

○ Global Coalition for Tech Justice

# Statement: Advertisers- Join us in Calling for Big Tech to Protect People and Elections

News

## Words by Digital Action

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8 mins read

### **Statement from the Global Coalition for Tech Justice to Advertisers: *Join us in Calling for Big Tech to Protect People and Elections***

We, the undersigned civil society organizations and digital rights experts, are calling upon advertisers to join us as allies in the global effort to protect elections and safeguard human rights. Our call comes a year after we first engaged with tech companies, demanding that they safeguard people and elections in this crucial year for democracy globally. Yet, our pleas have fallen on deaf ears.

We are halfway through this massive “year of democracy” during which more than 2 billion people are voting across more than 65 countries. This

election megacycle is the first to take place in the age of social media

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space, our data and information integrity.

So far, Big Tech platforms have failed to do their part to safeguard the integrity of elections and protect human rights, despite the considerable efforts of the Global Coalition for Tech Justice (GCTJ) to engage major tech corporations, including Meta, Google, X, and TikTok, since July 2023. We have repeatedly conveyed the demands of the Year of Democracy campaign and called upon Big Tech to develop and publicly disclose robust election plans for the 2024 elections megacycle.

But Big Tech's response has been totally inadequate, with stark implications for the integrity of elections and tech harms that include disinformation, hate speech, and influence operations that ruin lives and undermine elections. In February, AI-generated content spread on tech platforms helped an alleged human rights abuser become president of Indonesia, while in Pakistan, female journalists and politicians were targeted in a hateful post-elections social media campaign. Last month, politicians and bad actors in South Africa were spreading conspiracy theories about vote rigging. And in June in Mexico, some voters were so confused by misinformation, they weren't sure how to mark their ballot.

In fact, massive layoffs in trust and safety, election integrity, ethics and regional teams combined with restrictions on data access for researchers show that Big Tech companies are slashing investments and oversight of platform safety, even as they continue to profit from hate-filled ads and disinformation. At the same time, artificial intelligence has exacerbated the ability to create and spread online disinformation, microtarget voters and amass vast quantities of user data.

Your advertising dollars are at the heart of the Big Tech business model – and indeed end up funding these tech harms. How tech platforms feature your advertisements – whether next to climate denialism, technology-facilitated gender-based violence, false political advertising, election disinformation, hate speech or incitement to violence, can impact your

brand in important ways. For example, a survey by the Brand Safety

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their ads appeared next to racist or hate speech.

Individually, none of us is strong enough to shift the behavior of these behemoths meaningfully: our future on so many fronts depends on us standing together until Big Tech is made to put human and civil rights first and protect the integrity of our civic space.

Advertisers can wield tremendous power to influence the behavior of Big Tech and protect our democracies and human rights. We as global civil society representatives have sounded the alarm, and now we urge advertisers to stand with us – vocally and publicly. As the US elections approach, and with elections from Tunisia to Ghana still to come in 2024, we ask that advertisers join us in calling upon tech platforms to urgently adopt and apply comprehensive measures to safeguard people and elections equitably worldwide during the 2024 election cycle and into the future.

*This initiative is organized by Digital Action and members of the Global Coalition for Tech Justice (GCTJ).*

*Advertisers can learn more at [yearofdemocracy.org](https://yearofdemocracy.org) and sign a solidarity letter. Contact info:*

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## Signatories

### **Organisations**

1. #jesuislà
2. #MeRepresenta
3. #ShePersisted
4. 7amleh – The Arab Center for the Advancement of Social Media
5. ACRD-Congo
6. Africa Sans Haine
7. AfroLeadership

## 8 AI Forensics

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11. Aliança Nacional Lgbti+
12. ALQST for Human Rights
13. All Out
14. Amnesty International, Kenya
15. ARIJ
16. Article 19 Eastern Africa
17. Associação Alternativa Terrazul
18. Avaaz
19. Bangladesh Internet Governance Forum
20. Bangladesh NGOs Network for Radio and Communication
21. Bareedo Platform Somalia
22. Beam Reports
23. Bram FUDZULANI
24. Business and Human Rights Resource Centre
25. Campaign On Digital Ethics (CODE)
26. Casa Hacker
27. Center for AI Ethics and Governance in Africa – CAIEGA
28. Center for Information Technology and Development (CITAD)
29. Center for Legal Support
30. Center for Media Research – Nepal
31. Center for the Study of Democratic Institutions
32. Centro Latinoamericano de Investigaciones Sobre Internet
33. Check First
34. Check My Ads
35. Civic Tech Field Guide
36. Civil Society Advocacy Network On Climate Change and the Environment  
Sierra Leone (CAN-SL)
37. Co – Creation Hub, GoVote (CcHUB)
38. Coalizão Negra por Direitos
39. Collaboration on International ICT Policy for East and Southern Africa  
(CIPESA)
40. Common Cause India

