

United States District Court Northern District of California	
Δ DEFENDANT Δ	Case No. <u>4:23-cv-05448-YGR</u>
	Case Title <u>State of California v. Meta, et al</u>
	Exhibit No. <u>18493</u>
	Date Entered _____
By: _____ Mark Busby, Clerk _____, Deputy Clerk	

Leading on IG Teen Protections

A vision for leading the industry • IG Well-being + IG Trust

AC/Priv • IG Leadership Review • July 11, 2023

HIGHLY CONFIDENTIAL (COMPETITOR)

META3047MDL-317-00000284

Objectives

Goals for today

1. Review current landscape of IG teen protection and new regulatory environment
2. Align on strategy and criteria for where IG should lead for teen protections
3. Align on opportunity areas for where to lead and the path to get there
4. Align on principles to guide our feature investments

Non-Goals

1. Detailed feedback on concepts

Executive Summary

Purpose

- We have been focused on meeting youth industry practices by the end of 2023.
- With new insights from teens, parents and advisors combined with changes across the regulatory landscape, we must develop a refreshed vision for teen protections on IG to guide our work and get ahead of regulations.

Context

- Historically, we focused on the Best Interests of the Child and prioritized teen autonomy in our solutions.
- In a survey of 13k teens, 56% early global teens (13-15) and 54% late global teens (16-17) expressed at least some concern about their social media use. In a study of 1.3k US parents, 46% said they are extremely or very worried their teen's social media use could expose them to explicit content. We must increasingly help parents support their teens and increase our baseline protections for all youth.
- By taking leading the industry in certain areas, we believe we can position IG as the best place for teens to discover, create and connect, recognized by parents and policymakers as setting the highest bar for teen protections online.

Recommendation

- To decide where to lead the industry across the six focus areas and their components, we recommend a 6-point decision framework
- We recommend IG lead in 1) Safety, 2) Age Appropriate Experiences, 3) Well-being (specifically Bullying & Harassment, Suicide and Self-Injury, Eating Disorder), and 4) Supervision (excluding Parental Consent)
- We recommend four principles to guide our feature investments to get to leading.

Background

Vision & Criteria for Leading Path to Leading Discussion

A/C Priv • 4

HIGHLY CONFIDENTIAL (COMPETITOR)

META3047MDL-317-00000287

Teen protections on IG continue to be critical

Teens & parents care about responsible social media use and we must continue to improve outcomes for both

- Out of 13k surveyed, more than half of global teens reported they were at least somewhat concerned about their social media use; 45% of early teens (13-15) were somewhat concerned and 11% were very concerned
- In a survey of 1.3k US parents, a majority say they are worried that their child's use of social media could lead to problems with exposure to explicit content (71%), feeling pressured to act a certain way (59%), being bullied by others (54%), or anxiety or depression (53%)

There is also a sea-change in the regulatory landscape

- ~25 global regulations passed or are emerging stipulating teen protections.
- Regulators cite the US Surgeon General's advisory which emphasizes problematic use and appearance comparison and the American Academy of Pediatrics declaration of national emergency for children's mental health showing worsening trends in youth mental health.

This requires a refreshed vision for teen protections on IG

Our position is shaped by input from stakeholders

[Appendix Detail](#)

Teens

Top concerns of social media apps among teens (N=13k, averaged across 7 geos) include contact from adult strangers (40%), being hacked (38%), private info being shared (36%) and bullying & harassment (35%).

Parents & Guardians

Top concerns for parents (N=13k, averaged across 7 geos) include contact from adult strangers (43%), age inappropriate content (41%), bullying & harassment (39%) and time spent on Instagram (27%).

Regulations

Regulations focus on age assurance, parental oversight, age appropriateness and data use. Members of Congress have introduced bills focused on youth with states jumping in and similar changes being proposed in other countries. Forthcoming laws also allow for private right of action.

Meta Policy + Public Affairs

Meta has defined US Youth Legislation principles and PRIV
PRIV Our public affairs strategy focuses on improving trust among parents.

x-Meta Youth

Meeting industry practices means that PRIV
PRIV and are on par with the standards set by major industry counterparts.

Our Youth Protection work spans 6 Focus Areas*

Aligned with xMeta Youth Industry Practices – [Current State](#), [Source](#)

*This work builds upon and enhances our long existing efforts in these areas.

