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To the CEOs of Amazon, Apple, Google, Microsoft, Meta, TikTok, Yelp, and YouTube:

Since the Supreme Court overturned *Roe v. Wade*, advocates and policymakers have raised serious concerns about the danger Big Tech potentially poses to abortion seekers. While many of you promised to protect your employees and consumers in the immediate aftermath of the ruling, we have seen far too many instances of your companies' complying with abortion prosecutors, stockpiling personal reproductive health data, and platforming abortion misinformation and disinformation.

Now, in the lead-up to the Presidential election, abortion seekers are facing a new threat: Project 2025. A dangerous roadmap for the first 180 days of a potential second Trump administration, Project 2025 would unleash new and devastating attacks on reproductive rights, including removing the term "abortion" from all federal laws and regulations, reversing the FDA's abortion pill approval, and punishing providers by withdrawing federal health funding. As written, Project 2025 would rely heavily on your companies to further its extreme agenda.

Your companies have a responsibility to uphold the fair and free exchange of information and to protect the privacy and well-being of your users – in many cases, you have promised to do so in splashy PR campaigns. Therefore, we are writing to request information about how your companies are preparing for a potential Trump administration, how you plan to protect consumers if Project 2025 is implemented, and how you plan to deliver on your promises made regarding privacy protection in the wake of the *Dobbs* decision.

The authors of Project 2025 have specific plans to weaponize your platforms to surveil and prosecute people seeking abortions and other reproductive health care. Some of them are already laying the groundwork for carrying out these unconstitutional plans. For instance, the Project 2025 roadmap outlines that it would [reinstate the Comstock Act](#) to ban, track, and limit the mailing of medication abortion and – many have [speculated](#) – could go as far as to ban virtually all abortions nationwide. Supporters of Project 2025 are already invoking this law in cases such as the *FDA v. Alliance for Hippocratic Medicine*, and are working to reinstate it.

That would mean heightened surveillance and an increase in the trend of law enforcement using criminal subpoenas to weaponize the consumer data your companies collect and store – from credit card transactions to search history to private messages to location history. We have already seen this level of dangerous surveillance carried out at the expense of our health, and it would only get worse. The reinstatement of Comstock would also likely result in restriction of a range of other mailed items deemed “obscene” under the act, such as erotic novels and anatomy textbooks. These subjective restrictions would make it extraordinarily challenging for your companies to regulate both what is sold and what is advertised – likely leading to revenue drops.

The plan also calls for states to “use every available tool” to monitor and report each abortion that takes place within its borders, including the “reason.” In addition, it recommends that the Health and Human Services Office for Civil Rights should withdraw its Health Insurance Portability and Accountability Act (HIPAA) guidance on abortion. These changes would roll back crucial health data protections for patients – including your users and customers – across the country, and especially the current Administration’s work to expand HIPAA protections to abortion seekers. It also suggests that the department should “maintain a biblically based, social science-reinforced definition of marriage and family.”

People still face real privacy threats while seeking care due to Big Tech companies’ collection and retention of their data. These data practices endanger the privacy and safety of individuals both seeking and administering reproductive health care. Presumably, this would also affect apps that are currently covered by HIPAA rules, which could open up even more data to Big Tech.

We request answers to the following questions on data privacy, where relevant to your company’s policies and operations:

- 1. How will you reduce your collection and increase protection of the sensitive data of your users, especially information that could be used as evidence against someone seeking reproductive care – i.e. search history, location data, etc.? Are you working to encrypt the data you do collect and retain?**
- 2. If HIPAA and other health data protections were to be rolled back, what plans do you have in place to proactively protect this sensitive information?**
- 3. How will you regulate your AI tools that collect and retain more data that could be used against patients in the future? Will you allow users to opt in or out of their data being used to train AI models?**

Project 2025 would also force millions to take their reproductive care into their own hands, increasing the need for a strong health information ecosystem. Project 2025 seeks to deny millions of people critical health coverage by 1) restructuring Medicaid to avoid providing reproductive health care and penalize providers who do and 2) suggesting a restoration of “religious and moral exemptions to the contraceptive mandate” through the Affordable Care Act that would allow employers to deny coverage. The plan would also erase any mention of abortion from official government resources.

All of these changes would deliberately make it more difficult to access reliable information about reproductive care. And yet, people will continue to need reproductive care and utilize your company's platforms to find medically accurate and reliable information and resources. Project 2025 proponents are already using your companies' platforms to obfuscate the reproductive health information environment to an extent that would skyrocket under Project 2025.

Right now, far-right extremists are using social media platforms to spread intentional and coordinated false health information about abortion and contraception; in many cases, your companies have been [complicit in erasing abortion](#) and reproductive care from our information ecosystem. This makes it harder for people to find information, and coded language risks adding stigma to the procedure. These harms don't stop in the online realm: the rise of [rampant disinformation](#) on platforms has left abortion-seekers confused and can point them toward options that may be misleading or even dangerous. As a conservative administration would crack down on abortion protections across the country, it would be all the more essential to protect the integrity of abortion information.

AI, like most emerging technologies, has the potential to transform our society for the better. However, as both patients and doctors are increasingly relying on AI, the inaccuracy of medical information already being found through generative AI is deeply concerning. In addition, the vast amount of data collected about patients and providers can be used to provide a

comprehensive picture of a person's reproductive life. Your companies' platforms have the opportunity not only to make it more difficult to mitigate malicious attempts to spread misleading and false reproductive health information, but also to protect integrity of medically accurate information.

We request answers to the following questions on misleading and intentionally falsified information about abortion and reproductive health, where relevant to your company's policies and operations:

- 4. How will you protect the integrity of and access to medically accurate abortion-related health information on your platforms?**
- 5. How will you ensure your increasingly used AI tools are promoting accurate information about reproductive health care, including abortion? Do you have open lines of communication with abortion care providers and experts?**

The time to act is now. The millions of people who rely on your products everyday deserve to know how you will protect their privacy in the future and the steps you are taking now to mitigate against the potential harms should extreme and far-reaching restrictions on abortion care continue to be established. It's not enough simply to make pro-choice promises to the press or to offer your employees the benefits all Americans should have access to. We implore you to act now to preserve data privacy for all people using your platforms and to protect the integrity of health information on your platforms. For all of the reasons stated above, we urge you to rise to the occasion and look forward to your prompt replies.

Signed,

Accountable Tech
Abortion Forward
AFT
Center for Intimacy Justice
Cobalt
Doctors for America
Ekō
Free Press
GLAAD
ProgressNow New Mexico
Reproaction
The Tech Oversight Project
UltraViolet
VOTEPROCHOICE
18 Million Rising