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MEMBER, TERRORISM, NONPROLIFERATION,
AND TRADE



Congress of the United States
House of Representatives
Washington, DC 20515-1302

ROBIN L. KELLY
2ND DISTRICT, ILLINOIS

1239 LONGWORTH HOUSE OFFICE BUILDING
WASHINGTON, DC 20515
(202) 225-0773

DISTRICT OFFICES:

600 HOLIDAY PLAZA DRIVE
SUITE 505
MATTESON, IL 60443
(708) 679-0078

9204 SOUTH COMMERCIAL AVENUE
CHICAGO, IL 60617
(773) 321-2001

WEBSITE: www.RobinKelly.house.gov

September 26, 2017

Mr. Mark Zuckerberg
1 Hacker Way
Menlo Park, CA 94025

Dear Mr. Zuckerberg,

Nearly one year ago - just seven days before the Presidential election – several of my colleagues and I wrote to you expressing deep concern with Facebook advertising practices that allowed for the exclusion and malicious targeting of certain ethnic groups. I very much appreciated your willingness to hear those concerns, address them by banning Facebook’s “Ethnic Affinity” targeting for housing, employment, and credit advertising, and for working with us to continue our shared goal of promoting an innovative and inclusive social networking culture.

Today I write to you expressing continued concern that Facebook’s advertising features have been put to malicious use, and once again ask that we work together to strengthen advertising accountability standards and malicious targeting countermeasures at Facebook to ensure that discriminatory and tactically divisive ad-targeting is aggressively prevented.

Despite prior claims to the contrary, you have now acknowledged that Putin-backed Russian groups paid Facebook to influence voters during the 2016 election by purchasing ads designed to inflame and exploit racial, political, and economic rifts in the U.S. Specifically, Russia-backed pages promoted incendiary anti-immigrant rallies, targeted the Black Lives Matter movement, and focused attentions on critical election swing states like Wisconsin and Michigan.

It is my belief that Facebook cannot be the Trojan horse through which America’s vulnerabilities are exploited. With the information we now have in tow, you have a moral responsibility to rigorously assess your advertising policies and implement reforms that ensure that malicious actors – both foreign and domestic – do not pervert your site to promote a divisive and destabilizing agenda.

As we did before, I hope to again engage you in a constructive dialogue that yields an impactful outcome that allows for the best possible experience for your users, and optimal security for the country we both love. In that spirit, as a follow up request, I would like greater insight into: 1.) how Facebook examines prospective advertisers, 2.) what if any security vetting goes into advertisements placed from foreign authorities, and 3.) the true cost and scope of Russia advertisements placed during the 2016 election cycle.

Your prompt attention to this matter is greatly appreciated.

Sincerely,



Robin L. Kelly (IL-02)

Ranking Member, IT Subcommittee

Committee on Oversight & Government Reform