successful to some extent. Do you think that GARM
10 has been successful in driving transparency for marketers from these platforms?

11 A It has established a base level of transparency. Has it created perfect
12 transparency? No.

13 Q And so this process, it sounds like, does not have an end point. Is that
14 correct? It's rather iterative, especially as brands -- I mean, as online platforms change?

15 A That is a fair assessment.

16 Q How do advertisers deal with the emergence of a new platform that requires
17 their attention? Like, let's say, the rise of TikTok a few years ago. Were people
18 understanding of what platform controls on TikTok would look like before they engaged
19 with the company or had some transparency requirements?

20 A No. No. I mean, every platform is new and different. You know, I'd
21 probably even argue that the emergence of generative AI is forcing advertisers to say,
22 "Oh, this is really exciting, but what are the safety concerns? What controls do I actually
23 have?"

24 Q So even a big advertiser, like someone -- a member of GARM like McDonald's
25 or Mars candy or YouTube, they even lack the transparency sometimes of where their ads

1 are being placed on some of these platforms?

2 A Yes.

3 Q And since they lack transparency, it would make sense that they also lack
4 some sort of control over where these ads are placed? Is that correct?

5 A Yes.

6 Q So it's possible that a food company could place an ad for, say, ketchup and
7 it's placed on a site that would not align with what the brand was thinking of for its
8 campaign, correct?

9 A Perfectly possible, yes.

10 Q Can you think of an example of a situation where a marketer was looking to
11 place an ad as part of a campaign on a website or on a platform and it was placed next to
12 content that didn't align with the campaign's goals?

13 A Yeah. Speaking of some of the cases that I've seen, you know, we
14 mentioned earlier ISIS videos. We've seen dog abuse videos, paid advertising against
15 that. Child porn on platforms. Disinformation. Pro-terrorist content. Gory war
16 footage.

17 Q And so, to just really take this at a simple level here, having an ad that's part
18 of a campaign placed next to one of those kinds of content would be bad for the brand
19 and bad for the campaign?

20 A It would be concerning for most advertisers, yes. Most advertisers shy
21 away from controversy and gore.

22 Q Because, at the end of the day, what they're trying to do is get a return on
23 the advertising investment?

24 A Correct.

25 Q And that is, most likely, to sell a product or sell a service?

1 A Correct.

2 Q So, for example, in this really opaque system that you've described, it's very
3 possible that even a large company with a lot of resources, a lot of people on their brand
4 marketing team, would not know, necessarily, that an ad is being placed next to some
5 sort of harmful content that reflects poorly on the brand?

6 A For the most part, there is very limited visibility and control. And then
7 when a brand safety breach happens, it tends to be a major fire, and there's a lot of
8 people involved, and there's always a run for information that is imperfect.

9 Q And even though you are usually working with marketers and advertisers,
10 how would you say most online platforms are funded these days? Would it be through
11 the provision of online advertising?

12 A It would be -- I don't know the breakdown of revenue by each platform, but
13 I'm sure that advertising is still a good portion of it. It varies platform by platform. I
14 can't make a categorical --

15 Q But, generally, social media companies, like Facebook or TikTok --

16 A Generally, the view of the industry is that these are ad-supported social
17 media platforms.

18 Q So would you say it's in the interests of an ad-supported online platform to
19 have a good relationship with brands and not have these sort of brand disruptions or, as
20 you mentioned, a brand safety breach?

21 A We've seen over time, it's in the interests of parties on all sides of the
22 table -- advertiser, agency, and platform, and NGO -- is that there is some system of
23 transparency-issue-raising and being able to approach things from a multistakeholder
24 perspective. That's, in general, what best practice has been.

25 Q So let me go back to the founding of GARM. You mentioned that prior

1 before GARM was founded there was a 2018 proposal that was created because of brand
2 disruptions. What were these brand disruptions?

3 A Pausing of advertising, unilateral walkaways, unclear needs, and just what I
4 would say from sort of a read of economics is just an inefficient system.

5 Q Yeah.

6 And then you also mentioned the Christchurch massacre, which if I represent to
7 you that that happened in March 2019, does that sound correct?

8 A I believe that is when it happened.

9 Q So how did the Christchurch incident affect online marketers and
10 advertisers?

11 A From my understanding, it became a major concern for advertisers in trying
12 to figure out, are platforms, are services, are tools like this actually a net positive for
13 society? Is it a net positive for advertisers? Do I actually want to be associated with
14 platforms that offer these things?

15 Q I also want to talk through a bit about GARM's membership. You said a
16 couple times in the last hour that membership to GARM is voluntary.

17 A That is correct.

18 Q And you mentioned also that there was something like over 110 different
19 brands that are part of GARM.

20 A I said 110 companies.

21 Q Companies.

22 A I believe brands is a separate breakdown from there, so --

23 Q Correct. Right. Because there could be an umbrella company with
24 multiple brands underneath it.

25 A No. Meaning that the 110, I think, incorporates platforms and agencies as

1 well as brands. Brands is a subset of that 110. And when I sort of would say that
2 subset, we count corporations, not individual brands within a corporation.

3 Q Got it.

4 A Sorry.

5 Q No, no, no. That's helpful to hear.

6 And as far as the membership for GARM, is it restricted to any one region or is it
7 global?

8 A No, it's global.

9 Q So your members are placed all around the world and, thus, subject to the
10 laws in all these different countries in which they're operating and also headquartered.

11 A Correct. That is correct.

12 Q And as a leader of GARM, do you know all the competition laws in every
13 country?

14 A That would be impossible for me to know, but we operate at a global level;
15 we work with external legal counsel who looks at global competition law and provides us
16 the guidance and the bylaws to operate against, and we try our hardest.

17 Q So let's say a company reaches out to you for guidance on a brand safety
18 issue. Would you ever offer them competition counsel?

19 A No. I would tell them what our policy is and tell them why or why I could
20 not give them a particular view on things.

21 Q But you're not serving as their lawyer or --

22 A No.

23 Q -- their counsel on competition --

24 A No. And, actually, the important part is that we encourage all of our
25 members to consult with legal counsel on disclosing any information to us -- material

1 decisions, confidential information.

2 Q So, coming back to GARM's membership, does GARM require that their
3 members take any actions?

4 A No.

5 Q Does GARM ever consider ejecting a member from the organization?

6 A No.

7 Q Does GARM have any other binding codes or anything that a member has to
8 do?

9 A No. The only thing that we ask ever is, when members apply to become
10 members of GARM, is to review the charter and make sure that it fits with what they
11 believe from a monetization perspective.

12 Q Okay.

13 I would like to then turn to a new exhibit. This will be exhibit 4.

14 A It's an article. Okay.

15 [Rakowitz Exhibit No. 4

16 was marked for identification.]

17 BY [REDACTED]:

18 Q I'll give you a minute to review this one. This is an article from The
19 Washington Post dated November 14th, 2022, entitled "Fake Eli Lilly Account May Cost
20 Twitter Millions."

21 A Okay.

22 Q Thank you for reviewing that.

23 Earlier, you talked about that you were concerned when -- you raised concerns
24 about Twitter because you were worried about business continuity at the company,
25 correct?

1 A Correct.

2 Q And you mentioned -- I'm paraphrasing here, but does it sound correct if I
3 say that you said something like, there was a lot of flux in the system at Twitter, there
4 were mass layoffs at Twitter, and the head of security left Twitter and left with the
5 security keys? And, following that, GARM set up meetings to raise transparency
6 concerns raised by advertisers with Twitter. Is that correct?

7 A That is correct.

8 Q So, turning now to this exhibit, exhibit 4, although this is not the situation we
9 were talking about earlier where a brand has an ad placed next to harmful content, this is
10 a situation where there was a lack of business continuity, as identified by the fact that
11 blue-checked accounts could be spoofed.

12 Do you know what a blue-checked account is on Twitter?

13 A Yes, I do.

14 Q Can you tell us a little bit about what a blue-check account is?

15 A A blue-check account is used as a verified user. It is available to both
16 individuals as well as corporations and brands.

17 Q Would you say that it's important to brands that their blue-checked handles
18 faithfully represent the company?

19 A I would -- for the most part, advertisers viewing social media handles on any
20 platform would consider authenticity and verification of the platform
21 giving -- acknowledging that authenticity as, yes, critical.

22 Q Critical to the company. Would you say it's also critical to consumers who
23 are trying to understand information from these handles?

24 A I think it's critical to the company, critical to consumers, and critical to
25 markets, as well as critical to governments.

1 Q So I'd like to start reading the second paragraph of this article.

2 "The nine-word tweet was sent on Thursday afternoon from an account using the
3 name and logo of the pharmaceutical giant Eli Lilly and Co., and it immediately attracted a
4 giant response: 'We're excited to announce insulin is free now.'"

5 Is Eli Lilly and Co., to your knowledge, a member of GARM?

6 A To the best of my knowledge, they are not.

7 Q I'll carry on to the second paragraph.

8 "The tweet carried a blue 'verified' check mark, a badge that Twitter had used for
9 years to signal an account's authenticity -- and that Twitter's new billionaire owner, Elon
10 Musk, had, while declaring 'power to the people!', suddenly opened up to anyone,
11 regardless of their identity, as long as they paid \$8."

12 Going on to paragraph three: "But the tweet was fake -- one of what became a
13 fast-multiplying horde of impersonated businesses, political leaders, government
14 agencies, and celebrities. By the time Twitter had removed the tweet, more than six
15 hours later, the account had inspired other fake Eli Lilly copycats and been viewed [by
16 millions]."

17 And then turning to the last page, on the back, the third paragraph: "For Eli Lilly,
18 the \$8 fake account represented a disastrous and high-profile surprise. The
19 Indianapolis-based conglomerate employs more than 37,000 people across 18 countries
20 and brings in \$28 billion a year in revenue."

21 And then reading the last sentence of the next paragraph: "The 'tweet just cost
22 Eli Lilly billions,' said one tweet with more than 380,000 likes. 'The most consequential
23 \$8 in modern human history,' said another."

24 Is this the kind of brand disruption that your members of GARM are looking to
25 avoid?

1 A This is one area, yes. And, obviously, running campaigns is another.

2 Q And so the email where you were talking -- you were responding -- this is
3 exhibit 1 -- responding to [REDACTED] at Orsted about issues around Twitter and ad sales
4 there, this was after this Eli Lilly incident, correct? Because the Eli Lilly incident
5 happened in 2022, and this email was in April of 2023.

6 A To the best of my recollection, that is a correct time scale.

7 Q In the last hour, you mentioned a few times that you were keeping track of
8 what was going on with Twitter through media, correct?

9 A I was struggling, yes.

10 Q And also trying to raise concerns from advertisers with Twitter?

11 A To understand the advertiser concerns from a data-driven perspective and
12 then socialize them, yes, with Twitter.

13 Q So incidents like the fake Eli Lilly account that may have cost Twitter millions
14 and also maybe affected Eli Lilly, that would've been in your mind and the minds of some
15 of the members of GARM when --

16 A Within --

17 Q -- talking to Twitter?

18 A Yes. That would've been within the scope, yes.

19 Q And so would it be fair to say that the Eli Lilly example is another -- that the
20 Eli Lilly incident is a good example of where both advertisers, brands, and online
21 platforms have an interest in having some sort of business continuity --

22 A Yes.

23 Q -- and trust with brands?

24 A Yes.

25 Q And transparency for how they control spoofed accounts?

- 1 A Yes.
- 2 Q And transparency for how they do their own content moderation regardless
3 of businesses' brand placement decisions?
- 4 A Yes. This is basic table-stakes account verification.
- 5 Q Do you place any ads for GARM?
- 6 A No, I do not.
- 7 Q Do you decide on any ad placements for any GARM members?
- 8 A No, I do not.
- 9 Q Do you have any inside information as to ad pricing?
- 10 A No, I do not.
- 11 Q Do you talk about ad pricing in community meetings --
- 12 A No, I do not.
- 13 Q -- with the GARM members?
- 14 A No. That goes against our competition law.
- 15 Q Do you talk about any one platform outside of raising transparency concerns
16 in these meetings?
- 17 A I'm sorry. Can you repeat the question?
- 18 Q So sorry. Do you discuss any specific online platform when you have
19 community discussion meetings, outside of raising transparency concerns --
- 20 A No, we do not.
- 21 Q -- through those structured conversations?
- 22 A No, we did not.
- 23 Q Would GARM take any action if Twitter did not meet their standards?
- 24 A No.
- 25 Q Would individual members of GARM take any action based on Twitter's

1 decisions?

2 A Individual members are free to review information from GARM, from press,
3 from their own individual interactions, their discussions with agencies, and make their
4 own individual decisions.

5 Q But just to nail down that point, GARM doesn't tell individual members --

6 A Absolutely not.

7 Q -- what to do?

8 A No, we do not.

9 Q Or where to place ads?

10 A No, we do not.

11 Q Or where to avoid placing ads?

12 A We do not.

13 [REDACTED] Do you have anything else you wanted to ask?

14 [REDACTED] No.

15 [REDACTED] Okay. I think we're good for our hour. We can go off the
16 record.

17 [Recess.]

18 [REDACTED] We can go back on the record.

19 [Rakowitz Exhibit No. 5

20 was marked for identification.]

21 BY [REDACTED]

22 Q I want to start by showing you a new document. This one is Bates stamped
23 beginning 17651. It's an email chain with subject "GARM / Spotify: 2022 Kickoff &
24 Audio Sync Materials" from February 23rd, 2022, the top email.

25 You can take your time looking over it, and let me know when you have a chance

1 to read it.

2 A Okay.

3 Q I want to point you to page 17656, the email that is dated February 10th,
4 2022, at 7:29 a.m.

5 A Uh-huh.

6 Q This is you emailing Spotify.

7 A Uh-huh.

8 Q You thank them for a previous meeting, and then you write, "The Steer Team
9 still have some outstanding questions on content oversight as it affects monetization.
10 This is particular to areas like hate speech and misinformation. To be transparent, there
11 is a concern around clarity of rules and consistency of enforcement (in moderation) which
12 puts monetization standards (where GARM work resides) at risk. Further to that, there
13 is a desire to understand how oversight and fairness in enforcement will be drive with
14 notable personalities."

15 I think that's "will be driven with notable personalities," probably.

16 A Correct.

17 Q What is triggering this meeting with Spotify?

18 Mr. Sale. If you recall.

19 Mr. Rakowitz. If I recall, maybe at the initial start of this email chain, it was their
20 initial membership?

21 BY [REDACTED]

22 Q Okay.

23 And when you write -- you're addressing concerns that you still have with them,
24 and you write, "To be transparent, there is a concern around clarity of rules and
25 consistency of enforcement (in moderation)...." I'll stop there.

- 1 What clarity of rules are you referring to there? Clarity of rules and consistency,
2 I should say.
- 3 A Well, clarity of rules -- their moderation policy is consistency in enforcement.
- 4 Q And moderation, I think we discussed previously, is what appears on a
5 platform?
- 6 A Correct.
- 7 Q And moderation is not where GARM work resides --
- 8 A No.
- 9 Q -- correct?
- 10 But then you continue the sentence that says, "... which puts monetization
11 standards (where GARM work resides) at risk."
- 12 Can you explain to me how this moderation and monetization fit together?
- 13 A Yes. I think I've said in our earlier session that it's in some cases layered,
14 where there is platform policies and moderation and then monetization sits on top of
15 that. If you have ineffective moderation policies or enforcement of them, the ability to
16 drive advertising control and brand safety and transparency, it's at risk.
- 17 Q Then you write, "Further to that, there is a desire to understand how
18 oversight and fairness in enforcement will be drive with notable personalities."
- 19 Who are the notable personalities you're referring to there?
- 20 A I believe it might have been in reference to some of the exclusive podcasting
21 deals and then also politicians, perhaps, or other personalities that they have on Spotify.
- 22 Q What exclusive podcasting deals?
- 23 A I believe the context for maybe this timeframe of maybe some of this
24 dialogue might've been around Joe Rogan.
- 25 Q And what was the issue that GARM members were having with Joe Rogan?

1 A I believe, from my recollection, is that Joe Rogan had used the N-word and
2 the B-word multiple times, repeatedly, over multiple episodes of his content.

3 Q And so an advertiser won't like that Joe Rogan is saying those words?

4 A An advertiser would take issue with their ads appearing next to said content,
5 because that would create an issue for them from a reputation perspective. If you can
6 imagine, most advertisers would not necessarily advertise against said content on radio
7 or TV.

8 Q How does an ad appear on Joe Rogan?

9 A I believe that there is -- I can't honestly recall what the advertising controls
10 were at the time.

11 Q Will Spotify randomly slot an ad onto Joe Rogan?

12 A I believe that part of their inventory is programmatically served.

13 Q Programmatic versus audience, buying of those two things, right?

14 A Well, or programmatically -- audience buying, correct. That one where
15 you're only buying a demographic and you're not aware of the content that's going across
16 it.

17 Q So they could buy programmatically; that would be buying onto Joe Rogan?

18 A It could have ended up there, or they could have been buying it directly.

19 Q Through --

20 A Spotify.

21 Q -- Spotify. And then they could -- programmatically through Spotify, or
22 programmatically through Joe Rogan?

23 A Well, my understanding, my recollection, is that it's a hybrid; you could buy
24 it either way.

25 Q And then --

1 A One venue is based on intent, which is "I want to buy this show," versus the
2 other one, which is "I just want to buy this audience. I don't know what show it's going
3 to be on."

4 Q Uh-huh. And then the other way would be audience --

5 A No. So direct buying, and then audience, programmatic or indirect, which
6 are interchangeable terms for those two methods.

7 Q Okay.

8 A Could an advertiser tell Spotify, "We don't want to appear on Joe Rogan's
9 podcast"?

10 A That is a possibility, I assume.

11 Q What solution can GARM offer for podcasters not using, for example, the
12 B-word?

13 A GARM doesn't have any solutions for podcasters and content creation.

14 Q So, in these discussions, you're having issues with the rules around content
15 enforcement, which puts monetization at risk. One example you provided was Joe
16 Rogan using the B-word.

17 A How can GARM help advertisers --

18 A The broader context is that there is an exclusive -- my understanding is that
19 there is an exclusive, multimillion-dollar-a-year -- I think it's in excess of \$100 million -- for
20 Spotify to carry Joe Rogan. So there's a question of conflicts of interest and whether or
21 not those policies are being enforced equitably and fairly and consistently.

22 Q What's the policy? Not to use the B-word on a podcast?

23 A It's whatever policies Spotify might have relative to hate speech. And I
24 believe that they actually submitted what their policies were. And the question was
25 whether or not they were actually effectively enforcing the policies that they had shared

1 with us before based on a carriage deal that they had with Joe Rogan.

