

Message

From: Adam Mosseri [/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=AC59CDE168C34676B09679178C985E05]
Sent: 3/24/2020 12:26:42 AM
To: Andy [REDACTED]@fb.com]
CC: Monika Bickert [REDACTED]@fb.com]; Karina Newton [REDACTED]@fb.com]
Subject: Re: Cosmetic Surgery AR Effects - pre-read for Mark [input requested]

I'm in option 2 camp.

From: Andy [REDACTED] <[REDACTED]@fb.com>
Date: Sunday, March 22, 2020 at 1:15 PM
To: Adam Mosseri <[REDACTED]@fb.com>
Cc: Monika Bickert [REDACTED]@fb.com>, Karina Newton [REDACTED]@fb.com>
Subject: Re: Cosmetic Surgery AR Effects - pre-read for Mark [input requested]

@Adam- Monika wanted me to make sure that we list an IG position when this goes to Mark. Please let us know which option you love the most 😊. Thanks!

- **Option 1: Continue the temporary ban with current Policy and re-evaluate when there is more definitive data on wellbeing and product impacts [Policy + Comms, Responsible Innovation Team recommendation]**
 - Pros: Mitigates wellbeing concerns; no PR/regulatory risk
 - Cons: Limits growth; limits voice and innovation; arguably western-centric
- **Option 2: Lift the ban but remove these effects from IG recommendation surfaces [FB App recommendation / Spark AR + MSGR + i18n open to a version of this]**
 - Pros: Fosters voice and innovation; lower impact to growth
 - Cons: Still notable wellbeing risk (since recs are marginal source of virality); possible bad PR
- **Option 3: Lift the ban [Boz/Spark AR, MSGR, and i18n recommendation]**
 - Pros: Fosters voice and innovation; lowest impact to growth; supports regional perspectives
 - Cons: Highest wellbeing risk; possible bad PR

From: Andy [REDACTED] <[REDACTED]@fb.com>
Date: Sunday, March 22, 2020 at 1:12 PM
To: Javier [REDACTED]@fb.com>, Loredana [REDACTED]@fb.com>, Mike [REDACTED]@fb.com>, Andrew [REDACTED]@fb.com>, Margaret Stewart [REDACTED]@fb.com>, Stan [REDACTED]@fb.com>, Adam Mosseri [REDACTED]@fb.com>, Alex [REDACTED]@fb.com>, Karina Newton [REDACTED]@fb.com>, Monika Bickert [REDACTED]@fb.com>, Shirley [REDACTED]@fb.com>, Monica [REDACTED]@fb.com>, Tim [REDACTED]@fb.com>, Jennifer Guadagnoli [REDACTED]@fb.com>, Molly [REDACTED]@fb.com>, John [REDACTED]@fb.com>, Pratiti Raychoudhury <[REDACTED]@fb.com>, Tom [REDACTED]@fb.com>, Naomi [REDACTED]@fb.com>, Guy [REDACTED]@fb.com>, Will [REDACTED]@fb.com>, Antonio [REDACTED]@fb.com>, Ashley [REDACTED]@fb.com>, Nick Clegg [REDACTED]@fb.com>, Joel [REDACTED]@fb.com>
Cc: Sue [REDACTED]@fb.com>, Suzanne [REDACTED]@fb.com>, Sarah [REDACTED]@fb.com>
Subject: Cosmetic Surgery AR Effects - pre-read for Mark [input requested]

PRIV

PRIV

From: Andy [REDACTED] [REDACTED]@fb.com>

Date: Monday, March 16, 2020 at 5:08 PM

Subject: Re: WKLY Cross-Family Reviews | Escalation: Cosmetic Surgery AR Effects | BJNs: 562-774-6920

Please see the attached pre-read for tomorrow's Cross-Family Review of Cosmetic Surgery AR Effects.

Meeting goal: Decide on whether to continue, modify, or lift the ban on Cosmetic Surgery AR Effects instituted in October 2019 in response to concerns about user wellbeing.

Decision needed: Should we prioritize safety/wellbeing or voice (and possibly growth) when deciding to continue to prohibit or allow Cosmetic Surgery Effects by Developers on Spark AR?

From: [REDACTED]@fb.com

When: 3:30 PM - 4:00 PM March 17, 2020

Subject: WKLY Cross-Family Reviews | Escalation: Cosmetic Surgery AR Effects | BJNs: 562-774-6920

Location: BJNs - Link Enclosed

AGENDA

Escalation: Cosmetic Surgery AR Effects

3/17 – Fidji on leave. +Tom A.

BJN:

One-Touch: +14087407256,,,5627746920#

To join the Meeting:

<https://bluejeans.com/5627746920>

To join via phone :

1) Dial:

+1.408.740.7256

+1.888.240.2560

+1.408.317.9253

(see all numbers - <http://bluejeans.com/premium-numbers>)

2) Enter Conference ID : 5627746920