

**Beth George**  
DIRECT DIAL 415.947.2079  
EMAIL [bgeorge@wsgr.com](mailto:bgeorge@wsgr.com)

November 8, 2019

**VIA E-MAIL**

Mx. Fox Blackhorn  
Compliance Coordinator 2  
Public Disclosure Commission  
711 Capitol Way, Suite 206  
P.O. Box 40908  
Olympia, WA 98504  
[pdcc@pdcc.wa.gov](mailto:pdcc@pdcc.wa.gov)

**Re: Google LLC's Response to Complaint of Tallman Trask, PDC Case No. 59475**

Dear Mx. Blackhorn:

I write in response to your October 30, 2019 letter regarding Mr. Tallman Trask's October 30, 2019 complaint alleging that Google violated RCW 42.17A.345 and WAC 390-18-050 by failing to provide certain advertising records within 24 hours of his initial request. Thank you for bringing this matter to our attention. We provided information in response to Mr. Trask, and enclose that communication herewith.

Although we have provided Mr. Trask with the information, his complaint should be dismissed. Mr. Trask's complaint to the PDC is improper because Mr. Trask had not communicated his request to Google at a place of business during normal business hours or through another electronic means designated by Google.<sup>1</sup> Instead, Mr. Trask sent his request to Google by submitting it via an online portal on a Google Ads Help Center page that is designed for Google Ads account holders to submit concerns and/or ask for assistance with their Google Ads advertising accounts. It was not, and does not purport to be, a place where users can submit these requests for information relating to Washington state and local election ads, and this should have

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<sup>1</sup> In addition, as we have previously discussed, we maintain several legal defenses to RCW 42.17A that apply to Mr. Trask's complaint, but we will not separately recite those here.

Mx. Fox Blackhorn  
Compliance Coordinator 2  
Public Disclosure Commission  
November 6, 2019  
Page 2

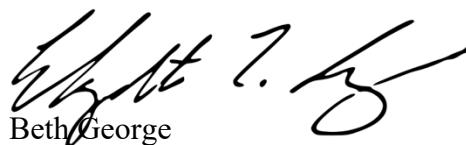
been obvious to Mr. Trask. Because Mr. Trask did not contact Google in a method intended for the processing of these requests, we believe that his complaint to the PDC is premature as Google had not effectively received his request by the time his complaint was filed.

As you are aware, Google has discontinued accepting these types of ads in Washington State while we continue to work with the PDC, and we have instituted several safeguards to prevent these ads from appearing on our services. Because these advertisers repeatedly circumvented our systems in order to violate our policies, the accounts associated with this activity have now been suspended.

Google shares the Public Disclosure Commission's goal of bringing transparency to election advertising. Given that Mr. Trask has received the information requested, notwithstanding the issues we discussed above relating to how he submitted his request, we respectfully request the PDC dismiss this complaint.

Very truly yours,

WILSON SONSINI GOODRICH & ROSATI  
Professional Corporation



Beth George

Enclosure(s)



Google LLC  
1600 Amphitheatre  
Parkway  
Mountain View, CA 94043

650 253-0000 main  
Google.com

November 11, 2019

Tallman Trask  
tallman.trask@gmail.com

**BY EMAIL**

Dear Mr. Trask,

We recently received notice of your request for information related to Google advertising purchases disclosed in the Public Disclosure Commission (PDC) reports numbered 100930145 and 100939902. Google does not accept ads related to ballot measures and candidates for state and local elections in Washington, and advertisers that display these ads are not only violating our [policies](#) but also circumventing the systems Google has in place to prevent this abuse.

We understand that you submitted your request via a Help Center page designed for Google advertisers to seek assistance with their accounts. Google does not accept requests for this type of information through this Help Center page, which is dedicated to Google Ads advertisers. Requests of this nature should be sent to: [wa-election-ads@google.com](mailto:wa-election-ads@google.com).

Although we did not see specific information about the ads in question in your request, we undertook an investigation based on the PDC reports that you cited. We have identified the following information that we believe is responsive to your request:

**Information related to PDC Report 100939902**

Purchaser and Address:	Strategies 360, Inc. Matthew Davidson 1505 Westlake Ave. N Suite 1000 Seattle, WA 98109 United States
Spend:	\$5,943.88
Display Dates:	10/4/2019 - 10/25/2019
Method of Payment:	Credit line/bank transfer
Targeting Information:	The ads were targeted to users in Seattle, Washington
Impressions:	100,000 - 200,000

**Information related to PDC Report 100930145**

Purchaser and Address:	Strategies 360, Inc.
------------------------	----------------------

Matthew Davidson  
1505 Westlake Ave. N  
Suite 1000  
Seattle, WA 98109  
United States

Spend: \$4,484.79  
Display Dates: 7/18/2019 - 8/7/2019  
Method of Payment: Credit line/bank transfer  
Targeting Information: The ads were targeted to users in Seattle, Washington  
Impressions: 1,000,000 - 2,000,000

Creatives related to the ads are attached.