2 Q They told you that they were not enforcing the --

3 A I believe -- I don't have the deep links in the emails that are here, but my
4 understanding is that hate speech was part of these policies, from my recollection.

5 Q And using the B-word on a podcast would be hate speech?

6 A Using the N-word, specifically.

7 Q Does that go across Spotify and other social media platforms as well?

8 A Every platform has their own policies, how they define hate speech, how
9 they define protected groups, hate speech terms. They vary.

10 Q So the issue is that Spotify said that this is hate speech and then it seemed to
11 not be applied.

12 A The issue is, they have a policy, they have a content exclusive deal; are they
13 enforcing the policy where they have a content exclusive deal? And how does that
14 affect advertiser transparency and monetization? That is the concern for an advertiser.

15 Q And what is the misinfor- -- so we were talking about hate speech. You
16 also had misinformation concerns?

17 A I believe that was also relative to misinformation and claims around, I
18 believe it was, COVID.

19 Q COVID misinformation?

20 A I believe.

21 Q So, turning a few pages ahead -- let me get there -- to the beginning, 17651,
22 after attempting to schedule this meeting, you wrote to Spotify.

23 And I'll start by saying, on this email is [REDACTED]; [REDACTED]; [REDACTED]
24 [REDACTED], who we already discussed; and [REDACTED].

25 So who is [REDACTED]?

1 A I believe [REDACTED] role was sales, industry relations, and was a primary point of
2 contact for GARM and Spotify.

3 Q And who is [REDACTED] ?

4 A I don't recall [REDACTED] role.

5 Q And do you recall [REDACTED] ?

6 A I believe [REDACTED] had a revenue and sales role.

7 Q Okay.

8 So you wrote to [REDACTED] and the rest of the Spotify team, "I'm sorry but this isn't
9 working. We are gravely concerned about the lack of fundamental policies and decision
10 making at your platform. This is a statement backed by the Steer Team -- which you will
11 recall functions as a board of directors and brings together [Procter & Gamble], Unilever,
12 Mars, Diageo, 4As, GroupM, ISBA, ANA. I'm a little disappointed by the lack of
13 seriousness this meeting is being handled with -- we've held back on press commentary
14 on this incident out of deference."

15 Starting at the beginning, you say, "I'm sorry but this isn't working." What are
16 you referring to there?

17 A I believe the email trail actually shows back-and-forth around scheduling a
18 meeting and determining who might be in the meeting and what was actually being
19 discussed. It was expressing frustration with an inability to land a meeting and have a
20 discussion around the tension.

21 Q Spotify didn't want the steer team to be in the meeting? Is that correct?

22 A I can't -- I don't understand what their -- what their issue was.

23 Q All right.

24 You wrote that the statement's backed by the steer team. Does that mean that
25 this was a joint concern, the grave concern?

1 A Transparency and consistency of enforcement in this particular area was an
2 agreed point for a desired meeting. And, yes, we felt that this was trying to dodge a
3 discussion to drive transparency.

4 Q Okay.

5 You said that the steer team acts as a board of directors. What does that mean?

6 A Meaning that I don't go out on my own and make decisions --

7 Q Uh-huh.

8 A -- and that, you know, if we're going to have a conversation around policy
9 and enforcement and consistency, I wouldn't go out on my own and do that without any
10 consultation.

11 Q And you wrote, "We've held back on press commentary on this incident out
12 of deference." The "we" there is --

13 A Me.

14 Q -- the steer --

15 A No, it's me, because -- if my memory is correct, I believe that there were
16 several press inquiries relative to Joe Rogan, our position, GARM, and Spotify, and I
17 declined to talk to press and create any innuendo, out of deference and out of respect to
18 our members.

19 Q "We" is a plural pronoun, right? "We" is not -- you're not referring to the
20 steer committee?

21 A "We," referring to GARM.

22 Q To GARM.

23 A And WFA.

24 Q You then say, "If we're unable to connect and discuss these issues we'll only
25 be able to comment with what we're able to glean."

1 So was the plan to comment to the press if Spotify did not give you this meeting?

2 A No, it was -- look, our common practice is, if we have inbound inquiries,
3 sometimes we form reactive statements. We determine whether or not we actually
4 want to use those reactive statements. Again, those reactive statements are developed
5 based on our competition law oversight process in consultation with external counsel.

6 Q So in what instance would you put out a reactive statement?

7 A If there was a major, news-breaking incident where we made a
8 determination as a steer team and then also with Stephan Loerke's backing that we
9 actually needed to provide a reactive statement, we would.

10 Q And what's the purpose of putting one out publicly?

11 A What is the --

12 Q The purpose of putting out a reactive statement publicly?

13 A It's to reflect advertiser concerns. It's to reflect industry best practices.
14 It's to reflect on our work.

15 Q Does the potential for a -- does holding back on press commentary and then,
16 you know, saying that you'll only be able to comment on what you know if they don't
17 have the meeting, does that usually trigger a meeting or action from a GARM member?

18 A I don't agree with the premise of your question. I think you're trying to
19 insinuate something that's not there.

20 Q Thank you for clarifying that.

21 The lack of seriousness that you reference -- "I'm a little disappointed by the lack
22 of seriousness this meeting is being handled with" -- what was the lack of seriousness?

23 A Follow-through.

24 Q So you couldn't get the meeting on the calendar, basically?

25 A Correct.

1 Q You then replied to Joe Barone and Ben Jankowski, who are not on the
2 original email.

3 Who is Joe Barone?

4 A Joe Barone was the steer team member at the time for GroupM.

5 Q And what's GroupM?

6 A GroupM is the media agency holding company, part of WPP.

7 Q And what's WPP?

8 A WPP is a major marketing agency services holding company. It's one of our
9 members.

10 Q And who is Ben Jankowski?

11 A Ben Jankowski is a member of the steer team as well.

12 Q And what's Modern Media Solutions?

13 A That was his consultancy that he had set up.

14 Q So you forwarded the email chain to them, and you wrote, "Throttled."

15 What did you mean by "throttled"?

16 A Frustrated.

17 Q Ben replied to you, and he said, "his man needs a smack." Do you know
18 what he meant by that?

19 A What we had been seeing from [REDACTED] behavior or from Spotify's behavior
20 was sort of just not taking an issue seriously that we believed was important.

21 Q You mentioned COVID misinformation on "The Joe Rogan Experience."

22 What was an example of COVID misinformation?

23 A I can't recall, but I remember that it was covered a lot in press.

24 Q Okay. Would questioning the efficacy of a vaccine be COVID
25 misinformation?

1 Is that a fair assessment of the first email in this chain?

2 A Uh-huh. That's what I understand this email to be, yes.

3 Q So then you reply to [REDACTED] -- and let me ask, who is [REDACTED]?

4 A [REDACTED] has a role at Coca-Cola on their media and marketing team.

5 Q Is it Mr. [REDACTED] or Ms. [REDACTED]?

6 A Mister.

7 Q Mr. [REDACTED].

8 So you write, "Yes -- so JRE x Spotify is a major area of concern...."

9 "JRE" is "The Joe Rogan Experience"?

10 A Correct.

11 Q And "JRE x Spotify," that would mean Joe --

12 A On.

13 Q On.

14 A Yeah.

15 Q Okay. Thank you.

16 So, October 2nd, 2022. What are you referring to when you say that "The Joe
17 Rogan Experience" on Spotify is a major area of concern?

18 A So I believe it was relative to the other area, which was around sort of
19 content -- it was on policy enforcement consistency as well as advertiser transparency
20 and advertiser control.

21 Q And you write -- I'm going to focus on the first paragraph of your email after,
22 "It is SO great to hear from you!" You write, "Brand safety is somewhat separate
23 because brands aren't being slotted into ["Joe Rogan Experience"] by accident per [se]."

24 What do you mean by "brands aren't being slotted in"?

25 A Meaning that, should they choose to directly buy "The Joe Rogan

1 Experience," which is my understanding of what Coca-Cola and what [REDACTED] was asking in the
2 prior email.

3 Q And right before that, you said, "Fundamentally there's an issue with content
4 safety x monetization and their distribution deal; Spotify pay for the rights to distribute
5 and then look the other way on content safety."

6 This is the issue you were --

7 A That is the tension point, yes.

8 Q You testified earlier that content safety is not where GARM does its work.

9 A No, but the -- correct. That is, it is -- monetization is our work. But as we
10 said earlier, content moderation policies -- and if that's not done in a consistent way and
11 there's not appropriate labeling, from a monetization perspective, it can put monetization
12 transparency and effectiveness at risk.

13 Q And you write, "However this goes back to someone at Spotify saying that
14 misogynistic content and misinformation is safe for consumers, suitable for advertisers."

15 Who at Spotify said that?

16 A The use of this as an analogy is trying to demonstrate that there are
17 decisions being made at Spotify and saying that this is okay for availability, it's okay for
18 recommendation, and it's okay for advertising support.

19 Q So what is the solution that GARM is looking for here? For Joe Rogan to be
20 taken off --

21 A No.

22 Q -- of Spotify?

23 A No. That's not what we would look for.

24 Q Is --

25 A That's not what any advertiser would look for.

1 Q Is the solution for Joe Rogan to change his content?

2 A No.

3 Q I mean, that's an open-ended question. What is the solution that GARM is
4 hoping for?

5 A The only thing that would be appropriate is for a labeling of content and
6 being able to sort of flag said content as being either sub-floor or high-risk or medium-risk
7 or low-risk and then giving advertisers the choice and transparency.

8 Q But here you say, "... someone at Spotify is saying that misogynistic content
9 and misinformation is safe for consumers, suitable for advertisers."

10 And we discussed earlier that there was concerns that Joe Rogan had
11 misinformation on his podcast and misogynistic content on his podcast.

12 A And hate speech.

13 Q So how could there be advertising on Spotify if he doesn't change his
14 content?

15 A This goes back to the voluntary nature of -- the voluntary industry standards.
16 And a platform is free to monetize content however they want to. It's best practice to
17 provide transparency.

18 Q But the issue here is that you're saying it's not safe for consumers to listen to
19 this content.

20 A I'm not saying -- I'm saying that, in essence, what we've defined underneath
21 the floor tends to be illegal as well as illicit content. This is a for-instance example.

22 Q And no one should advertise on something that's below the GARM floor,
23 right?

24 A We are not saying that.

25 Q What's the purpose of the GARM floor?

1 A The GARM floor is a means of driving a signaling from an ad seller to an ad
2 buyer and saying, for the most part, based on industry best practices, this type of content
3 does not get typical advertising support.

4 Q So you signal that there would not be advertising.

5 A No. It's to signal the type of content that's there.

6 Q Let's move on to the second paragraph here. "We are in a space of what I
7 would call 'remedial interventions' with Spotify -- not entirely dissimilar to [Facebook] in
8 summer 2020."

9 What is a remedial intervention?

10 A Asking questions, clarifying questions, and more pointed ones and less sort
11 of open ones.

12 Q And you wrote "FB" here. I said "Facebook" in my sentence. Is "FB"
13 Facebook?

14 A That is correct.

15 Q What happened with Facebook in the summer of 2020?

16 A I believe in Facebook in summer of 2020, there was a series of brand safety
17 and platform safety issues that had come to fore. And I think the brand safety issues
18 was fundamentally an exposure that news feeds actually lacked any advertiser controls.

1

2 [12:16 p.m.]

3 BY [REDACTED]:

4 Q And what was the remedial intervention set that happened there?

5 A It was a voluntary discussion and voluntary framework that Facebook
6 defined and pursued and still continues to pursue to this day.

7 Q So it was successful?

8 A Successful in the sense that it's helped drive more transparency for industry
9 stakeholders, advertisers being one of them.

10 Q This email is from October 2022. What's the status of Spotify's remedial
11 intervention from this?

12 A Spotify actually voluntarily adopted not to do anything.

13 Q Was there any backlash to Spotify from that?

14 A No, there was no backlash to Spotify.

15 Q Do you know if Coca-Cola changed its advertising?

16 A I'm sorry?

17 Q Do you know if Coca-Cola changed its advertising?

18 A I am not aware, and I was not made part of those decisions.

19 Q In the next paragraph, you write: "As it relates to misinformation, we are
20 at the cusp of publishing, but we've gotten roped into the European Commission Code of
21 Practice on Misinformation. So we have delayed external publication on this standard.
22 That is likely in April."

23 What is the European Commission Code of Practice on Misinformation?

24 A So the European Commission's Code of Practice on Misinformation is a
25 voluntary code of practice. It has to do on misinformation. There are various chapters

1 to that code of practice.

2 Q Who is the governing body of the European Commission Code of Practice on
3 Misinformation?

4 A It's a division of the European Commission that is involved in media and
5 technology.

6 Q How did you get roped into it?

7 A We were invited into a voluntary public comment period, and we were
8 asked, invited to participate. We reviewed it. We reviewed it at multiple levels within
9 the GARM steer team and also within the WFA executive committee before determining
10 whether or not we would engage again from a competition compliance policy.

11 Q Did you engage with it?

12 A Yes.

13 Q What was your role?

14 A I participated as an individual in the original drafting of the code of practice
15 and have helped on the one area on the policies of ad placement scrutiny.

16 Q Why did you delay publishing the GARM misinformation?

17 A Because you can imagine what we didn't want to do is have a government or
18 a sort of co-regulatory standard be out of line with our definition. So it was out of
19 deference, to be honest.

20 Q Have you published yours since this email?

21 A Actually, the publishing of our definition of misinformation is actually based
22 on the European Commission's definition.

23 Q Is it the same definition of misinformation?

24 A It is.

25 Q All right.

1 In the final paragraph of your email, you wrote: "Happy to help you formulate a
2 PoV one-on-one. As I am sure you can imagine, we can't publicly advise all clients to do
3 X. That gets us into hot water by way of anticompetitive and collusive behaviors."

4 Earlier you testified that you weren't sure what Coca-Cola had decided regarding
5 Spotify and GARM. Did you help them formulate?

6 A No, actually, I did not. To the best of my recollection, I did not have a
7 meeting with [REDACTED] on this.

8 And I will point you back to the original email that he sent, and it indicated or
9 insinuated that there is multiple people that he is consulting and determining what to do.

10 Q Would you have met with him to help formulate a point of view one-on-one
11 if he had taken you up on the offer?

12 A Yes. But actually, what I'm calling out in that next line is the limitations of
13 what I would be willing to advise on and what I am not willing to advise on, and advising
14 on advertising spin is not what I would be comfortable advising on.

15 Q I don't think you wrote in here that you were uncomfortable.

16 A "As I am sure you can imagine, we can't publicly advise. That gets us into
17 hot water." So advisement is not something that we're able to do.

18 Q So let's talk through this line. It says, "As I am sure you can imagine, we
19 can't publicly advise all clients to do X." But you're happy to help him formulate a point
20 of view one-on-one.

21 A I'm happy to share with him any information that I have that's been made
22 available to GARM members by Spotify on a voluntary basis and make sure that he has
23 access to information that other members would have as he formulates his own
24 individual corporation PoV.

25 Q It sounds like the difference between two sentences. You will help him

1 formulate a point of view one-on-one, but you won't publicly tell everyone what to do.

2 Am I misunderstanding that?

3 A Giving a member information that all other members have access to that
4 have been voluntarily supplied by Spotify complies with our competition law. This is
5 what I'm suggesting in this email.

6 Q Turning to the disinformation issue that has been raised regarding what
7 appeared on the Joe Rogan experience, earlier, you testified when [REDACTED] was
8 asking you questions, I believe you testified that disinformation could be a concern to
9 advertisers. Is that correct?

10 A It could be a concern to some advertisers.

11 Q And [REDACTED] then asked you that this is because advertisers are trying to
12 get a return on their media investment.

13 A For the most part, advertisers are primarily concerned with ROI on
14 marketing campaigns and advertising placement, yes.

15 Q Do you know if the Joe Rogan experience is a good place to advertise in
16 terms of getting a return on your investment?

17 A I don't have access to that information.

18 Q I'm going to show you a new document.

19 [REDACTED] Can we show Mr. Rakowitz Document 59383.

20 [Rakowitz Exhibit No. 7

21 was marked for identification.]

22 BY [REDACTED]:

23 Q This is an email. Subject: Policy Question. It's from September of 2020.
24 You can take your time to look through it.

25 A Okay.

1 Q So this email chain, on it is a bunch of people from Facebook, Luis DiComo,
2 and Rob Master, and [REDACTED] from Unilever, and you.

3 A Uh-huh.

4 Q Who is Rob Master?

5 A Rob Master works at -- worked at Unilever at the time. I believe he had a
6 role in media.

7 Q And who is Luis DiComo?

8 A Luis DiComo is the head of global media at Unilever and a steer team
9 member.

10 Q And then [REDACTED], who is [REDACTED]?

11 A I believe [REDACTED], [REDACTED] worked on Luis' team. I wasn't clear whether or
12 not [REDACTED] worked for Rob or alongside Rob there.

13 Q And are you familiar with the people from Facebook on this email as well?

14 A I know the names. I'm just looking at some -- I know most of the -- well, I
15 actually only know two of the names, and I'm only sure of one person's role.

16 Q Okay. Is that [REDACTED]? Is that the person you know?

17 A Yes, that's the person that I know.

18 Q What's [REDACTED] role?

19 A [REDACTED] is I believe head of industry relations and then also our primary
20 point of contact from a comm perspective from Facebook and Meta.

21 Q Okay.

22 So, if you go to the beginning of this email chain, Rob Master forwards an ad to
23 the Facebook team to ask about whether the paid ad violates any Facebook policies.

24 The ad is a Donald Trump sponsored ad. It says, "Joe's begging for breaks during the
25 debate. Check Joe's ears. He refused drug test and declined an earpiece inspection.

1 Donate to Trump."

2 There is a bit of back and forth in the email chain where Mr. DiComo and Rob both
3 ask for clarification. I'm going to focus on the front page, page 59383, where [REDACTED]
4 responds to Mr. DiComo. [REDACTED] being from Facebook.

5 Do you know who [REDACTED] is?

6 A I know the name, but I forgot what her role is.

7 Q So she thanks Mr. DiComo for his email. She goes through, in the first
8 paragraph after thanking Mr. DiComo, she goes through the advertising policy, and then
9 she says: "While some may find the Biden ad objectionable, it doesn't violate any of the
10 stated advertising policies, which are heavily weighted to protecting people from real
11 world harm. I want to emphasize that our advertising policies apply to everyone,
12 including politicians."

