

Business Entity: Advocacy & Advertisements Statement of Online Activity

(Government Code Section 84512)

CALIFORNIA
FORM 507

Who Files

Any qualifying organization or enterprise operated for profit that is a "business entity", pursuant to Section 82005 that directly or indirectly does any of the following:

- Uses its products or services to alter the online search results its products or services generate in order to emphasize or deemphasize materials containing express advocacy, as that term is defined in Section 82025, subdivision (c); or
- Uses its products or services to target online advertisements to individuals or groups, or generally to users or members of the public, without full and adequate consideration for political purposes, as that term is defined in Section 82025, subdivision (b).

Exception: A business entity's use of its products or services exclusively to carry out its commercial activities, including, but not limited to, delivering user-generated content or a paid advertisement on behalf of another person, and communications that are internal to a business entity or entities, do not require the completion of the Form 507.

Where To File

The statement of online activity is filed by paper or email with the Secretary of State.

Email form to: form507@sos.ca.gov

Mail form to: Secretary of State
Political Reform Division
1500 11th Street, Room 495
Sacramento, CA 95814

When to File

A statement of activity is due by January 31st for activity occurring during the previous calendar year.

Amendments

If a change must be made to a previously filed form, the amendment must be filed within 10 days.

To file an amendment to the form, use another copy of the form. Mark the checkbox at the top of the form, add the date the form was originally filed, then add your revised information. You can add amendment notes about what was changed in Part 3, the Comments section.

How to Complete

Part 1: Business Entity Information

Provide the full name of the Business Entity. Identify the name, street address, city, state, and zip code of the Business Entity.

Part 2: Filer Information

List all persons of the business entity with final decision-making authority as to which candidates or measures will be supported or opposed by altering the online search results or by targeting online advertisements.

Include the full legal name, title (e.g., Chief Information Officer, Online Operations Manager, etc.), phone number, and email address of each person with final decision-making authority of the business entity.

** If more than three persons need to be listed on Form 507, please attach another Form 507 with the additional filer information completed and include it with the original form submission. Please indicate in the comments section that a continuation sheet has been attached with additional information.*

Part 3: Online Activity Statement

For each row, list the name of each candidate or measure with regard to which the search results were altered for, or that was the subject of an advertisement targeted without full and adequate consideration and for political purposes. Select the appropriate box for the type of activity that occurred (e.g., either search results or advertisements) and whether the activity was in support or opposition of the candidate or measure. List the date or range of dates the activity occurred in the last column.

Part 4: Comments

Complete this section if amending a previously filed Form 507 or to provide additional information.

Part 5: Verification

The verification is signed under penalty of perjury. If the filer is a business entity, a responsible officer of the business entity, or an attorney acting as the entity's agent, they must sign the statement. This form was prepared by the Fair Political Practices Commission (FPPC).

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Type or Print in Ink.

Amendment Check box if an Amendment <hr/>	Date Stamp	CALIFORNIA FORM 507 For Official Use Only
Date of Original Filing (Month, Day, Year)		

1. Business Entity Information

LEGAL NAME OF BUSINESS ENTITY:	BUSINESS STREET ADDRESS:	CITY:	STATE	ZIP CODE:
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2. Filer Information

FULL NAME:	TITLE:	TELEPHONE NUMBER:	EMAIL (OPTIONAL):
FULL NAME:	TITLE:	TELEPHONE NUMBER:	EMAIL (OPTIONAL):
FULL NAME:	TITLE:	TELEPHONE NUMBER:	EMAIL (OPTIONAL):

3. Online Activity Statement

CANDIDATE OR MEASURE (ONE PER LINE)	TYPE OF ACTIVITY	DATE(S)
	SEARCH RESULTS SUPPORT OPPOSE ADVERTISEMENTS SUPPORT OPPOSE	
	SEARCH RESULTS SUPPORT OPPOSE ADVERTISEMENTS SUPPORT OPPOSE	
	SEARCH RESULTS SUPPORT OPPOSE ADVERTISEMENTS SUPPORT OPPOSE	

4. Comments

5. Verification

I have used all reasonable diligence in preparing this Statement. I have reviewed this Statement and, to the best of my knowledge, the information contained in it is true and complete. I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Executed on _____ DATE By _____ SIGNATURE

Attach additional information on appropriately labeled continuation sheets.