

Kendra Rizzo (Fri, 1 Nov 2019 at 4:12 PM)

Hi,

On Sunday, November 27, 2019, we received a request for information from Mr. Trask outside of our working hours. This request for information noted details on Western Consulting LLC and all of our political campaigns that ran in Washington state during 2018-2019 per [RCW 42.17A.345](#) and WAC 390-15-080.

We were unable to find any information on WAC 390-15-080 but started compiling our data based on RCW 42.17A.345 requirements. We later assumed Mr. Trask was referring to WAC 390-15-050 in his request.

In the citing of RCW Washington State's statutes, we only found the term "reasonable timeline for response" and assumed that meant we needed to respond by his given deadline of November 4th. Our internal policy is to respond to all privacy emails within 14-days usually within 3-5 working business days if we have all the information readily available. Our team started compiling the data and working with our clients to let them know that we would be complying with his request. Unfortunately, this took longer than expected, which is why we did not respond as quickly as Washington State might have deemed a reasonable timeline. Given this new information on the timeline expectations under Washington State's statutes, we have further amended our internal protocols for each state to better meet the changes around political advertising and campaign finance compliance.

While we were unable to find records related to Western Consulting LLC, we have been able to supply Mr. Task the related data in a readable format for all of our political campaigns that ran in Washington state during 2018-2019. On November 1st, 2019, we sent Mr. Trask the attached document along with the attached email explaining our services and handing over the requested information.

Please let us know if you need any additional information.

Thank you,
kendra rizzo
director of advertising technology

choozle

office: 970-744-3340 | [Ranked No. 3 on AdAge Best Places to Work 2019](#)





Kendra Rizzo <kendra@choozle.com>

Public Information Request under RCW 42.17A.345 and WAC 390-15-080

Kendra Rizzo <kendra@choozle.com>

Fri, Nov 1, 2019 at 5:01 PM

To: tallman.trask@gmail.com

Cc: privacy@choozle.com

Mr. Trask-

Thank you for your inquiry. We take these requests very seriously and wanted to ensure we did our due diligence to provide you all the information we had related to your request.

As outlined in your request, we have attached our records for all political ads run in the state of Washington for 2018 and 2019 as pursuant to WAC 390-18-050. Our records indicate the agency, Strategies 360, utilized the Choozle platform to execute digital advertising campaigns on behalf of these advertisers, Account - Lake WA Citizens, Account - Seattle Firefighters, Account - Moms for Seattle.

Within the report, you will find the total of served impressions, budget spent, and audience targeting utilized for each digital advertising campaign for advertisers - Account - Lake WA Citizens, Account - Seattle Firefighters, Account - Moms for Seattle. We have also included the PDC links as well as the agencies address and CFO name associated with each of these advertisers.

Additionally, as requested to provide the exact nature and extent of the services rendered, Choozle provides a digital advertising software platform to process the facilitation of digital advertising campaigns for the partners that utilize our platform. All payment went towards the placement of digital advertising campaigns for the services rendered.

As a software provider, we have made the decision not to permit digital advertising for state and local candidate elections, ballot measures, or political-based campaigns in the state of Washington, effective November 1st, 2019. In addition, we have further amended our internal protocols for each state to better meet the changes around political advertising and campaign finance compliance.

If you have any additional questions or comments please feel free to reach out.

Thank you,

kendra rizzo

director of advertising technology

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**WA_Political_2018-2019_CHZ_1.xlsx**

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