FOCUS AREA 1 - SAFETY

- Effectively reduce exposure of teens to harmful content and interactions
- Key sub-areas: Inappropriate interactions with children, Child Sexual Abuse Material

FOCUS AREA 2 - AGE APPROPRIATE EXPERIENCES

- Take a risk-based approach to age recognition and apply appropriate safeguards
- Key sub-areas: Age-appropriate Content/Defaults, Content Modeling, Content & Recommendation Controls, Messaging, Private Experiences

FOCUS AREA 3 - WELL-BEING

- Provide teens tools to manage experiences that may negatively impact their well-being
- Key sub-areas: Suicide and Self-Injury (SSI), Eating Disorder (ED), Bullying & Harassment, Problematic Use. Within IG, this largely refers to Mental Well-being

FOCUS AREA 4 - SUPERVISION

- Build tools that enable guardians to better support their teens on the platform
- Key sub-areas: Parental consent, supervision (insights and controls)

FOCUS AREA 5 - AGE ASSURANCE

- Age assurance as a prerequisite to becoming an account holder
- Key sub-areas: Age collection, age verification, age prediction

FOCUS AREA 6 - DATA USE

- Appropriate data use, limits data collection to minimum necessary, limits ads
- Key sub-areas: Profiling, ads limits, ranking/search limitations, purpose limitation

Background

Vision & Criteria for Leading

Path to Leading

Discussion

A/C Priv • 8

HIGHLY CONFIDENTIAL (COMPETITOR)

META3047MDL-317-00000291

OUR ASPIRATION

IG is the best place for teens to safely discover, create, and connect, and is recognized by parents and policymakers for setting the highest bar for privacy-first age appropriate experiences.

OUR STRATEGY

We want every teen to have safe, age appropriate experiences on IG. We believe parents know what's best for their teens, so we're building tools for parents and teens to collaborate on the right experience for them with a strong baseline so no matter how involved a parent is, all teens have a safe experience by default.

To achieve our vision we will

Help guardians guide and support their teens' experience based on their individual needs

with tools that facilitate their relationship, lead to the best outcomes for both, and support the teen's developmental stage (e.g early teen or late teen).

Help teens have safer, private and age appropriate experiences by default

through interventions that prioritize their safety and individual needs, and respect their autonomy.

Empower teens in responsible social media use

through tools that offer agency & control, increase awareness of behavior and enable intentionality in choice.

Scale our impact by influencing both industry and policy in protecting youth

leading by example from principles and best practices so we raise the bar for the industry helping teens have safer experiences across their online journey.

Decision criteria for where to lead

1. **Creates value for teens**

Leading creates significant value for teens enabling them to have safer experiences while they discover, create, and connect.

2. **Helps parents support their teen**

Investing helps parents with tools and insights they need to support their teen while respecting teen's privacy and will improve parents' sentiment.

3. **Path to meaningful reach and participation exists**

People who may need these products will hire IG for the job. There is a credible path to meaningful reach and participation.

4. **Furtheres policy position and public affairs strategy**

Policy and externalization are aligned with leading in this space and in the best case, product innovation helps push policy forward.

5. **IG can play a key role**

We believe IG can lead here and has a unique opportunity in the industry for impact. Note there may be areas where leading at a different layer (e.g. x-Meta) can scale impact.

6. **Ecosystem impact**

Evaluation on ecosystem impact and considerations of the broader industry landscape.

Guardrail: Aligns with direction of global regulation

Direction of travel in key jurisdictions is not orthogonal to leading. We may choose to take a leading role even in the absence of regulation where the criteria above are met.

Criteria applied to Focus Areas

Overview only. Detailed analysis [here](#)

	1. Creates value for teens	2. Helps parents support their teen/s	3. Path to meaningful participation	4. Futhers Policy position & Public Affairs	5. Instagram can play a key role	6. Ecosystem impact
WHERE TO LEAD						
Safety Inappropriate interactions; Child Sexual Abuse Material; Sextortion	High	High	High	High	High	Medium
Age Appropriate Exp. Age appropriate content and controls; defaults; messaging; private experiences	High	High	High	High	High	Medium
Well-being SSI; ED; bullying & harassment; problematic use; appearance comparison	High	High	Medium	High	Medium	Medium
Supervision Parental insights; parental controls; education; parental consent	Medium	High	Medium	High*	Medium*	Low*
Age Assurance Age verification (AV), age collection, age prediction (note: focus here is AV and we already lead in age prediction)	Medium	Medium	Low	Medium	Low	High
Data Use Profiling; ads limitations; ranking & search limitations; purpose limitation	Low	Low	TBD	Medium	Low	High

*exception: parental consent for U18/O13's

Column 1-5 evaluates alignment and compatibility with criteria (e.g. high = leading creates significant value for teens)

Column 6 evaluates ecosystem impact

A/C Priv • 12

HIGHLY CONFIDENTIAL (COMPETITOR)

META3047MDL-317-00000295

RECOMMENDATION

Opportunity areas for IG to lead based on framework

Leading a focus area exceeds practices of industry counterparts*, creating a publicly recognized best-in-class experience for teens.

