



Damian Collins  
Chair, Digital, Culture, Media and Sport Committee  
House of Commons  
London  
SW1A 0AA

19th July 2018

Dear Mr Collins

I am writing to provide further information in response to question 29 in your letter of 1 May 2018. This supplements the information previously provided in our letters of 14 May and 8 June 2018.

Your original question was:

**‘Can we see copies of adverts from AIQ? Who were these adverts shown to? Who paid for them?’**

We have previously answered the third part of this question as to who paid for these ads, and we explained that we were in process of identifying and compiling these ads. We have now completed that process and enclose a copy of the ads run for the following Facebook pages by AIQ:

- Vote Leave: <https://www.facebook.com/voteleave>
- BrexitCentral/BeLeave: <https://www.facebook.com/BrexitCentral-1668690483395661/>
- DUP Vote to Leave: <https://www.facebook.com/DUP-Vote-to-Leave-1736295996648305/>

Since our previous correspondence with you, we have confirmed that AIQ also ran ads from an additional Facebook page named “50 Million” (<https://www.facebook.com/50MillionUK/>) which we understand was connected to the Vote Leave campaign. On that basis, we have also included a copy of the ads AIQ ran for this page.

Please note that we have not been able to include copies of the ads which AIQ ran for Veterans For Britain (<https://www.facebook.com/VeteransforBritain/>) as that campaign has not permitted us to disclose this information to you. Instead they have asked that you should contact them directly.

# facebook

The material we are providing to you is contained on a password protected USB stick, and we will email your team separately with information on how to access it. An index of the ads for each of the campaigns' pages has been included in Excel/CSV format on the USB stick, and we enclose a legend for the terms referenced in those indexes as an annex to this letter.

For your information, we have provided a full set of the ads run by AIQ for Vote Leave (including 50 million), BeLeave, DUP Vote to Leave and Veterans for Britain to the Information Commissioner's Office, at their request.

Yours sincerely

A handwritten signature in black ink, appearing to read 'pp. Rebecca Stimson', written over a horizontal line.

Rebecca Stimson  
UK Head of Public Policy

## ANNEX – Legend for Referenced Ad Terms

**Page Name:** The name of the Page associated with the Page URL.

**Page URL:** The URL for Pages of interest.

**Ad ID:** A unique identifier for an ad.

**Ad Text:** The text displayed with an ad.

**Photo/Video ID:** A unique identifier for the associated photo/video that was used in the ad. These numbers correspond to the file names on the video and image files included in the production. Empty quotation marks (“”) will be shown if no photo or video was used in the ad.

**Ad Group ID:** A unique identifier for the group of ads representing all edits and variations made to an original “parent” ad. Each edit and variation in an ad group is represented as an individual ad in this production.

**Ad Impressions:** The number of times an ad was displayed on the screens of target audience members.

**Ad Group Age Gender Reach:** Number of people in a specific demographic to whom the Ad Group that included the ad was delivered.

**Ad Group Region Reach:** The state/geographic region of the individuals to whom the ads were delivered.

**Ad Start Date:** Date an ad was set to start appearing.

**Ad End Date:** Date an ad was set to stop appearing. No end date indicates the ad would run until the budget was spent.