



14 May 2018

Re: political self-regulation to help fight the problems of disinformation

Dear Secretary-General Frank Barrett,

cc: Co-Chairman/Co-President Syed Kamall
Co-Chairman/Co-President Ryszard Legutko

In light of revelations of the misuse of EU citizens data by Cambridge Analytica and facilitated by Facebook, European Digital Rights (EDRi) is deeply concerned about the democratic impact of such practices and other misuse of personal data.

We believe that the European Conservatives and Reformists understand this concern. British Prime Minister Theresa May called the scandal “deeply concerning” and said that “it is essential that people can have confidence that their personal data will be protected and used in an appropriate way.”¹ We also note with interest, numerous statements of support from the ECR Group for “self-regulation”.

We would therefore like to propose that the ECR Group take the initiative to show that these are more than just words. In particular, we call on you to undertake the kind of self-regulation that you support, by committing not to use tracking-based online advertising in the 2019 European Parliament elections, whether through Facebook or any other platform.

We would be delighted to hear from you about whether you are prepared to make this commitment.

Kind regards,

Joe McNamee
Executive Director
European Digital Rights

¹ <https://uk.reuters.com/article/uk-facebook-cambridge-analytica-may/cambridge-analytica-data-allegations-are-concerning-may-spokesman-idUKKBN1GV1BM>