

# Leaked Email Shows How Cambridge Analytica and Facebook First Responded to What Became a Huge Data Scandal | Business Insider

By Allan Smith

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A 2015 email exchange between Facebook and [Cambridge Analytica](#) provides a glimpse into how both companies responded to early indications that the firm was misusing the social media giant's data.

The emails, obtained by Business Insider, showed Facebook's policy manager, Allison Hendrix, asking Cambridge Analytica whether there were any inaccuracies in news stories about the data firm's use of Facebook as it related to Republican Ted Cruz's presidential campaign.

The articles were from [Fortune](#), [Gizmodo](#), and [Mother Jones](#). They followed up on reporting from The Guardian, which wrote that Cruz was using a "firm that harvested data on millions of unwitting Facebook users."

Source: [Emails: Facebook, Cambridge Analytica early response to data scandal - Business Insider](#)