



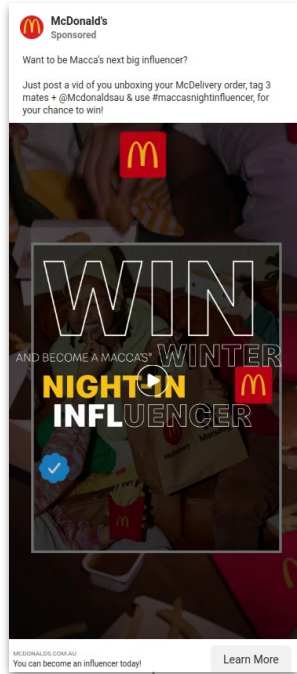
**GOT CHA**

Capture, Identify and Report Dark Ads

# The Problem: Reporting Framework Doesn't Work



**Someone finds a bad ad**



**They try to find who to lodge a complaint with ...**



**... and might find someone who will listen**

**The ad eventually gets removed...**

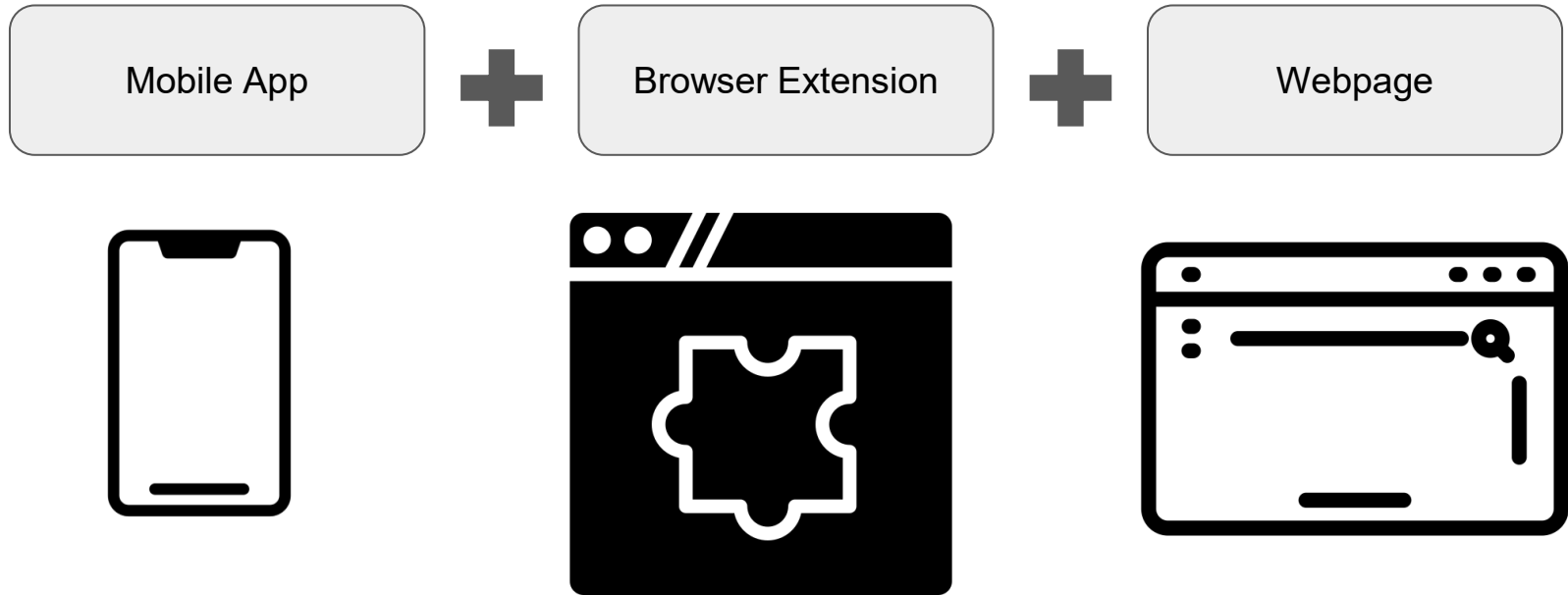
**... after it has been seen by thousands of vulnerable people**

**... after the company's benefited enormously from it**

**... after harm has been caused**

**... and nothing is recorded, so businesses can keep advertising again and again**

# Where we operate: no barriers to entry



# How we work: accessible, quick, efficient




**PeteEvans**  
HEALTHY EVERYDAY


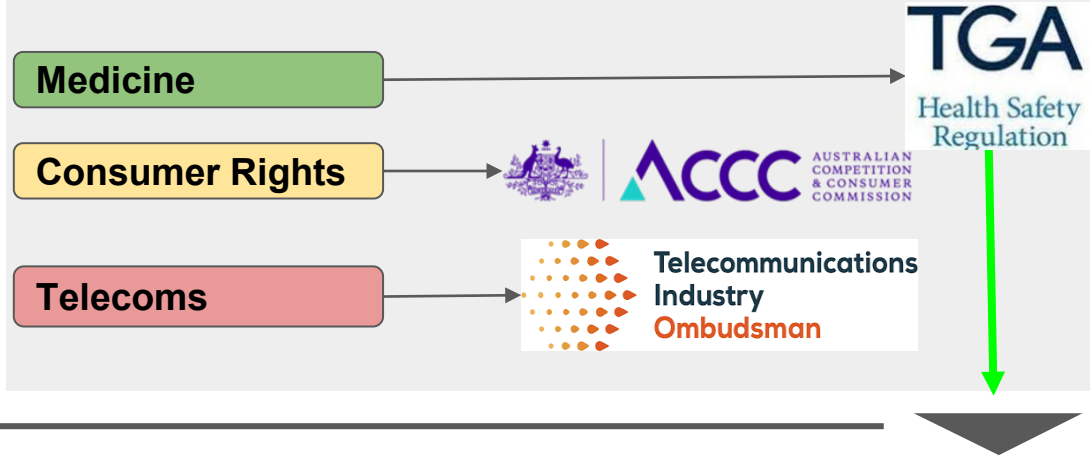
CHARGE YOUR LIFE. CHANGE YOUR LIFE.

