

Congress of the United States

Washington, DC 20515

January 21, 2026

Sundar Pichai
Chief Executive Officer
Google
1600 Amphitheater Parkway
Mountain View, California 94043

Dear Mr. Pichai,

We are alarmed by recent reports that the Department of Homeland Security (DHS) has partnered with Google as part of a large-scale campaign that uses white nationalist inspired propaganda to recruit immigration enforcement agents. Americans across the country have been targeted by ICE's discriminatory and unconstitutional behavior, and we urge Google to cease further enabling this conduct.

Last year, Republican legislation directed U.S. Immigration and Customs Enforcement (ICE) to hire an additional 10,000 officers within five years, while President Trump removed internal DHS oversight.¹ To meet these demands, ICE has lowered hiring standards, including by waiving age limits for applicants to law enforcement roles,² offering signing bonuses as high as \$50,000, and rushing new recruits into the field without adequate vetting and training.^{3,4} They have also taken to Google's platforms to draw in more applicants using advertisements that use white nationalist themes.

According to a recent *Washington Post* report: "DHS has spent more than \$1 million on 'self-deportation' ads in the last 90 days targeted to people interested in 'Latin music,' 'Spanish as a second language' and 'Mexican cuisine.'" Records indicate that DHS spent \$3 million on Spanish language ads on Google and YouTube that promoted self-deportation.⁵ In the first three weeks of the government shutdown last year alone, ICE spent an astounding \$4.5 million on paid media campaigns.

DHS advertisements on various platforms have displayed images and slogans historically used by white nationalist and neo-Nazi groups.⁶ Just last week, DHS posted a recruitment ad on Instagram proclaiming "we'll have our home again", which is a song popularized in neo-Nazi spaces and used in white nationalist calls for a race war. The same lyrics were found in the manifesto of Ryan Christopher Palmeter, the white supremacist

¹ Zolan Kanno-Youngs, et al., *Trump Shuts Down 3 Watchdog Agencies Overseeing Immigration Crackdown*, NY Times (Mar. 21, 2025), <https://www.nytimes.com/2025/03/21/us/politics/trump-civil-rights-homeland-security-deportations.html>.

² Press Release, Dept. Of Homeland Sec., *Secretary Noem Unveils No Age Limit for Patriotic Americans to Join ICE Law Enforcement to Help Remove Worst of the Worst from U.S.* (Aug. 2, 2025) <https://www.dhs.gov/news/2025/08/06/secretary-noem-unveils-no-age-limit-patriotic-americans-join-ice-law-enforcement> ("We are ENDING the age cap for ICE law enforcement," said Secretary Noem. "Qualified candidates can now apply with no age limit").

³ Laura Jedeed, *You've Heard About Who ICE Is Recruiting. The Truth Is Far Worse. I'm the Proof*, SLATE (Jan. 13, 2026), <https://slate.com/news-and-politics/2026/01/ice-recruitment-minneapolis-shooting.html> ("To be clear, I barely applied to ICE. I skipped the steps of the application process that would have clued the agency in on my lack of fitness for the position. I made no effort to hide my public loathing of the agency, what it stands for, and the administration that runs it. And they offered me the job anyway").

⁴ Julia Ainsley, *ICE Error Meant Some Recruits Were Sent Into Field Without Proper Training, sources say*, NBC News (Jan. 14, 2026), <https://www.nbcnews.com/politics/immigration/ice-error-meant-recruits-sent-field-offices-proper-training-sources-sa-rcna254054>.

⁵ Tomas Mier, *ICE Ads are all over your favorite streaming services*, Rolling Stone (Nov. 11, 2025), <https://www.rollingstone.com/music/music-news/ice-ads-all-over-streaming-services-spotify-hbo-pandora-1235447970/>.

⁶ Austin Campbell, *DHS used Neo-Nazi anthem for recruitment after fatal Minneapolis ICE shooting*, The Intercept (Jan. 13, 2026), <https://theintercept.com/2026/01/13/dhs-ice-white-nationalist-neo-nazi/>.

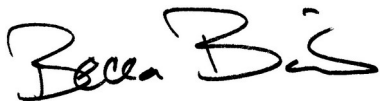
who shot and killed three black people in Jacksonville in 2023. DHS recruitment advertisements have also used images of the painting American Progress, which is frequently cited in white nationalists' circles and closely associated with manifest destiny ideology. It appears Google is complicit in furthering this content on behalf of the Trump administration.

The impact of an unqualified army of ICE agents being unleashed across the country has been severe: an officer killed Renee Good, a U.S. citizen in Minnesota with undue cause for lethal force, and there have been several illegal and warrantless arrests, including of at least five Native Americans and a U.S. citizen at their workplace. Large-scale operations like Chicago's "Operation Midway Blitz," also saw indiscriminate raids and mass arrests. These abuses are not isolated, with the press estimating that immigration agents have shot at people at least sixteen times since July 2025. Renee Good was not the first person to die during an interaction with federal immigration agents under the Trump Administration. Moreover, in 2025, thirty-two people died in ICE custody, the most in over 20 years.⁷ These deaths come in the context of overwhelming social media images of ICE use of unnecessary force against citizens and noncitizens alike, and especially against women.⁸

Google explicitly prohibits advertisers from displaying content that "promote[s] hatred, intolerance, discrimination, or violence."⁹ The policy goes on to disallow content that promotes hatred or incites discrimination against protected groups, including targeting "ethnic origin" or "nationality." Advertisements on YouTube must follow Google's guidelines.

- What is the extent of your agreement with DHS to display ICE recruitment advertisements containing white supremacist content? Is your agreement time limited?
- Do you believe that the ICE recruitment advertisements displayed on YouTube comply with Google's advertising policies prohibiting content that promotes hatred or discrimination?
- Did your company communicate with DHS regarding the ICE recruitment digital ads? If so, please provide the content of those communications.
- Will you commit to ending your digital advertising partnership with DHS?

Sincerely,



Becca Balint
Member of Congress



Pramila Jayapal
Member of Congress

⁷ Maanvi Singh, Coral Murphy Marcos, and Charlotte Simmonds, 2025 was ICE's deadliest year in two decades. Here are the 32 people who died in custody, The Guardian (Jan. 4, 2026), <https://www.theguardian.com/us-news/ng-interactive/2026/jan/04/ice-2025-deaths-timeline>.

⁸ Candice Norwood, *ICE violence against women is increasingly visible – and largely untracked*, The 19th (Jan. 15, 2026), <https://19thnews.org/2026/01/ice-violence-women-visibility-renee-nicole-good/>.

⁹ Google Ads Policies, <https://support.google.com/adspolicy/answer/6008942?hl=en>