**Note: CSI to deliver updated competitive landscape for industry leading in Q3*

1. **Safety**

Lead the Focus Area in 2023. On track to achieve this for CSAM / CSE and Inappropriate Interactions by 2023; currently working through a blocker on Sextortion.

2. **Age Appropriate Experiences**

Lead the Focus Area in 2023. Achieve north star of bringing teen prevalence below adults in 2024. Innovate on privacy-first experiences to engage teens.

3. **Well-being**

Within the Focus Area of Well-being, we want to lead across these 2 components in 2023:

- a. Bullying & Harassment
- b. SSI, ED

4. **Supervision**

Continue meeting industry practice in 2023, lead the Focus Area in 2024 (excluding Parental Consent component).

RECOMMENDATION

Principles to guide our feature investments

In addition to deciding on features we need, we must audit our systems and infrastructure to identify any gaps that could prohibit us from leading confidently.

1. Addresses a top parent concern

This feature meets a top parent concern and we've considered prevalence and severity.

2. Simple to use so parents and/or teens will adopt it

This feature is straightforward and simple to use. It meets people where they are.

3. Lends itself to defaults

There is an opportunity for a smart default with the ability for choice so parents and teens can collaborate on what's right for them.

4. Preserves IG's core value for teens

This allows us to continue serving teens' core jobs to be done so IG can remain the best place for them to discover, create and connect in age-appropriate ways.

Top of mind considerations as we proceed

Consideration	Details	Relative Risk	Owner
Balance of parental oversight and teen autonomy	As we shift to increase prioritization of parental oversight, we must balance teen autonomy. Not all parents are equal (e.g. different expectations across cultures, abusive parents, absent parents) so we will need to build a framework for how to think about this systematically over time.	High	IG Product & IG Policy
Evolving regulatory landscape	PRIV		Central Privacy & IG Product
The industry is not static	While we've aligned with CxMY on the current Youth Industry Scorecard (YIP), we recognize this is a moving target. Competitors will announce <u>new features</u> , and the industry will evolve requiring periodic evaluation and adjustment.	Medium	Central Social Impact
Guardian ease of use & cognitive overload	Parents already have many responsibilities. While we want to give them tools they need to choose what's right for their teen, we need it to be easy and have the right initial defaults in case parents don't have time or ability to offer oversight.	Medium	IG Product
Pre-account creation experience	How can we continue to have a safe and engaging pre-account discovery experience (i.e. logged out experience) we can offer to help Q13 teens decide if they're interested in joining IG?	Medium	IG Product & IG Policy

Background
Vision & Criteria for Leading
Path to Leading
Discussion

A/C Priv • 16

HIGHLY CONFIDENTIAL (COMPETITOR)

META3047MDL-317-00000299

How our position has shifted

Shifting from teen autonomy to **helping teens and guardians collaborate** on the IG experience

Historically, we prioritized teen safety and teen autonomy. Now, as part of our work for safer experiences for teens, we'll shift to empower guardians and teens to collaborate with enhanced tools to optimize the teen experience on IG to meet their individual needs.

Prioritize **more private experiences** for teens to meet needs and mitigate risks

With teens shifting away from broadcast channels towards private and ephemeral sharing, we can continue helping teens connect with smaller, trusted communities. As an example, expanding adoption of Close Friends can reduce teen bullying, unwanted interactions or exposure, and pressure to be perfect, giving them a place to safely express themselves.

PRIV

STRATEGY · PATH TO LEADING

Leading in Safety

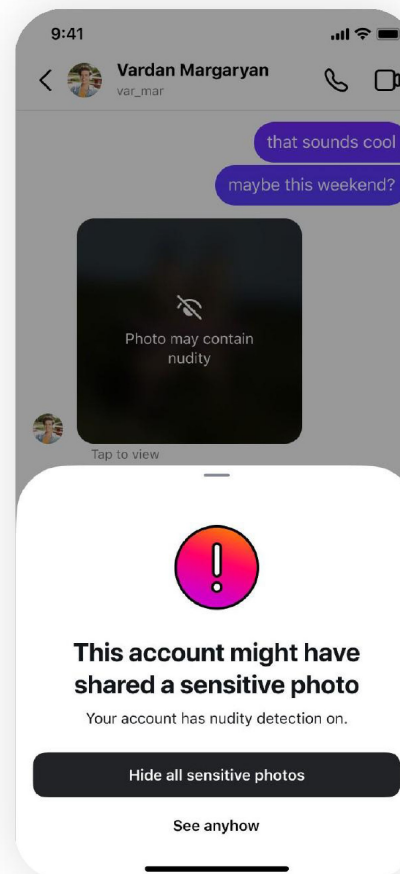
Set strong defaults, protect from sextortion and disrupt risky actor connection