13 Are you familiar with the Facebook advertising policies that she's referring to?

14 A I understand that there are policies around ads, but I would not consider
15 myself an expert in individual member policies, let alone ads policies.

16 Q She wrote that the ads are weighted -- that the policies are weighted to
17 protecting people from real world harm. Would you agree with that goal in terms of an
18 ad policy?

19 A It's not my position to agree on an individual member's goals of policies.

20 Q She then, in the next paragraph, says, "it's also important to note that this ad
21 is from a Presidential candidate and, therefore, is not eligible to be fact-checked."

22 Do you agree with that policy, to not fact-check Presidential candidates?

23 A It's not my view, and it's not appropriate for me to have a view on individual
24 member policies.

25 Q She then writes, "we believe people should be able to see what politicians

1 are saying so that they can hold their elected officials accountable and make informed
2 decisions about who will lead them."

3 Do you agree that that's a good policy to have?

4 A It's not my position to take a stance on individual member policies.

5 Q You then reply -- you drop the people from Facebook. You reply only to
6 Luis DiComo, and you say, "honestly, reprehensible."

7 What did you mean?

8 A In my view, my recollection is I'm remarking on a lack of consistency on
9 policies.

10 Q What was the inconsistency?

11 A I believe the idea of having a separate set of policies and separate
12 enforcement is a consistency issue for me, and I'm giving a personal view and a
13 frustration on consistency.

14 Q The consistency on policy being a different policy for paid political ads verse
15 other ads?

16 A It's having different policies and not having a clear line that is, you know,
17 consistent. I mean, this is pages and pages of policies and examples, and it's not clear to
18 stakeholders.

19 Q It seems pretty clear. If it's a paid ad by a politician, they don't fact-check it
20 because they believe people should be able to see what politicians are saying so they can
21 hold their elected officials accountable and make informed decisions about who will lead
22 them, as opposed to an ad not paid by a politician. What's the lack of clarity there?

23 A In my view, there are multiple levels or layers of policies, and it creates
24 confusion.

25 Q So the way to fix this would be political ads and other ads have the same

1 exact policy?

2 A No, that's clarity and transparency and simplicity, and I don't think that this
3 is simple, and that's, honestly, what my reaction is.

4 Q Were you concerned at all about the ad appearing on Facebook?

5 A That was not my position. It's not -- we are apolitical. We cannot have a
6 view. Our membership is global and diverse. It's inappropriate for us to have a view.
7 Honestly, my recollection is a frustration over a lack of transparency and
8 simplicity. As you can imagine, there's multiple buckets of different policies. We've
9 talked about moderation. We've talked about monetization, ads policies, ads policies
10 for politicians. It's quite bureaucratic.

11 Q After Facebook sent this email October 8, 2020, at 22:03, was it at this point
12 not clear that they were not going to fact-check a politician's ad?

13 A I believe it was clear to everybody, yes. I think and I believe that they made
14 a forward statement that clarified their position and reaction to some of these issues.
15 But it was -- GARM did not get involved in that. It might have been, you know, based
16 on -- as you can see here, I purposely did not make any comment on this because it's not
17 appropriate for GARM to get involved in ads policies.

18 Ads policies are for platforms to set individually. Let alone I'm not going to get
19 involved, as an apolitical trade body, get involved in elections policies and elections ads
20 policies.

21 Q Why was Unilever flagging this ad for Facebook?

22 A I don't know. You would have to ask Unilever.

23 Q Do you know why they included you on the email?

24 A I believe, based on the email chain, that it had to do with [REDACTED] and
25 his involvement in a GARM meeting roughly at this time. That's what I read out of Luis',

1 but that's an inference. It's speculative.

2 Q Unilever's role in GARM is as an advertiser, right?

3 A Yes.

4 Q And so they are concerned about what they monetize on a platform. Why
5 would Unilever be concerned about another paid advertisement on a platform?

6 A That's a very good question. The reason that an advertiser would be
7 concerned about ads policies is because they might have come across inconsistent
8 enforcement of ads policies, which might have affected their ad creative and their
9 campaigns.

10 Q Would I be correct, if I'm understanding you correctly, if I describe it as they
11 would monitor other advertising campaigns to see how their advertising campaigns
12 would react?

13 A In some cases, certain advertisers will do competitive listening and
14 intelligence and monitoring. Also, we've heard from a majority of advertisers that they
15 have been frustrated by platforms and inconsistent ad policies and having ads mislabeled
16 to actually removed from platforms.

17 Q So Unilever may have been monitoring President Trump's political ads to see
18 how ads perform?

19 A I can't say that that's what they were doing. What I know is advertisers like
20 Unilever, advertisers like Nike, other advertisers have expressed frustration with platform
21 ads policies and having ads bounced for words, claims.

22 Q So Mr. DiComo is talking about misinformation in this email chain. Is that
23 correct?

24 A I believe because maybe he's thinking that this is the enforcement area or
25 the policy area.

- 1 Q Is the ad misinformation to you?
- 2 A I'm not a fact-checker. I can't answer that.
- 3 Q I mean, looking at the ad right now, is there any part of it that's untrue?
- 4 A Again, I'm not a fact-checker. I can't talk about President Biden's health
- 5 condition.
- 6 Q Is satire misinformation?
- 7 A That's been a hard line for a lot of platforms to determine.
- 8 Q So it could be misinformation?
- 9 A I don't think -- I think it takes a very nuanced read of contents to determine
- 10 if it's satire, and that's a really tough challenge that I think a lot of our platform members
- 11 and a lot of industry stakeholders struggle with.
- 12 Q Let's say, for example, let's say a social media influencer says Unilever
- 13 shampoo is garbage. It's just dish soap. Could that be misinformation?
- 14 A This is speculative, and it's policy. I'm not a policy writer.
- 15 I think that, you know, look, from an industry association perspective representing
- 16 advertisers, I think there is a fine line between satire, you know, product reviews and
- 17 misinformation. Those are areas of concern that members have raised, and I think it's
- 18 an area that the industry does need to get better on.
- 19 Q Is it common for advertisers to flag other advertisements, as we saw here?
- 20 A I'm not party to those operations. I know that sometimes it happens.
- 21 Q But you were party to it here. So you're not often party to it?
- 22 A I'm very infrequently involved in any of those.
- 23 Q Can advertisers monetize other ads?
- 24 A No, I don't think that's possible.
- 25 Q Can a brand advertise adjacent to another ad of Facebook?

1 A To the best of my understanding, most platforms don't want to have ads
2 stacked next to each other. From my understanding, that's usually viewed as sort of a
3 negative experience for a consumer.

4 Q Do you know if anyone -- do you know if any GARM members flagged any
5 Biden campaign ads?

6 A Not that I know of.

7 Q Do you know if social media advertising is important for colloquial
8 campaigns to connect to voters?

9 A I am not a campaign official. I don't have access to sort of marketing
10 effectiveness campaigns. I think that there has been a healthy inclusion of candidates
11 using all different media channels. So I think it's been sort of a well-established practice
12 since 2016, really, but I can't comment on how effective.

13 Q Do you know what the Interpublic Group of companies or IPG is?

14 A Yes. IPG is again another advertising holding company. They are a
15 member of GARM.

16 Q Are you aware of IPG's call to action to make changes to Facebook?

17 A I am not aware of it.

18 Q Were you aware that candidate Joe Biden, at the time candidate, now
19 President Joe Biden wrote a letter to Facebook demanding they take action against
20 misinformation on the platform?

21 A No.

22 Q Are you familiar with Twitter's community notes?

23 A Twitter's community notes?

24 Q Yes.

25 A Yes.

1 Q Can you describe what that practice is?

2 A Yes. My understanding is that it's a community of users, some who have
3 been selected or invited in. They function as a community of basically fact-checkers that
4 will help determine if content is false information or needs to have subtle nuance in
5 labeling. I don't know what the policies are. I don't know who's in it.

6 Q Does it help flag or explain misinformation?

7 A To my understanding, that's what the objectives are.

8 Q Do you know how long community notes have existed on Twitter?

9 A I am very foggy. I think it started up just prior to the acquisition, or it was
10 bird watched way back in the day. I'm sorry. You know, my brain can only go -- can so
11 much.

12 Q Do you think community notes are effective about misinformation?

13 A I have seen some data that Twitter had made available and then also some
14 industry press was covered that showed that it has been working. And I think that there
15 has been some recent sort of discussion around sort of Israel-Palestine in some of the war
16 instances but actually show that it can be effective.

17 Q So, earlier, we discussed that a brand appearing alongside misinformation
18 might be a concern to a brand. How would a brand react to appearing next to
19 misinformation with community notes?

20 A I don't know. It depends really on the individual advertiser. I couldn't
21 comment. I mean, some might actually view that as like, hey, great, actually there is
22 truth next to this. Some other folks would be like, you know what, actually it's still sort
23 of in this gray area, a little bit of controversy. I don't want to be there.

24 I can't speak on behalf of all advertisers, but that would be some of the tradeoff
25 conversations or considerations that an individual advertiser would have.

1 Can we go off the record for a second.

2 [Recess.]

1

2

[1:33 p.m.]

3

██████████ We can go back on the record.

4

BY ██████████

5

Q Thank you again for making the time to come speak with us.

6

I wanted to return to some of the points raised earlier in the last hour.

7

Specifically, I'd like to return to the exhibit where you were discussing with someone from

8

Coca-Cola and sharing a point of view one-on-one with them, which I believe is exhibit 6.

9

Can you share -- do you do that often, meeting with members of GARM to share

10

some of the publications that are made available to all GARM members in a quick distilled

11

format?

12

A Honestly, it tends to be the exception. It usually happens, for the most

13

case, when it happens, it's a member hasn't been able to attend a meeting, is playing

14

catch up, needs to do an onboarding. I think actually in this email ██████ says that he

15

hasn't been able to get access to the website.

16

Q And so GARM is made up of two full-time staff members. Is that correct?

17

A That is correct.

18

Q You and ██████ correct?

19

A That is correct.

20

Q And so you likely don't have bandwidth to meet with all 100-plus members

21

of GARM to give them, like, individualized updates on different GARM meetings or GARM

22

documents or the website?

23

A That would be impossible.

24

Q And so, in this instance, when you were doing it, it was just to help out one

25

GARM member to tell them something that they could have accessed on their own, but

1 you were willing to give them some of your time to quickly distill some high-level points?

2 A That is correct. It was making sure that they had access to information that
3 was available to all members.

4 Q And so I know, in the last hour, we hit on the point that you don't think that
5 this meeting was ever set up, correct?

6 A To the best of my recollection, it was not.

7 Q But, if you would have had this meeting or in other meetings like this, you
8 would have been just reflecting the GARM point of view on different standards and levels
9 of risk and transparency that you've gotten from different platforms, correct?

10 A That's a hypothetical but, for the most part, yes, going into meetings,
11 generally, we would only base the conversation on what was available voluntarily and
12 accessible to all members.

13 Q And, as we noted here in exhibit 6, you said, after offering to do this
14 one-on-one meeting, that you can't publicly advise all clients to do X, a hypothetical X
15 option, but that gets us into hot water by way of anticompetitive and collusive behaviors,
16 correct?

17 A Correct.

18 Q So, in this email, it seems like you kept your compliance. You kept your
19 awareness of competition laws and compliance with those laws top of mind?

20 A Yes, I tend to, and my own personal anxiety is to raise competition law
21 consistently.

22 Q And, if you had set up a one-on-one with someone and they wanted to
23 discuss things that GARM doesn't opine on, like specific pricing or how to exactly place a
24 campaign, what would you have done? Would you have brought up this training yet
25 again?

1 A Again, that's a hypothetical, but based upon our training from King and
2 Spalding and our bylaws, I would actively moderate and shut down a conversation.

3 Q So you mentioned that you have some training from King and Spalding.
4 What is this training broadly about?

5 A So the training, it's on at least an annual cycle. It is a review of our set of
6 policies or bylaws or benchmarking policies, as well as best practices from a moderation
7 perspective, and then occasionally, if needed, role playing.

8 Q And this role playing, what service does that serve?

9 A It's just to help associates make sure that they can connect policy into active
10 meeting facilitation. Because, as you can imagine, people might not be used to running
11 multistakeholder meetings, and it's something you can't learn by doing it with a trade
12 association.

13 Q And so it gives associates real world sort of examples to play out?

14 A Correct.

15 Q And you see this kind of training as necessary to well functioning of GARM or
16 just an extra benefit to having King and Spalding assist?

17 A I would say that it is absolutely essential. When we were launching GARM,
18 Stephan Loerke put me through training and made sure that we had compliance from day
19 zero.

20 Q Excellent.

21 Now I'd like turn to exhibit 7. Exhibit 7 we talked about in the last hour, which is
22 about a Trump Presidential campaign ad that ran on Facebook in which there was some
23 back and forth between Facebook and Unilever, correct?

24 A That is correct.

25 Q So, as we can see from this email chain, who raised the initial issue around

1 the ad with Facebook?

2 A I believe, based on the email trail and what we have here in the document, it
3 was Unilever.

4 Q And is that something that you talked to Unilever about raising with
5 Facebook in advance of this email?

6 A No.

7 Q You mentioned early in the last hour that some companies, depending on
8 their size or risk factors, some of them will do active monitoring of advertisements on
9 websites to compare against own ads and also to see how the terms of service are
10 applied, corrects?

11 A Part of the reason that they would do a sort of competitive audit is to
12 understand their competitors and their peers and advertising strategies, media strategies,
13 messaging strategies. So it is something that some advertisers will do.

14 Q And, although you have worked in advertising and marketing for decades, in
15 your role at GARM, is citing individual ads part of your daily work?

16 A No.

17 Q And so, if you had come across an ad like the one that Unilever raised, would
18 you in your official capacity at GARM do anything about that ad?

19 A I would not have any remit or any sort of -- basically sort of chartering to
20 raise that. I would be out of the sort of scope of GARM. So I would not.

21 Q And so, if this issue was brought up during a meeting that GARM was having
22 with its members, would you -- no, never mind. I don't want to go down that one.

23 If this issue had been brought up in a community meeting of GARM members,
24 what would have been your next actions? Would it be to talk to Facebook about
25 transparency of service in terms of service agreements?

1 A I think it's a hypothetical, but it's a valid hypothetical. In essence, you
2 know, look, based on sort of their governance principles, we would acknowledge that,
3 one, this was being raised, but it would not be resolved. Like, officially in terms of our
4 bylaws, raised but not resolved. It's outside of the remit.

5 We would then probably do an internal consult within WFA to figure out like, look,
6 is there a different forum or a group that would be better to sort of raise that, or whether
7 or not, honestly, this would have to be a bilateral conversation between Unilever and
8 Meta or Facebook and just leave it at that.

9 Q In your vast experience in advertising and marketing, were you ever talking
10 to organizations about their terms of service agreements?

11 A The only thing that it would be relative to would be as it pertains to content
12 monetization and sort of just also making sure that there are some of the best practices
13 that the platform would have, which is do you have community standards? Do you have
14 a moderation team? Do you have a monetization team? Is there routes for user
15 reporting? Are there SLAs, which are time lapses that a user report needs to get
16 answered by?

17 That would be the extent of it, but it would almost be a seek to understand versus
18 a true deep interrogation. We do not get into that.

19 Q In the seek to understanding, that's the end results for your past jobs and for
20 this one, in part, because you don't rate terms of service agreements, do you?

21 A I am not capable of doing that. I don't have the expertise to.

22 Q And so GARM doesn't create any sort of public or private rating for members
23 about whether one terms of service agreements is better or worse than another?

24 A Absolutely we do not do that, no, and I've gone out of my way from a
25 governance perspective and our competition law to specifically any reporting on what

1 members do in GARM, it's always kept as an individual document. There is never a side
2 by side comparison because we do not believe that it is appropriate for a voluntary
3 industry standards framework to do direct comparisons that implies ratings, that implies
4 endorsement. And that is absolutely something that we avoid.

5 Q In the last hour, you said that you were not a fact-checker. So, in addition
6 to not rating terms of service agreements, you also are not fact-checking any claims made
7 by advisements or any validity of content on any platform?

8 A That is correct. I do not do that.

9 Q One thing that you shared in the last hour is that marketers have been
10 frustrated by inconsistent ad policies. We talked through some of the market
11 asymmetries or information asymmetries in the market between what an advertiser
12 knows and what a platform knows about where that advertisement would be placed.

13 Can you talk a little bit about this sort of money and time that goes into any one
14 ad campaign?

15 A That is a difficult question to actually answer. There are marketers who
16 spent very scant time on media campaigns, and they just throw money into a system,
17 cross their fingers, hope it works.

18 There are other folks who take, you know, every detailed step possible, and that
19 varies based on sort of our very diverse membership base. So we've seen it sort of
20 where folks are very lean and sort of light staffed, and they can only do so much, and
21 then there are folks that have a robust team and that have a diligent approach to it.

22 Q But generally, advertisers and marketers are interested in ROI, return on
23 investment, in the advertising buy and in the campaign that they placed?

24 A Correct.

25 Q And so, when advertisers or marketers see that an ad is removed, can you

1 explain why they would be frustrated?

2 A Yeah. You can imagine a global marketer. If they are trying to run a
3 campaign across platforms or across markets, and if they start hitting these
4 inconsistencies where there are actions taken against advertising messages and
5 campaigns that are not clear, they are not transparent, it creates disruption because it's
6 like all of a sudden now I actually have an outage in my campaign, and I'm not going to be
7 able to reach as many consumers. I'm not going to get business results. The company
8 is not going to perform. Stock market prices -- it's all in there.

9 So you can understand that something very micro has, in essence, a macro
10 anxiety.

11 Q Let's say a company places an ad, and it's removed. Is there a time
12 pressure on figuring out how to remediate that?

13 A Yes, absolutely. So, in essence, you know, look, every company has
14 different financial controls, but for the most part, advertisers and the way that finance
15 operations work, you can't move sometimes money week to week or sometimes month
16 to month or quarter to quarter. So the inability to sort of spend sometimes creates a
17 real sort of comptroller and accounting issue.

18 So, again, some of these really, really small media and advertising brand safety or
19 policy issues can have this disproportionate ripple effect.

20 Q So transparency is helpful for brands to understand what the terms of
21 service are for any one website and their ad placement, correct?

22 A Yes.

23 Q And that affects how much money they get on their return on the ad and the
24 ad buy, correct?

25 A I wouldn't necessarily drive that association. I would say that the more

1 transparency, the more control. The more sort of consistency that an advertiser sees
2 from a media supplier, the more likely they will be within sort of that consideration set of
3 like, okay, I can trust that I will get results here. My campaign won't be interrupted.

