



1600 Amphitheatre Parkway
Mountain View, California 94043

Tel: 650.253.0000
Fax: 650.253.0001
www.google.com

February 21, 2018

Wayne Barnett
700 Fifth Avenue
Suite 4010
P.O. Box 94729
Seattle, WA 98124-4729

Dear Mr. Barnett,

I write in response to the Seattle Ethics and Election Commission's request for information relating to political advertisements on Google's advertising services during the November 7, 2017 Seattle municipal election season (the "Commission's Request"). Enclosed, please find information responsive to that request, Bates numbered G00001 - G00061.¹

Those materials include the following:

- advertising creatives, including text ads and images;
- details about the duration of the campaigns²;
- approximately how often ads affiliated with those campaigns were displayed on our systems;
- the individuals or entities that purchased the ads, including the billing address associated with each;
- the form and amount of the payments received for the ads.

The vast majority of these ads were geographically targeted to the United States, generally, or the Seattle Tacoma area. In addition, unlike other platforms, our political affinity audiences were limited to 'left-leaning' and 'right-leaning' during the 2017 election, but none of these ads were targeted using these political audiences. Other targeting criteria available to Google advertisers are described in our Help Center here:

<https://support.google.com/adwords/answer/1704368?hl=en>

¹ As we previously discussed, Google has provided the relevant advertisers notice of your request.

² For a small number of ads, we are still collecting data relating to the duration of the ads campaigns that was not readily available, including because it may be from third party advertising platforms. We have provided the other data relating to those ads, but will provide the duration information shortly.

We believe that this production, when supplemented with the forthcoming date ranges, satisfies the Commission's Request. If the Commission has any questions about this production, please feel free to contact me at wilsonw@google.com.

Very Truly Yours,

A handwritten signature in blue ink, appearing to read 'Wilson White', with a stylized flourish at the end.

Wilson White