DIGITAL TRANSPARENCY TASK FORCE MISSION STATEMENT

I. California voters should be able to know who paid for, and who is responsible for, each paid political ad they receive.

A. Paid political ads should be archived in a publicly accessible database, which should be updated upon dissemination of an ad
   a. For adequate and accurate disclosure, data should be submitted by the committee or person paying for the ad and should include:
      i. The ad itself
      ii. The cost
      iii. The date(s) the ad ran or were sent
      iv. If the ad is sent, the number of persons to whom the ad was sent
      v. If the ad is hosted by a platform (e.g., Facebook), the name of the platform, and the number of independent web pages on which the ad appears
      vi. The general identity of the intended recipients
      vii. The identity of the committee or person responsible for the ad
      viii. If different from the responsible person, the person who paid for the ad
   b. The database should be housed by the state, in addition to or in lieu of, the platforms, in order to ensure consistency, accessibility, and enforcement
   c. Data should be in a format that is searchable, sortable and downloadable

B. Voters should know why they are receiving a particular ad
   a. All iterations of ads should be submitted
   b. If programmatic purchase, committee or person (or the digital platform) must disclose the criteria used to direct the programmatic purchase

C. As the publisher, and the director of an ad’s recipients, advertising platforms must maintain auditable records that accurately identify paid political advertisements, which records shall include:
   a. Records that substantiate or confirm the data submitted to the database, including:
      i. The ad itself
      ii. The cost
      iii. The number and general identity of the intended recipients
      iv. The date(s) the ad ran
      v. The identity of the committee or person responsible for the ad
      vi. If different from the responsible person, the person who paid for the ad
   b. Records that accurately ensure that all paid political advertisements are identified as such, including:
      i. Complete purchase documents for each ad
      ii. The criteria used by the platform in directing the ad
iii. All correspondence with the ad purchaser, or its agent or representative
iv. All complaints received regarding the ad
v. All internal documents related to the ad’s accuracy and/or truthfulness

II. California should engage with other states, municipalities, experts, and interested parties, to promote the development of a uniform system for digital ad disclosure that can be used nationally.

A. California should engage with others to develop:
   a. Best practices for digital ad disclosure
   b. Standardization for the types and formats of data to be collected
   c. Uniform record-keeping requirements for advertising platforms
   d. Model implementation language in legislative proposals and regulations, as necessary

B. California should be transparent and cost-conscious in its processes and encourage the same among others with which it works, including:
   a. Focusing on the development of a database that is replicable, cost-effective, and open-source (to the extent practicable)
   b. Providing public access to all non-proprietary, non-confidential information used in its processes

III. Preliminary Issues to Be Considered by the Task Force

A. Whether the archive of political ads should be kept by the platform(s), the government, or some combination thereof
B. To what extent, if any, should the Task Force impose digital ad requirements on the platforms (e.g., Post v. McManus; Washington PDC model)
C. What types of ads should be considered/defined as “political ads” for purposes of the ad archive (e.g., should it include issue/electioneering ads in addition to “traditional” campaign ads?)
D. Whether and to what extent the Task Force should concern itself with truthfulness and/or digital manipulation of advertisements
E. What areas will require legislative action, including potential areas outside the PRA