

## **PRESS RELEASE**

### **NOTICE TO FACEBOOK TO REMOVE UNAUTHORISED PAID INTERNET ELECTION ADVERTISING ON NEW NARATIF**

IMDA, as the Assistant Returning Officer (ARO), has issued a notice to Facebook to remove unauthorised paid Internet Election Advertising (IEA) that was published on its platform by New Naratif.

2 New Naratif placed a programmatic paid advertisement on Facebook, that continued to be available after 30 June, Nomination Day. The advertisement amounted to election advertising\*. By placing paid IEA, New Naratif was deemed to be conducting election activity as defined in the Parliamentary Elections Act (PEA). New Naratif was not authorised by any candidate or election agent to conduct election activity. The ARO has thereby issued a notice to Facebook to remove the unauthorised paid IEA that was published on its platform which is in contravention of s83(2) of the PEA. Facebook has removed the advertisement accordingly.

3 All persons are reminded that the publishing of paid IEA requires authorisation by a candidate or an election agent from the start of campaign period, after end of Nomination Day proceedings. This ensures accountability, and prevents paid advertisements from being used as a conduit for foreign interference in the elections process, or for political parties and candidates to bypass the election expense limits.

**ISSUED BY  
ELECTIONS DEPARTMENT  
PRIME MINISTER'S OFFICE  
3 JULY 2020**

*\*Election advertising is defined under the Parliamentary Elections Act as any material that can reasonably be regarded as intended to promote or procure the electoral success at any election for one or more identifiable political parties, candidates or groups of candidates; or to otherwise enhance the standing of any such political parties, candidates or groups of candidates with the electorate in connection with any election. This includes prejudicing the electoral prospects at the election of other political parties, candidates or groups of candidates or (as the case may be) by prejudicing the standing with the electorate of other political parties, candidates or groups of candidates.*