



April 2, 2024

The Honorable Gail Pellerin
Chair
Assembly Committee on Elections
Room 365, Legislative Office Building
1020 N Street
Sacramento, CA 95814

Dear Chair Pellerin and members of the committee,

On behalf of Chamber of Progress, a tech industry association supporting public policies to build a more inclusive country in which all people benefit from technological leaps, **we urge you to amend AB 2839.**

AB 2839 should hold advertisers accountable for creating deceptive election ads

Protecting the information ecosystem to ensure a safe and secure election is important. We commend the author for introducing legislation on this important issue and being responsive to thoughtful input from stakeholders.

However, this bill targets online platforms, and thus stands to stifle innovation and free expression. A better approach is to hold advertisers accountable instead. Advertisers have control over the content they produce, including digitally altered images, audio, and videos.

Holding advertisers responsible incentivizes transparency and discourages the spread of disinformation, especially during an election. While we applaud the steps this author has taken, this bill needs further work to clarify that advertisers alone should be held responsible.

For this reason specifically, we urge you to **amend AB 2839.**

Sincerely,

A handwritten signature in black ink, appearing to read "Robert Singleton". The signature is fluid and cursive, with the first name "Robert" being more prominent than the last name "Singleton".

Robert Singleton

Director of Policy and Public Affairs, California and US West