

AMENDED Exhibit 958

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR

MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

Matthew Jackson

1

1 UNITED STATES DISTRICT COURT

2 NORTHERN DISTRICT OF CALIFORNIA

3 -----
4 IN RE: SOCIAL MEDIA ADOLESCENT Case No.

5 ADDICTION/PERSONAL INJURY 4:22-MD-03047-YGR

6 PRODUCTS LIABILITY LITIGATION MDL No. 3047

7 -----
8 This Document Relates to:

9 ALL ACTIONS

10 -----
11 SUPERIOR COURT OF THE STATE OF CALIFORNIA

12 COUNTY OF LOS ANGELES

13 UNLIMITED JURISDICTION

14 -----
15 Coordination Proceeding Judicial Council

16 Special Title(Rule 3.550) Coordination Proceeding

17 SOCIAL MEDIA CASES No. 5255

18 -----
19 VIDEO-RECORDED 30(B)(6) DEPOSITION OF

20 MATTHEW JACKSON

21 ON BEHALF OF SNAP, INC.

22 Tuesday, November 19, 2024 10:05 AM EST

23
24 Reported by: Denise Dobner Vickery, CRR, RMR

25 JOB NO.: 6985191

1 from the room when that material is
2 shown.

3 BY MR. GADDY:

4 Q. Good morning, Mr. Jackson. My name
5 is Jeff Gaddy. We're here in Washington, DC today
6 to take your -- your deposition.

7 You understand that?

8 A. I do.

9 Q. Okay. And do you reside here in
10 Washington?

11 A. I do not.

12 Q. Okay. Where do you reside?

13 A. Virginia.

14 Q. Okay. And how long have you resided
15 in Virginia?

16 A. Since 2018.

17 Q. And who do you work for,
18 Mr. Jackson?

19 A. I work for Snap, Inc.

20 Q. And I understand that you work for
21 Snap within their Trust & Safety department; is
22 that correct?

23 A. I do.

24 Q. And I understand that you have
25 worked for Snap within their Trust & Safety

1 department since 2021; is that correct?

2 A. Correct.

3 Q. What's your current title?

4 A. I'm senior manager for Trust &
5 Safety Global Operations & Enablement.

6 Q. Okay. And can you give me from a
7 high-level perspective an overview of the role of
8 Trust & Safety generally at Snap?

9 A. Yes. So Trust & Safety is there as
10 an organization to keep our users safe and respond
11 to user complaints, and to police the platform
12 with information that is made known to us by our
13 users or information that we discover on our own.

14 Q. And it's my understanding that
15 Snap's terms of service allow children as young as
16 13 to become members and users of Snapchat;
17 correct?

18 A. I believe that's correct, yes.

19 Q. Okay. And one of the jobs that
20 Trust & Safety has is to maintain a safe
21 environment on Snapchat for -- for its users,
22 including its children users?

23 A. Yes, all -- all users.

24 Q. All right. One of the jobs that
25 Trust & Safety has is to protect children on

1 Snapchat?

2 MS. BELL: Objection to form.

3 THE WITNESS: I think the job
4 of Trust & Safety is to protect all of
5 our users on our platform.

6 BY MR. GADDY:

7 Q. And that would include?

8 A. That would include children.

9 Q. Another job that Trust & Safety has
10 is to prevent bad actors from hurting users of
11 Snapchat, including the children?

12 A. There's two parts to that. We have
13 a job to protect against bad actors when we learn
14 of them, which is in a reactive way, and then
15 there's another part, which is to proactively look
16 for them and -- and get them off the platform.

17 Q. Okay. You agree, Mr. Jackson, that
18 tech companies like Snapchat have a responsibility
19 to ensure that their platform is safe for
20 children?

21 MS. BELL: Objection to form.

22 THE WITNESS: I think that we
23 have a responsibility to keep our
24 platform as safe as possible for all of
25 our users, to include children.

