

# dark *ads* knights

Abdul Obeid  
Jane Tan  
Kelly Lewis  
Ross Pearson  
Alec Sathiyamoorthy  
Grant Nicholas  
Guangnan Zhu  
Mingqiu Wang  
Vikram Sondergaard

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# A woman shared her tragic story of how social media kept targeting her with baby ads after she had a stillbirth

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Lauren Feiner  
@LAUREN\_FEINER

## KEY POINTS

- A woman wrote an open letter addressed to "Tech" asking them to change their ad-targeting practices after she got targeted with baby ads after having a stillbirth.

# Coronavirus: 'I'm being bombarded by gambling ads'

By Nicola Kelly  
BBC News

© 2 May 2020



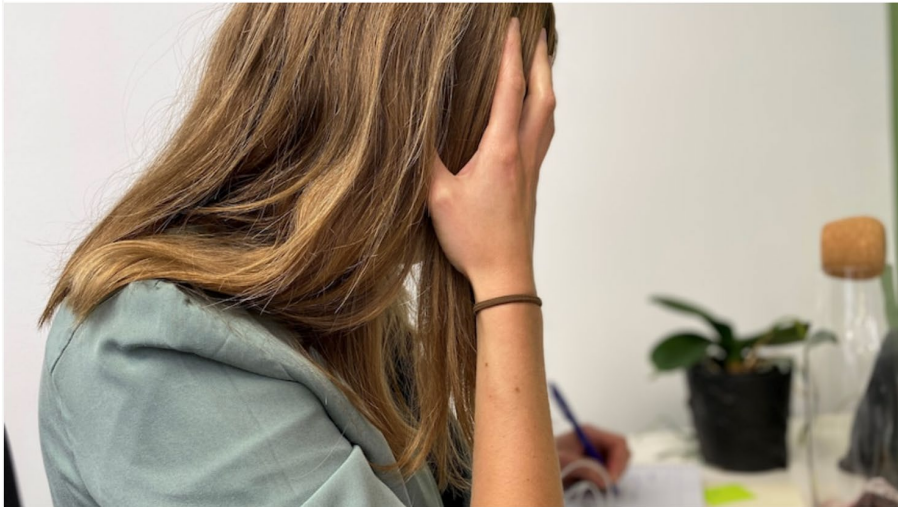
## NEWS & COMMENTARY

# Holding Facebook Accountable for Digital Redlining

# Threat of 'postcode discrimination' as credit scores skewed by where you live

By business reporter [Daniel Ziffer](#).

Posted Mon 7 Feb 2022 at 5:44am, updated Mon 7 Feb 2022 at 8:05am



Your credit score, and whether you can get a loan, now depends in part on where you live. (ABC Riverland: Anita Ward)

... and replicate marginalized opportunities.



Illustration Callum Abbott

# Eating disorder sufferers on the danger of weight loss ads on TikTok

... platform has banned adverts for under 18s that 'promote a...'  
... its users say the damage has already

**discriminatory patterns:  
postcodes + assumed interests**

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**proxy & price discrimination**

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**combating discriminatory advertising  
is timely & urgent**

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**what we will do is....**

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1

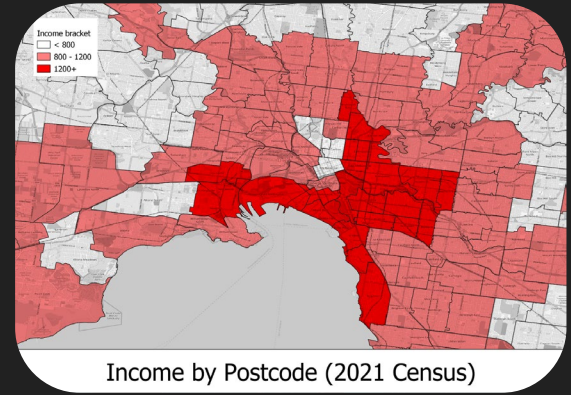


THE AUSTRALIAN AD  
OBSERVATORY

1



2

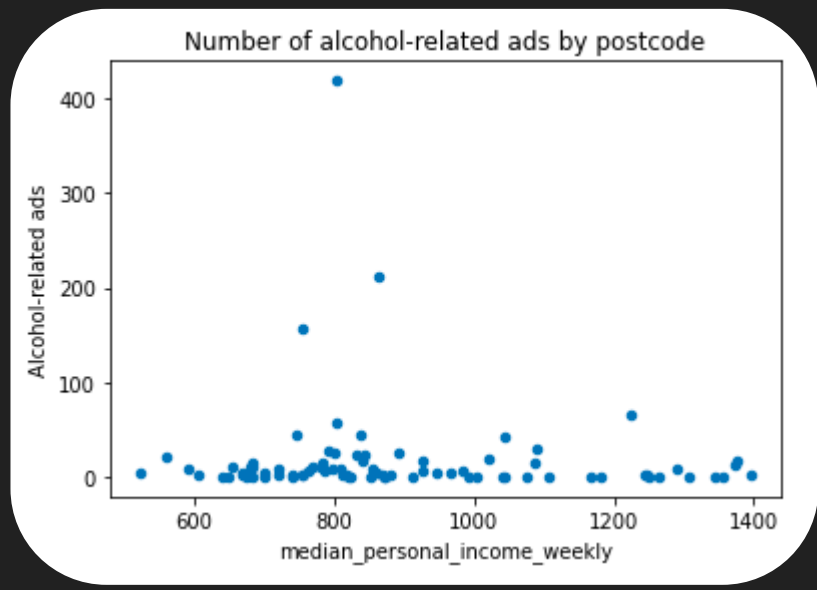
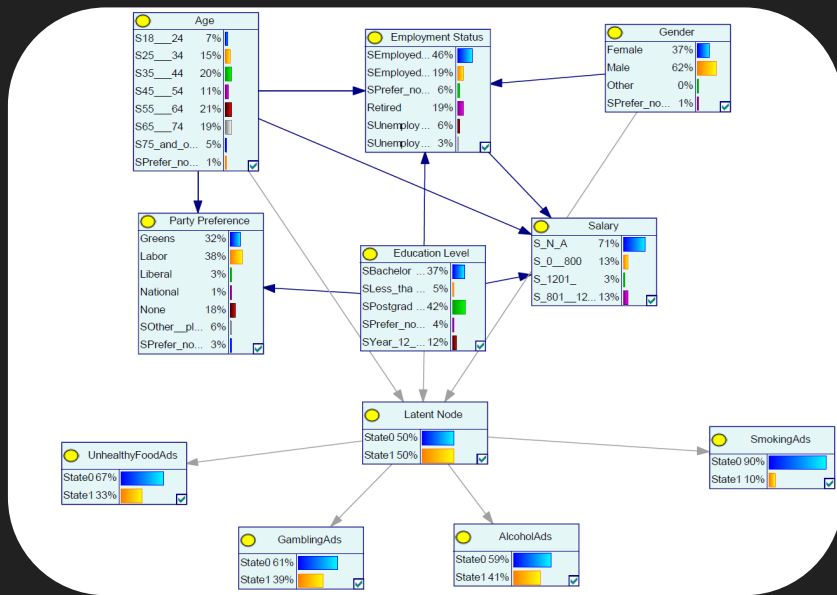








# in fact..



## **summary**

- **better tools for policy**
  - **public awareness**
  - **scalable solution**
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**outcomes**

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# Thanks

Q & A