



April 14, 2016

Tencent Building,
Kejizhongyi Avenue, Hi-tech Park,
Nanshan District, Shenzhen, Postcode 518057

Dear Chairman Ma Huateng,

We are writing to draw your attention to the results of the [Ranking Digital Rights Corporate Accountability Index](#). The Index ranked 16 of the world's leading internet and telecommunications companies on their disclosure with respect to privacy and freedom of expression online. As you may already be aware, the results were disappointing. Several companies performed poorly on objective indicators that measure adherence to best practices for reporting and transparency.

Now is an opportune time for you to respond publicly to these results and demonstrate your company's support for transparency and accountability.

Respecting human rights in an accountable and transparent manner is good for business. Your company's health and wealth depend on the trust of your customers. Investors require accurate and meaningful data on your firm's performance -- financial and otherwise -- to show why they should continue to commit to your growth. Policymakers seeking to protect their constituents' interests look to you for clear statements and policies to verify that you are complying with laws and norms.

This first release of results from the Corporate Accountability Index, the methodology for which was developed through years of research and consultation with a diverse range of stakeholders, shows why it is urgent that the entire sector must engage with the range of stakeholders and groups who advocate for the rights of people affected by your business.

On the bright side, a roadmap is available for you to follow. The Index's indicators on data protection, transparency about content restriction, digital security, and remedy, among other issues, show how companies can proceed on the path towards demonstrating respect for digital rights. Every company evaluated in the Index has already taken at least some steps toward meeting their responsibility to respect human rights and remedy abuses. Transparency reporting on government requests for customers' information has become a trend, and companies worldwide are publicly declaring their commitment to human rights.

Positively, Tencent does an above average job at disclosing information about collection of user data and about their policies for sharing their users' data with third parties. Additionally, Tencent has a publicly accessible and relatively clear company-wide privacy policy. These are areas which Tencent can continue to build upon in the future.

However, Tencent should:

- Publish a human rights policy, that includes privacy and freedom of expression commitments, approved at the highest corporate level.
- Establish board-level, executive and management oversight over freedom of expression and privacy issues.
- Offer a contact point for mainland China users seeking redress due to infringements of their rights.
- Make efforts to disclose requests made by governments in markets beyond China where the company serves significant numbers of users and where such disclosures face no legal prohibition.
- Provide greater transparency about private requests for content restriction, and about terms of service enforcement, to the maximum extent possible under the law in all markets where the company operates.

In some cases, laws restrict what companies can tell their customers. But many of these steps do *not* require a new law before a company can execute them. Your company can raise its score in the Index by taking the steps outlined above, and by joining other companies and civil society stakeholders to address sector-wide challenges through organizations like the Global Network Initiative. By doing so, you would distinguish yourself in the sector as a leader, and earn a reputation among your customers as a champion of their privacy and other human rights.

As a first step, we recommend that you convene your corporate officers to digest this first Corporate Accountability Index report and develop a response. Whether you need a cross-team task force, an independent chairperson on human rights, or additional training for your staff, we trust that your company can meet the challenge of responding to the report. However, remember that if you don't make your response public, stakeholders in your company will remain in the dark about how you treat customers' rights. Their trust hangs in the balance.

We are happy to speak with you about your results and assist you in developing a response.

Sincerely,



Peter Micek
Global Policy & Legal Counsel
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