4 That is the majority view of most advertisers and agencies.

5 Q And so, if a platform implements part of their terms of service policy in an
6 inconsistent way and an ad is taken down, that affects the amount of time that the ad is
7 viewed by the public, correct?

8 A It not only affects the sort of viewing of the ad, but then you also have to
9 consider the agency resources, as well as the internal company resources that would have
10 to go into replanning and replacing that disruptive campaign.

11 So there is the actual business cost from a business return perspective, but now
12 actually I have more costs in terms of people, as well as agencies, to then drive continuity.
13 So you're now actually in a double jeopardy hole, if you will.

14 Q You've said before that GARM is apolitical, correct?

15 A That is correct.

16 Q Does GARM endorse any specific sort of content moderation tools by
17 companies?

18 A No. The only thing that we have been able to sort of look at is some of the
19 best practices at a very sort of top level that have been identified by other organizations,
20 other trade groups that specify their work around platform safety, content moderation.

21 Q So GARM, for instance, wouldn't have a point of view on whether Reddit's
22 community moderation system is better or worse than Twitter's community note system?

23 A No, we would not be able to provide a view on that.

24 Q And nor do you have a point of view on the exact mechanism of that
25 moderation?

1 A No, we would not be able to provide a view on that.

2 Q And you also wouldn't have a view on what exactly any platform decides is
3 harmful content. You just want to see it enforced in a transparent and consistent
4 manner, correct?

5 A That is correct. Our encouragement is for platforms to disclose what their
6 policies are transparently, voluntarily, and then be able to sort of demonstrate their
7 ability to enforce those policies consistently without bias.

8 Q In the last hour, we talked through some instances around content
9 moderation on Spotify and ad moderation on Facebook. Did GARM take any action
10 against either company following these discussions?

11 A No, we did not.

12 Q Did GARM make any changes to the community standards based on their
13 community -- sorry. The set standards, the set terms that you have for GARM, did you
14 make any changes to any documents based on these conversations?

15 A No. The only thing that we've done recently is providing platforms of
16 voluntary framework, that they could volunteer what their ad policies are, and should
17 they -- if there are categories that are restricted for advertising, meaning like the product
18 category that are either restricted or rejected, we give them the opportunity to disclose
19 those.

20 But, again, it's a voluntary framework.

21 [REDACTED] We can go off the record.

22 [Recess.]

23 [REDACTED] We can go back on the record. I am going to show you a new
24 document. This is Bates stamped 22821.

25 [Rakowitz Exhibit No. 8

1 you to choose a principal path and be consistent around it."

2 The term "fence sitting" there, what is Facebook doing on content curation and
3 moderation?

4 A I think the main point here is the last sort of, you know, part of this, which is,
5 you know, "Hey, listen, we're looking for consistency." The fence sitting is the idea of,
6 you know, not actually taking a consistent approach.

7 Q You then say, "we also feel that you're holding back from better safety and
8 authoritative content. We felt you got this right for COVID. This playbook should be a
9 North Star."

10 The first part of that, "We also feel that you're holding back from better safety and
11 authoritative content." So, separate from the consistent policies you're discussing in
12 number one, how is Facebook holding back from better safety and authoritative content?

13 A I believe what I meant by this was pointing to the fact that they actually had
14 a policy that was transparent in this one particular content area. It wasn't an
15 endorsement of the said policies, but it was the fact that it existed. It was transparent,
16 and it had some principles in it that we felt we observed as being potentially best practice
17 within their own services.

18 Q So, for COVID, when you say specific area, COVID having a transparent policy
19 is the only issue that you're flagging in number two here?

20 A I think with looking at that one instance, which was a very large one at the
21 time, I think we can all agree, and, backing up and sort of saying, "Hey, listen, there has
22 been a little bit of a best practice here," should it be considered, you know, as a point of
23 learning for them internally.

24 Q So what I'm struggling with here is that what you flag here is better safety
25 and authoritative content, and you keep going back to just having a consistent policy.

1 You could have a consistent policy that is less safety and not authoritative content, right?

2 A And that's a hypothetical, and, yeah, there might be platforms that decide to
3 do that. Now, whether or not advertisers view that as, you know, beneficial or not
4 beneficial, it actually is beneficial in the sense that it drives transparency.

5 Q And the issue you're flagging in two is better safety and authoritative
6 content?

7 A I think what we're flagging is the fact that we feel like this might actually only
8 be in one area.

9 Q When you say "better safety," what are you talking about there?

10 A I think more broadly looking at sort of the platform in terms of the way that
11 we would look at it. For instance, our aggregated measurement report looks at a series
12 of questions. How safe is the platform for consumers? How safe is the platform for
13 advertisers?

14 Q And "authoritative content," what would that mean?

15 A That is up to definition by each of the platforms. I think it was a term that
16 actually Facebook coined and used to discuss some of the content that they felt was
17 reliable. And, again, that's platform defined.

18 Q And number three, you say, "we want you to consider advertisers and GARM
19 and our diversity initiatives as consultative groups to share provocations with you and
20 also for you to seek input."

21 What are the diversity initiatives you're discussing there?

22 A I can't remember at the time what the diversity initiatives were. I believe
23 there might have been some project work.

24 Q Does GARM have diversity work that relates to the platforms?

25 A No, we do not. We do have some guidance on diversity to make sure that

1 there is not an overly restrictive approach to monetization settings from an advertiser
2 perspective that would limit ad placement.

3 Q Do you know if Facebook ever sought your input?

4 A No, Facebook did not seek our input. They offered up some case studies
5 that were public domain to input into some work.

6 Q You then framed some questions to ask, or that's the header that is there.
7 Going down a few, I'm going to -- looking at the paragraph that begins, "We feel that this
8 is a dress rehearsal for the electorals, COVID to BLM. What plans are in place already
9 and what will be done now with these new challenges in mind?"

10 When you say a "dress rehearsal," what are you referring to?

1 [2:03 p.m.]

2 Mr. Rakowitz. I think the meaning behind that is looking at major events.
3 Obviously, COVID, BLM, were sort of I would say unplanned or un-sort of scheduled crises
4 obviously. The electorals we obviously know do run on a schedule. So is there a way
5 of taking some learnings and best practices from content -- from basically platform
6 management, whether it's content or monetization and learning from those. It's a valid
7 question to a major media platform.

8 Q When you're talking -- when you say "electorals," are you talking about the
9 elections?

10 A I believe so, yes.

11 Q So take lessons from COVID to BLM and apply them to the elections?

12 A Learnings and best practices in terms of the way that a company functions,
13 not looking at individual policies.

14 Q Learnings and best practices. Thank you.

15 Do you know that certain viewpoints were censored during COVID-19 on social
16 media?

17 A I have been made aware of some public reports that have come out.

18 Q Did you know that certain Members of Congress were censored during
19 COVID-19?

20 A No, I did not.

21 Q What aspects of how Facebook reacted on COVID-19 should apply to
22 elections?

23 A The information that Facebook had shared with us was largely positive,
24 boasting the way that they've kept the platform safe. It's based on information that
25 they voluntarily shared with us.

1 Q And what about related to BLM? And, if I understand that correctly, that's
2 Black Lives Matter?

3 A Yes.

4 Q What positive aspects of what Facebook did regarding BLM should be
5 related to elections?

6 A Facebook, as well as other platforms, voluntarily have shared the way
7 they've approached major upheavals and their ability to effectively enforce policies fairly.

8 Q In the next paragraph you say, "We know that each of the platforms operate
9 independently in this regard, but we saw some harmonized responses for COVID. Are
10 you considering a coordinated response for BLM and/or electorals?"

11 What organized responses happened during COVID on the platforms?

12 A I believe that the platforms voluntarily shared with us that they were
13 working with public health officials, whether it was WHO, whether it was the CDC,
14 whether it was, within the U.K., within the National Institutes of Health. Those were
15 things where advertisers appreciate knowing that these big topics that are major sort of
16 safety or security concerns, knowing that there are NGOs and governments involved on
17 these major policy decisions.

18 Q So the harmonization, the work that happened was with the platforms and
19 the government, not between the platforms?

20 A What we had understood is that the government bodies -- this is -- the way
21 that it was portrayed to us was that governments may have done open consultation with
22 multiple parties at the same time. They might have had one-on-ones. We were not
23 part of those. I don't understand each of them. But we had heard definitively from
24 platforms voluntarily that they were open to this engagement.

25 Q How would something similar apply to BLM?

1 A I'm not sure, to be honest with you. It was an open-ended question to see
2 how Facebook would be looking at sort of some of these disruptive issues.

3 Q How about with the electorals? Did you have any ideas there on how that
4 would work?

5 A I didn't have any ideas. This is basically the open question to see how
6 platforms are thinking about these major issues.

7 Q Since October of 2020, did you receive any feedback from Facebook on how
8 they could have considered a coordinated response?

9 A I don't believe we did.

10 Q And, in the next paragraph, you say, "We also recognize that you're in a
11 tough spot with the U.S.; taking a polemic stance could trigger a vindictive relitigation of
12 DCA 230 by the Trump administration. What will you be reforming on your own?"

13 What is DCA 230?

14 A I believe that is the Communication -- well, I think, actually, CDA it should
15 have been. So it's actually a typo.

16 So it's the Communications Decency Act.

17 Q Section 230?

18 A Yes.

19 Q How does section 230 apply to what Facebook is considering here?

20 A I believe that there was speculation on how the act might be sort of
21 approached by different politicians, and I think it was a reference to some of the narrative
22 that was out there uncovered in press.

23 Q So, regarding section 250 and the Trump administration, why was Facebook
24 in a tough spot?

25 A I believe that platforms are considering what their liability stances are going

1 to be on content.

2 Q When you said "taking a polemic stance," what were you referring to there?

3 A I don't remember.

4 Q And you asked them what they would be reforming on their own?

5 A Yeah, just a question to find out maybe, you know, what sort of
6 increased -- or what sort of safety considerations that a platform would be considering in
7 a changing, evolving, and rapidly sort of changing environment.

8 Q Regarding section 230, what is "vindictive relitigation"?

9 A It could be potentially levying major fines against a platform for safety
10 issues.

11 Q And this is something that was at risk by the Trump administration?

12 A I think it's any sort of regulatory regime, you know. I think it's a tough spot,
13 I think, for everybody within sort of society to figure out responsibilities.

14 Q The next paragraph you say, "Flipping over the European context, we know
15 that the DSA will require more active protection for platforms and brands. How are you
16 preparing for this via Facebook policy? What about product development engineering?"

17 What is DSA?

18 A So that's the Digital Services Act.

19 Q And how does the Digital Services Act require a more active protection for
20 platforms and brands?

21 A So the Digital Services Act, I know of it. I'm not a versed expert in it, but it
22 requires certain steps to be taken by platforms based on their size around user
23 protections, user recourse, engaging with law enforcement, advertiser controls,
24 transparency reporting. It's a robust package of legislation that sets up a common
25 framework for platform safety.

1 Q You wrote "more active here." More active compared to what?

2 A I think versus history.

3 Q And, to the best of your recollection, do you have any idea how Facebook
4 prepared for DSA?

5 A I don't have the exact details. I don't.

6 Q Do you know any things that Facebook -- any steps Facebook took regarding
7 the DSA for its protection for --

8 A I would have to go back into my notes. I could come back to you on that.

9 Q In the final paragraph of this, you say, "We've shared ideas on news with you
10 over the last month (Rob with [REDACTED]) and as late as yesterday. We really would like to
11 have you on board with us as we launch this as it will extend some of your efforts to
12 promote authoritative voices."

13 So Rob, is that you?

14 A Yes, that is me.

15 Q And who's [REDACTED]?

16 A [REDACTED] as in [REDACTED], [REDACTED].

17 Q Who we saw emails earlier?

18 A Yes.

19 Q So we've shared ideas on news with you over the last month.

20 "We," is that GARM?

21 A I believe it's we as in GARM/WFA.

22 Q GARM/WFA shared ideas on news with Facebook over the last month?

23 A Oh, so "we" meaning -- I think this is a reference to GARM, yes, this first
24 "we." Sorry.

25 Q And so what -- you said -- what does "news" refer to here?

1 A So this is making sure that, look, platforms have a fair and equal and
2 representative coverage of news views and making sure that there is transparency in
3 what news gets featured and making sure that there isn't political bias, multiplicity of
4 views was some of the principles that we had talked about.

5 Q What does "multiplicity of views" mean?

6 A Views that are representative of a diverse political spectrum.

7 Q Does GARM have lists of journalists or news agencies or outlets that are
8 worthy of monetization?

9 A We don't. A lot of our members have asked us about this, and we've shied
10 away from it, specifically because of the issues around censorship and monetization, and
11 we know that that's a really touchy area. Being apolitical, we've stayed away from it.

12 Q Are there other organizations that operate in this space that create those
13 lists?

14 A Sure, there are. The marketplace is the appropriate area for this sort of
15 stuff to develop. There are different approaches. Some of the approaches are better
16 than others. Again, this is -- we won't get into the area of rating these because of the
17 touchy nature of it.

18 Q Does GARM work with any of the organizations that do do these ratings?

19 A No. The only interaction that we've actually had with some of those rating
20 organizations has been within the confines of some other project areas, but I've
21 maintained a firewall and made sure that those conversations don't cross over.

22 Q Do you know what GDI is?

23 A Yes, I do know what GDI is.

24 Q Do they create one of these rating systems?

25 A GDI, as far as my understanding, creates a rating system based on their own

1 proprietary methodology.

2 Q Do you work with GDI?

3 A We've only worked with GDI in, like I said earlier -- well, as I alluded to in my
4 prior answer, in the Code of Practice for Disinformation with the European Commission.

5 Q Do you know if your members work with GDI?

6 A I believe that some of our members do. I've made sure that we steer clear
7 of those discussions. I believe that maybe some agencies work with them. I believe
8 that maybe some platforms work with them.

9 Q Do you know what types of news organizations GDI tends to label as less
10 trustworthy or misinformation?

11 A No. I don't have access to their rating tools.

12 Q You have advertising agencies that are also members of GARM, right?

13 A Yes, we do.

14 Q Would describing Group M, for example, be an advertising agency?

15 A Correct.

16 Q Do you know if they also keep lists of news outlets that are worthy of
17 monetization?

18 A I believe they may.

19 Q And do you discuss those lists with Group M?

20 A No. The only discussions is about how frequently they're refreshed.

21 Q And do you have any idea what outlets or types of outlets are on their lists?

22 A I won't get into those conversations to keep myself compliant with our
23 competition law policy.

24 Q Do you tend to get complaints from your members about the content that
25 appears on more conservative media?

1 A No. I don't get into those conversations.

2 Q So you haven't had complaints about Fox News from your members?

3 A No.

4 Q You haven't had complaints about Daily Wire from your members?

5 A To the best of my recollection, no.

6 [REDACTED] I'm going to show you another document. This one is Bates stamped
7 98465.

8 [Rakowitz Exhibit No. 9
9 was marked for identification.]

10 [REDACTED]

11 Q You can take your time in reviewing it. It is subject: Facebook, Fox and
12 Kenosha.

13 A Okay.

14 Q So I'll go back, and I'll start at the beginning of this chain.

15 A Yep.

16 Q I believe it's an email from [REDACTED], August 27, 2020.

17 Who is [REDACTED]?

18 A [REDACTED] I believe has two hats. My understanding is that he runs
19 something called C-A-N or CAN, the Conscious Ad Network.

20 Q What does CAN do?

21 A I can't speak for under industry efforts, but I believe that they're a bit of a,
22 you know, industry action group.

23 Q Do you know who else is in CAN?

24 A I don't.

25 Q Do you know if any other GARM members are in CAN?

- 1 A I believe there are a few.
- 2 Q Any on the steer team?
- 3 A I don't think so.
- 4 Q You said he wears two hats. What's the other hat he wears?
- 5 A I think he runs this Media Bounty Agency.
- 6 Q And that's an ad agency?
- 7 A I believe it's an ad agency.
- 8 Q And this email that he starts, it has you, [REDACTED] from WFA, [REDACTED]
- 9 [REDACTED] from GlaxoSmithKline, and [REDACTED] from Bora-Co.
- 10 Who is [REDACTED]?
- 11 A [REDACTED] at the time was an adviser to WFA.
- 12 Q Did she work at WFA or --
- 13 A I think she was considered a contractor, consultant.
- 14 Q Do you know what her full-time job was?
- 15 A At the time, I believe she was starting her own consultancy.
- 16 Q And who's [REDACTED]?
- 17 A [REDACTED] at the time was the head of media at GSK or a media director at GSK.
- 18 Q And what's his relation to GARM?
- 19 A [REDACTED]?
- 20 Q Yeah.
- 21 A I believe GSK was a member of GARM.
- 22 Q Okay. And do you know who [REDACTED] is?
- 23 A I believe she co-chairs CAN with [REDACTED], but that would have to be verified
- 24 elsewhere.
- 25 Q Do you know why [REDACTED] put [REDACTED] and [REDACTED] on this email with you?

1 A I would -- I can't -- I can't verifiably say what his intent was, but I'm assuming
2 it was to drive his ability across multiple folks.

3 Q So this email chain, the subject is "Facebook, Fox and Kenosha." It's about
4 the shooting of Jacob Blake in Kenosha, then the shootings by Kyle Rittenhouse, and
5 ultimately the arrest of Kyle Rittenhouse. And then it discusses Tucker Carlson's
6 coverage of all of this.

7 Is that a fair description of it?

8 A That's a fair description of the email, yes.

9 Q ██████ is sending you this email, and he says that Kyle Rittenhouse has been
10 arrested for murdering two protestors. He writes that "I'm aware that Fox is not part of
11 GARM, but would GARM or WFA make a statement condemning this?"

12 And, at the very end, he asks, "What is next?"

13 Do you know if GARM made any statements of any actions in response to this
14 email chain?

15 A From what I recall, I was out on vacation at the time of this. But what I do
16 recall subsequent to this is we definitively said absolutely not, that it was wrong for us to
17 take a stance on this. Also, you know, this is broadcast media, and it would be
18 inappropriate for us to get involved in this area.

19 Again, you know, this is content moderation, and it's not monetization. From the
20 track record of this email, there's no ad support, no advertiser placement around it. I
21 believe I viewed it as outside of our scope and for multiple reasons.

22 Q ██████ ultimately replies on August 28th, and then she writes -- I'm going
23 down a few paragraphs -- "In my eyes this is a very GARM issue. We've outlined what
24 acceptable speech means, and now must have some weight, but I also agree that our
25 silence here will put our D&ITF members in an uncomfortable space to be a part of the TF

1 that is silent on the very issues that brought us together in the first place."

