

**Subject:** Re: Tax Policy – Article Removal Request [Mogul Press]

**From:** Dan Neidle <[REDACTED]@taxpolicy.org.uk>

**Date:** 07/01/2024, 14:48

**To:** Nabeel Ahmad <[REDACTED]@mogulpress.com>

**CC:** David Wilder <[REDACTED]@mogulpress.com>, Mogul Press <info@mogulpress.com>

So you are acting illegally, spamming people, using fake profiles, stealing peoples' photos (and failed to correct this two months after I pointed it out), breaking GDPR, misrepresenting the nature of your business, breaking the terms of service of LinkedIn and Twitter... and you think it's unfair for me to say that in my opinion you are a scam?

If you want me to change my mind I would suggest you stop spamming people, stop using fake profiles, and start accurately describing your business in your marketing.

Assuming you won't do that, then the real question isn't whether this is a scam, it's whether you are committing mail fraud in the US. If you're going to speak to lawyers, I'd suggest that's the first question you should ask.

Your second question should be: what's the maximum penalty in the UK and EU for breaches of GDPR? The answer is a fine of up to 4% of global turnover.

A good third question could be: can I sue someone for libel in the UK for expressing their honest opinion based on facts which I have conceded? I'll save you the money on this one: the answer is no, you cannot.

I will be publishing this correspondence and any further communications you send me.

Kind regards,

Dan Neidle

On 07/01/2024 14:19, Nabeel Ahmad wrote:

Hey Dan,

As I said above, it is a combination of both. We do rent profiles as well, where we were unaware the provider was using images from Google, and some employees were doing it as well, on the accounts that we were not renting. So it's a combination, and it was not something our executive team authorised or asked to be done.

We have already cut ties with the company we rented accounts from. Happy to share the correspondence with them if you want to see.

Any use of AI generated photos or stuff like that – that could be against the terms of LinkedIn / that specific social platform. In such a case, that is between the platform and us, and if you want, you could have reported the specific account to the platform, so their internal team can review it and make a decision whether we broke any terms of service or not.

Again – you can say in your article that you found that we are breaking the terms of service of LinkedIn, you can say you found that we are doing cold email (which can be breaking laws of

specific regions), you can say you have an issue with our "marketing"... but it is not acceptable to call us a "scam" publicly on the internet, as you are not a client of ours, and you have no real proof that we are a scam. Just because you think we are one does not give you the right to publicly declare us as a scam, and damage our business this way.

I would like you to either take down the article completely, or revise it entirely to be about our "marketing processes" which you feel are not acceptable.

But we can't allow you to just declare our whole business as a "scam" as you are not a client, and this is really damaging our business, and even actual clients of ours are seeing that article and this is causing problems for us.

I hope this article can be removed soon. Otherwise we would need to initiate legal proceedings and press for damages for all the revenue we have lost because of your claims of calling us a "scam".

I am already in touch with our legal counsel, and we are planning the best course of action over here.

I think we both have better things to do than engage in a lawsuit over here. But if the article remains on the internet, it will keep damaging our business, and it will cost us hundreds of thousands of dollars in lost revenue. And we cannot let that happen. We already have calculated that the article has cost us at least \$450K in lost revenue in the month of December alone. And almost \$75K in the first week of January.

If it is not taken down, we would have no choice but to initiate legal proceedings in the UK to recover all the lost "revenue" due to this article published calling us a "scam" – that entirely talks about our marketing practices, and is based on your personal opinion.

I hope we can resolve this soon, and you can take this article down. Again, I have said multiple times that I am happy to jump on a Zoom call with you, and share 100's of results we have generated for our clients, to PROVE that we are NOT a scam. A business that is a scam would not be openly giving you this invitation to have a meeting and discuss your claims in detail. Neither would they be willing to share 100's of actual client results with you. I am even willing to connect you with clients of ours so they can tell you themselves that they liked working with us, and we are not a scam. What else can we even do to prove we are not a scam?

I agree with you completely – our marketing practices may violate certain regional laws against cold email / spam, and we may be breaking terms of service of Twitter / LinkedIn, so feel free to report that to Twitter and LinkedIn. But we are not a "scam", so we cannot allow this article to remain public, and keep damaging our business, reputation and cost us millions of dollars in lost revenue.

