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Sinéad McSweeney
VP, Public Policy and Communications
Twitter International Company
1 Cumberland Place, Fenian Street,
Dublin 2, Ireland

February 06, 2018

Dear Mrs. McSweeney,

We are writing to you in connection with notification received from HTTPPOOL d.o.o. on behalf of Twitter Corporation, which states that Twitter has made the policy decision to off-board advertising from all accounts owned by Kaspersky Lab. The notification hereof also includes information that such decision was based on determination that Kaspersky Lab operates using a business model that inherently conflicts with acceptable Twitter Ads business practices. We consider this decision and provided cause as completely inconsistent and groundless by the reasons as follows.

All Kaspersky Lab advertising materials and content were always provided in strict accordance with Twitter Ads Policies through the authorized advertising affiliate - HTTPPOOL d.o.o., on the basis of corresponding agreement.

We have never received any notifications or claims from Twitter or its users regarding Kaspersky Lab advertisings.

Kaspersky Lab is a multinational software and services company that operates according to a standard business model in the IT industry. Kaspersky Lab's business model reflects a standard model for international sales and marketing of IT products, which includes marketing via social media. Moreover, Twitter Ads Policies as stipulated in <https://business.twitter.com/en/help/ads-policies/introduction-to-twitter-ads/twitter-ads-policies.html>, does not contain any language on required business models for advertisers and it is obvious that Kaspersky Lab's business model is no different from any other multinational IT industry advertiser that Twitter continues to permit advertising from.

By terminating Kaspersky Lab's ability to promote its tweets and advertise on Twitter without a valid reason, Twitter is unjustifiably restricting freedom of expression and limiting Kaspersky Lab's ability to "speak truth to power" which was indicated as a Twitter principle in mentioned notification. In addition, there is absolutely no basis provided to conclude that Twitter users feel less safe as a result of Kaspersky Lab advertising, which has always adhered to Twitter Ads Policies.

Based on the stated above, considering long and fruitful experience of cooperation between Kaspersky Lab and Twitter, in which cooperation Kaspersky Lab has always showed itself as a loyal and trustful partner, we hereby request to recall limitations set for Kaspersky Lab and provide Kaspersky Lab accounts with permission to advertise on Twitter.

Please let us know if you have any questions or require any additional information.

We thank you for your cooperation and prompt attention to this matter.

Yours sincerely,

Svetlana Ivanova
Director
Kaspersky Lab UK Ltd.

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