2 So she writes that this is a very GARM issue. Do you know what she's referring
3 to there?

4 A I think what she is suggesting, my read of it -- again, I'm not [REDACTED]. I
5 cannot definitively say. But I think what she's trying to say is that it's in scope of GARM.

6 Q She writes, "We've outlined what acceptable speech is and now must have
7 some weight."

8 How would GARM have weight in this area?

9 A It wouldn't because, actually, she is wrong in her email. She's wrong.

10 Q What is the D&ITF?

11 A So that was the Diversity & Inclusion Task Force that I mentioned or
12 referenced in the prior conversation that we had.

13 Q Are you a member of that task force?

14 A I have been consulted in terms of some of the brand safety aspects of the
15 DE&I Task Force work.

16 Q So [REDACTED] ultimately replies on Friday, August 28, at 2:53 p.m.

17 A Uh-huh.

18 Q You mentioned that GSK is a member of GARM and an advertiser?

19 A That is correct.

20 Q So, starting with number one, he writes, "From a D&I perspective, it's a
21 prime example of the power our advertising has and what we fund matters."

22 Do you know what he's referring to there?

23 A I can't speak on behalf of [REDACTED], no. I mean, I -- no.

24 Q He says "the power of advertising." Is that the money spend that they
25 have?

1 A Perhaps. Perhaps. But, again, I don't know.

2 Q So, on number three, he says, "I'm sure from a legal perspective there are
3 issues about implying any specific-direct action against a specific media owner and,
4 unfortunately, given the owner in question, I am sure some political fireworks as well. It
5 would be good to understand what GARM/WFA could at least be doing behind the scenes
6 to ensure these points are raised."

7 Do you know if GARM/WFA did anything behind the scenes regarding these?

8 A As far as I know, based on the two reasons that I said from my recollection
9 after coming back from vacation and seeing this email, I defined it as out of scope for two
10 reasons.

11 Q Do you know if [REDACTED] raised this to other GARM members?

12 A I cannot confirm or deny that. I don't have access to that information. I
13 can't definitively say that.

14 Q When we mentioned the D&ITF, the Diversity & Inclusion Task Force, I
15 believe you said --

16 A Uh-huh.

17 Q -- [REDACTED] wrote, "Though I guess what we're saying here is that the D&I Task
18 Force is actively seconding this as a point of discussion that we would like the relevant
19 other parts of WFA to consider acting on."

20 So how does a task force actively second an issue?

21 A My understanding -- I don't know the governance sort of mechanisms that
22 that task force adopted. But I, you know, in general, an issue would have to be
23 prioritized and then escalated. And then I believe Stephan and I and others reviewed
24 the issued at a WFA-wide level and declined to act.

25 Q This was the governance process you kind of discussed at the beginning

1 where issues come up and then --

2 A That is correct.

3 Q So, in the document we just looked at right before this document, we were
4 talking about Facebook. And, on number three in that document, you wrote, "We want
5 you to consider advertisers in GARM and our diversity initiatives as consultive groups to
6 share provocations with you and also for you to seek input."

7 Was this issue, this diversity initiative issue, at all related to the Diversity &
8 Inclusion Task Force issue that's raised there?

9 A No. I think we were only looking at sort of the finite conversation with
10 Facebook relative to brand safety and DE&I.

11 Q When you raised this email -- I'm on the document that's 22821 now, the
12 Facebook questions one that we discussed previously.

13 A Yeah.

14 Q This was 2 months after the email we just discussed regarding Kenosha.

15 Do you know -- do you have any specific issues that were top of mind when you
16 were having these discussions with Facebook in October of 2020?

17 A You mean this issue feeding into this conversation?

18 Q If that is one.

19 A No. Because I -- in my mind, we effectively shut this down and said it was
20 inappropriate.

21 Q I mean, but we did discuss earlier the remedial interventions aspect I asked
22 you about on this.

23 A That was way earlier than this issue.

24 Q Than this?

25 A Yeah.

1 Q And then, in October of 2020, there were new issues, or this was a followup
2 for the --

3 A It was -- actually, this -- you know, my recollection of the -- look, the time
4 sequence of these, I believe that the October meeting or discussion was relative to a
5 larger conversation that was in July and then was carrying forward.

6 This, I believe, like I said, we reviewed this, escalated it, decided that it was
7 inappropriate for tabling and discussion and removed any GARM and WFA discussion
8 around it.

9 Q Earlier, we were talking about acceleration agendas, and I think you
10 mentioned that Facebook, amongst others, was one of the companies that had an
11 acceleration agenda. That was in 2020, around this time?

12 A It was in 2020.

13 Q And you mentioned that they're voluntary?

14 A Yes, they are.

15 Q And at least the Twitter acceleration agenda was created by Twitter?

16 A It was.

17 Q Was the Facebook acceleration agenda created by Facebook?

18 A Of course, it was.

19 Q And you also testified that there were no requirements to follow the
20 acceleration agenda?

21 A That is correct.

22 Q And I think I asked you this about Twitter, but what would happen if
23 Facebook refused to follow the acceleration agenda?

24 A There wouldn't be any. It's nonbinding. It's voluntary.

25 Q And I believe you testified when [REDACTED] was asking you that you don't

1 discriminate on your members regarding who you let into GARM. Is that correct?

2 A There are membership requirements and making sure that members are
3 relevant, but we don't discriminate based on political views, ownership structures. But
4 we make sure that the folks that are joining GARM are actually relevant to the
5 conversation and free from conflicts of interest.

6 Q And do you kick members out for --

7 A No, we don't.

8 Q Okay.

9 [REDACTED] I'd like to show you a new document. This is Bates stamped 54715.

10 [Rakowitz Exhibit No. 10
11 was marked for identification.]

12 [REDACTED]

13 Q It is an email from January 2022, Twitter and ExecCo: Reactive comms.
14 I'll let you take a look at it.

15 Okay. So I'm going to start just right on the first page with the email that you
16 sent to Stephan Loerke, [REDACTED] with WFA, [REDACTED] at Ray Media Biz, and [REDACTED]
17 [REDACTED] at WFA.

18 I'll start, we've discussed who Stephan Loerke is. Who is [REDACTED]?

19 A He is our head of communications and marketing and then also heads-up
20 policy work.

21 Q And who's [REDACTED]?

22 A She reports up and to [REDACTED].

23 Q And who is [REDACTED]?

24 A [REDACTED] is our external communications and PR consultant.

25 Q So you're talking about Twitter here in relation to the Elon Musk acquisition

1 and reactive comms, which we've discussed earlier, your reactive comms strategy.

2 So you lay out a few issues, and you say, "I have documented proof that items 1
3 and 3 already put their membership at risk."

4 What were you referring to there in terms of documented proof?

5 A I believe I was referring to some external research and then also Twitter's
6 plans on measurement that was shared with us voluntarily.

7 Q So you had expectations to Twitter. Did you send expectations to
8 Twitter -- was good to GARM and expectations to Twitter?

9 A I believe it was expectations on the meeting that was meant to happen and
10 making sure that there was an understood agenda, which, from a competition law
11 perspective, we discussed before.

12 Q So then you list one, two, and three. Number one is responsiveness to
13 requests within a reasonable amount of time.

14 Number two is demonstrable support of the GARM brand safety floor globally
15 inclusive of policies and tools.

16 And number three is regular participation in GARM working groups relevant to
17 member organization type.

18 How are one and three putting the membership at risk?

19 A In essence, number one, which is are they able to respond to any sort of real
20 crisis, I think we looked at earlier submissions of account verification, company spoofing,
21 reputation concerns.

22 Q And so you had expectations of Twitter -- GARM had expectations of
23 Twitter?

24 A GARM has expectations even -- that are evenly expected of all of our
25 members.

1 Q And, if they do not follow those, they will get kicked out of GARM?

2 A No, they don't.

3 Q What does "membership at risk" mean?

4 A Well, meaning that, you know, look, it's putting their engagement with
5 GARM at risk.

6 Q Engagement with GARM?

7 A Yeah.

8 Q And how is that different than membership?

9 A Because engagement is, like, look, how are they actually working with us,
10 working within -- you know, on some of the key deliverables, working within some of the
11 essential working groups.

12 Q So, if you look at the email Stephan wrote to you on December 1, 2022 -- I
13 think it's the very next email -- he says that "we've met with Musk today and that these
14 are the expectations."

15 Starting there, you said that you have expectations of all of your members. So
16 the same expectations that were put to Twitter here are the same expectations you
17 would put to any other member?

18 A I think that the expectations that Stephan is listing might actually be these
19 five. But I'm confused, to be honest with you, in terms of the sequencing of the emails.
20 I don't know.

21 Q Okay. So there are some set of expectations to Twitter, and then
22 GARM -- if they don't meet these requests in the timeline, GARM expels them. And he
23 asks you if that's okay.

24 Is that kicking them out of GARM?

25 Mr. Sale. Is that a quote from the document you just said?

1 ██████████ Yes. I'll read it again just to make sure because I added a little bit at
2 the end. Quote, "If they don't meet those requests in the timeline, GARM expels them,"
3 end quote. And then it says, "Okay Rob?"

4 It's the second bullet point.

5 A I don't believe I acknowledge that request in my response. And, for the
6 record, we've not expelled Twitter.

7 Q Because they put into place the agenda?

8 A Well, they had the agenda. I mean, the ability for them to follow through
9 with it, it's been limited. They have a new head of brand safety. I'm, again, very
10 hopeful, and we are hopeful. I will be optimistic in their engagement. They've missed
11 project work.

12 Q So you put your demands forward to Twitter. They adopted an
13 acceleration agenda. The acceleration agenda has not been perfectly implemented, but
14 you have not chosen to expel them. Is that fair?

15 A That is correct. But also I would reframe it. I would not frame it as
16 demands. I would say as identified priority areas.

17 Q All right. If you look at the email that ██████████ wrote -- it's the next email
18 down the chain, December 1, 2022, 11:34 -- I think he was talking about this whole
19 process, but you can read the whole email. I just want to direct you to one sentence,
20 though.

21 In that larger paragraph -- I guess two-sentence paragraph, in the second
22 sentence, he says, "Because if he doesn't meet the demands, which is the likely course of
23 action, then the world will know WFA was fair and professional and expelled Twitter from
24 GARM on perfectly reasonable grounds."

25 And then the desire to brief a reporter so that the story breaks when they expel

1 Twitter.

2 Mr. Sale. Is there a question there?

3 BY [REDACTED]

4 Q So [REDACTED] said that there was demands set forward. It sounds like, based on
5 your testimony, it's unclear whether there it was requirements, demands. And I'm
6 curious what your opinion is on certain people in WFA and GARM believing that there
7 were demands set forth with Twitter.

8 A I can understand your concern and your confusion. And there were a lot of
9 people involved in this email chain. There was a lot going on. I think, given the time,
10 there was a lot of concern and sort of broader press.

11 I want to pull back here and sort of say, look, you know, there were people calling
12 for expulsion. There were people referencing demands. They were referenced in the
13 meeting as identified priority areas based on some research. Twitter took those into
14 account, decided what they wanted to pursue, determined what they didn't want to
15 pursue. And, you know, the desire to just make sure that there was a common
16 understanding of what that framework would be, it was in everybody's best interests.

17 Q You said there were people calling for expulsion. Who are you referring to
18 there?

19 A I think there were people calling for expulsion outside of WFA, outside of
20 GARM. I think, you know, we've -- there was a lot of discussion in press and in, you
21 know, broader society. I still have members -- I still have people coming and sort of
22 saying, "Why is so and so in GARM? Why is so and so in GARM?" And we have to keep
23 it apolitical.

24 Q In the next email down, Stephan Loerke said -- he wrote, "Detailed demands
25 in writing to Twitter and a timeline." Were detailed -- was whatever he is referencing

1 here sent in writing to Twitter?

2 A I believe I shared with Twitter's brand safety lead at the time -- it was not
3 demands. It was framed up as research-based suggested areas for consideration.
4 Twitter then reviewed those offline and identified how they would prioritize and work
5 against them. Some of them they've delivered on. Some of them they've not.

6 Q And, in the first email that you wrote, the very front of this document on
7 page 54715, you said, "I want to clarify that timeline for delivery and expectation is going
8 to be staggered given their engineering requirements."

9 What are you referring to there?

10 A Very empathetically knowing that, like, look, platforms cannot turn on a
11 dime. A lot of the things that are being asked for are actually quite complicated. I
12 have a lot of heart for the difficult decisions and the investments that platforms have to
13 take.

14 Q You discussed the outlet that would be receiving their reactive comms if you
15 moved forward with that. Did you end up working with any of these outlets?

16 A To the best of my knowledge, no, we did not. I think that there was some
17 sort of clarifying questions from the Wall Street Journal. But our interest was making
18 sure that there wasn't any sort of misconstrued understanding of what the meeting was
19 because I believe that there was -- I believe, from my recollection, that there was
20 speculation that this meeting was to eject or call for a boycott. And it was in our best
21 interests as a trade association to clarify those misunderstandings.

22 Q So the Wall Street Journal knew about the meeting beforehand?

23 A I believe that the Wall Street Journal was made aware of the meeting.

24 Q Do you know how they knew about the meeting?

25 A I cannot -- I have no idea of how they got that information. Obviously, you

1 can imagine that's frustrating to me.

2 Q The Wall Street Journal recently broke reporting regarding Facebook and
3 CSAM.

4 Are you familiar with the term "CSAM"?

5 A I believe so. The term CSAM, yes.

6 Q And the Wall Street Journal had a reporting on that.

7 Are you aware that Facebook often points to GARM and its following of GARM as
8 an excuse for its practices?

9 A I'm aware of it, and I've expressed my own internal frustration with
10 colleagues about platforms using GARM as a shield.

11 Q Are there any steps that GARM plans on taking regarding platforms using it
12 as a shield?

13 A Unfortunately, this would have to be relitigating our bylaws, and that is a
14 lengthy step. It's something we may have to consider at a certain stage.

15 Q What steps is GARM taking regarding CSAM content on these platforms?

16 A Our expectation is this is the most vulnerable of vulnerable audiences, and it
17 deplores me to actually have to talk to you about this. Look, you know, it's not right
18 content. You know, innocent kids being victimized and victimized repeatedly, and then
19 having this stuff, you know, distributed on these platforms that are making money from
20 advertising, it's sick.

21 Q How does GARM differentiate something that shouldn't even be on a
22 platform for something that maybe a brand will choose that it doesn't want to monetize?

23 A It's a tough position for advertisers because we have to respect
24 independence and freedom of companies. Every company needs to make their own
25 policies. We're hoping that, like, platforms are working with governments and NGOs to

1 make those right calls. Advertisers need to have transparency and understand where
2 their ads show up. And those are, again, individual decisions. But, you know, we
3 cannot prevent advertisers and say, "Hey, listen, you know, there's CSAM here. Don't
4 advertise here."

5 Again, that's a breach of our competition law, so it's a tough position for the
6 industry and society to be in, to be honest. It's tragic.

7 [REDACTED] Can we go off the record?

8 [Discussion off the record.]

9 [REDACTED] We can go back on the record. I'm going to refer back to exhibit
10 No. 8, which revolved around emails between you and Stephan about points to land,
11 speaking of Facebook.

12 This email occurred in October of 2020, correct?

13 Mr. Rakowitz. That is correct.

14 [REDACTED] I'm going to introduce a new document into the record. This will
15 be exhibit 11.

16 [Rakowitz Exhibit No. 11
17 was marked for identification.]

18 BY [REDACTED]

19 Q So I'll give you a moment to look over Exhibit 11.

20 Have you reviewed it?

21 A Yeah.

22 Q Okay. I'd like to refer to the first email in this chain, which was an email of
23 July 21, 2021. Is that correct?

24 A That is correct.

25 Q And I would like to highlight the last paragraph on this page which says, On

1 behalf of Facebook, I want to thank all of you on the steer team for being so influential in
2 driving this work forward and your continued collaboration to make our industry better.

3 Is that what it reads?

4 A Yes.

5 Q We talked earlier about the interactions with companies, about GARM best
6 practices being an iterative process, correct?

7 A That is correct.

8 Q So, if we compare this email in 2021 to the points that you were trying to
9 raise with Stephan about an upcoming deal with Facebook in 2020, it appears that,
10 although in 2020, you had points raised, in 2021, you were in a much better kind of
11 relationship with Facebook where they were thanking you for your input as part of
12 GARM?

13 A That is correct. The context for this email is a milestone in what they've
14 done.

15 Q And so, even though you might raise some points earlier with a company, it
16 doesn't mean that you're always going to be stuck on that same point. You could be
17 moving forward on different milestones with the company?

18 A That is correct. Individual members will have the opportunity to take on
19 board any feedback, and they could dismiss it. They could continue on with it. But this
20 audit was an important milestone, something that had actually started in 2020, and
21 actually there's still a piece of their audit that they've not yet done.

22 Q Okay. We can put aside this exhibit and along with exhibit 8.

23 And then I would like to turn to one of the exhibits that we talked through last
24 time, which was exhibit 9, where we have a chain between a number of people, including
25 folks from GlaxoSmithKline, WFA, along with a media group, Media Bounty.

1 that correct?

2 A That is correct.

3 Q And Stephan works for the WFA, correct?

4 A Stephan is the CEO of the WFA. I work for Stephan.

5 Q You work for Stephan, correct?

6 And so you emailed him on this chain clearly to give your input privately between
7 you and him?

8 A That is correct.

9 Q And let's turn to the email sent on August 28, 2020. It says -- it's an email
10 from you, correct, to Stephan saying, "It's too U.S. focused. Will we start intervening on
11 Chinese coverage of Uyghurs?"

12 Correct?

13 A That is correct.

14 Q And so you're referring again to this email chain that's about media coverage
15 of a U.S. news event and not about ad placement. Is that correct?

16 A That is correct.

17 Q And so this email that you sent to Rob -- to Stephan, you said, "It's too U.S.
18 focused." What does that mean?

19 A That this is getting a global trade organization into very country-specific
20 matters, and if you can imagine, one, we're global; two, we're apolitical, you can imagine
21 the suck that would happen, meaning the drawdown in terms of our ability to sort of
22 function if we got involved in every single news event.

23 Q And then there's another email on this chain, the most recent one. It's
24 later in the day on August 28, 2020. It's, again, between you and Stephan, and you're
25 sending an email to Stephan, "Agree. And we're not in politics..." smiley.

