



PRESIDENT  
**Jeff Landry**  
*Louisiana Attorney General*

PRESIDENT-ELECT  
**Tim Fox**  
*Montana Attorney General*

VICE PRESIDENT  
**Karl A. Racine**  
*District of Columbia  
Attorney General*

IMMEDIATE PAST PRESIDENT  
**Derek Schmidt**  
*Kansas Attorney General*

EXECUTIVE DIRECTOR  
**Chris Toth**

October 22, 2019

**Mark Zuckerberg**  
Facebook Chief Executive Officer  
1 Hacker Way  
Menlo Park, CA 94025

Mr. Zuckerberg:

Social media and digital platforms have become interwoven into the fabric of our society. Consumers have become increasingly dependent on the broad access to goods for sale through these mediums. Unfortunately, the near-unlimited access to goods has increasingly exposed consumers, including minors, to unlicensed sales of alcohol and counterfeit products. We are seeking your assistance to address some of the challenges to consumer protection associated with online marketplaces and to improve the legitimacy of these sales.

We are aware of the occurrence of unlicensed, unregulated, and untaxed alcohol sales through digital platforms. Some of the products sold in this manner may be counterfeit, mislabeled, or fraudulent. The consumer may not know that this method of alcohol sales is illegitimate, or that these black-market products could pose health risks. Bad actors may exploit the anonymity of a digital platform to evade regulation, law enforcement, taxation and responsibility.

The 21<sup>st</sup> Amendment to the U.S. Constitution firmly invests the right to regulate the sale of alcoholic beverages with each state. Each online content company operating within the United States has a legal obligation to comply with federal and state law. But that is simply a legal obligation. We believe that everyone has an ethical and moral responsibility to protect consumers, especially those who are most vulnerable to fraud. Self-regulation and self-policing to prevent illegal and unfair trade practices and ensure consumer safety are minimum responsibilities for your respective companies. You have the technical prowess and power to accomplish basic protections against illegal sales.

Today, we call upon you to join us in this shared responsibility to protect our youth, the Constitution and the integrity of the digital marketplace. Toward this goal, we ask your companies to undertake some initial steps to address this shared problem:

1. Review the current content posted to your companies' websites and remove illegal postings for the sales and/or transfer of alcohol products.

1850 M Street, NW  
Twelfth Floor  
Washington, DC 20036  
Phone: (202) 326-6000  
<http://www.naag.org/>

2. Develop and deploy programming to block and prevent your platform users from violating state law by posting content for the sale and distribution of alcohol products on your websites.

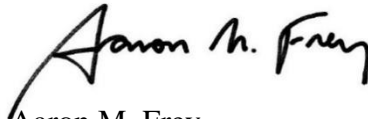
We also invite you to join with us to establish a workgroup with stakeholders from industry and government. Together, this group can discuss and establish realistic and effective protocols for internet platforms and content providers related to illegal and unlicensed alcohol sales via digital platforms.

Thank you for your prompt attention to this matter. We would appreciate hearing from you about the actions your company has taken, or will take, to protect consumers in the online marketplace. We know that by working together we can harness the great power of your platform and the great responsibility invested in our offices to address these harmful and illegal activities.

Sincerely,



Jeff Landry  
Louisiana Attorney General



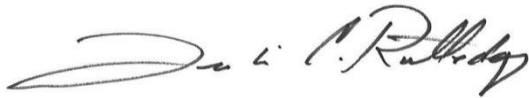
Aaron M. Frey  
Maine Attorney General



Steve Marshall  
Alabama Attorney General



Talauega Eleasalo V. Ale  
American Samoa Attorney General



Leslie Rutledge  
Arkansas Attorney General



Phil Weiser  
Colorado Attorney General



William Tong  
Connecticut Attorney General



Kathleen Jennings  
Delaware Attorney General



Karl A. Racine  
District of Columbia Attorney General



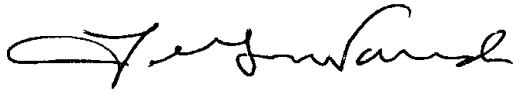
Ashley Moody  
Florida Attorney General



Christopher M. Carr  
Georgia Attorney General



Clare E. Connors  
Hawaii Attorney General



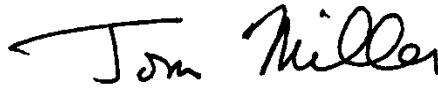
Lawrence Wasden  
Idaho Attorney General



Kwame Raoul  
Illinois Attorney General



Curtis T. Hill, Jr.  
Indiana Attorney General



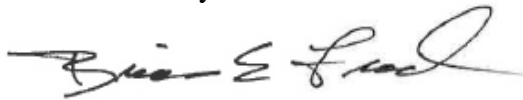
Tom Miller  
Iowa Attorney General



Derek Schmidt  
Kansas Attorney General



Andy Beshear  
Kentucky Attorney General



Brian Frosh  
Maryland Attorney General



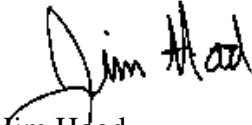
Maura Healey  
Massachusetts Attorney General



Dana Nessel  
Michigan Attorney General



Keith Ellison  
Minnesota Attorney General



Jim Hood  
Mississippi Attorney General



Tim Fox  
Montana Attorney General



Douglas Peterson  
Nebraska Attorney General



Aaron D. Ford  
Nevada Attorney General




Gurbir S. Grewal  
New Jersey Attorney General



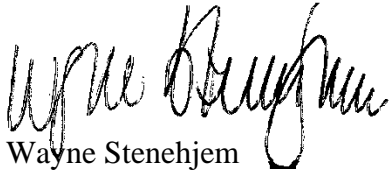
Hector Balderas  
New Mexico Attorney General



Letitia James  
New York Attorney General



Josh Stein  
North Carolina Attorney General



Wayne Stenehjem  
North Dakota Attorney General



Mike Hunter  
Oklahoma Attorney General



Josh Shapiro  
Pennsylvania Attorney General



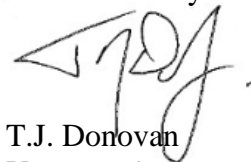
Peter F. Neronha  
Rhode Island Attorney General



Jason R. Ravensborg  
South Dakota Attorney General



Ken Paxton  
Texas Attorney General



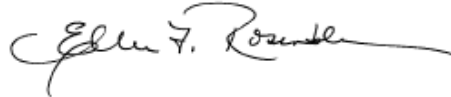
T.J. Donovan  
Vermont Attorney General



Patrick Morrissey  
West Virginia Attorney General



Dave Yost  
Ohio Attorney General



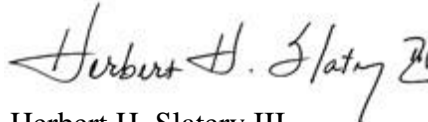
Ellen F. Rosenblum  
Oregon Attorney General



Dennise N. Longo Quiñones  
Puerto Rico Attorney General



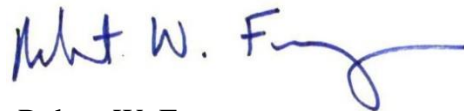
Alan Wilson  
South Carolina Attorney General



Herbert H. Slatery III  
Tennessee Attorney General



Sean Reyes  
Utah Attorney General



Robert W. Ferguson  
Washington Attorney General



Joshua L. Kaul  
Wisconsin Attorney General