

EXHIBIT 2

From: Noelle Beaugard [redacted]
To: Megan Hurwit [redacted]
CC: Dr. Vanessa Hughes <vanessahughes.phd@gmail.com>; Jenny Magill <jenny.magill@gmail.com>; jiersan2009@gmail.com
Subject: Re: Damage of the deindex
Sent: 2022/03/18 08:50:06 (UTC -08:00)

Thank you so much, Megan!

Noelle

On Fri, Mar 18, 2022 at 9:46 AM Megan Hurwit [redacted] wrote:
I think this interpretation is correct.

On Fri, Mar 18, 2022, 10:44 AM Noelle Beaugard [redacted] wrote:
Hi Team,

I'm including some additional screenshots. Here is what Google Analytics is showing. You can see the obvious drop in traffic, which Google has marked as an "anomaly," and this still appears to be impacting us significantly. Our largest source of traffic was through organic search in Google. By de-indexing the site, they have cut off our main source of exposure.



However, here is what Google Search Console is showing. For some reason, I can't view any data prior to 3/10, but it is clear that we were at 0 on 3/10 and 3/11 until we were able to cancel the temporary deindexing request very shortly before the LifeTime movie premiered on 3/12. I speculate that all of this traffic is from people directly going to our URL as mentioned by the movie and not through Google, as evidenced by the Analytics screenshot.



As for the screenshot you provided, it indicates that multiple pages from our website were marked as not indexing in Google when the other party submitted a request in Google Search Console to temporarily de-index our page. These temporary de-indexing requests last up to 6 months, from what I saw in the Console.



Megan and Jesse, please let me know if you have any further insight you would like to add or let me know if there is anything I may be misinterpreting. I will send the screenshots of this incident later this afternoon when I'm home from work.

Thank every one of you for your help with this,
Noelle

On Thu, Mar 17, 2022 at 11:43 AM Jenny Magill <jenny.magill@gmail.com> wrote:

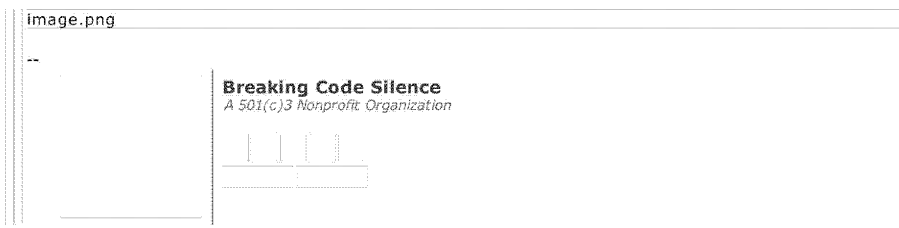
Hey, Can any of you interpret this for our attorney? See below...
And do we have any other screenshots showing damage from the de-indexing/hacking in terms of site visitors, visibility, time we were not included in the search results, etc?

Thank you!
-Jenny


Jenny Magill, MBA
Chief Executive Officer


----- Forwarded message -----
From: BREAKING CODE SILENCE <admin@breakingcodesilence.org>
Date: Mon, Mar 14, 2022 at 8:31 AM
Subject: Damage of the deindex
To: Jenny Magill <jmagill@breakingcodesilence.org>

BCS_0573692



BCS_0573693