



BIG TECH DATA MINING TAX

TAXING THE LARGEST SOCIAL MEDIA AND DATA MINING CORPORATIONS FOR PROFITING OFF OF OUR ATTENTION AND OUR PERSONAL DATA.

THE SITUATION

- Social media companies like Meta, Youtube (Google), Tiktok, X, Snapchat have made ballooned profits over the last +10 years off of the attention of us and our young people – Google alone has almost 10x'd their net income, from \$14Bn in 2014 to more than \$100Bn in 2024
- Meta & Google alone have paid \$100 billion LESS over the last 10 years with Trump's tax cuts
- Their algorithms have been used to increase addiction to screens for people of all ages leading to diminishing health and educational outcomes
- If these companies are profiting off of our data, they should be able to contribute a little to ensuring that the infrastructure that keeps us safe and healthy is maintained and expanded.
- Personal data mining has long been subject to taxation for large corporations across the globe, it's time for the consumer to get power back, and require companies to pay

THE PROPOSAL

- Enact an excise tax on the largest social media (+100,000 users) and data mining companies that requires them to pay a fixed amount per user that has a location registered to Chicago
- Require that social media and data mining companies report on their anonymized user base in Chicago on a quarterly basis
- \$0 for users below 100,000, \$0.50 per month for users 100,001 - 1,000,000, and \$0.75 per month for users 1,000,001 and above

THE REVENUE GENERATED: WITH THE TOP 7 SOCIAL MEDIA COMPANIES ALONE, WE PROJECT THIS TO RAISE \$50M PER YEAR