Best Regards,  
Nabeel Ahmad  
Founder & CEO, Mogul Press

On Tue, Jan 2, 2024 at 2:13AM Dan Neidle <[REDACTED]@taxpolicy.org.uk> wrote:

Dear Nabeel,

Let's recap:

- You say you rent out LinkedIn profiles (breaking their terms of service). That contradicts the first explanation I received from your staff ("it appears that some team members may have utilised pictures that are not their own for mass outreach"). It also means every time your staff write to someone, they are deceiving them. This doesn't seem to bother you – you seem to think that it's normal. It isn't.
- Your staff use stolen photos from real people (breaking the law). I told you about this in November You did nothing to stop it.
- You use AI generated profile photos (breaking the terms of service). You don't think anything is wrong with that.
- You send out unsolicited email spam (breaking the law here and in the US)
- The case studies on your website are said to be "derived from actual clients".

These are all shady business practices. None of these are signs of a legitimate business. I've investigated scams with £bn in revenue, so the fact you have £m is unimpressive.

I also don't think you're being honest about the nature of your business. Our team haven't spent time investigating your business, but if we do I expect we will find that you're not a normal PR business at all. I think you run a highly automated business that spams people to get clients, and then places paid advertorials in poor quality media. If so, it is indeed correct to say you are a "scam" because it is strikingly different from the story told on your website and in your marketing messages.

You don't like the word "scam" but haven't identified a single error in the article. I could change the title and last sentence to say "either a scam or a shady unethical business.", but I am not sure that helps you. This is the opinion of our team of highly experienced lawyers and other professionals, with years of experience working with businesses of all shapes and sizes across the world. As such it is legally protected in the UK and US.

I don't think there's any point in continuing this correspondence. If you identify any factual errors I will correct them, but I will certainly not delete the article

Yours sincerely

Dan Neidle

On 01/01/2024 11:00, Nabeel Ahmad wrote:

Hey Dan,

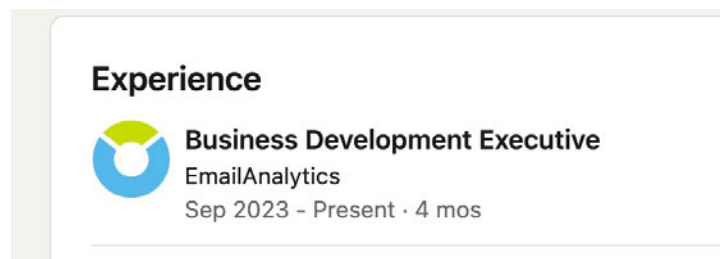
I said that I will be strictly enforcing this going forward. I didn't say that every single account we have ever used has had the images removed instantly. It's a time taking process, as we use a lot of accounts.

We have already issued serious warnings to the people on our team who were using images from Google – many have indeed replaced the images. The ones that are left, we are actively working on getting those changed as well.

To be fully transparent, some accounts we get from services that "rent" out LinkedIn profiles for outreach. Here is an example of such a service: <https://www.akountify.com/>

Their whole business model is to "rent" out accounts for outreach. So they create their own accounts on real IDs. And they rent it out to us for outreach. So in many cases, we were not aware that the photos they were using were from Google.

We have already abandoned [THIS](#) account you referenced in your previous email, and as you can see, it says a new job on it now:



That means they have now rented it out to another company, after we cut ties with them.

We do not have access to that account anymore, otherwise we would have removed it ourselves right away.

We have already cut ties with this company, and we are currently in process to get our name completely removed from those profiles, as we do not wish to be associated with accounts that have photos from Google.

So yes, we are indeed strictly enforcing to stop the usage of accounts by our employees that have photos from Google. The ones we still have, those are being removed. And the ones we rent from such companies, we have already given those accounts back to them. And we are coordinating with them to get our name removed from them.

Going forward – we will be strictly enforcing this, and anyone from our team who is caught using images from Google will be issued a serious warning and terminated. And before we rent any accounts from any such services, we will do a full check to make sure the images are not on Google and they are not stolen.

