

Dear Facebook:

We are writing you today as a group of technologists, human rights defenders, academics, journalists and Facebook users who are deeply concerned about the validity of Facebook's promises to protect European users from targeted disinformation campaigns during the European Parliamentary elections. You have [promised European lawmakers](#) and users that you will increase the transparency of political advertising on the platform to prevent abuse during the elections. **But in the very same breath, you took measures to [block access to transparency tools](#) that let your users see how they are being targeted.**

In the company's recent *Wall Street Journal* op-ed, Mark Zuckerberg wrote that the most important principles around data are **transparency, choice and control**. By [restricting access to advertising transparency tools](#) available to Facebook users, you are **undermining transparency, eliminating the choice of your users** to install tools that help them analyse political ads, and **wielding control over good faith researchers** who try to review data on the platform. Your [alternative](#) to these third party tools provides simple keyword search functionality and does not provide the level of data access necessary for meaningful transparency.

Actions speak louder than words. That's why you must take action to meaningfully deliver on the [commitments made to the EU institutions](#), notably the [increased transparency that you've promised](#). Promises and press statements aren't enough; instead, we need to see real action over the coming months, and we will be exploring ways to hold Facebook accountable if that action isn't sufficient.

Specifically, we ask that you implement the following measures by 1 April 2019 to give developers sufficient lead time to create transparency tools in advance of the elections:

- Roll out a functional, open [Ad Archive API](#) that enables advanced research and development of tools that analyse political ads served to Facebook users in the EU.
- Ensure that all political advertisements are clearly distinguished from other content and are accompanied by key targeting criteria such as sponsor identity and amount spent on the platform in all EU countries.
- Cease harassment of good faith researchers who are building tools to provide greater transparency into the advertising on your platform.

We believe that Facebook and other platforms can be positive forces that enable democracy, but this vision can only be realized through true transparency and trust. Transparency cannot just be on the terms with which the world's largest, most powerful tech companies are most comfortable.

We look forward to the swift and complete implementation of these transparency measures that you have promised to your users.

Sincerely,

Mozilla Foundation