



**GURBIR S. GREWAL**  
*Attorney General*



**For Immediate Release: December 9, 2020**

**Office of The Attorney General**

– Gurbir S. Grewal, *Attorney General*

**Division of Law**

– Michelle Miller, *Director*

**For Further Information:**

**Media Inquiries–**

Lee Moore

**609-292-4791**

Citizen Inquiries–

**609-984-5828**

[Facebook Complaint](#)

**TRENTON** – New Jersey Attorney General Gurbir S. Grewal today joined with 47 other Attorneys General in suing Facebook, Inc. for allegedly violating federal antitrust laws by monopolizing the market for personal social networking services, and by using illegal mergers and other anti-competitive tactics to maintain its monopoly power.

[Translate »](#)



**GURBIR S. GREWAL**  
*Attorney General*



Facebook acquired, like Instagram and WhatsApp.

“Social networking companies like Facebook exert incredible influence and power over how we experience the world today,” said Attorney General Grewal. “Meanwhile, they monetize our data and sell targeted ads based on our personal information and usage patterns. But big tech companies that acquire and exert their power and influence over our behavior through unlawful means and in illegal ways must be held to account. And that is precisely what we are doing with today’s lawsuit against Facebook: we are showing that no company is too big or too powerful to avoid scrutiny.”

Among other things, the states’ allege that Facebook profited by significantly increasing the “ad load” on its social media pages (including on Instagram, which saw a 50 percent ad load increase in 2018 following its acquisition by Facebook).

In addition to Facebook users seeing more ads and less of the “family and friends content” they sign on to enjoy, the complaint alleges users have suffered both as Facebook has increased the amount of personal information it extracts from them and because it has failed to remove fake accounts, hate speech, misinformation, and other content that harms their experience and public welfare more generally.

The states further asserts that businesses advertising with Facebook are often charged “quality adjusted” prices to promote their p



**GURBIR S. GREWAL**  
*Attorney General*



user options, as well as more features and a broader array of privacy protection options.

The complaint seeks a variety of relief, including asking the court to find the Instagram and WhatsApp acquisitions illegal enjoining Facebook from making certain future acquisitions without advance notification to the participating states.

Deputy Attorney General Robert N. Holup of the Consumer Fraud Prosecution Section in the Division of Law's Affirmative Civil Enforcement Practice Group is handling the Facebook matter on behalf of the State.

###

## Recent Posts

AG Grewal Announces Federal Antitrust Lawsuit Against Facebook Alleging that Company Exerted Monopoly Power and Engaged In Anti-Competitive Conduct **December 9, 2020**

Pennsylvania Man Pleads Guilty to Criminal Charge for Filing Fraudulent Liens against Public Officials in New Jersey **December 8, 2020**

Translate »



**GURBIR S. GREWAL**  
*Attorney General*



STATE OF NEW JERSEY | DEPARTMENT OF LAW & PUBLIC SAFETY  
OFFICE OF THE ATTORNEY GENERAL

Search

## ABOUT

Meet Attorney General Grewal  
Leadership Team

[Translate »](#)



**GURBIR S. GREWAL**  
*Attorney General*



[File a Complaint](#)

[AG Event Request Form](#)

[Public Records Request](#)

[Citizen Services](#)

## **ATTORNEY GENERAL'S PRIORITIES**

[Protecting New Jersey in Court](#)

[Fighting the Opioid Crisis](#)

[Combatting Gun Violence](#)

[Strengthening Community Trust](#)

## **ONGOING PROJECTS**

[Child Protection](#)

[Civil Rights](#)

[Consumer Protection](#)

[Environmental Justice](#)

[Immigrants Rights](#)

[Translate »](#)



**GURBIR S. GREWAL**  
*Attorney General*



[AG Opinions](#)

[Grant Opportunities](#)

[Licenses & Permits](#)

[Outside Counsel](#)

[Victim Services](#)

©2020 DLPS

[Translate »](#)