1 Why did you send this followup email after the first one, or if you can recall?

2 A I believe -- I think I might have just been sort of reminding myself. I don't
3 know why I said agree. I don't know if he and I had a phone conversation. We may
4 have. But I remember -- I vaguely remember having a conversation with Stephan about
5 the sort of twofold issue, which is it's not about -- it's about a news coverage. It's not
6 about an ad placement. It's a domestic issue, but a big one. But, if we do this, then
7 it's, like, do we have to get into, like, you know, Chinese TV coverage of issues.

8 So the reference to this is a bit of a hypothetical and making sure that we actually
9 have a policy line and we're being disciplined in the way that we enforce it.

1 [3:10 p.m.]

2

BY [REDACTED]

3

Q So these emails in exhibit 12 between you and Stephan were about WFA and

4

GARM's position with regard to this discreet moment emphasizing, though, that you're

5

not in politics?

6

A That is correct.

7

Q And the emails on exhibit 9, even though they include you and Stephan,

8

there's no emails from you or anyone else who represents GARM or WFA saying that you

9

should opine in this specific media moment in the U.S., correct?

10

A That is correct.

11

Q And so these emails between you and Stephan in exhibit 12 are a much

12

better -- are -- are the reflection of your position on this issue and not the emails in

13

exhibit 9?

14

A That is correct. And, again, to my recollection, I had decided to only

15

respond to Stephan because I was away on vacation, and I didn't want to actually have to

16

deal with a broadcast email to folks that were outside of GARM and outside of WFA and

17

who we've labeled as being politically leaning and an activist industry lobby group, which

18

is something that we don't align with.

19

Q So GARM -- your role at GARM in many ways is just coordinating a

20

stakeholder group, right?

21

A Yeah. I -- it is -- "coordinating" is a tough word. Facilitating --

22

Q Yeah.

23

A -- driving a discussion, flushing out a position that can be representative of

24

an apolitical global trade organization. I try. It's not perfect. I know that at times I'm

25

sloppy. I do my best.

1 Q I would also like at this point to introduce another document. This one is
2 the GARM charter. This does not have a Bates stamp because we got it off of the world
3 wide web. This would be exhibit 13.

4 [Rakowitz Exhibit No. 13
5 was marked for identification.]

6

BY [REDACTED]

7 Q And I'm sure you're familiar with this document --

8 A Yes.

9 Q -- but I'll let -- let others get -- get up to date on it.

10 So this document, exhibit 13, says, "Charter of the World Federation of
11 Advertisers. The GARM Charter: Priorities for uncommon collaboration."

12 Looks like it was approved of -- as of the 17th of January 2020. And broadly, I
13 understand, from a preliminary skim, outlines the goals of GARM, correct?

14 A That is correct.

15 Q Why do you -- why did GARM see that this was necessary to outline the goals
16 from very early on in its organization?

17 A As I was setting up GARM, it was really important for me, as well as the steer
18 team, to make sure that there was a touchstone for engagement and these discussions
19 and to make sure that we didn't get into unwieldy conversations that could be emotional,
20 political, off topic, get into areas of concern where we welcomed government
21 frameworks, like censorship, for instance, and we wanted to make sure that we're staying
22 in our lane. It's about advertisers, transparency, and ad placement, and the safety of
23 the content around it.

24 Q So in your role at GARM where you are hosting a forum, hosting community
25 calls with divergent members that have different priorities, different ad -- ad spends,

1 different campaigns, do you find that it's helpful to have this charter as a touchstone?

2 A It is helpful. And as I mentioned in prior testimony, is that we do refer new
3 members, whether they're advertisers, agencies, platforms, ad tech companies coming in,
4 please read the charter and make sure that this is something that you can
5 organizationally support.

6 Q In the last hour, you mentioned that someone on the email chain in exhibit 9
7 wrongly stated that GARM should be commenting on this moment, this political moment
8 in the U.S. That statement wrongly said that you should be -- that GARM should be
9 commenting on that.

10 Is that grounded in this charter?

11 A That is, yes.

12 Q And so your email in exhibit 12 when you said to -- said to Stephan, we're
13 not in politics, it's too U.S.-focused, could you have also referenced a charter to --

14 A Yes, I could --

15 Q -- reiterate those points?

16 A -- I could have. Unfortunately, sometimes I'm a little bit too short hands,
17 and I don't refer to source rationale. Again, I'm not perfect.

18 Q You were on vacation, so I can understand that. Okay.

19 Then I would like to next introduce another document for our record, which is the
20 GARM brand safety floor and sustainability framework.

21 A Sorry. That is suitability framework.

22 Q Suitability. Yeah. My typo. Thank you.

23 And this is exhibit 14.

24 [Rakowitz Exhibit No. 14
25 was marked for identification.]

1

BY [REDACTED]

2

Q It appears that this document, which was published on your website on June 17, 2022, has not been updated since that date, according to the disclosure on line -- line one of the article?

5

A That is correct.

6

Q And is this document another good touchstone for GARM members?

7

A I would say that it is one of the most essential.

8

Q And turning over to the back of our physical page here, the brand safety floor and suitability framework, it says around midway through, is intended to provide the following: "One, a common understanding of what harmful and sensitive content is via content categories."

12

Is this the area that you would refer to when talking about what is pirated

13

information or terrorism content?

14

A That is, yes.

15

Q The second one says, "A common understanding of where ads should not appear as expressed in a brand safety floor."

17

And that is a common unders- -- your best practices at GARM as to where ads should not appear. Is that correct?

19

A That is -- that is correct.

20

Q And so an example could be ads placed next to illegal content or copyrighted content or wrongly -- wrongfully used copyrighted content?

22

A That is correct.

23

Q And the third one says, "A common way of delineating different risk levels for sensitive content as expressed in a brand suitability framework"?

25

A That is correct.

1 Q And so that's a -- that's a risk level that GARM came up with, and that is free
2 for advertisers to use as they see fit?

3 A It's free for advertisers, it's free for platforms, it's free for ad tech
4 companies, it's free for members, it's free for nonmembers. It's -- from a competition
5 law perspective, we make sure that these voluntary industry frameworks, that they do
6 not discriminate. We don't create bias whether they're a member or not.

7 Q So let's imagine I could tomorrow create [REDACTED] social media
8 platform. I want to invite and attract new advertisers to come to my wonderful new
9 social media platform. Could I go look at the brand suitability framework and get an
10 idea of what sort of content moderation policies I should implement if I wanted to be
11 attractive to advertisers generally?

12 A It's a hypothetical. Yes, but. The yes is you could refer to it, but you
13 would use this for monetization policy, not moderation policy, just to clarify.

14 Q That's good -- good -- good clarification. Okay.

15 A And we do -- I frequently use some examples, and I call out, you know, hey,
16 listen, if you started a blog and -- you know, I do use those as a hypothetical. It helps ad
17 sellers understand, you know, how can you use this, how might it be helpful to you.

18 And, look, the honest intent here is to make sure that the beauty of the internet
19 and sort of creation of content that's suitable for most advertisers, as well as most users,
20 that there's transparency in people, and the right advertiser can put the right message
21 and place it with transparency and trust.

22 Q So let's imagine that I am a fast food company, and I'm trying to advertise
23 my new children's food offering. I could use your suitability framework to say, I
24 probably don't want it next to explicit images of crime. But having it next to some
25 family centered -- family-centered social media influencers would make sense for

1 my -- my product.

2 A Yeah. But the limitation of that sort of, you know, the family content,
3 that's a different taxonomy that, you know, different groups would develop.

4 Q Because brand -- placement of ads and how to price those ads is specific to
5 whatever company is placing the ad and not --

6 A That is correct.

7 Q -- something GARM gets into?

8 A That is correct.

9 Q Okay. So we mentioned -- or it's come up a few times today that GARM
10 has regular trainings in compliance. I'd like to introduce into the record this document,
11 which is the competition guidance from the World Federation of Advertisers. This will
12 be exhibit 15.

13 [Rakowitz Exhibit No. 15
14 was marked for identification.]

15 BY [REDACTED]

16 Q And I'd like to turn your attention to Bates stamped page 145929, which is
17 our second numbered page in this packet. It says at the top, "WFA competition
18 compliance commitment."

19 I would like to turn your attention to the fourth paragraph that says, "WFA is
20 committed to complying with all laws that are applicable to it as a trade organization,
21 including antitrust and competition laws."

22 This -- next paragraph, "This guidance aims to set out basic competition law policy
23 and main principles with which WFA staff and its members are required to comply in
24 order to ensure that WFA's activities remain legitimate, and its members can feel
25 comfortable attending meetings and other events as organized -- other events organized

1 by WFA."

2 New paragraph. "This guidance is based on general principles of antitrust and
3 competition laws. As national competition laws may differ, members should seek local
4 competition law advice for any specific compliance-related legal issue.

5 "This guidance is not a substitute for legal advice."

6 Have you seen this document before?

7 A Yes, I have, several times.

8 Q Have you shared this document with others?

9 A Yes, we have.

10 Q And do you get regular trainings from counsel on to how to comply with
11 this?

12 A Yes, I do.

13 Q Would you say that this is a document that GARM members are
14 well-acquainted with?

15 A GARM members are, yes. I would say -- I can't answer that categorically.
16 However, the majority of advertisers and agencies and platforms involved in GARM are
17 aware that we have a competition policy.

18 I do highlight major components of it. I do read competition law compliance
19 statements at the start of key meetings.

20 Q With regard to those meetings, I'd like to introduce another new document.
21 This one is exhibit 16.

22 [Rakowitz Exhibit No. 16
23 was marked for identification.]

24 BY [REDACTED]

25 Q This is a slide deck. Page 1 -- or slide 1 reads, "GARM: July 2021

1 Community Call."

2 I'd like to invite you to turn the page over to the first slide that's not the opening,
3 that reads at the top, "Just a reminder on compliance."

4 A Our members are tired of hearing from me on this. I'm a broken record.

5 Q So you mentioned that they're tired of hearing from you on this. You're a
6 bit of a broken record on this.

7 Is this something you would typically include at the start of a deck for your
8 members?

9 A Yes.

10 Q What do you feel like it's necessary to remind them about compliance when
11 you meet with them about key issues?

12 A I am very sensitive to the nature of our work and the impact it can have in
13 the industry. I also recognize the tensions around gathering multiple industry
14 stakeholders. So I take it very seriously. I do. And I hold myself to a high level of
15 accountability.

16 Q And it was mentioned in the competition guidance document, but then it's
17 also mentioned here, that WFA -- sorry. Third paragraph -- the beginning of the third
18 paragraph, "As a condition of membership, members of the WFA acknowledge that their
19 membership of the WFA is subject to the competition law rules and they agree to comply
20 fully with those laws."

21 Do you often receive any pushback from members about that?

22 A No. But I do intentionally take a break and make sure that, when we
23 review this, if there are comments and questions, I do flag that I do actively moderate.
24 When I do get on to meeting agendas, I also stop, and I look for any sort of seconding or
25 thirding or concerns or pushback on objections to the meeting agendas.

1 Q We noted earlier that -- that GARM day to day is run by you and [REDACTED].
2 Is that correct?

3 A That is correct.

4 Q Are both you and [REDACTED] receiving these compliance trainings?

5 A Yes. Mandatory.

6 Q And you and [REDACTED] would be equally -- you and [REDACTED] would equally
7 share these reminders around compliance at key meetings?

8 A Yes, we would.

9 Q All right. You can put that document aside for now.

10 Turning back to exhibit 9 where we had a discussion around speaking about a
11 political moment. If this was actually --

12 A Okay. I made the mistake of not labeling as everybody was giving me stuff.
13 So I'm -- I apologize.

14 Q No, no, no. So sorry.

15 A My first time.

16 Q So this is exhibit 9, the email chain from [REDACTED] on August 28, 2020.
17 If this email exchange -- if you had been -- or if this email exchange had continued to
18 percolate into a community meeting, hypothetically, what would your response have
19 been?

20 A Hypothetically, based on things that we have done relative to this is that we
21 would officially register the comment. We would categorize the comment as being
22 violative of our competition law policy, as well as our charter. And we would officially
23 table -- we would basically quarantine it, table it, you know. English language versus,
24 you know -- U.K. versus U.S. language, it's -- but we would basically sort of say, it's done.
25 We're not having further conversation.

1 Q And then that's a position you feel comfortable taking after receiving a series
2 of compliance trainings from counsel?

3 A It is. And what we would do is discourage members from having
4 conversations relative to that based on the meeting.

5 Q It was noticed in the -- in exhibit 15, which was the competition guidance,
6 that that is reflecting the general tenor of competition law. Competition law differs by
7 region to region.

8 When you receive your regular compliance trainings, are you getting updates
9 about different regions' competition laws as they relate to GARM?

10 A There is a placeholder for major market or regional updates that we need to
11 be aware of. I can't recall any major pieces that stand out in me, but I -- the guys over at
12 King & Spalding make sure that we're aware of those.

13 Q Okay. We can step away from some of these compliance issues. I would
14 like to turn to something that we hit on in the last hour, which was the intersection
15 between online harm and offline harm.

16 A Uh-huh.

17 Q You mentioned earlier that one of the reasons -- or one of the concerns
18 brands have is about online monetization of content relating to offline monetization of
19 harm.

20 A Yes.

21 Q And we talked about CSAM material. Can you think of another good
22 example of the connection between the online monetization of content and the offline
23 monetization of harm?

24 A Meaning the direct money flow from advertiser into offline harm? Yeah.
25 I mean, like, copyright infringement and piracy and some of the crime that those are

1 associated with is another area where there -- I think the -- you know, some of the
2 government authorities around the world have been able to trace the money flow there.

3 Obviously, I don't have the ability to research that stuff, so we rely on -- on
4 evidence from more sort of authoritative sources.

5 Q And the suitability framework, does it specifically talk about the difference
6 between online content and news?

7 A I think that we do talk about sort of breaking news sometimes, but I don't
8 think that we actually talk about news specifically broken out as a content category.

9 Q What about education?

10 A I believe we talk about education in scientific and information discussion
11 about certain topics.

12 Q And so if I held out to you that news features or education about categories
13 like crime could be found -- was found as low risk on your suitability framework, does that
14 sound correct?

15 A That does sound correct.

16 Q And -- while on the other end of the spectrum, depictions of the same thing,
17 of crime, death, or injury would be a high risk for marketers?

18 A That is correct. For the most part, similar to the way that, you know, an
19 advertiser might look at sort of, you know, a crime drama on TV that might be explicitly
20 detailed, they would view that the same way.

21 Q But as we iterated throughout these hours of questions, the decision of
22 where to place an ad is not under GARM's purview?

23 A No, it is not.

24 Q And GARM is not telling companies where to place ads?

25 A No. We're trying to drive transparency so advertisers can do that more

1 reliably.

2 Q And does the suitability framework cite any particular company or business?

3 A No. It specifically is meant to be company-agnostic, market-agnostic.

4 Q And it doesn't cite, for instance, like, a disinformation dozen or
5 anything -- any -- any specific groups?

6 A No.

7 Q It just spells out the framework?

8 A Again, from a competition law compliance perspective and also just, you
9 know, in terms of making these major judgment calls, we're not in a position to do that.

10 Q It seems -- does GARM see -- see harmful online content as a risk to media
11 industry?

12 A Yes, we do. We do. In the sense that, one, that's sort of the money flow.
13 Two, it's about the platforms and what they're exposing to consumers in society. And
14 then it also has to do about brands' reputations and the billions of dollars and years that
15 companies have put into building up what they believe are, you know, competitive
16 advantages to their companies. So we do see it as an inherent -- as a core risk. And
17 this is why we've set up GARM.

18 Q Do lawyers attend your meetings with GARM members?

19 A On occasion, yes, we have counsel join us based on the agenda that we
20 share with them. And King & Spalding will indicate at times when a meeting -- when
21 their attendance is absolutely necessary.

22 Q And generally, their attendance is absolutely necessary to ensure compliance
23 with antitrust laws or --

24 A Yes. From a competition law and compliance perspective, yes.

25 Q So it sounds like between having lawyers attending meetings, having regular

1 compliance trainings, the guidance documents and the inclusion in meetings and slide
2 decks about reminders about this compliance, GARM has taken a number of precautions
3 to avoid even getting close to an antitrust violation?

4 A To the best of my knowledge, that is absolutely why we take the steps that
5 we do is because I'm trying to protect the -- the continuity of GARM. We also encourage
6 individual members to review any benchmarking exercises, any voluntary frameworks,
7 any submissions to us, for them to review it through their own internal counsel
8 to -- again, to make sure that we're not being passed confidential and sensitive
9 information.

10 Q And, again, nothing -- there's no part of the GARM by-laws or GARM's
11 charter that restricts a member from advertising where they choose?

12 A No, none whatsoever.

13 Q I know your background is not in law, but are you aware that -- of any law
14 that requires a company to spend ad dollars on any specific platform or website?

15 A No. That would be cartel-like behaviors.

16 Q And advertising, as far as you understand, is a form of free speech under the
17 First Amendment. Is that correct?

18 A To the best of my knowledge, yes.

19 Q And since it is a right to free speech, do you understand it as having -- that
20 you're protected from some restraints by the government on this speech?

21 A I was not aware of that, no.

22 Q So sorry. So I'll rephrase.

23 A Okay.

24 Q Your right to free speech under the First Amendment, including commercial
25 speech, do you believe that it's entitled to protection from restraints by government?

1 A You're asking me for a position on policy. I don't know that I'm necessarily
2 the best person to -- to sort of refrain on that. I do believe that advertisers have a right,
3 you know, and I do believe that there are -- there are frameworks in each market to
4 review advertising messaging. It varies by channel. Advertisers have a right to
5 transparency on those practices. They have a right to transparency on ad placement as
6 well.

7 [REDACTED] Okay. We can go off the record.

8 [Recess.]

9 [REDACTED] We can go back on the record.

10 BY [REDACTED]

11 Q I'll start with the last exhibit that you just looked at, the GARM July 2021
12 Community Call. These are not Bates stamped or page numbers, but there's this slide --

13 A Yep.

14 Q -- down the middle, misinformation --

15 A Yep.

16 Q -- that wasn't part of the submission. I see that this is the work -- does WIP
17 stand for work in progress?

18 A Uh-huh.

19 Q Okay. I'm looking at the medium risk, and I believe that something similar
20 to this ended up in the final definition. It's, "Dramatic depiction of misinformation
21 presented in the context of entertainment. For example, a sketch comedy show,
22 including a person dramatizing injecting bleach as a COVID-19 treatment."

