

From: Oren Baranes [REDACTED]
Subject: Re: Citizen Lab Report Right to Reply
Date: October 11, 2026 at 1:10 PM
To: Ronald Deibert [REDACTED]

OB

Dear Professor Deibert,

I'm writing on behalf of Adtimizer LTD.

We were surprised and concerned to receive your letter.

Adtimizer is an ad-tech company focused on transparency in the programmatic advertising supply chain. Our platform helps publishers and advertising businesses monitor and analyze their openRTB (real-time bidding) traffic & presence. It also validates and manages their ads.txt, app-ads.txt and sellers.json files which are the industry standards showing who is authorized to sell a publisher's ad inventory. Together, these tools and reports give clients a clear, real-time view of how their inventory is sold and how it performs.

Adtimizer had no knowledge of, or involvement in the alleged activities described in your letter. We did not design, operate, manage, or control any such activities.

As part of our services, we allocated certain subdomains for generic advertising purposes. These subdomains were used solely within Discover Tech's infrastructure, which was entirely separate from ours and was not operated, managed, or controlled by Adtimizer.

We do not understand how these technical observations are said to establish that Adtimizer were involved in the allegations made against Discover Tech. They do not reflect any knowledge, participation, or control by us.

Before publishing any reference to Adtimizer, please provide the underlying information and evidence on which you rely, including the relevant URLs, domains, dates, records, and the basis on which you attribute them to Adtimizer.

An inaccurate association with the alleged activities could cause serious and disproportionate harm to our reputation and business. We therefore ask that you do not characterize Adtimizer as linked to the alleged activities without a substantiated factual basis.

We therefore request that you defer any publication concerning Adtimizer until we have received the relevant documentation and had a reasonable opportunity to review and respond to it.

Sincerely,

Adtimizer Ltd.

On Thu, Oct 8, 2026 at 5:22 PM Ronald Deibert [REDACTED] wrote:

To whom it may concern

Please find attached a letter concerning a forthcoming Citizen Lab report that references your company

Regards
Ron Deibert

Ronald Deibert, O.C., O.Ont
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