Data and insights

- In public discourse: “Nearly 6-in-10 adolescent girls say they’ve been contacted by a stranger on certain social media platforms in ways that make them feel uncomfortable.” (Surgeon General [Advisory](#)) Malicious actors sometimes use IG to exchange CSAM and target youth, as reported by [recent press coverage](#).
- In May’23, 68% of ~1.9k ‘unwanted sexual interactions’ reports were related to users reporting someone is threatening sextortion, blackmail of their content ([source](#)).

Potential investments

- Better protect teens from Sextortion and offer appropriate support
- Further limit discovery of malicious actors & content; disrupt connections between malicious actors and benign users
- Stronger defaults for DM reachability for teens



Default nudity friction for all teen accounts

A/C Priv • 18

HIGHLY CONFIDENTIAL (COMPETITOR)

META3047MDL-317-00000301

STRATEGY · PATH TO LEADING

Leading in Age Appropriate Experiences

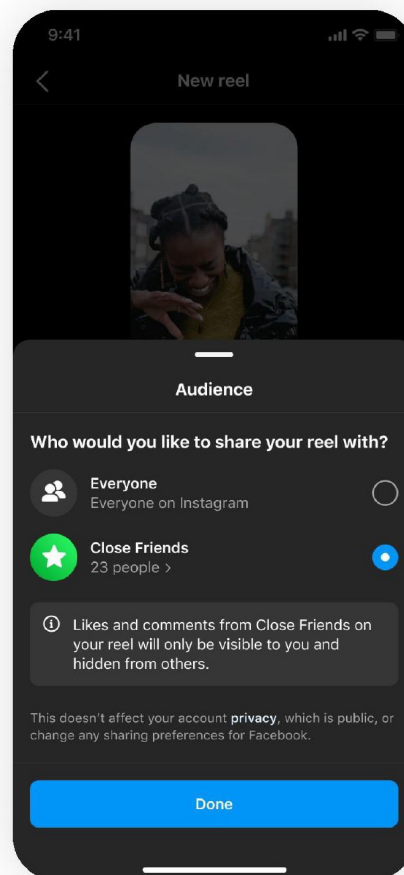
Bring teen prevalence below adults through interventions, controls and defaults and lead with Close Friends

Data and insights

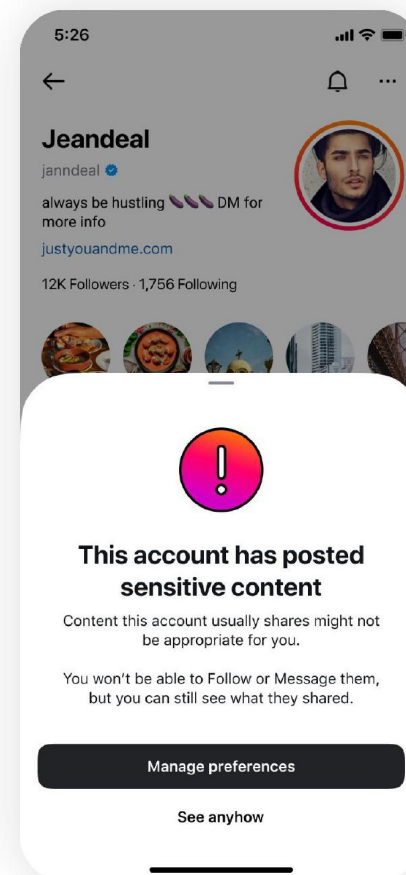
- In public discourse: “[64%] of adolescents [say they] are “often” or “sometimes” exposed to hate-based content” (Surgeon General [Advisory](#), 2k sample size)
- Teens have higher prevalences of violating content than non-teens, driven by elevated levels of Bullying, SSI, Hate, Nudity, and VNI.
- ~19% of IG teens use close friends with 4% of teens creating CF stories daily and 13% of teen stories being CF stories. Comparing CF reels to public reels created by teens, CF reels have ~85% fewer borderline comments but ~88% comments fewer overall.