23 How is entertainment and sketch comedy medium-risk misinformation?

24 A From my recollection at the time, I believe the working group was trying to
25 drive an analogous alignment, you know, medium risk, you know, thinking about it

1 vertically with the other content categories. I believe, you know, there was a suggestion
2 from one of the working group members, oh, this could be a for example.

3 I think the reaction from the community call, if I recall correctly, is that that was a
4 horrible example. And we since revised the sort of example. To an astute reader, you
5 could join our community and, in essence, you know, see that this was a bad example.

6 Q Turning to exhibit 11 that you also just looked at in the last section of
7 questioning, this was email "Facebook begins MRC" --

8 A Yes.

9 Q -- "Audit."

10 A Yep.

11 Q I believe you were asked that -- at this point you had an improved
12 relationship with Facebook in July of 2021 compared to 2020. Would you agree with
13 that?

14 A I would agree with that assessment.

15 Q And here, you had the milestone of the MRC accreditation. You didn't
16 mention MRC before.

17 What does MRC stand for?

18 A So that's the Media Ratings Council.

19 Q And what is their role related to GARM?

20 A So they are a media auditor. They provide third-party audits. Brand
21 safety is one of the types of audits that they perform.

22 Q And do you endorse their work?

23 A We -- yes, we do endorse their work, in essence. They are a separate body,
24 along with TAG, so there are two providers that do audits relative to brand safety
25 operations and -- whether from a staffing and process or actual sort of technology.

1 Q You said the other one was called TAG?

2 A Yes. I'm sorry. Thank you for the prompt.

3 Q And I'm just going to refer to them both, but let me know if there's a
4 difference.

5 So TAG and MRC audit social media for brand safety. Is that correct?

6 A Yes, they do.

7 Q So do they have access to the systems and information that the public does
8 not have on social media?

9 A My understanding is, yes, that some of these audits do get access to systems
10 that are not appropriate for public consumption from a security perspective or even
11 stakeholder consumption.

12 Q Do you have access to any of this information?

13 A No, I don't.

14 Q What does TAG and MRC do with that information?

15 A They keep it confidential. They have teams of CPAs that actually run these
16 audits. They will publish for their members on a restricted or sometimes
17 public -- depending on which media auditor it is -- the results of those audits.

18 Mr. Sale. This is based on your understanding, right?

19 Mr. Rakowitz. This is based on my understanding.

20 BY [REDACTED]

21 Q And so the results -- are the -- are the audits based on the GARM
22 framework?

23 A To my understanding, there's only part of the audit that relates to that, and
24 that's around content categorization and monetization.

25 Q Are you -- is GARM a member of TAG or MRC?

1 A No, we are not.

2 Q So you don't have access to the published output that you're referencing?

3 A No.

4 Q Do you have a sense of how, if there are -- the parts that are related to the
5 GARM framework, they'll say that Facebook is meeting its misinformation medium risk an
6 X percent of time, or how are these -- that's just an example. But how are these outputs
7 presented in a useful way to advertisers?

8 A Yes. From my understanding of it -- look, TAG will publicly report the
9 outcomes of the audit. I believe MRC, from my recollection, only reports at a sort of
10 accreditation level.

11 But for members, there is more detail around that, and I do believe that some of
12 the GARM standards are involved in both of those auditing standards.

13 Q Do you know what Zefr is?

14 A Yes, I do.

15 Q What's Zefr?

16 A Zefr is a ad tech company, and it's involved in pre-bid filtering, as well as
17 post-campaign reporting.

18 Q So what is pre-bid filtering?

19 A Sorry. It's a technical term. So before an ad is actually placed, they will
20 analyze content and make an independent rating from a platform in terms of its brand
21 suitability.

22 Q Of the ad itself?

23 A Oh, I'm sorry. Of the content. I'm sorry if I misspoke. It's of the content
24 before the ad is placed.

25 Q The content that the ad will appear around?

1 A Adjacent.

2 Q Adjacent to?

3 A Correct.

4 Q And then the second aspect of -- that Zefr does, what did you say that was?

5 A So post-campaign reporting. They typically will do, as well as other
6 companies in that category of -- type of company will report -- will either give
7 transparency in terms of where the ads actually ran or will be able to give metrics in
8 terms of the brand safety and suitability of the campaign that was actually run after the
9 fact.

10 Q Like a post-campaign audit?

11 A A post-campaign report. And we recommend, typically, that large
12 platforms should provide these services either themselves and/or through a third-party
13 provider. We believe that this is good practice for everybody from a transparency
14 perspective.

15 Q Do you think you can trust MRC, TAG, Zefr to run these audits when they're
16 the only ones with access to this information?

17 A Well, let me clarify. Zefr is not at the same level of TAG and MRC. We do
18 have faith in the MRC. The MRC, for instance, was actually set up by an act of Congress
19 around audience measurement on TV. They are a global, world-class independent
20 auditor.

21 TAG was actually based off of JICWEBS over in the U.K., which is an industry sort of
22 standard framework, also endorsed by Ofcom over in the U.K. So there is deference
23 to -- from advertisers to bodies -- auditing bodies that have been set up or endorsed by
24 regulators.

25 Q Is Zefr also operating in the AI space?

1 A I believe that Zefr, from the best of my understanding, is using AI to help
2 with their business processes just like many of, you know, the companies that are out
3 there. It seems like you can pick up anything right now and it's AI.

4 Q Is GARM working in the AI space?

5 A Yes, we are. So last year, we published a playbook on the metaverse and
6 generative AI and brand safety and some of the risks to -- for industry stakeholders to
7 consider.

8 Q Did -- so back to the point of your relationship improving with Facebook.
9 Besides the MRC accreditation process, what else helped improve the relationship with
10 Facebook?

11 A It's a great question. So, look, at the very surface level, there was an
12 agenda that they -- or priorities that they identified, and they messaged against them in
13 terms of the broad buckets, what was going to be done, their -- their progress against it.
14 And it was just clearly communicated. And it just level-set on expectations.

15 And there might have been things that GARM sort of suggested that were
16 deprioritized, but at least there was transparency there. And I think that was really the
17 crux of it.

18 Q Earlier when we were talking about Twitter and the concerns around
19 Twitter, around Elon Musk's acquisition, one of the things you mentioned were certain
20 profiles being led back on to the platform that had been banned. One of the profiles
21 that had been banned from all of these platforms after 2020 when you had the bad
22 relationship with Facebook was President Trump's. As of July 2021, he would have been
23 then banned.

24 Did that have anything to do with improving the relationship?

25 A No, it did not. Again, GARM is global, apolitical trade organization. Those

1 are individual policy decisions that platforms must consider and take. There's not been
2 an endorsement one way or the other in terms of a ban or a reinstatement.

3 Q Did you ever discuss the ban or President Trump's profiles with any
4 members of GARM?

5 A The only communications that we had was from platforms proactively saying
6 this is what we are doing from a transparency-building perspective. Those measures
7 were not discussed, as far as my recollection.

8 Q Going to another -- another exhibit that you just discussed in the last
9 questioning was another email chain that was the Facebook, Fox, and Kenosha email
10 chain, which did go off in many directions.

11 A Yes.

12 Q And so I want to -- I want to introduce another one. This is Bates stamped
13 44897. Take your time looking at it again.

14 A Okay. So we can verify that I was on vacation.

15 [Rakowitz Exhibit No. 17
16 was marked for identification.]

17 Mr. Rakowitz. Okay.

18 BY [REDACTED]

19 Q So just starting again with the original email from [REDACTED], he talks
20 about, quote, "Kyle Rittenhouse has been arrested for murdering two protestors,"
21 unquote.

22 A Uh-huh.

23 Q Then he says, last -- quote, "Last night Tucker Carlson defended the actions
24 of the militia on his FOX News."

25 So when you were discussing this in the last session of questioning, you said you

1 wouldn't opine on it and, hypothetically, you would discourage this discussion.

2 Your boss is Stephan Loerke?

3 A Correct.

4 Q It does not seem that that's what happened. He sends this email to [REDACTED]

5 with the same people on it.

6 I'm going to note a few sections here. He says, "A presenter appearing to justify
7 the killing."

8 He also says down at the bottom when he's talking about what WFA would do,
9 "However, I think WFA can champion principles/standards on behalf of and with brand
10 owners. Principles/standards that get brand owners to evolve the criteria upon which
11 they make their ad investment decisions."

12 He says, "We could also use the press statement we're planning on for GARM."

13 And then finally says, "Let me raise this with the GARM steer team next Tuesday."

14 So I want to take -- I'll take this in sections. And I know it's a long email, so if you
15 need help finding anything. But he says, "A presenter appearing to justify the killing."

16 I should back up. He says, "I've watched the video of the FOX News show you
17 shared. I couldn't believe my ears. Presenter appearing to justify the killing."

18 Is it your understanding that he's discussing Tucker Carlson discussing Kyle
19 Rittenhouse's shooting?

20 A I can't definitively say that, but my assumption is that he's referring to the
21 hyperlink.

22 Q And just to clarify, do you know what happened with the Kyle Rittenhouse
23 trial?

24 A I was on vacation. I can't recall.

25 Q So going down to the World Federation of Advertisers and GARM reaction,

1 he says, "However, I think WFA can champion principles/standards on behalf of and with
2 brand owners. Principles/standards that get brand owners to evolve the criteria upon
3 which they make ad investment decisions."

4 What is he, to the best of your understanding, discussing that he's going to do in
5 response to this issue?

6 A I honestly don't recall. But, in general, I think advertisers would probably
7 agree on soothing statements that would almost act as a solve. I think -- I mean,
8 reflective of this email chain, I think we were living in a very heated and divisive moment
9 with real world consequence, and the worry, in general, is just how divisive voices or
10 advertising might actually inadvertently perpetuate a cycle. I think that is --

11 Q So he says that we could use the press statement we're planning for GARM.
12 Do you know if a press statement was ever put out on this?

13 A I don't believe so. I -- again, I don't know what we were looking at in -- ah, I
14 think I know -- recall now.

15 I believe it was around the announcement of the brand safety floor and suitability
16 framework, version one, when we launched it, which is -- so I think that he was maybe
17 suggesting some -- he was referencing that.

18 Q So how would that relate to what was going on?

19 A It wouldn't, and that's why we didn't pursue it. It doesn't have to do with,
20 you know, advertising and monetization.

21 Q He closed by saying, "Let me raise this with the GARM steer team next
22 Tuesday."

23 Do you know if the Kenosha issue was ever raised with the steer team?

24 A From my recollection, we may have discussed it. We meet every Tuesday.
25 And we -- you know, there's a lot of meetings that we have as a steer team.

1 I do believe that we reviewed this, and we declined to actually include it,
2 specifically because it was not a monetization issue.

3 Q Does someone take notes in your Tuesday meetings?

4 A Yes, we do.

5 Q Do you record those somewhere?

6 A Yes.

7 Q Do you store those somewhere?

8 A Yes, we do.

9 Q Who is that person that takes notes?

10 A I believe -- well, in general, it's part of [REDACTED] or my job, depending who's
11 around.

12 Q So then [REDACTED] replies to Stephan, and she says, "Are media owners in
13 France, Moscow, and China using advertising to monetize content praising or calling for
14 the murder of protestors? If so, wouldn't it be the WFA's job (via GARM) to do or say
15 something? Sorry if I'm misunderstanding here."

16 Do you know if anyone ever replied to this email?

17 A I -- it's 4 years ago. I can't remember.

18 Q It seems that, at a minimum, there is disagreement amongst the GARM
19 members and people that worked at WFA about how political GARM should be. Is that
20 a fair assessment?

21 A I don't think that there's necessarily disagreement, but I think that there is
22 the diversity of viewpoints.

23 Again, I'll go back. This was a very emotionally charged time. I do think that we
24 try and present a multiplicity of diverse views and, ultimately, what we will do is make the
25 right decisions based on our governance, which is government -- I mean -- sorry -- global

1 and apolitical.

2 Q So even -- so when something is especially charged, an issue is especially
3 charged, a time is especially charged, the impact of potentially censoring certain
4 viewpoints can be very wide, right?

5 A Yes.

6 Q So if there are email chains where employees from WFA and members of
7 GARM are arguing for action by GARM on certain viewpoints, if that steers off into a
8 certain direction, that could potentially censor immense amount of viewpoints. Would
9 that be correct?

10 A That's a hypothetical. I'd prefer not to answer in absolutes.

11 Q It appears from this email chain that Stephan was going to bring this up with
12 the steer team, but otherwise, was not agreeing with [REDACTED] and [REDACTED]. Is that correct?

13 A That is correct.

14 Q I'm going to enter -- show you another document. This is Bates stamped
15 125324. It's a subject -- the email, the subject, "Update from the WFA Media Forum."
16 You can take your time looking at it.

17 [Rakowitz Exhibit No. 18
18 was marked for identification.]

19 Mr. Rakowitz. Okay.

20 BY [REDACTED]

21 Q So this email chain is from November of 2019. When was -- what month
22 was GARM found -- I know you mentioned 2019 earlier. What month was GARM
23 founded in?

24 A June.

25 Q So it had just been established?

1 A Just been established.

2 Q And who's [REDACTED]?

3 A [REDACTED] heads up the Media Forum at WFA.

4 Q And what's the Media Forum?

5 A It's a separate forum within WFA.

6 Q And so he's sending this email to [REDACTED] at Nike -- [REDACTED] at Nike.

7 Do you know, was this a blast email or press release that was --

8 A It appears to be CRM-generated, so yes.

9 Q So then [REDACTED] replies to him, and she thanks him for sharing the
10 information. She then says, quote, "Is it too late to join the Alliance for Responsible
11 Media?" unquote.

12 Is she referring to GARM?

13 A I believe she is.

14 Q So then that last paragraph, she says, quote, "have you heard anything about
15 Facebook's new policies around defining ads as political even if they inherently aren't?
16 And a rather crazy subjective system of classifying and then pausing ads. And an
17 impossible (for a global company like us) proposal of having only citizens in their local
18 countries implementing ads? I've heard rumblings there might be an alliance across
19 brands and agencies forming to push back on them."

20 What is this political -- do you know what this political policy is that she's referring
21 to in Facebook?

22 A I believe this goes back to the ads policy conversation that we were having
23 earlier. My understanding -- again, this is an advertiser complaining about the lack of
24 transparency and consistency of a platform's ads policies.

25 Q When you say we discussed this earlier, is this the one where Unilever

1 flagged the Trump ad, that policy?

2 A Correct. That was --

3 Q And then she talks about, "subjective system of classifying and then pausing
4 ads."

5 Do you know what she's referring to there?

6 A My understanding is that this has to do with Facebook looking at ad creative
7 and saying, from a Nike, in this case, oh, that's political, and that ad actually needs to be
8 run in the local country and pulling it.

9 So going back to that idea of transparency business continuity I want my
10 campaigns to be able to run, this is a disruption.

11 Q So Facebook will flag an ad as political, and they can all be run in a country
12 that that politics applies to?

13 A But this is in the case of a Nike ad, so you have to wonder, how did a Nike ad
14 get deemed as being political.

15 Q She said there's rumblings there might be an alliance across brands and
16 agencies forming to push back on them. Would you agree with that description of
17 the -- of GARM?

18 A That's not what GARM was doing, right? Actually, the ads policies are not
19 core to our charter. We didn't publish our charter by that time, but this was not
20 the -- the priority area.

21 Q So [REDACTED] then flags this for you, and you -- you chime in. You've
22 already mentioned that -- the Kaepernick ad, and you say here, "What's underlying her
23 question is obviously the Kaepernick controversy."

24 You explain that, quote, "consumers who are right of center flagged the ads as
25 inappropriate and they were quarantined and paused for a while, and that's really shit

1 considering the politics ad policy."

2 So can you walk me through -- people flagged the ad. Can you -- can you walk
3 me through what that means?

4 A Yes. My read of this -- and I believe this was based on a news article. My
5 recollection is that the campaign was run. Users basically flagged it, and then it got
6 labeled as a political ad. And then it was paused.

7 Q So a user can just click an ad and say this is inappropriate in general
8 statements? Okay.

9 A Yes, yes. Sorry. I'm sorry.

10 Q And then -- I know. It's getting late in the day.

11 And -- and then they're quarantined and paused. That's Facebook doing that?

12 A That is Facebook doing that.

13 Q So what does quarantine mean?

14 A Meaning that they're actually put into an ads library. That ads library,
15 because it's politics, discloses the targeting, the pricing, and I believe the budget, from my
16 recollection.

17 So you can imagine, from an advertiser, that's actually confidential and sensitive
18 information.

19 Q So it's public? They make it all public?

20 A Yes, they do.

21 Q Does the ad still appear on Facebook in terms of being advertised out to
22 people?

23 A I believe so.

24 Q And then -- but it says it was paused for a while as well. Do you know what
25 that means?

1 A Yes. That, basically, the ad was prevented from running and then got
2 recategorized as a politics ad. And then while it was running, you can see all of the
3 targeting, the pricing, and the budget put against it.

4 Q When we discussed the politics ad policy earlier, Facebook seemed to be
5 discussing ads that were paid for by a politician. But is this the same exact policy, to
6 your understanding?

7 A No. My understanding is that they have separate policies for everything,
8 and that's why I made the frustrated comment in the other evidence.

9 Q So they have a ads policy, a politics ad -- politics policy and a paid political
10 policy that could be --

11 A Yes, my understanding is that there are multiple overlapping policies.

12 Q Okay. So then you respond to █████ again. And you start your email by
13 saying, "The whole issue that's bubbling beneath the surface for me is extreme global
14 interpretation of the U.S. Constitution."

15 So can you explain to me what is an extreme global interpretation of the U.S.
16 Constitution?

17 A I think I was frustrated at the time reading this. I believe it was just in sort
18 of our original formation. I believe at the time I was frustrated with the way that
19 platforms were interpreting policies, the way that they were thinking about their relative
20 terms of service, the way that they were interpreting content, the way that they were
21 enforcing their policies. So it's an expression of frustration.

22 Q But is there something you meant by "extreme global" when you used those
23 two words?

24 A It's just -- has nothing -- it's pushing things to the maximum. It wasn't
25 about sort of a political leaning.

1 Q So pushing constitutional rights to the maximum?

2 A No. Just -- just a sort of almost an absolutist interpretation of policies.

3 Q The next thing you say is, "People are advocating for freedom of speech
4 online."

5 And you put three categories for freedom of speech online: "with anonymity,
6 without thinking through the consequences, and relying on tech and volunteers to flag."

7 So you think there should not be freedom of speech online?

8 A No, that's actually not what I'm saying. People, when I'm talking about this
9 in this context, from my recollection, is I was thinking about this from the policy -- from
10 the platform side.

