

March 6, 2022

Sent via electronic mail

Tim Cook  
Chief Executive Officer  
Apple  
One Apple Park Way  
Cupertino, CA 95014

**Re: Apple Advertising Next to Hateful Content on Twitter**

Dear Mr. Cook:

We, the undersigned 61 civil-rights, human-rights and consumer-advocacy organizations, call on Apple to end its advertising spending on Twitter. Apple is one of Twitter's top three advertisers, and we're alarmed that Apple has been increasing its ad buys in recent months while other advertisers have left the platform entirely or wound down their relationships with Twitter. As a trusted App store provider with terms of service to which Twitter is subject, Apple's deep investment in Twitter also poses a potential conflict of interest.

As a private company, Apple of course has every right to make business decisions about where it advertises, how it brands its products, and the best methods to protect its reputation. We would urge that continued advertisement on Twitter is detrimental to Apple's reputation and out of step with Apple's own [policy](#) on human rights, which states that Apple is "committed to respecting the human rights of everyone whose lives we touch."

Elon Musk has made Twitter less safe for brands and users, especially LGBTQIA+ people, [religious minorities](#), people of color and women. Musk has [welcomed](#) neo-Nazis, white supremacists, misogynists, climate deniers and conspiracy theorists back onto the site in droves, and has failed to mitigate the spread of hate and lies. He has [ditched](#) long standing content moderation policies and [laid off](#) thousands of employees responsible for enforcing them.

Apple advertising is now [featured](#) next to some of the most toxic content on Twitter.

For instance, new [research](#) from the Center for Countering Digital Hate has revealed a number of Apple ads next to hateful content, including the advertisement below, which appears adjacent to a sexist post from self-professed neo-Nazi Andrew Anglin.

Apple TV+ @AppleTVPlus  
 Sometimes you need to break down to have a breakthrough.

Don't miss the premiere of #Shrinking, a new comedy series starring Jason Segel, Jessica Williams, Christa Miller, and the incomparable Harrison Ford.

Streaming this Friday on Apple TV+



0:00

apple.com  
 Shrinking — Streaming this Friday | Apple TV+

1 7 24 251.8K

Promoted

Andrew Anglin @WorldWarWang · Jan 20  
 Letting yourself become angry and act on anger is a weak and feminine action and a sign of immaturity and low character.

You must be the master of yourself.

If you catch yourself becoming angry, you should remind yourself that anger is for women.

61 77 522 19.1K

Another Apple ad, below, features actor Timothée Chalamet next to a tweet in which Rogan O’Handley promotes the debunked claim that Ukraine was developing biological weapons with the assistance of the U.S. government.

Apple TV+ @AppleTVPlus  
 With so much amazing talent on Apple TV+, we can't be expected to remember everyone...



0:01

apple.com  
 Start streaming — Apple TV+

1 1 15 84.7K

Promoted

DC\_Draino @DC\_Draino · Jan 29  
 Remember when the Pentagon confirmed the US partnered w/46 Ukrainian Bioweapon labs?

And Hunter Biden secured millions for 1 of the labs - Metabiota?

Well now we have a 2/24/22 letter from Zelensky ordering the destruction of all gov't files for Metabiota

I'm sure it's nothing

Before his takeover, Elon Musk promised companies like Apple that Twitter would not become a “free-for-all hellscape.” Yet his decisions since taking Twitter private have only made the platform worse.

Hate and conspiracy theories have real life consequences. They incite violence; they threaten public health; they suppress the vote and undermine democracy; they chill the speech of their targets. The undersigned organizations, as part of the #StopToxicTwitter campaign, have called on advertisers across the globe to take action and stop their advertising spending on Twitter in light of the platform’s inability to moderate and remove hateful, racist and extremist content that violates Twitter’s own policies as well as those of any reasonable company – including Apple.

Brands are recognizing the real risk and taking action: in just the last month, [reports](#) have revealed that 625 of Twitter’s top 1,000 advertisers have pulled their ads or announced they would do so, and dozens of other companies have curtailed spending on the platform.

We understand that fixing Twitter requires a series of measures, including reversing dangerous policy decisions Musk has made, reinvesting in content moderation and enforcement, and restructuring the governance of the platform. These measures would make Twitter safer and more equitable — a place where brands like Apple could showcase advertising with confidence that Twitter is doing its part to keep the platform safe. Unfortunately, Musk has shown no intention to adopt such measures and no desire to combat racism – in fact, just the opposite. This past week Musk came to the defense of “Dilbert” cartoonist, Scott Adams, following his racist rant where he described the Black community as a “hate group” and suggested that White people “get the hell away from Black people.”

The #StopToxicTwitter coalition is calling on Apple to be a leader in the corporate sector and show that it will stand on the right side of human and civil rights. We welcome the opportunity to brief you on the extent of the problem, and we look forward to hearing from you in writing no later than March 20, 2023 to schedule a meeting.

Sincerely,

Accountable Tech  
Free Press  
Media Matters for America  
Access Now  
Anti-Defamation League  
Advocates for Youth  
AI for the People Inc.  
Azerbaijan Internet Watch  
Benton Institute for Broadband & Society

Center for Countering Digital Hate  
Center on Race and Digital Justice  
Change the Terms Coalition  
Coding Rights  
Color Of Change  
Common Cause  
Dangerous Speech Project  
DemCast USA  
Digital Africa Research Lab  
Distributed Artificial Intelligence Research Institute (DAIR)  
Doctors In Politics  
Equality Labs  
Fair Vote UK  
Freedom Forward Friends of the Earth  
GLAAD  
Global Indigenous Data Alliance  
Global Project Against Hate and Extremism  
International Women's Media Foundation  
Jewish Women International  
JustLeadershipUSA  
Latino Anti-Disinformation Lab  
Majal.org  
Maria Ressa  
MoveOn  
Muslim Advocates  
NAACP  
National Center for Transgender Equality  
National Hispanic Media Coalition  
National LGBTQ Task Force  
NEVER AGAIN Association  
Numun Fund  
PFLAG National  
ProgressNow NM  
Public Citizen  
Public Knowledge  
Ranking Digital Rights  
Right To Be (formerly Hollaback!)  
Roger McNamee, Author of Zucked: Waking Up to the Facebook Catastrophe  
Stop Hate for Profit Coalition  
Stop Online Violence Against Women

SumOfUs  
Superbloom Design  
The Real Facebook Oversight Board  
The Sparrow Project  
The Tech Oversight Project  
The TransLatin@ Coalition  
Ujima Inc.  
The National Center on Violence Against Women in the Black Community  
UltraViolet  
Union of Concerned Scientists  
United Church of Christ Media Justice Ministry  
United We Dream  
Valor US  
#VOTEPROCHOICE  
Voto Latino  
Whose Knowledge?