



14 May 2018

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

Dear Secretary-General Antonio López Istúriz,

cc: President Joseph Daul

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 the European People's Party shares this concern, as Heinz K. Becker stated "we as politicians must protect the interest of millions of citizens that may be victims of targeted campaigns."<sup>1</sup> A view which was echoed by member Roberta Metsola who agreed that such measures are being used to "essentially subvert democratic processes."<sup>2</sup>

The European People's Party has often spoken of its support for "internet self-regulation". We believe that this is the moment to put words into action. The information about the recent abuses of personal data are likely to be just the tip of the iceberg regarding how democracy is being subverted. This is eloquently reflected in the comments of MEPs Metsola and Becker.

In light of the above, it seems to be the moment to show that your group's positions are more than just words. We would therefore like to propose that European People's Party take the initiative and undertake to self-regulate, 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

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<sup>1</sup> <https://ec.europa.eu/avservices/video/player.cfm?sitelang=en&ref=1153632>

<sup>2</sup> *Ibid*