

From: [Leon Loganathan](#)
To: [Digital Monitoring](#)
Cc: [Leon Loganathan](#)
Subject: Submission on issues paper - Digital Platform Services
Date: Wednesday, 17 August 2022 10:35:34 PM
Attachments: [image001.png](#)

Dear Sir/Madam

I would like to make a very short submission on a particular situation for your consideration.

1. My firm had an Instagram account for a number of years in the name of the firm, Ward Keller.
2. I was the administrator of the account.
3. The Instagram account was used to promote the firm.
4. Several months ago I received a notification when I logged in, asking me for my date of birth. I found this to be highly intrusive given that it was an account for the firm and not me personally. I provided a random birthdate. I was then advised that as I was under 13 years of age the account would be suspended within 30 days unless I provided ID.
5. Against my better judgment, but only because I needed the account, I followed the instructions and provided my driver's licence. I did this twice. On each occasion it came up with some kind of error.
6. There was no easy way of contacting Instagram to advise them of the problem. I spent considerable time going into forums and found many people with the exact problem.
7. In the end, our account was terminated with no recourse. The account had some 600 followers. It was valuable to us.
8. I found this exercise of market power to be unconscionable.
9. I hope this inquiry will force companies like Facebook (who owns Instagram), whose operations are so big they are akin to a public utility, to have more checks and balances to minimise the risk to users like my firm. The use of AI to determine issues like this is dangerous and the ACCC needs to play a more active role in regulating these companies.
10. I would be happy to elaborate on this experience if required.

Regards

[Leon Loganathan](#)

Partner

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IMPORTANT:

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prior to making any transfer or deposit of funds to that Bank Account. If you have any concerns or would like to confirm our bank account details, please call our office.

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