Potential investments

- Friction before accessing mature accounts and friction to engage (remove messaging, follow, content consumption etc)
- Lead with more privacy-first experiences (e.g. Close Friends)
- Expansion of sensitive content controls to include granular topics



Promote Private-first experiences (ie share to Close Friends by default)



Mature accounts friction and feature limits

Leading in Bullying & Harassment

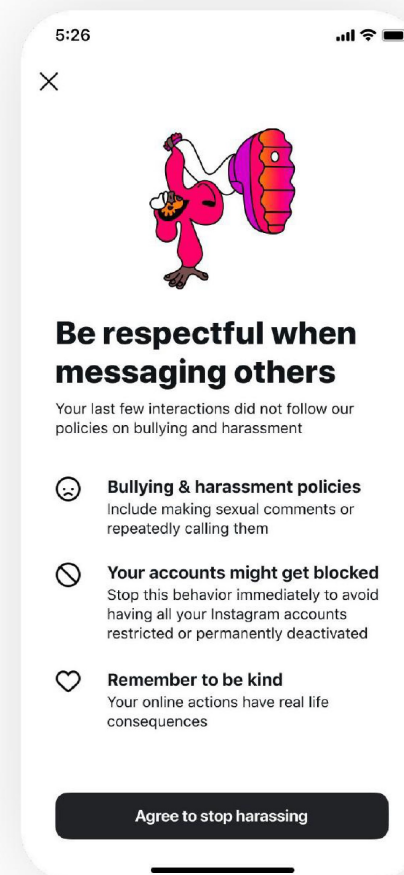
Shift social norms in connected environments, upleveling positive conversation

Data and insights

- In public discourse: “In a review of 36 studies, a consistent relationship was found between cyberbullying via social media and depression among children and adolescents” (Surgeon General [Advisory](#)). In a survey of 1.3k US teens, 74% say social media sites are doing a fair or poor job addressing online harassment ([Pew survey](#)).
- Among ~35k IG users, teens experience the highest prevalence of bullying and harassment and are 50% more likely to experience severe forms. This is one of the top concerns reported by 13k parents globally.

Potential investments

- Positively shift norms in connected environments by empowering bystanders and employing nudges
- Better detect connected cyberbullying including hate / tea accounts and waves of harassment in networks
- Introduce softer or more temporary controls that teens can use in connected environments



Kindness pledge for repeated offenders

Leading in SSI & ED

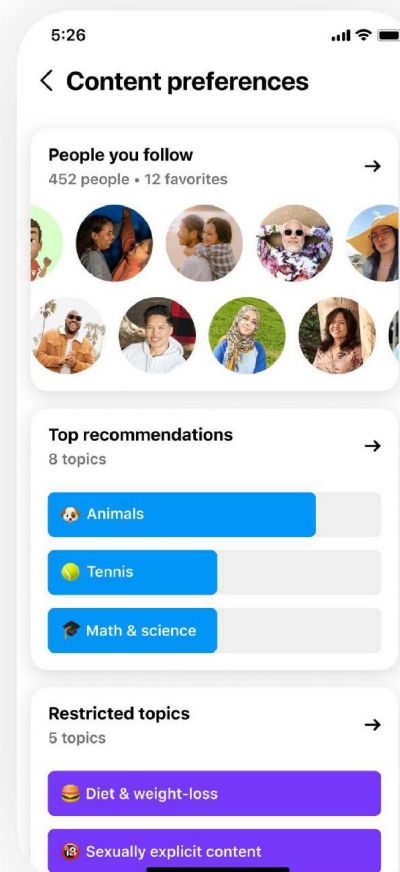
Provide controls that signal a teen may be dealing with SSI and/or ED, and leverage these signals to initiate a digital cleanse.

Data and insights

- In public discourse: “Studies demonstrated a significant relationship between social media use and body image concerns and eating disorders.” (Surgeon General [Advisory](#))
- SSI/ED has a disproportionately large teen audience on IG. Additionally, in Q1'23, Instagram Product and Policy leads engaged in direct research to better understand the POV of parents of teens with serious mental health issues in SSI and ED, leading to recommend blunt tools to help manage their situation.

Potential Investments

- Controls that help teens and their parents indicate to us that their teen may be dealing with SSI and/or ED
- Product experiences that leverage the control signal to initiate a digital-cleanser – ie by resetting content recommendations, suggesting bulk unfollows, limiting discovery of remotely adjacent accounts/content, applying conservative time defaults (e.g. Quiet Mode)



Ability to restrict topics (both from teen and parent account). Some topics could be restricted by default

STRATEGY · PATH TO LEADING

Leading in Supervision*

Help parents easily support their teen, balancing autonomy appropriately for early and late teens

Data and insights

- Key guardian challenges with supervision (reported by 13k parents globally) are: balancing teen need for privacy and safety; tracking who the teen is in contact with on the app; keeping track of all the accounts the teen makes; for parents of 13-15 yo's, track activity and total time spent.
- 15% of 13k parents surveyed do not allow their teen to use IG but ~65% of them might or would allow it with parental support.

