LINKEDIN - budget for all below = €2000

| Would you ride an unsafe rollercoaster?   | There's a security<br>risk ahead.<br><b>Fix the ride</b><br>before it starts.  | A little change<br>can make a<br>big difference to<br>internet<br>security.  | What if<br>your data<br>was no longer<br>yours?  |
|---|--|--|--|
| <b>Copy:</b> The privacy of millions of internet users is at risk. See why – and how you can help fix the ride before it starts securityriskahead.eu #SecurityRiskAhead | <b>Copy:</b> You can help stop upcoming changes<br>that will force browsers to lower the bar on<br>internet security. Use your voice now<br>securityriskahead.eu #SecurityRiskAhead  | <b>Copy:</b> There's a #SecurityRiskAhead.<br>Browsers will be forced to suspend web<br>security checks, putting internet users at risk.<br>See how you can help fix this dangerous ride<br>before it starts securityriskahead.eu  | <b>Copy:</b> Details like your passwords, credit cards, and message content could be at risk of interception and exploitation. Help stop the #SecurityRiskAhead now securityriskahead.eu   |
| CTA: Learn more   | CTA: Learn more  | CTA: Learn more  | CTA: Learn more  |
| <ul> <li>Targeting: Objective: Video views or website visits (depending on asset type)</li></ul>  | <ul> <li>Targeting: Objective: Video views or website visits (depending on asset type)<br/>Age: 25 and older</li> <li>Include people who have ANY of the following attributes:         <ul> <li>Company industries: government administration, Government relations, public policy, Civic &amp; Social Organization, Think Tanks OR</li> <li>Member Groups: Cybersecurity AND</li> <li>Member interests: technology</li> </ul> </li> </ul> | <ul> <li>Targeting: Objective: Video views or website visits (depending on asset type)<br/>Age: 25 and older</li> <li>Include people who have ANY of the following attributes:         <ul> <li>Company industries: government administration, Government relations, public policy, Civic &amp; Social Organization, Think Tanks OR</li> <li>Member Groups: Cybersecurity AND</li> <li>Member interests: technology</li> </ul> </li> </ul> | <ul> <li>Targeting: Objective: Video views or website visits<br/>(depending on asset type)<br/>Age: 25 and older</li> <li>Include people who have ANY of the following<br/>attributes:</li> <li>Company industries: government<br/>administration, Government relations, public policy,<br/>Civic &amp; Social Organization, Think Tanks<br/>OR</li> <li>Member Groups: Cybersecurity<br/>AND</li> <li>Member interests: technology</li> </ul> |
| Live Date: 13/07 - 30/07  | Live Date: 13/07 - 30/07   | Live Date: 13/07 - 30/07   | Live Date: 13/07 - 30/07   |
| Budget: €500  | Budget: €500   | Budget: €500   | Budget: €500   |
| Geo: Brussels region  | Geo: Brussels region   | Geo: Brussels region   | Geo: Brussels region   |

LINKEDIN - budget for all below = €2000



| <b>Copy:</b> Proposed changes in the EU would force<br>browsers to accept Qualified Website<br>Authentication Certificates (QWACs) and lower<br>security protections. Use your voice to stop the<br>#SecurityRiskAhead and help browsers keep<br>protecting users securityriskahead.eu  | <b>Copy:</b> Proposed EU legislation would force<br>browsers to accept qualified website<br>authentication certificates (QWACs), which<br>are not secure. Use your voice to stop the<br>#SecurityRiskAhead and help browsers keep<br>protecting users securityriskahead.eu  | <b>Copy:</b> Your browser protects you from<br>unsecure website connections. But upcoming<br>changes could lower the bar for protection.<br>Stop the #SecurityRiskAhead now<br>securityriskahead.eu   | <b>Copy:</b> Your browser protects you from unsecure websites. But if eIDAS article 45.2 passes, the bar for those protections would be lower. Stop the #SecurityRiskAhead now securityriskahead.eu   |
|---|---|---|---|
| CTA: Learn more   | CTA: Learn more   | CTA: Learn more   | CTA: Learn more   |
| Targeting: Age range: 25 and up<br>Location: Brussels, Belgium<br>Keywords: Digital, Technology, privacy, EU,<br>European Union, cybersecurity, eIDAS<br>Follower look-alikes: @vonderleyen,<br>@POLITICOEurope, @EURACTIV,<br>@AntoanetaRoussi, @BertuzLuca<br>Interests: Law, government and politics –<br>commentary, Business – technology, Technology<br>and computing – Tech news | Targeting: Age range: 25 and up<br>Location: Brussels, Belgium<br>Keywords: Digital, Technology, privacy, EU,<br>European Union, cybersecurity, eIDAS<br>Follower look-alikes: @vonderleyen,<br>@POLITICOEurope, @EURACTIV,<br>@AntoanetaRoussi, @BertuzLuca<br>Interests: Law, government and politics –<br>commentary, Business – technology,<br>Technology and computing – Tech news | Targeting: Age range: 25 and up<br>Location: Brussels, Belgium<br>Keywords: Digital, Technology, privacy, EU,<br>European Union, cybersecurity, eIDAS<br>Follower look-alikes: @vonderleyen,<br>@POLITICOEurope, @EURACTIV,<br>@AntoanetaRoussi, @BertuzLuca<br>Interests: Law, government and politics –<br>commentary, Business – technology,<br>Technology and computing – Tech news | Targeting: Age range: 25 and up<br>Location: Brussels, Belgium<br>Keywords: Digital, Technology, privacy, EU,<br>European Union, cybersecurity, eIDAS<br>Follower look-alikes: @vonderleyen,<br>@POLITICOEurope, @EURACTIV,<br>@AntoanetaRoussi, @BertuzLuca<br>Interests: Law, government and politics –<br>commentary, Business – technology, Technology<br>and computing – Tech news |
| Live Date: 10/08  | Live Date: 10/08  | Live Date: 10/08  | Live Date: 10/08  |
| Budget: €500  | Budget: €500  | Budget: €500  | Budget: €500  |
| Geo: Brussels   | Geo: Brussels   | Geo: Brussels   | Geo: Brussels   |