

From: [EIAT](#)
To: s47F
Cc: [Authorisation Section](#); s47F; [EIAT](#)
Subject: RE: LinkedIn Advertising Policies: Referendum matter [SEC=OFFICIAL]
Date: Thursday, 14 September 2023 3:21:46 PM
Attachments: [image001.gif](#)
[image002.gif](#)

Hi s47F

Many thanks for sharing.

Kind regards,

s47F | Project Officer

Defending Democracy Unit | Electoral Integrity and Media Branch

Australian Electoral Commission

s47F

From: s47F

Sent: Thursday, September 14, 2023 2:14 PM

To: EIAT <EIAT@aec.gov.au>

Cc: Authorisation Section <authorisationsection@aec.gov.au>; s47F

Subject: RE: LinkedIn Advertising Policies: Referendum matter [SEC=OFFICIAL]

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi s47F

Thanks for your confirmation of the alias.

Please see some additional information attached for more detail on law enforcement requests.

Best

s47F

From: EIAT <EIAT@aec.gov.au>

Sent: Thursday, September 14, 2023 11:06 AM

To: s47F

Cc: Authorisation Section <authorisationsection@aec.gov.au>; EIAT <EIAT@aec.gov.au>; s47F

Subject: [EXTERNAL] RE: LinkedIn Advertising Policies: Referendum matter [SEC=OFFICIAL]

Hi s47F,

Apologies for the delay but wanted to confirm from our phone call last week that I've recorded that all service of legal notice, preservation requests and content referrals to Microsoft or LinkedIn can be made via email to s47E(d). We will be sure to include, a URL to the relevant content and a description of the specific law/Microsoft or LinkedIn policy we believe it violates.

Regarding, the request for further information on the types of data we may be able to request through applicable information gathering powers. We've noted that your [Law Enforcement Requests Report](#), [Microsoft Services Agreement](#) and [Microsoft Privacy Statement](#) offer some limited information. If there are any other available documents such as a guide for law enforcement request that you're aware of, we'd certainly appreciate if it could be shared.

Kind regards,

s47F | Project Officer

Defending Democracy Unit | Electoral Integrity and Media Branch

Australian Electoral Commission

s47F

From: s47F

Sent: Thursday, September 7, 2023 12:01 PM

To: EIAT <EIAT@aec.gov.au>; S47F

Cc: Authorisation Section <authorisationsection@aec.gov.au>

Subject: RE: LinkedIn Advertising Policies: Referendum matter [SEC=OFFICIAL]

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Thanks S47F

I can confirm that the election alias is the best avenue for issuing legal notices.

Best

S47F

From: EIAT <EIAT@aec.gov.au>

Sent: Wednesday, September 6, 2023 4:45 PM

To: S47F

Cc: Authorisation Section <authorisationsection@aec.gov.au>; EIAT <EIAT@aec.gov.au>

Subject: [EXTERNAL] RE: LinkedIn Advertising Policies: Referendum matter [SEC=OFFICIAL]

Hi S47F,

S47F, thank you for the call earlier this afternoon. To reiterate, the purpose of the data retention column in the escalation scenarios is to provide information to assist us in understanding the types of information you retain and the period of time you retain that information for. Additionally, it would be helpful if you can clarify the preferred avenue for issuing legal notices and who those notices should be issued to.

Also, as you noted, the AEC does have obligations under the FOI Act. To confirm, certain documents might be exempt from disclosure if the release of those documents could undermine the functions of government or damage third party or public interests (for example, email addresses, names that disclosure would be against public interest). In the situation that the AEC is considering releasing documents that may contain personal information or business information, the AEC is required to consult with the relevant party/organisation/person.

[Paid political advertisement requiring authorisation:](#)

Thanks S47F for speaking with me yesterday and appreciate your efforts in address the

S47F The Regulatory Law Team considers this ad to be in breach of the *Referendum (Machinery Provisions) Act 1984* and while they are contacting the responsible entity to inform them of this breach, we note that the non-compliant communication can still be viewed on the ad library. If the responsible entity cannot amend the ad to ensure it adheres to the authorisation requirements, we may seek further ways that LinkedIn, as a platform, can minimise its visibility including removing the ad entirely from your ad library. Hoping you can advise if you foresee any issues with this? Additionally, there is a further paid advertisement that may require authorisation. Please see link here, S47F

Appreciate that this is a different environment to a federal election, and I do want to emphasise the educative approach the AEC adopts to informing advertisers, and platforms, of what the requirements are under the legislation. If you have further questions, we'd be happy to discuss.

S47F looking forward to meeting with you tomorrow. Hoping you can confirm the names of those attending so I can pass them on to security. Alternatively, I will give you a call in the morning to confirm.

Kind regards,

S47F | Project Officer

Defending Democracy Unit | Electoral Integrity and Media Branch

Australian Electoral Commission

S47F

From: S47F

Sent: Wednesday, September 6, 2023 3:49 PM

To: EIAT <EIAT@aec.gov.au>

Cc: Authorisation Section <authorisationsection@aec.gov.au>; EIAT <EIAT@aec.gov.au>; s47F

Subject: Re: LinkedIn Advertising Policies: Referendum matter [SEC=OFFICIAL]

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi s47F

Just wanted to close the loop on this - LinkedIn took down this post yesterday afternoon, as it violated our Professional Community Policies.

Looking forward to seeing you tomorrow.

Kind regards,

s47F

From: EIAT <EIAT@aec.gov.au>

Sent: Tuesday, September 5, 2023 12:50:16 pm

To: s47F

Cc: Authorisation Section <authorisationsection@aec.gov.au>; EIAT <EIAT@aec.gov.au>

Subject: LinkedIn Advertising Policies: Referendum matter [SEC=OFFICIAL]

Hi s47F,

Thanks for speaking on the phone with me just now. Hoping your team can consider this ad s47F and confirm whether or not it would be allowed under your current political advertising settings.

Should LinkedIn decide this ad is permissible under your policies, we may need to contact the advertiser to advise them of their requirements under the legislation.

Happy to discuss further.

Kind regards,

s47F | Project Officer

Defending Democracy Unit | Electoral Integrity and Media Branch

Australian Electoral Commission

s47F

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