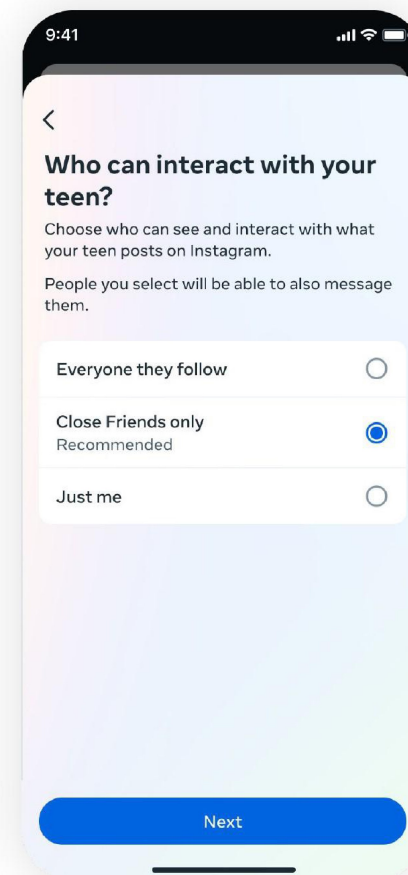
Potential investments

- Parental insights and high-risk action alerts (e.g. most messaged accounts, potentially risky interactions)
- Supervision bundles for developmental stages and suggested controls for managing interactions
- Guardian power tools to gracefully limit features/topics (e.g. limited access to surfaces like direct/explore during quiet mode)

**We recommend meeting industry practices for Parental Consent. Meta policy position is to respect teen autonomy and privacy in DM.*



Parent alert for high-risk actions



Expand Close Friends to parents

Background
Vision & Criteria for Leading
Path to Leading
Discussion

A/C Priv • 23

HIGHLY CONFIDENTIAL (COMPETITOR)

META3047MDL-317-00000306

Discussion

1. Are we aligned on the high level strategy for teen protections on IG, focusing on the role of parents plus smart defaults for a strong baseline experience?
2. Are we aligned on the six criteria to help us decide where to lead?
3. Are we aligned on IG leading across:
 - a. Safety
 - b. Age Appropriate Experiences
 - c. Well-being components of Bullying & Harassment, SSI, and ED specifically
 - d. Supervision
4. Are the four principles to guide our specific feature investments the right ones? Do they seem helpful for making tradeoffs?

Appendix

A/C Priv

25

HIGHLY CONFIDENTIAL (COMPETITOR)

META3047MDL-317-00000308

18493.00025

RECOMMENDATION

Areas where IG
will meet

PRIV

PRIV

A/C Priv

26

Youth Industry Practices (YIP)

A/C Priv

27

HIGHLY CONFIDENTIAL (COMPETITOR)

META3047MDL-317-00000310

18493.00027

Youth Industry Practices Scorecard

Instagram

		YIP Product Translation	Goal Type	IG
AAE	AAE - Content	AAE-1. Youth should be less likely to see age-inappropriate content on our platforms than the average, general adult population.	Numeric	m
		AAE-2. Develop and test at least one age-specific content lever – e.g. demotions, age-gating/filtering – for an age-appropriate content category	Ship	
		AAE-3. Adults will have more control over their content consumption than Youth.	Ship	
		AAE-4. Content creators will be able to set audience controls to prevent Youth from seeing content that content creators intend for more mature audiences	Ship	
	Age Assurance	Stated age collection	TBD	
		U13 Reporting & Enforcement	TBD	
		Proactive U18 Classifier Enforcement - Safety Use Cases	TBD	
		Proactive U18 Classifier Enforcement - Non-Safety Use Cases	TBD	
Safety	CSE - Indirect	CSEI-1. Proactively detect, measure, remove CSAM / CSE content	Numeric	
		CSEI-2. We have a process to escalate and action NCMEC-escalatable offenses from human review where it is reported to us and reviewed by a third party	Ship	
		CSEI-3. Have policies prohibiting sexualisation of minors and taking action on reports of child sexualisation.	Ship	
	CSE - Direct	CSED-1. We have a way to track the impact of our adult-minor interventions on the observed prevalence/risk of harm to teens, which can inform our product decisions	Numeric	
		CSED-2. Apply high privacy default settings for teens [identical to and tracked in BH-1]	Ship	
		CSED-3. Reachability defaults: where (i) Minors cannot be directly reached in 1-1 private contexts by unconnected adults unless via explicit opt-in	Ship	
		CSED-4. We do not recommend risky adults to minors, or vice versa on recommendation surfaces	Ship	
	Integrity tooling (VR only)	CSEVR-1. Enforcement review guidelines and protocol coverage across CCVE	Ship	
		CSEVR-2. Ensure there is trained moderation capacity for user reports in Quest and Horizon Worlds-branded social experiences	Ship	
		CSEVR-3. Moderation decisions result in integrity enforcement actions (suspension, warnings etc)	Ship	
		CSEVR-4. Quest- and Horizon Worlds-branded surfaces' interactions and entities are reportable (Profiles, Conversations, Interactions)	Ship	

