

Cyber-Security, Data Protection and Privacy

“Battle against the bots”- government proposes new social media transparency law

On June 14, 2022, the Israeli Ministry of Justice and Ministry of Communications published a memorandum of law (the “**Memorandum**”) which, if enacted, would regulate the use of automated social media accounts, popularly known as “bots”. The Memorandum is designed to create greater transparency and to limit the use of bots for affecting public opinion.

Among others, the Memorandum requires distributors of social media messages on “large social media platforms” (a term to be defined by the Minister of Communications) via bots or other automated means (respectively, “**Distributors**” and “**Automated Messages**”), to clearly mark them as such.

In addition, the Memorandum imposes certain requirements on “large social media platforms”, including the duty to:

- include, as part of their terms of use, the requirement to mark Automated Messages;
- enable users to notify the social media network, in Hebrew or Arabic, of violations of the duty to mark Automated Messages; and
- remove Automated Messages that are not properly marked (subject to prior notice to the Distributors and a correction period of 10 days).

Violation of the duty to mark Automated Messages would be considered a civil wrong and expose the Distributor to lawsuits with statutory damages.

We note that the dissolution of the Israeli parliament (the ‘Knesset’) on June 30th, 2022, and the upcoming elections, will likely postpone the promotion of this Memorandum.

Please feel free to contact us with any questions that you have on this matter.

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