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ACCC inquiry must consider Cambridge Analytica scandal

Free TV CEO Bridget Fair today called on the Government to expand the Terms of Reference for the current ACCC Inquiry into digital platforms to expressly include issues related to the recent Cambridge Analytica scandal.

“It is clear that practices of data collection and sale by digital platforms is a major issue that impacts consumers, advertisers and traditional media outlets. This information is being used to generate and target fake news, for advertising purposes and to influence our political processes.

The ACCC must consider how Facebook and other digital platforms make information about individuals and their commercial, political and social preferences available. This is a real opportunity to adopt measures to ensure that Australians are clearly aware of the full extent of the data they are handing over.

When even Mark Zuckerberg is saying that Facebook needs to be regulated, we should be taking this as a golden opportunity for change.”

-ENDS-

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