LEGEND	
Complete	
In Progress and on track for completion by EOY	
At Risk of not meeting YIP by EOY	
Status unclear; needs escalation/escalation ongoing	
Aligned to complete in 2024+	
m	milestone goals
Not Applicable	

A/C Priv

HIGHLY CONFIDENTIAL (COMPETITOR)

META3047MDL-317-00000311

Youth Industry Practices Scorecard

Instagram

Well-being	Problematic Use	PU-1. Provide tools that control teens' total time spent on our platforms	Ship	
		PU-2. Surface insights on usage patterns and durations to teens	Ship	
		PU-3. Offer age-appropriate information to teens on how to manage their time online	Ship	
		PU-4. Provide options to mute notifications specific to nighttime	Ship	
		PU-5. Interrupt long periods of watch time with reminders to take a break and stop scrolling, defaulted to on, and/or move to other topics	Ship	
		PU-6. Send notifications to teens before their bedtime to remind them to wind down	Ship	
	Bullying & Harassment	BH-1. Apply high privacy default settings for teens	Ship	
		BH-2. Disable the resharing or remixing of teen content	Ship	
		BH-3. Remove the media of teens when they do not want it available on our platforms	Ship	
		BH-4. Empower teens with tools to hide content and accounts	Ship	
		BH-5. Default teens into communicating with their friends (people with whom they are mutually connected)	Ship	
		BH-6. Surface information to teens and parents about the maturity level on content in apps, and offer parents control over the kinds of content t	Ship	
		BH-7. Employ content filtering and moderation experiences and more heavily filter chats taking place between U13 accounts	Ship	
		BH-8. Empower teens with tools to block and report content and accounts	Ship	
	Suicide and Self-Injury	SSI-1. Notice and surface immediate support when teens search for SSI content	Ship	
		SSI-2. Ensure youth are less likely to see violating and non-recommendable SSI content	Numeric	m
		SSI-3. Provide teens with the ability to report SSI content or accounts	Ship	
	Eating Disorder	ED-1. Notice and surface immediate support when teens search for concerning terms related to eating disorders or body image	Ship	
		ED-2. Ensure youth are less likely to see violating and non-recommendable ED content	Numeric	m
		ED-3. Provide teens with the ability to report ED content or accounts	Ship	

LEGEND	
Complete	
In Progress and on track for completion by EOY	
At Risk of not meeting YIP by EOY	
Status unclear; needs escalation/escalation ongoing	
Aligned to complete in 2024+	
m	milestone goals
Not Applicable	

Youth Industry Practices Scorecard

Instagram

Supervision	FC-1. Provide optional supervision exp for 13-17 user, with option to remove supervision at any time	Ship	
	FC-2. Provide parents visibility to account privacy settings	Ship	
	FC-3. Provide parents visibility to messaging and interactions settings	Ship	
	FC-4. Provide parents visibility to time spent insights	Ship	
	FC-5. Provide parents/guardians with controls over time spent	Ship	
	FC-6. Provide parents visibility to content-related controls	Ship	
	FC-7. Provide parents visibility to teen's connections, notifications on new connections, blocked and reported connections	Ship	
	FC-8. Transparency of tracking/monitoring status to teen whether parental controls are in place	Ship	
	FC-9. Education on supervision, app's supervision features, teen safety and well being issues, information for parents on concerns teen's face an	Ship	
	FC-11. View/manage purchases	Ship	
	FC-12. Notifications on app downloads/purchases	Ship	
	FC-13. Ability for parents to view/manage access to apps	Ship	
	FC-14. Key controls/insights on personal boundary, voice control	Ship	
Data Use	DU-1. Only permit age and location (city level) for advertiser targeting. No interests, behaviors, gender or other targeting permitted.	Ship	
	DU-2. Disallow use of (user identifiable) 3PD activity for ads personalization, which comes from our business tools.	Ship	
	DU-3. Update OFA to accurately represent our use, and disassociate non-used data.	Ship	
	DU-4. No longer create individual, user predictions for ads ranking; disallow use of on (and off) platform activity in ads ranking.	Ship	
	DU-5. Launch "see less" topic controls for u18 globally, where we default topics that are not age-appropriate to "see less" automatically and do n	Ship	
	DU-6. Youth Ads XP for mis-stated age U18 (Understand goal, execution in '24)	Ship	

