

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