## BioCharger

The BioCharger is a hybrid subtle energy revitalisation platform that works to optimise your health, wellness, and athletic performance by aligning and balancing the energy of every cell in your body.



[LEARN MORE](#) [PURCHASE](#)



**Got Cha**

Successful prosecution.  
Thanks for your help.

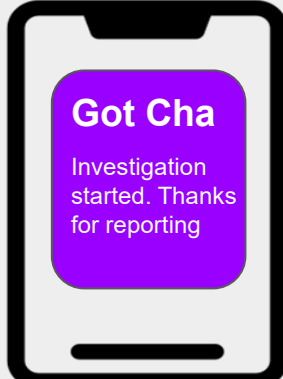


Australian Government  
Department of Health and Aged Care  
Therapeutic Goods Administration

≡ Menu


### Peter Evans Chef Pty Ltd fined \$79,920 for alleged unlawful advertising

Published:  
25 May 2021



**Got Cha**

Investigation started. Thanks for reporting



TGA Administrator

# Data & Model

- Automatic Tagging
- Better cross section of device data
- Free labelling
- Match with existing complaints
- Understand the difference between Ads on Mobiles and Web browser.

marque.imtnagpur Follow ...

**FARNHAM**

**Alcohol**

**FARE AU**

Liked by \_\_deleted\_\_bhibedghdgaibdh and others  
marque.imtnagpur Bitter experiences in life are not good but when it comes to Farnham Beer: A bit bitter tastes better

AA dailymail.co.uk

Daily Mail Australia News

19 comments

**Ladbrokes**

Ladbrokes - Online Betting  
★★★★★ 42,023

**Gambling**

**Responsible Gambling**

**ACMA**

Immune FITNESS  
FUSION health

# Case Study: UTS Centre for Media Transition, Digital Complaint Handling



## DIGITAL PLATFORM COMPLAINT HANDLING: OPTIONS FOR AN EXTERNAL DISPUTE RESOLUTION SCHEME

July 2022



### A clearing house for digital platform complaints

This option consists of a multi-pronged approach that builds on existing complaints channels with a streamlined access point. This could have the following elements:

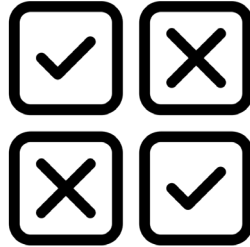
1. the existing or enhanced complaint handling roles performed by the OAIC or a new Privacy Ombudsman as well as the eSafety Commissioner, along with any new arrangement for mis- and disinformation resulting from anticipated co-regulatory arrangements and the existing law enforcement functions associated with criminal matters;
2. an expanded role for the TIO in dealing with residual user-to-platform transactional complaints not addressed by the OAIC, eSafety Commissioner and any other bodies that have specific complaint roles;
3. a standards development role for the ACMA or eSafety to encourage improved internal dispute resolution systems across all types of complaints; this could include the development of online dispute resolution for addressing user-to-user complaints, both social and transactional;
4. a clearing house or portal that enables user complaints to be redirected to the appropriate external disputes scheme and that collects data on matters that are the subject of complaints as well as outcomes of those complaints.

We think that it would be worth considering whether the clearing house function could be funded and performed by an industry body. If that were the case, there would need to be sufficient safeguards in place to ensure the scheme operated transparently and independently from digital platforms.

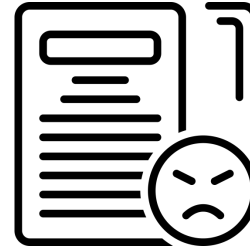
# Why it will work: People will be empowered



Not just a point in a dataset



Live complaint feedback from the body



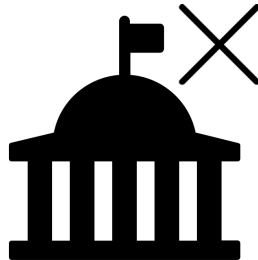
Centralized repository of all complaints



Public archive



Increases level of reporting makes the case for new laws



Break the barriers



Privacy Concerns (Demographic)



Awards for prolific reporters



**GOT CHA**

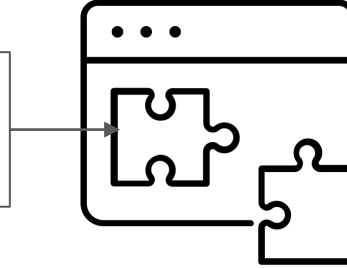
Capture, Identify and Report Dark Ads

# Future Extensions

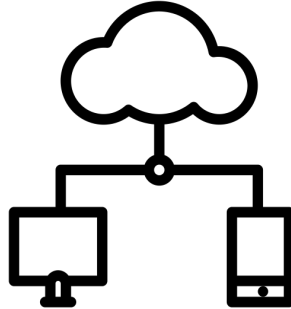


Once the algorithm is trained we can integrate it with other dark ad collection projects

needToKnow.io  
Dark Ads observatory



Utilize the user labelled data to train existing algorithms effectively



Compares Ads observed on mobile devices vs. web browsers



Increases level of reporting makes the case for new laws