

# BREAK UP BIG TECH

“

TODAY'S BIG TECH COMPANIES HAVE TOO MUCH POWER — TOO MUCH POWER OVER OUR ECONOMY, OUR SOCIETY, AND OUR DEMOCRACY.

”

ELIZABETH WARREN

## | WHAT THIS PLAN IS ABOUT

Big tech companies have bulldozed competition, used our private information for profit, and tilted the playing field against everyone else.

**This is the plan to stop what's not working.**

But here's what *won't* change:

- You'll still be able to go on Google and search like you do today.
- You'll still be able to go on Amazon and find 30 different coffee machines that you can get delivered to your house in two days.
- You'll still be able to go on Facebook and see how your old friend from school is doing.

Here's what *will* change:

- **Small businesses will have a fair shot to sell their products** on Amazon without the fear of Amazon pushing them out of business.
- Google won't be able to smother competitors by demoting their products on Google Search.
- **Facebook would face real pressure** from Instagram and WhatsApp to improve the user experience and protect our privacy.
- Tech entrepreneurs would have a fighting chance to compete against the tech giants.

## | WHY IT'S NEEDED

America's big tech companies provide valuable products but also wield enormous power over our digital lives. Nearly **half** of all e-commerce goes through Amazon. More than 85% of all social networking traffic goes through sites owned or operated by Google or Facebook.

As these companies have grown larger and more powerful, they've used their resources and control over how we use the Internet to squash small business and innovation, and substitute their own financial interests for the broader interests of the American people.

They've done this through two main strategies:

- **Using mergers to limit competition**, for example, Facebook purchased potential competitors Instagram and WhatsApp; and
- **Using the online marketplaces they own while also having their own goods on the same marketplace.** Amazon does this by copying the goods that small companies sell on the Amazon Marketplace and then selling its own branded version instead. **This forces smaller business to sometimes go bankrupt because they can't compete at a fair level.**

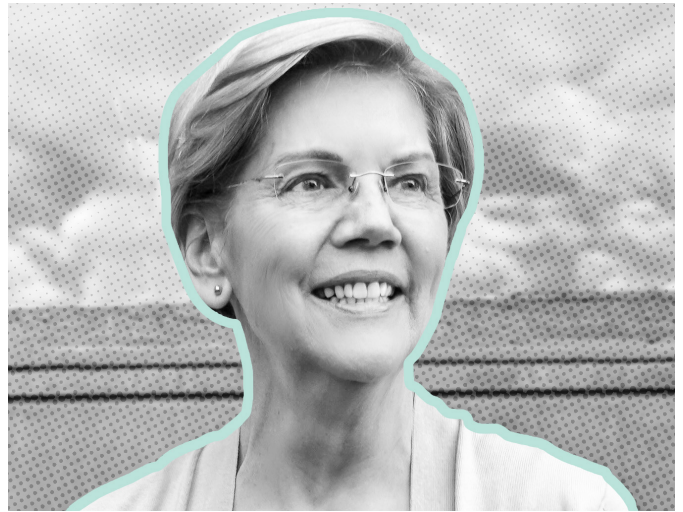
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## WHAT THIS PLAN IS ABOUT

Elizabeth's plan would restore competition in the tech sector by:

- Passing legislation that **prevents tech platforms from both owning the platform and competing with small businesses that use the platform.**
- Appointing regulators committed to **reverse illegal and anti-competitive tech mergers.**

This would include unwinding some existing anti-competitive mergers.



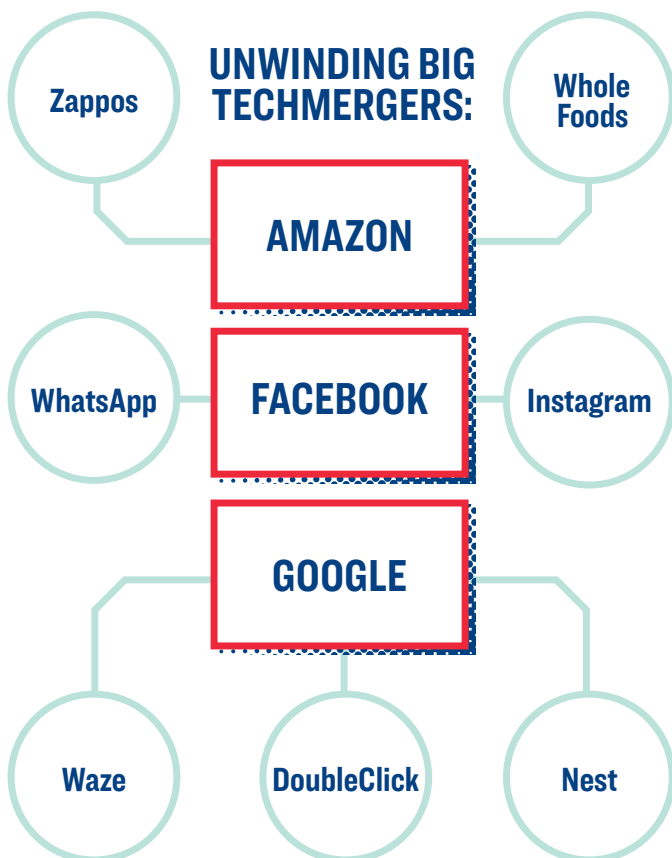
### ABOUT ELIZABETH

Elizabeth grew up on the ragged edge of the middle class in Oklahoma. Like many Americans, her path wasn't a straight line — she dropped out of college at age 19, got married, and then continued her education thanks to a college that cost \$50 a semester. Elizabeth is the daughter of a janitor, who had the chance to become a teacher, a law professor, a United States Senator, and a presidential candidate because America invested in kids like her.

After Wall Street crashed our economy, Elizabeth went after the big banks who fleeced millions of Americans, fighting to create the Consumer Financial Protection Bureau — the country's first consumer watchdog agency — to hold financial institutions accountable for cheating people.

Running for office was never Elizabeth's plan. But this is the fight of our lives — the fight to build an America that works for everyone, not just the wealthy and the well-connected. **She knows what's broken, she knows how to fix it, and she's fighting for the big, structural change we need.**

*Learned something exciting? Talk about it with your friends, family, and voters!*



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