41. Common Cause Zambia
42. **Global Coalition for Tech Justice**
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44. Conectas Direitos Humanos
45. Conscious Ad Network
46. Consortium of Ethiopian Human Rights Organizations (CEHRO)
47. Council for Responsible Social Media in Kenya
48. Daraj Media
49. Datalat Foundation
50. Defend Democracy
51. Democracia em Xequê
52. Democracy for the Arab World Now (DAWN)
53. Desinformante & Aláfia Lab
54. Devon Turner (Legal Resources Centre – South Africa)
55. Digital Access
56. Digital Citizenship
57. Digital HUmanities Lab (Federal University of Bahia)
58. Digital Rights Advocacy
59. Digital Rights Foundation
60. Digital Rights Lab – Sudan
61. DIGITAL RIGHTS LAWYERS INITIATIVE
62. Disarm Foundation
63. DISARM Foundation
64. DUKINGIRE ISI YACU
65. DUKINGIRE ISI YACU
66. Ekō
67. Electronic Frontier Foundation
68. European Partnership for Democracy
69. Fair Vote UK
70. FALA
71. FEMALE organization
72. Foresight Generation Club
73. Friends of Democracy
74. Friends of the Earth U.S.
75. FRONTIERS FOR GENDER ADVOCACY, ACCOUNTABILITY &

## EMPOWERMENT INITIATIVE

7. **Global Coalition for Tech Justice**
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78. Global Digital Citizenship Lab, York University
79. Global Project Against Hate and Extremism
80. Global Witness
81. Great Hope Foundation Malawi
82. Greek Helsinki Monitor
83. Guendalina Simoncini
84. Gulf Centre for Human Rights (GCHR)
85. Helen Suzman Foundation
86. Hindus for Human Rights
87. Hope and Courage Collective
88. Human Rights Journalists Network Nigeria
89. Human Rights Watch
90. HuMENA for Human Rights and Civic Engagement
91. Hungarian Civil Liberties Union
92. Idayat Hassan
93. IDDLAC (Contextual)
94. IFEX
95. impACT International
96. India American Muslim Council
97. India American Muslim Council
98. India Civil Watch International
99. Inform Africa
100. Innovation for Change Middle East and North Africa
101. INSM for Digital Rights in Iraq
102. Institute for Strategic Dialogue (ISD)
103. Instituto Vero
104. International Council of Indian Muslims (ICIM)
105. International Media Support
106. International Press Institute
107. Intersection Association for Rights and Freedoms
108. IPANDETEC
109. ITAKA INTERNATIONAL

110. Jordan Open Source Association (JOSA)
111.  **Global Coalition for Tech Justice**
112. -
113. Judith foundation
114. Koneta Hub
115. Law and Public Policy Center
116. Lawyers Hub
117. Legal Dignity
118. Legal Grounds Institute
119. Legal Resources Centre
120. LOVE-Storm – Together against Online Hate
121. LoveAid Foundation
122. Me Representa
123. Media Alliance of Zimbabwe
124. Media Monitoring Africa
125. Misbar
126. Myanmar Internet Project
127. Netlab-UFRJ
128. News Literacy Lab
129. NOSSAS
130. Open Britain
131. Open Knowledge Foundation
132. OpenWatch
133. Panos Institute Southern Africa
134. Paradigm Initiative
135. Paradigm Initiative
136. Pen to Paper (<https://www.pentopaper.org/>)
137. People Vs Big Tech
138. Poliwatch Africa
139. Pollicy
140. Real Facebook Oversight Board
141. REDE NACIONAL DE COMBATE À DESINFORMAÇÃO
142. Research Tree
143. Rinascimento Green
144. Salamat Dz

145. Samir Kassir Foundation
14.  **Global Coalition for Tech Justice**
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148. Social Movement Technologies
149. SocialTIC
150. society for environment and education
151. Stichting The London Story
152. Tech Global Institute
153. Tech Justice
154. Tech4Peace
155. TEDIC
156. The African Middle Eastern Leadership Project (AMEL)
157. The Center for Freedom of Information
158. The Citizens
159. The Tahrir Institute for Middle East Policy
160. The Visual Activist
161. Transparency International EU
162. Ubunteam
163. USC Neely Center
164. Verify-Sy
165. Wathata Kinyua Foundation
166. Webfala Digital Skills for all Initiative
167. West Africa ICT Action Network
168. WHAT TO FIX
169. WITNESS
170. Women of Uganda Network (WOUGNET)
171. YODET
172. Youth and Society (YAS)
173. Zambian Cyber Security Initiative Foundation

### ***Individuals***

1. Aashka Raval
2. Agita Pasaribu
3. amandla.mobi
4. Amira Galal
5. Anna Grace Calhoun



6. Anne Olson

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9. Camilla Machuy
10. Cheryl Akinyi
11. Cosima Wiltshire
12. Danielle novaes
13. Dima Samaro
14. Dr. Michael Strautmann
15. Dr. Simon Kruschinski
16. Ella Shoup
17. Eya Oueslati
18. Fatuma Nyirenda
19. Francesca Edgerton
20. Hiba Monzer
21. Ingrid Farias
22. James
23. Karina Mendoza
24. Karyn Caplan
25. Keerti Rajagopalan
26. Kirsten Fiedler
27. Kyle Taylor
28. Lotanang Marothe
29. Luis Serrano
30. Luise Koch
31. Luiz Eugenio Scarpino Junior
32. Manuel Alejandro Baron Romero
33. Maria Paula Russo Riva
34. Martin Kapenda
35. Michaela Nakayama Shapiro
36. Mostafa Fouad
37. Nasiru Deen
38. Natalia Albert
39. Natalia Zuazo
40. Nevine Ebeid

41. Oussema Refgi

4.  **Global Coalition for Tech Justice**

4:

44. Raymond Amumpaire

45. Renatha Maria Giordani

46. Ricardo de Holanda Melo Montenegro

47. Rima Sghaier

48. Sam Phiri

49. Seble G. Workneh

50. Seongkyul Park

51. Tundun Folami

52. Yasmin Curzi

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