

# EXHIBIT B

# CENTER FOR DIGITAL DEMOCRACY

June 1, 2023

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We are pleased to report on the Center for Digital Democracy's (CDD) use of the "Google Street View" Cy Pres funding for the period December 8, 2022 to June 1, 2023. As CDD proposed in its June 2019 request to be named a Cy Pres recipient in this case, we are using these funds to support ongoing privacy-focused projects that serve the interests of the class of consumers who were harmed in this case.

- 1. The impact of the "Metaverse" on consumers, especially youth:** As platforms further invest and expand their use of virtual reality (VR) and other "immersive" technologies, CDD has been focusing on how the so-called metaverse will impact the public. During the period covered by this report, CDD has closely examined how companies plan to gather data on people engaged in VR environments. We have identified online marketing and social media industry research materials that are at the foundation of what will be a major and powerful system. CDD has been able to [provide](#) detailed information and [analysis](#) on how the metaverse poses privacy and other threats to adolescents, as well as its potential impact influencing consumer financial services (such as loans applied for virtually). We have provided data and analysis to [policymakers](#), [journalists](#), NGOs, academics and foundations, for example. This is a new and ongoing project made possible through the support of the Cy Pres funds.
- 2. Analysis of "connected TV" (CTV) and streaming video data and marketing practices and privacy impact:** In a relatively brief period, streaming video has become a leading gatherer of personal and other consumer data, with the information about our viewing habits used as part of consumer-targeting profiles. This is also an industry that is undergoing a major transformation, with mergers, platform and retail store alliances, and new methods to collect and leverage the data of viewers in a household. Support from the Cy Pres award has allowed us to [expand](#) our tracking and [analysis](#) of connected TV, enabling a "deep dive" into its rapidly expanding consumer data surveillance "ecosystem." We are documenting the operations of networks, device and TV set manufacturers, advertisers, adtech companies and others involved in the industry. CDD has been providing information about this market and its privacy issues

to policymakers, journalists and NGOs. We will be releasing a report on this issue within the next six months.

3. **Monitoring food, beverage and quick-service restaurant online marketing:** Childhood obesity is at epidemic levels in the U.S., contributing to major risks to health. Food and beverage marketers have long been at the forefront in their use of a host of online advertising tactics to target young people with fast-food ads. CDD has a long-standing [interest](#) in this issue, as part of its work to promote public health and to protect the privacy of children and teens. Increasingly, both U.S.-based and international scholars and public health organizations have relied on CDD for the latest information and analysis on fast-food online marketing operations. Through the support of the Cy Pres grant, we have been able to focus on how this marketing especially targets youth of color, low-income, and other “at-risk” groups. CDD provides up-to-date analysis of market developments to scholars, policymakers and public health organizations.
4. **Artificial intelligence (AI) and online marketing:** The major platforms and marketing technology companies have deployed machine learning and AI to facilitate data collection and targeting for several years. But the investment and reliance on AI is accelerating, including what’s known as “generative” AI. This is now a major focus of CDD in tracking and analyzing marketplace developments, including the leading platforms, ad agencies, major brands. We have been able to make this information accessible to policymakers, [journalists](#) and NGOs.
5. **Ongoing research and analysis of contemporary commercial data gathering and use practices:** CDD closely tracks the digital marketplace, including the operations of leading platforms, their partners, research activities, and product development. Other major elements of the online industry, including “adtech” companies, advertising and marketing agencies, and data brokers are all subjects of our review. We also focus on the following industry “verticals”: financial services, [health](#) and [pharmaceutical](#), elections and politics, grocery and [retail](#), entertainment, advertising, and content and applications focused on children and teens. Our monitoring regularly identifies [practices](#) and related documentation of individual companies and industry-wide approaches that potentially undermine consumer protection and privacy. The support from the Street View Cy Pres award has enabled CDD to subscribe to a number of costly industry-focused publications, reports and databases essential for this review. Information and analysis from our daily tracking is routinely made available to journalists, policymakers, scholars and other NGOs.

We thank you, your colleagues and the Court for naming the Center for Digital Democracy as a recipient.

Center for Digital Democracy  
Statement of Expenditures  
December 1, 2022 - May 25, 2023

<i>Expenses</i>	<b>Cy Pres Award Expenses</b>	<b>Other Grant Expenses</b>	<b>Total</b>
Salaries	\$ 89,958.74	\$ 122,857.91	\$ 212,816.65
Benefits & Payroll Taxes	10,730.48	23,803.17	34,533.65
Consultant Services	-	6,569.98	6,569.98
Accounting Fees	-	3,997.68	3,997.68
Bank Charges	-	376.00	376.00
Depreciation Expense	-	2,476.00	2,476.00
Information Technology	1,056.53	1,880.14	2,936.67
Insurance	-	2,198.00	2,198.00
Occupancy Costs	-	742.31	742.31
Office Supplies	-	6,120.93	6,120.93
Postage and Delivery	-	97.11	97.11
Printing & Publications	6,550.35	13,716.90	20,267.25
Telephone & Communications	-	2,839.44	2,839.44
Travel & Meetings	3,270.45	13,212.59	16,483.04
	<u>\$ 111,566.55</u>	<u>\$ 200,888.16</u>	<u>\$ 312,454.71</u>
share of Administrative costs	11,156.66	9,116.49	(20,273.15)
	<u>\$ 122,723.21</u>	<u>\$ 210,004.65</u>	<u>\$ 292,181.56</u>
<b>Total Expenses</b>	<b>\$ 122,723.21</b>	<b>\$ 210,004.65</b>	<b>\$ 292,181.56</b>