Internet Association Member Efforts to Prevent Foreign Influence

The internet industry takes its role seriously in cultivating a politically informed and engaged online community. Threats to the security and reliability of political advertisements weaken public trust and muddy complicated political issues. The internet industry is committed to doing its part to increase accountability and trust in online political ads.

Internet Association member companies have fortified their services against foreign influence in U.S. elections, especially in advertising and social media. Internet companies have:

1. Hired thousands of employees to work on security and content review to ensure that fake accounts are removed.

2. Invested heavily in machine learning and artificial intelligence to detect and block fake accounts and harmful content before they post.

3. Increased transparency and accountability in advertising to provide more information on who has funded election ads, including confirming the identity of candidates and others buying political ads.

4. Continually updated their advertisement policies to reflect the latest expectations and capabilities around political ads.

5. Provided tools to empower campaigns and government entities to secure their sites, including password protection, anti-hacking tools, and protection against denial of service attacks.

6. Coordinated with other members of the academic, think tank, and commercial communities to foster relevant research, engage in fact checking, prevent election meddling, and defend digital democracy.

7. Worked with legislators and policymakers to develop practical solutions.

Maintaining the fidelity of election advertising remains a high priority for the internet industry. Foreign interference in the U.S. democratic process is unacceptable to internet companies. The internet industry will continue to improve accountability and security as our companies partner with policymakers and other stakeholders to ensure the integrity of U.S. elections.