



14 May 2018

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

Dear Secretary-General Javier Moreno Sánchez,

cc: President Udo Bullmann

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 Progressive Alliance of Socialists and Democrats shares this concern. As S&D Vice-President Josef Weidenholzer stated “this is much more than a case of a company misusing people’s data for commercial gain – it raises profound questions about how are democracies can be manipulated in the age of social media.”<sup>1</sup>

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 the Progressive Alliance of Socialists and Democrats take a principled stand, 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>