

September 2, 2020

Secretary Mac Warner  
Office of the West Virginia Secretary of State  
State Capitol Building  
Charleston, WV 25305

Dear Secretary Warner,

Thank you for your August 20th response to our letter outlining our efforts to help promote civic participation, including through the new Voting Information Center (VIC) we recently launched. Please find additional information regarding each of your questions below.

**Will Facebook publish any election-related message or information to any user before the chief election official in the appropriate jurisdiction approves it?**

We will seek input and feedback from State elections authorities before our content goes live because we want the Voting Information Center (“VIC”), like all our voting empowerment tools, to provide complete and accurate information to people. However, we will not wait for formal approval from each office before publishing information. We will continue to seek your input and feedback to the extent you are able to provide it, and we hope to maintain a good working relationship with your office so that we can ensure the VIC contains complete and accurate information for West Virginians.

**Will Facebook engage in only factual, informative speech intended to educate the public election dates, times, or statutory requirements?**

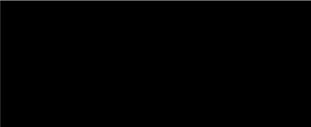
We intend to provide only factual and informative content in the VIC. Please note that the VIC will provide information beyond election dates, times, and statutory requirements, including information from your office and other authoritative sources on voter registration, how to serve as a poll worker, and other facts about voting.

You can see the information that we currently share by visiting [www.facebook.com/votinginformationcenter](http://www.facebook.com/votinginformationcenter). We welcome your input if you believe there are additional facts about voting or elections in West Virginia that should be shared through our VIC.

**Will Facebook wholly refrain from any actual or perceptible political, opinionated, or subjective speech? This includes opinions on candidates or policies but excludes paid campaign advertisements that are subject to other transparency disclosure requirements.**

The VIC is a place for people to find factual, authoritative, and non-partisan information about the voting and electoral process sourced from State elections authorities like you, as well as third parties like the Bipartisan Policy Center. We rely on our partnerships with States and third parties to provide this factual content so that people have a one-stop-shop to obtain the tools and information they need to register and vote this November.

**Will Facebook publish all election-related information in a completely uniform manner to all users without regard to personal information, online activities, metadata, users’ characteristics, particular demographics, and party affiliation?**



The VIC is non-partisan and available to everyone on Facebook. In the U.S., we will take the additional step of tailoring the VIC based on the user's location, so that West Virginians see information about West Virginia elections, and Texans see information about Texas elections.

With respect to your question regarding publishing election-related information in a uniform manner, please note, for example, that people are permitted to opt-out of receiving certain types of content on Facebook, including election-related reminders, and we honor those choices. We will not send election-related reminders to people who have opted out of receiving such reminders, or who have already interacted with those reminders.

**Does Facebook agree to not use ephemeral messaging, and provide an easily accessible public list or perpetual archive of all election-related content published in each jurisdiction; will Facebook keep and make available to any requestor such records at any time at no cost?**

Because the VIC is intended to be a one-stop shop for people to get complete, accurate and relevant information, its content will be updated as we approach (and pass) various election-related milestones. We intend to remove election-related content when it is no longer timely or relevant -- for example, when voter registration deadlines have passed -- to avoid confusing voters. We similarly intend to build tools that may be used by people on Facebook and Instagram, such as "stickers" they can add to their Stories, that will only be available as long as those people make them visible.

For information regarding how Facebook responds to legal requests, please see our [Data Policy](#).

**Does Facebook agree that personal information gathered or available to Facebook through this project not be retained, sold, used, or transferred to any outside entity or organization for any purpose; and that all such data/information obtained or retained by Facebook be disclosed and made available to, or deleted upon request from, each individual user?**

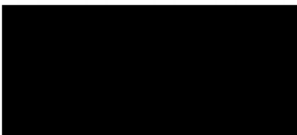
As we have explained, we are not providing political advertisers or political campaigns with any lists of people interacting with the VIC. However, as we noted in our August 7 letter, and consistent with our [Data Policy](#), there may be circumstances in which we share information about people who interact with the VIC with third parties. This may include sharing information with our measurement partners for analytics and to help us measure the effectiveness of the VIC, or with academics or other outside researchers for public interest research.

**Will Facebook assist in investigating any violations, and keep appropriate elections official(s) and the general public regularly informed on investigations for transparency purposes, consistent with the law?**

Please see our [Data Policy](#), which explains how we respond to legal requests.

Thank you, again, for the opportunity to answer your questions. We look forward to working with you and your office going forward.

Sincerely,



William D. Castleberry  
Vice President, U.S. Public Policy