As noted above, this advertising violated Google's policies; therefore, as soon as we became aware of these policy-violating advertisements, we removed them and notified the advertiser of the violation.

Very truly yours,  
Google Support

# **BALLOTS ARE OUT!**

*Learn more about  
the candidates your  
fire fighters believe  
will best address our  
public safety needs.*

**LEARN MORE**



NO CANDIDATE AUTHORIZED THIS AD. IT IS PAID FOR BY  
SEATTLE FIRE FIGHTERS PAC - 517 2ND AVE W SEA, WA 98119



See which ***candidates*** earned the  
***endorsement*** of Seattle Fire Fighters

**LEARN  
MORE**

NO CANDIDATE AUTHORIZED THIS AD. IT IS PAID FOR BY SEATTLE FIRE FIGHTERS PAC - 517 2ND AVE W SEA, WA 98119

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***From homelessness  
and mental health to  
opiate and alcohol  
addiction:***

*Seattle's Fire Fighters  
are on the front lines,  
ensuring our public safety.*

**LEARN MORE**



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SEATTLE FIRE FIGHTERS PAC - 517 2ND AVE W SEA, WA 98119



**Ballots  
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*See who earned  
the endorsement of  
Seattle Fire Fighters*

[LEARN MORE](#)

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SEATTLE FIRE FIGHTERS PAC - 517 2ND AVE W SEA, WA 98119



*Seattle Fire Fighters  
answered nearly  
150,000 emergency  
calls last year*

**Putting Seattle's  
Public Safety First**

[READ WHO THEY'RE ENDORSING THIS NOVEMBER](#)

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***Seattle's Fire Fighters are on the front lines, ensuring our public safety.***

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***Ballots Are Out***

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ENDORSED BY  
**MOMS**  
*for* **SEATTLE**

No candidate authorized this ad. It is paid for by Moms For Seattle, 1037 NE 65th St, #103, Seattle, WA. Top Five Contributors: Katherine Binder, Betsy Losh, Celeste Ramberg, Laura McMahon, Diane Langstraat.

A blue-tinted background image of the Seattle skyline, featuring the Space Needle and other city buildings.

Seattle needs  
**accountable,**  
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leaders who  
will **improve**  
**public safety**  
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a place to call  
**home...**

Seattle needs **accountable, effective**  
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**MICHAEL GEORGE** for Seattle City Council, D7  
**ACCOUNTABLE • COMPASSIONATE • EFFECTIVE**

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**MOM APPROVED**

**HEIDI WILLS**  
for Seattle  
City Council, D6

*Accountable*  
*Compassionate*  
*Effective*

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A horizontal blue banner with a faint background image of the Seattle skyline, including the Space Needle. The text is white and bold.

Seattle needs **accountable, effective**  
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A vertical blue banner with a faint background image of the Seattle skyline, including the Space Needle. The text is white and bold.

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**ALEX PEDERSEN** for Seattle City Council, D4  
ACCOUNTABLE • COMPASSIONATE • EFFECTIVE

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**HEIDI WILLS** for Seattle City Council, D6  
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A blue-tinted photograph of the Seattle skyline, featuring the Space Needle and other skyscrapers, with trees in the foreground.

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**ALEX PEDERSEN** for Seattle City Council, D4  
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A vertical rectangular graphic with a dark blue background. It features a faint, light blue silhouette of the Seattle skyline, including the Space Needle, behind the text.

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A horizontal rectangular graphic with a dark blue background. It features a faint, light blue silhouette of the Seattle skyline, including the Space Needle, behind the text.

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A vertical rectangular graphic with a dark blue background. It features a faint, light blue silhouette of the Seattle skyline, including the prominent Space Needle. The text is overlaid on the left side of the graphic.

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A horizontal rectangular graphic with a dark blue background. It features a faint, light blue silhouette of the Seattle skyline, including the prominent Space Needle. The text is overlaid on the right side of the graphic.

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## PAT MURAKAMI for Seattle City Council, D3

ACCOUNTABLE • COMPASSIONATE • EFFECTIVE

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**HEIDI WILLS**  
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**home...**



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