LEGEND	
Complete	
In Progress and on track for completion by EOY	
At Risk of not meeting YIP by EOY	
Status unclear; needs escalation/escalation ongoing	
Aligned to complete in 2024+	
m	milestone goals
Not Applicable	

Stakeholder Needs - Detailed

A/C Priv

31

HIGHLY CONFIDENTIAL (COMPETITOR)

META3047MDL-317-00000314

18493.00031

PRIV

Meta Policy, Legal and Public Affairs

2. Policy is seeking to implement a legislative strategy to minimize negative business impact

Policy is seeking to implement a [US youth legislative strategy](#) that supports: 1\ parental consent and age verification at the OS/app store level; 2\ limiting ad targeting for U16s; 3\ development of common definitions and age appropriate content standards for U16s; 4\ mandatory parental controls for U16s; 5\ including messaging in the definition of social media while protecting commitments to encryption

3. Our public affairs strategy focuses on improving trust among parents

Meta's public affairs strategy is anchored on parents and seeks to improve parental consent and permissiveness by educating parents on the current suite of supervision tools. The key area of the [Core Supporting Narratives](#) is around Well-being with the core message of "Relationships are essential to our well-being. Meta platforms help people form and maintain relationships, express themselves, and find support if they need it."

Regulation Overview

1. There is emerging view that 13 may be too low an age for access to social media without parental consent

Federal law under COPPA has long required parental consent for children U13 to access online services. However, there is an emerging bipartisan view that 13 may be too low an age to access social media without parental consent. State legislatures in Arkansas and Utah have passed bills aiming to restrict U18's access and in some cases, experiences on social media, with other states considering similar restrictions.

2. US regulators cite the US Surgeon General, the American Academy of Pediatrics, and the CDC

Regulator perspectives are showing that the former status quo is over and the time to act in support of youth is now. They frequently cite the US Surgeon General's advisory (latest [here](#)), the American Academy of Pediatrics declaration of a national emergency for children's mental health ([here](#)), and studies from the CDC ([here](#), [here](#)) demonstrating worsening trends in youth mental health and the role social media may play in that. In his [February SOTU speech](#), Biden said, "We must finally hold social media companies accountable for the experiment they are running on our children for profit."

3. Taken together, regulations focus on age assurance, parental oversight, age appropriateness and data use

Although the requirements for each regulation is different, taken together, they generally have the following goals: 1\ compel providers to verify age; 2\ limit social media access through parental consent requirements and in some cases time restrictions; 3\ increase parental oversight through insights and controls; 4\ require age appropriate experiences which can include removing recommendations and prohibiting ads.

Key focus areas of new regulatory landscape

Emerging regulations focus on 5 key areas:

1. Age assurance

Age assurance includes age collection, verification, prediction, enforcement and use limitation. While some regulators, experts and parents are concerned about age collection for teens and violations of privacy, the majority of emerging regulation requires age verification (some requiring third-party vendors).

2. Age appropriate experiences

Typically this area refers to privacy transparency in age-appropriate language, high privacy default settings and some regulations include prohibitions of certain features.

3. Parental consent, insights and controls

Regulations largely focus on requiring express parental consent for U18s (or in some geos, U15 or 16 as age of self-consent). Some regulations include stipulations for increased parental access to U18 accounts, insights and parental oversight on controls.

4. Well-being

In regulation, this category largely includes Best Interests of the Child, content restrictions, and prohibiting dark patterns to reduce addiction.

5. Data use

Data use regulation focuses on limiting profiling of U18s, limiting data collection to minimum necessary to provide the service, reducing or prohibiting ads and recommendations, and purpose limiting usage of data.

New Youth Regulations Around The World

PRIV

PRIV

A/C P

HIGHLY CONFIDENTIAL (COMPETITOR)

META3047MDL-317-00000318

Thanks

Well-being & Trust, Instagram · Privileged & Confidential

 Meta

A/C Priv

HIGHLY CONFIDENTIAL (COMPETITOR)

META3047MDL-317-00000319

18493.00036