This was never something that we as a company told our employees to do. In fact, our executive team only found out about it after it was pointed out by you. And we are cracking down on it.

I hope that further gives you some insight on all of this. We are not intentionally trying to steal anyone's photos. And if it did happen, it was not the intention, and it will be sorted out ASAP.

***"The obviously automated responses I received from your employees were also very suspicious. When I asked if they were bots or humans I received identical answers."***

^ I did explain about this in the first email. All the outreach reps that we have hired – they follow a script. It mentions what to say when certain questions are asked. So obviously they will give scripted answers. They are NOT bots. We are not using any bots for outreach.

About not having a Wikipedia entry – Wikipedia is just one small part of our services. We offer various services like getting our clients featured in the media, on TV, podcasts, etc. We have been featured in the press ourselves several times, and have gotten 100's of our clients on TV and podcasts. Just look at the case studies on our website. Just because we ourselves don't have a Wikipedia page does not mean we are a "scam". I can show you 100 renowned PR agencies that do NOT have a Wikipedia, yet offer that service to their clients. Wikipedia requires a lot of editorial press, and we can offer that as a service only to clients who are notable enough. We did not get the chance to develop our own Wikipedia yet because we are not there yet in terms of "notability", and neither has that been a priority.

Wikipedia is only 1% of our service offering, not the entirety of it. So just taking the fact that we do not have a Wikipedia does not mean we are a scam.

***"I know many people in PR and media; none have heard of you."***

We are not a billion-dollar enterprise, and certainly not a company that everyone would have heard of. I am pretty sure if you take a random PR agency from some random state in the USA and ask some people in the media, they would not have heard of it. As there are 100's of thousands of PR agencies out there, and only the top 3–4 in the world MIGHT be well-known enough to be at a level where almost everyone knows about them.

I can tell you 100 PR agencies who are super legit, and you can ask your colleagues and people in the media. I can assure you they would not have heard about 80% of them. That does not mean they are a scam.

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Not having a Wikipedia is not a mistake, and neither is being unknown by your friends in the media. Neither of those qualify us as a scam.

The ONLY real issue / mistake we have made here is some of the stolen photos we used in our outreach, which again, was not something that was authorised by our executive team. It was done by employees without authorisation, and we have already cut ties with any companies that were renting accounts to us with stolen photos. And we are working to crack down on this entirely, those who did it have been given a warning, and within the next week or so we hope to completely eliminate this.

I think it is unfair to call an entire company a SCAM – just because of some marketing mishap that was not intentional, and was done in an unauthorised way, which we completely take responsibility for, and have also agreed to correct it ASAP.

We have done multiple millions of dollars in revenue. How would a scam have done millions in revenue? And have 100's of happy clients?

I have told you that we're happy to jump on a Zoom call with you, and can bring on our executive team as well, so we can show you the 100's of clients we have served, who were happy, and 100's of projects that we have completed, to prove that we are NOT a scam.

If you had an issue with our marketing, it's okay to point out the issue in the marketing process. But calling us a SCAM just because of this is not fair. And it's causing issues for

us, and damaging our reputation, even in front of our actual clients.

I hope this further clarifies our stance, and why / how all this has happened. It was never our intention to use any fake images. I hope we can sort this out – and get this article removed. As I said, it's causing problems for us.

Please reconsider taking down the article. Or let me know **exactly** what you need to see from us as proof to reach the conclusion that we are not a scam.

We can jump on a Zoom call to discuss all the work we do in detail, to actually SHOW you LIVE proof of the clients we have helped. I am happy to even share revenue numbers and income statements with you on Zoom. All this should be enough to show that we are legit.

We are happy to provide whatever information you need to see for you to clearly understand that we are NOT a scam. And once you believe we are not a scam, that will render the article pointless.

I hope whatever I have said above makes sense, and I hope you can take this article down soon.

Best Regards,  
Nabeel Ahmad  
Founder & CEO, Mogul Press

On Wed, Dec 27, 2023 at 7:58AM Dan Neidle <[REDACTED]@taxpolicy.org.uk> wrote:  
Dear Nabeel,

Thank you for your email.

