

Message

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**From:** Chris LaSala [chrisl@google.com]  
**Sent:** 9/16/2020 2:38:03 PM  
**To:** Nash Islam [nashislam@google.com]

• **Chris LaSala**, 2020-09-16 07:38:03

why would a perfect SKAd solve the IDFA consent issue?

• **Nash Islam**, 2020-09-16 07:48:41

sissie has signed off

• **Chris LaSala**, 2020-09-16 07:51:10

we need to communicate this to Duke and Naomi

• **Chris LaSala**, 2020-09-16 07:51:18

essentially we pull any discussion of email

• **Chris LaSala**, 2020-09-16 07:51:21

or log-in

• **Chris LaSala**, 2020-09-16 07:51:22

right?

• **Nash Islam**, 2020-09-16 07:51:36

yep

• **Nash Islam**, 2020-09-16 07:51:47

aligned with the direction we're heading

• **Nash Islam**, 2020-09-16 07:52:21

looks like best we can do is #3 in the email mention options

• **Nash Islam**, 2020-09-16 07:52:24

<a href="https://www.google.com/url?q=https://docs.google.com/document/d/1vR5BnzSkJoMIxoqsSwuRQZo5TkBO82Av2-JqsPN23g0/edit%23heading%3Dh.ujxavbs6qxmh&sa=D&source=hangouts&ust=1600354344892000&usg=AFQjCNGEJQ0iiRGqJzUaxuyr2AmV5vp8EA">https://docs.google.com/document/d/1vR5BnzSkJoMIxoqsSwuRQZo5TkBO82Av2-JqsPN23g0/edit#heading=h.ujxavbs6qxmh</a>

• **Nash Islam**, 2020-09-16 07:54:22

Should i send an email to Duke & Naomi right now on this?

• **Nash Islam**, 2020-09-16 07:56:00

"Per discussion with Spero & his feedback from PS, we should avoid direct mentions of sign-in and email consent in our MSA to align with the negotiating strategy where we will not be specific about our alternative approach for measurement and attribution"

• **Nash Islam**, 2020-09-16 07:56:23

or too sensitive for email so keep on ping?

• **Chris LaSala**, 2020-09-16 07:58:32

start a ping with history turned off

**PTX0992**

**1:23-cv-00108**

- **Chris LaSala**, 2020-09-16 07:58:40

duke, naomi, alex, me

- **Nash Islam**, 2020-09-16 07:59:33

k