11 Q The platform side of freedom of speech online? That's what that --

12 A Well, just thinking through and sort of -- I mean, part of the way that I sort of
13 consider things is by, you know, pressure testing theories. And this is me sort of riffing
14 and thinking through, hey, listen how -- Murphy's law, how might this be able to go
15 wrong.

16 Q Just to clarify, people, you meant the platforms advocating for freedom of
17 speech online? Just to clarify, you did say like -- when you said people, you meant -- you
18 were saying platforms?

19 A I was -- I think in this case -- I mean, we're going back now almost 5 years.

20 Q So -- so I guess, regardless of who "people" is referring to, advocating for
21 freedom of speech online, the first thing is with anonymity.

22 Should there not be anonymity when you post on -- online?

23 A I think that anonymity and identification and identification -- identity
24 verification, I think that those have certain merits in certain areas. When you have to
25 talk about the age of a user coming onto a platform, when you have to talk about issues

1 like CSAM, issues like the account verification, what we talked about with Eli Lilly earlier, I
2 think that there are certain cases where identity verification, to a certain extent,
3 is -- could be helpful.

4 Q What did you mean when you said "without thinking through the
5 consequences"?

6 A Without thinking through the risks.

7 Q And then, "relying on tech and volunteers to flag." So let's take those in
8 two pieces. Volunteers to flag, what's the concern there?

9 A Bot networks, coordinated action.

1

2 [4:15 p.m.]

3

BY [REDACTED]

4

Q And the problem is that they would flag content that shouldn't be flagged?

5

A Correct.

6

Q And then Facebook would -- I guess we're referring to Facebook here.

7

Facebook would review that ad and it gets --

8

A Hypothetically, yes. I mean, if there is coordinated action to flag content,

9

flag an ad and it drives a misinterpretation and false implementation of a policy, that is a

10

risk. It's a weaponization of a platform's own policies.

11

Q Let's talk about the Kaepernick ad specifically because I'm struggling to

12

understand what the -- the seriousness of the issue here.

13

There was an ad that people didn't like. They flagged it. Facebook looked at it.

14

At that point, there are professional people at Facebook that can just look at an ad and

15

make a decision, correct? What is the issue with this policy? It seems like something

16

they should be -- Facebook should easily be able to handle.

17

A So there's an assumption there that you made. There's an assumption that

18

I can't actually buy into, which is what is the professional credentials of that person who's

19

reviewing the ad and whether or not that person is actually trained on policy.

20

Q Well, there's two aspects here. There's people, the actual users, right,

21

flagging something, and then someone on Facebook looking at it. What's the alternative

22

to users putting their viewpoint out there and Facebook making a decision as a platform?

23

A Oh, no, no. I mean, that's a perfectly viable pathway, in theory.

24

Q But you are expressing a concern with this, correct?

25

A I'm expressing here some holes in terms of some of the prevalent thinking.

1 Let's go back a moment. It's not the content of the ad. It's the fact that a
2 platform made a unilateral decision based on user feedback and exposed confidential
3 information of an advertiser without consult, without transparency.

4 Q From my understanding, just to clarify, you would be fine with the policy of
5 flagging and then Facebook making a unilateral decision about it, about an ad?

6 A I'm not sure that that necessarily adheres to industry best practice. I
7 believe that, for the most part, when you look at TV -- I'll give you another -- you know, an
8 example there. If an ad is reviewed by a network and it's rejected, there is actually
9 feedback that's given.

10 Q I mean, if it's all about who and how ads are rejected, why doesn't Facebook
11 or whoever just review every ad and decide whether it can or cannot be on the platform?

12 A In theory, that's a hypothetical. It could happen.

13 Q Do GARM members ever complain to you about ads being rejected?

14 A At times a few of them have, yes.

15 Q In what context is an ad rejected?

16 A If, you know, it's labeled -- certain words appearing and it being labeled and
17 then removed.

18 Q You then compare the freedom of speech to the right to bear arms and
19 people's views of it. So you say, "Meanwhile, most people would agree that the right to
20 bear arms needs moderation."

21 Can you clarify what you meant there?

22 A Yeah. Look, again, this was a long time ago. I think what I was trying to
23 show is, look, you know, there is nuance, and there's nuance in the way that these -- and
24 there's transparency and there's process. And my main point of rallying against that is
25 sort of saying, hey, listen, in this case, there is no process, there is no transparency, there

1 is no feedback.

2 I'm actually, you know, looking at this from an advertiser's perspective on the
3 outside. It's extremely frustrating. You don't have the transparency on the policy
4 decisions. You don't have transparency. And then also, by the way, you've now been
5 exposed to your competitors.

6 Q When you say meanwhile, most people, who are the people in that
7 category?

8 A You know, look, this is my read of, you know, news and articles and surveys
9 and stuff like that. It's just my personal interpretation. This is, you know, me having
10 an internal conversation with colleagues and not providing an official external, you know,
11 position.

12 Obviously, look, you know, Second Amendment rights, gun ownership, that's not a
13 GARM issue based on our charter.

14 Q We are just referring to your view of the public or what you read in the press
15 or something. Most people would agree the right to bear arms needs moderation.
16 That's what you're referring to?

17 A This is -- again, I'm giving a parallelism in terms of just the process around
18 certain things.

19 Q And then when you say people are advocating for freedom of speech online,
20 could that have also been just referring to the public wanting freedom of speech online?

21 A No. In this case, because I know that when I, at least 5 years ago, what my
22 original intent was talking about, sort of like, look, the platform's almost acting as, you
23 know, governmenty.

24 Q So the people in the first sentence is platforms. The people in the second
25 paragraph is the American public?

1 A In general, yes.

2 Q So then you have the why are we, and then a list. "Why are we taking
3 radical interpretations of one versus the other?"

4 What is a radical interpretation of freedom of speech?

5 A I think that this was a radical interpretation of actually the sort of ads
6 policies. It wasn't around sort of freedom of speech. I mean, like -- again, this is 5
7 years ago.

8 Q Sure. If we just look at the full email, you have the first sentence that talks
9 about the extreme global interpretation of the Constitution. You then do freedom of
10 speech and the right to bear arms. And then you say: "Why are we taking radical
11 interpretations of one versus the other?"

12 You're not comparing freedom of speech to the right to bear arms there?

13 A I think that I'm showing that, like, look, there needs to be a nuanced
14 interpretation of policies. As a global trade organization, we look at, you know -- we
15 don't look at absolutes.

16 Q When you say, "Why are we taking U.S. norms and applying them
17 globally" -- that's the second bullet point there -- what norms are you referring to?

18 A I think I'm just pointing out that there are these just wild assumptions that
19 platforms are doing and they're taking unilaterally.

20 Q Is one of the norms freedom of speech?

21 A No. One of the norms is -- it has to do with sort of just a nontransparent
22 way of working.

23 Q Let's try the third one. "Why are we using principles of governance and
24 applying them as literal law from 230 years ago (made by White men exclusively)?"

25 Surely you agree you're talking about the Constitution at this point?

1 A Probably at that stage. But honestly, it's, you know, coming up on 5 years
2 from this email, and I don't even remember what sort of head space I was in, and I don't
3 even -- I can't even make sense of what I'm writing here.

4 Q Okay.

5 ██████████ Can we go off the record?

6 [Recess.]

7 ██████████ We can go back on the record.

8 BY ██████████

9 Q So exhibit 18 is from, it looks like, September 2019, correct?

10 A Yeah. Yeah.

11 Q Earlier today we established that GARM was created during the summer of
12 2019. Is that correct?

13 A That is correct.

14 Q And the charter that I introduced last hour was published in January 2020,
15 correct?

16 A That is correct.

17 Q And so in the period between the formation of GARM in the summer of 2019
18 and the publication of the charter, how would you describe your work at GARM?

19 A So the work at GARM post, basically, from June to sort of that January date,
20 we were doing a lot of research, stakeholder interviews to determine what our priorities
21 would be.

22 Q So it was very much a kind of foundational time for the organization?

23 A It was very fluid, very foundational.

24 Q And some of the groups that you were speaking to included nonprofit civil
25 society organizations?

1 A We did, yes, speak with different stakeholders, and NGOs were part of that,
2 yes.

3 Q And these NGOs were not just based in the U.S. but were based globally, I
4 imagine?

5 A Globally, yes.

6 Q And do you continue, as the leader of GARM, continue to speak with some
7 of these civil society groups --

8 A Yes.

9 Q -- both in the U.S. and abroad?

10 A Based on their relevance and based on sort of just an understanding from
11 WFA, as well as the steer team, in terms of, you know, guardrails in terms of
12 organizations that we would speak with, yes.

13 Q And so in the formation of the charter and in the formation of the suitability
14 framework we discussed in the last hour, that came out of conversations with
15 stakeholders, including civil society groups and government agencies?

16 A Yeah. So let me back up and sort of just broadly describe the way that we
17 develop work. So there are working groups that form. They're voluntary. They're
18 open to any of our members to join. That work is then sort of developed in terms of a
19 recommendation. That recommendation is reviewed by external legal counsel and then
20 also the steer team. And then in some cases, where it's important, we will consult with
21 NGOs.

22 Q And so one term -- I know we've used several terms today to discuss this sort
23 of risk framework for advertisers. One term that we discussed was "misinformation,"
24 and we actually went through one of our exhibits, which was an email chain talking about
25 the EU misinformation, self-regulatory framework, and the influence that framework had

1 on GARM's definition of misinformation.

2 Do you recall this discussion today?

3 A Yes, I do.

4 Q And I believe you said that GARM's definition of misinformation came from
5 this EU stakeholder forum self-regulatory definition of misinformation?

6 A That is correct.

7 Q And that's quite common for GARM to use industry standard terms in its
8 own framework?

9 A That is true, yes.

10 Q Because you're looking for consensus of terms?

11 A We're looking for best practices, we're looking for consensus, and we're also
12 looking for external input, yes.

13 Q And the process by which you got to these terms was transparent through
14 these working groups and the steering committee and the sort of bureaucracy of internal
15 management that you described?

16 A Yes. And we actually encouraged individual members to review this policy
17 and determine their ability to sort of have their policies help support or not support it.
18 So we give ample time to our members to go through their own internal processes
19 because it's, you know, it's important work.

20 Q And forgive me for reiterating the point, but we made the point earlier and
21 you made the point that GARM came out of a couple of different brand disruptions during
22 2018 and 2019, correct?

23 A That is correct.

24 Q And you expressed that there was frustration in the market for this sort of
25 information asymmetry between what platforms were doing regarding placement of ads

1 and what advertisers knew about the placement of those ads?

2 A That is correct.

3 Q And so it was frustration with the lack of transparency in the market that led
4 to the creation of GARM, correct?

5 A That is correct.

6 Q Lack of transparency exactly like the issue that is in exhibit 18?

7 A That is correct.

8 Q And so this is one of those moments where you saw a policy being applied
9 by a online platform that resulted in frustration and misunderstanding by advertisers and
10 marketers?

11 A That is correct.

12 Q And, you know, demonstrated the need for maybe a standard set of
13 understanding as to what sort of information that marketers need to understand how
14 their ads would be placed and how they're going to be monetized?

15 A Yes. Transparency on individual company policies, as well as the potential
16 to sort of consider control standards, yes.

17 Q So the frustration that you were expressing here in this email was particular
18 to yourself, correct?

19 A It was.

20 Q But you would say that other marketers were having frustrations with
21 Facebook's application of this policy?

22 A Yes.

23 Q And so the frustration you had was not -- it was unique to you but not
24 dissimilar to what the market generally felt about applications of Facebook policies about
25 advertisements?

1 A That is correct.

2 Q And so that's exactly the sort of kind of frustration and information
3 asymmetry that GARM was designed to help alleviate, correct?

4 A That is correct.

5 Q And this was in the early days -- again, reiterating -- early days of GARM's
6 organization. You did not yet have a charter. You did not yet have a shared set of
7 definitions, and you were in the formation stages and research stages with talking to
8 stakeholders, correct?

9 A That is absolutely correct. We were heavy into research and consultation.

10 Q So I'm turning again to exhibit 18. I'm looking at your email, which is the
11 email on the front page here that was sent on September 11th, 2019. I am looking to
12 the last line here -- or the second to the last line here. "This is the shaping of my latest
13 world view on this stuff - it's just mind-boggling and I can't get over it."

14 Would you say that this reaction to this moment was also part of your general
15 research at GARM to figure out what are some best practices for the industry?

16 A Yes. This is in the midst of listening to and some survey work that we had
17 done, and it was pointing to a series of pain points. And I found sort of this email trail to
18 be personally triggering and sort of welling up a lot of emotion and frustration.

19 Q And a good example of why GARM is working so hard to come up with some
20 set standards for the advertising and marketing industry, to help them better understand
21 the transparency of platforms' policies, correct?

22 A That is correct.

23 Q Okay. We're very worried here that the Republicans are going to put our
24 report that attacks you for expressing your own personal point of views, as been iterated
25 in several different exhibits today. This one in particular is one.

1 When you expressed your opinion in this 2019 email over 5 years ago or about 5
2 years ago, were you expressing this opinion as a private citizen?

3 A Yes, I was.

4 Q And were you trying to control or alter anyone's speech?

5 A No.

6 Q Are you still a private citizen today?

7 A Yes.

8 Q Are you trying to control or alter anyone's speech today?

9 A Absolutely not.

10 Q Is GARM in the business of doing any sort of online content moderation?

11 A No.

12 Q Is GARM in the business of telling any companies how to do their own online
13 content moderation?

14 A No.

15 Q Is GARM in the business of telling any individual marketer or advertiser
16 where to place ads, what platforms to avoid?

17 A No.

18 Q Is GARM in the business of telling governments or any sort of political groups
19 what they see as mis- and disinformation online?

20 A No.

21 Q Does GARM lobby governments or government groups?

22 A No.

23 Q Does GARM just serve its group of advertisers, helping them better
24 understand the market and the transparency of advertisement placements?

25 A Yes.

1 Q Today we also went over a few other individual viewpoints that you
2 expressed in private emails with colleagues, like an opinion that an ad policy is
3 reprehensible. Do you remember that?

4 A Yes.

5 Q Or a disagreement with how a platform was managed based on news
6 reporting. Do you remember that?

7 A Yes.

8 Q And these opinions made then were those of a private citizen, you, yourself?

9 A Yes.

10 Q And they were not public opinions that GARM was publishing, correct?

11 A That is correct.

12 Q And you weren't issuing those opinions in an effort to change a company's
13 content moderation policies, correct?

14 A That is correct.

15 Q You were just expressing frustration as a private citizen on emails at some
16 points with your boss, at some other points with trusted colleagues?

17 A Yes.

18 Q I would like to ask a bit about the burden of this investigation. We talked a
19 bit about the fact that GARM is only run by two individuals. Is that correct?

20 A That is correct.

21 Q Were you involved in responding to the majority's request for documents?

22 A Yes, I was.

23 Q What was your involvement?

24 A Was to cooperate fully to the fullest extent, that we are here voluntarily.

25 We believe in our work. Like I said, I am not perfect. Our work is not perfection, but

1 we do believe that it's progress.

2 Q And was your only other counterpart at GARM, [REDACTED], also involved in
3 getting documents together for the majority's request?

4 A Yes, she was.

5 Q Does responding to these documents account for a significant amount of
6 time, amount of GARM's time, your and [REDACTED] time?

7 A Yes, it has. Yes.

8 Q Is it accurate to say that there has been a backlash against responsible
9 advertising practices like the ones that GARM has worked with advertisers to promote?

10 A Not that I'm aware of.

11 Q Do you believe that GARM's work has been wrongfully politicized by this
12 inquiry?

13 A Unfortunately, yes, I do believe that.

14 Q Has the burden of this investigation affected your ability to do your
15 day-to-day job at GARM?

16 A Yes, it has. I can't necessarily quantify it, but the work is taking longer.
17 There are personal considerations that I have. The report -- forthcoming report also has
18 some bearing on my personal considerations as well.

19 Q We've mentioned and discussed how reputational harm or brand risk is
20 some of the concerns that advertisers raise when looking at the inequitable application of
21 terms of service agreements on platforms and monetization of advertisements, correct?

22 A That is correct.

23 Q Has this investigation also created reputational harm for GARM or its
24 members?

25 A It absolutely has, yes.

- 1 Q And has that affected the ability of them to do their work?
- 2 A It has, yes.
- 3 Q And has that affected their ability to stem online and offline harm?
- 4 A I would absolutely say yes.
- 5 Q Including the monetization of harmful online content that could lead to
6 monetization of harmful offline content?
- 7 A I have been presented with information that would suggest that, yes.
- 8 Q Like terrorism?
- 9 A Yes.
- 10 Q Like the promotion and creation of CSAM?
- 11 A Yes.
- 12 Q Like piracy?
- 13 A Yes.
- 14 Q Like the spreading of graphic images related to crime outside of news or
15 education?
- 16 A Yes.
- 17 Q Like hate speech online?
- 18 A Yes.
- 19 Q Do you worry -- how so? How has the investigation created reputational
20 harm for GARM or its members?
- 21 A I can't speculate, but, look, I think a industry group that is trying to be
22 apolitical and drive transparency, and having accusations made, it's a reputational risk.
23 It's a brand risk for us.
- 24 [REDACTED] Thank you for your time.
- 25 Mr. Rakowitz. Thank you.

- 1 ██████████ We can go off the record.
- 2 [Whereupon, at 4:43 p.m., the interview was adjourned.]

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15

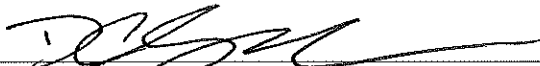
Certificate of Deponent/Interviewee

I have read the foregoing ____ pages, which contain the correct transcript of the answers made by me to the questions therein recorded.

Witness Name

Date

Transcribed Interview Transcript Errata Form

Interviewee	Robert Rakowitz
Date of Interview	June 4, 2024
Date of Review	June 27, 2024
Name of Reviewer	Daniel Sale
Signature of Reviewer	

Page	Line	Suggested Correction
14	15	"partnership" should be "endorsement"
16	10	"Is" should be deleted, capitalize "driving"
43	4	delete "Sorry"
43	14	delete "I'm sorry"
45	13	"consideration" should be "considerable"
52	21	"as" should be "is"
71	25	"on" should be "with"
82	10	I think "bird watched" should be " <u>Bird Watch</u> " (eg, what Twitter's "community notes" used to be called.)
82	16	"but" should be "that"
88	25	"any" should be "avoid"