I spent 25 years working with all kinds of businesses around the world. I've never heard of any legitimate business using fake names and fake photos. The idea it's acceptable for your employees to use fake names and AI generated images is strange enough, but stealing photos of other real people? It's extraordinary, and in many jurisdictions will be unlawful. In the EU and the UK it's a serious breach of data privacy law.

You just gave me your word that you will be strictly enforcing the end of stealing peoples' photos, so it's very odd that within 30 seconds of looking at your employees' profile on LinkedIn, I see one that's stolen from a tax adviser in the UK.

The profile is here: <https://www.linkedin.com/in/janhnel-rosete-agravante-79a99b259/>

The original is here: <https://www.wilsonwright.com/insights/higher-rate-sdl-t-u-turn/>

The obviously automated responses I received from your employees were also very suspicious. When I asked if they were bots or humans I received identical answers.

And then your employees also make suspicious claims, for example the idea you can create wikipedia entries for your clients – a little hard to believe when your own business doesn't have a wikipedia entry. I know many people in PR and media; none have heard of you.

In my opinion, none of this is consistent with the behaviour of a legitimate company; all of it is consistent with spamming and scamming. I am happy to add your denial, and the email below at the bottom of our article, but I will not be deleting it.

Kind regards,

Dan Neidle  
Tax Policy Associates Ltd

On 26 Dec 2023, at 19:48, Nabeel Ahmad <[REDACTED]@mogulpress.com> wrote:

Hey Dan,

This is Nabeel, the founder / CEO of Mogul Press. I am reaching out to you about the article you have published about Mogul Press on your website [here](#).

Firstly, let me clarify a few of the things mentioned in your article. Some of our employees, particularly from our marketing team, are in charge of doing LinkedIn outreach to generate leads for our sales team. Naturally, to do that at scale, you have to use multiple LinkedIn accounts. There are lots of organizations all over the world doing LinkedIn outreach at scale, and it's common practice to sometimes use alias names for this kind of outreach. The more LinkedIn accounts you use, the more people you can reach. In the past, we've told our team not to use pictures of real people, and to use AI-generated images. Some of our team members went against that policy, and tried to find images from Google. Those team members have been issued warnings, and this will not be happening again. You have my word that I will be strictly enforcing this going forward.

About the outreach you received – again, that is being done via alias accounts. There are indeed real people managing the accounts, but they are simply sometimes using alias accounts to reach out to people using a predefined script.

Why are we using alias accounts? Because there is simply no other way to do outreach at scale without that. And there are 1000's of organizations globally who do outreach this way on various platforms. It's kind of a grey area, but we do our best to enforce that our team members do not use images of real people.

I am sorry about any trouble caused to you from our outreach. That was not our intention at all.

I want to assure you that while some of our marketing practices may be unusual, Mogul Press is definitely **NOT** a scam.

We have been around for 5+ years now, and have served 1000+ clients. There are 100's of case studies / testimonials on our website from clients who loved the results we delivered for them.

Your article calling Mogul Press a "scam" based on some of our employees using fake images (against our policies – we do not ask them to do this), and some of our outreach messages, is causing issues for our business. Even clients who genuinely

want to do business with us – they are seeing your article, and that is causing doubts in their mind. This is proving to be very damaging for our business.

I would like to request you to take this article down, because Mogul Press is NOT a scam. Some of the marketing practices may have been unusual, and the employees who used images from Google are being issued strict warnings. But in general, as a company, Mogul Press is not operating any kind of scam, and we are a legit operation. We have delivered our PR services to 100's of clients, and continue to do so.

If you want – I am happy to personally have a Zoom call with you, and show you some of the results we have gotten for our clients, to prove that we are not a scam. I can also set up a call for you to meet some members of our executive team, like our director of sales, marketing, etc.

Furthermore, I saw the part where you mentioned you are a non-profit, and did not have a budget for PR. We are even happy to offer you guys a PR package absolutely for FREE, to make up for any inconvenience that may have been caused to you by our outreach team. This would also be another gesture to show you that we are not operating a scam over here.

I hope you can remove this article, as it is causing significant damage to our name and business.

I look forward to your response.

Best Regards,  
Nabeel Ahmad  
Founder & CEO, Mogul Press