1 Q. Okay. Other than this viral hashed
2 child sexual abuse material image, the only way
3 for Trust & Safety to become involved and aware of
4 bad action happening in these private channels is
5 through an in-app report; correct?

6 MS. BELL: Objection to form.

7 THE WITNESS: An in-app
8 report and external app reports.

9 BY MR. GADDY:

10 Q. And in-app reporting is one of the
11 things that you worked on at Snapchat after you
12 joined the team; correct?

13 A. Could you clarify that?

14 Q. Well --

15 A. Like when you say "worked on," I
16 didn't develop the tool. Worked with, yes.

17 MR. GADDY: Show you
18 P-SNAP-137 we'll mark as Snap-Jackson
19 Exhibit Number 7.

20 (Document marked for
21 identification as Snap-Jackson
22 Exhibit 7.)

23 BY MR. GADDY:

24 Q. And from the first page of this
25 document, you can see that this came from your

1 custodial file and the filename is "April 2022
2 Trust and Safety - Post SSP Investments."

3 Do you see that?

4 A. Yes.

5 Q. And flip the page. It says at the
6 top "Last updated April 21, 2022."

7 Do you see that?

8 A. Yes.

9 Q. And it says "Trust and Safety - Post
10 SSP Investments"; correct?

11 A. Yes.

12 Q. I understand SSP stands for Snap
13 strategic planning?

14 A. Or plan. Yeah. Yes.

15 Q. Okay. And tell me from a high level
16 what is an SSP? Is this an annual thing? Is it a
17 budget?

18 A. The SSP process is the mechanism by
19 which teams across Snap put forward their goals
20 and objectives as well as their resource requests
21 for the following year. In addition, they talk
22 about what they did in the -- in the current year.

23 So yeah, that's generally what the
24 Snap strategic plan is, and that is presented to
25 the executive ranks and Evan.

1 Q. Okay. And that's something that
2 happens on an annual basis?

3 A. Yes.

4 Q. For when do you meet in one year to
5 do the SSP for the next year?

6 A. The SSP process generally starts in
7 August, late August, early September and it
8 completes -- again, it can vary October to
9 November depending on a variety of factors, and
10 that -- that's the process.

11 Q. And it involves a presentation to
12 you said the executive team and Evan?

13 A. Yes.

14 Q. And Evan you're referring to Evan
15 Spiegel?

16 A. Yes, Evan Spiegel. Yeah.

17 Q. Okay. And who's -- and if it's
18 easier to give me titles, that's fine, but who's
19 on the executive team?

20 A. I think basically the -- the C-level
21 of the company. So all the chiefs of whatever the
22 organization. So, you know, your chief financial
23 officer, your chief marketing officer,
24 communications officer, security officers. All
25 the chiefs of those.

1 To my understanding, there are also
2 just senior executives who might not have a
3 C-suite title. They might be a senior vice
4 president.

5 I think the easiest way that I
6 could -- I could say is most -- all the people who
7 report to Evan are on Exec, and there are
8 additional people who do not necessarily report
9 directly to Evan but are also on Exec, as I
10 understand it.

11 Q. Okay. Is there a representative of
12 Trust & Safety on that Exec team?

13 A. From -- like a member of the actual
14 Trust & Safety team on Exec?

15 Q. Correct.

16 A. No, there is not.

17 Q. Is there a member of Trust & Safety
18 that participates in the SSP session? Kind of
19 obviously Trust & Safety presents what it wants
20 out of the SSP, but is there a Trust & Safety
21 representative on decision-making group as far as
22 on the Exec plus Evan team?

23 A. A little bit of nuance, but my
24 answer would be yes in the sense that -- and
25 there's been org changes.

1 But when I came to Snap, Trust &
2 Safety rolled up into vice president called [REDACTED] or
3 his name -- not called. His name was [REDACTED].
4 [REDACTED] reported to an individual named Jerry
5 Hunter. And Jerry Hunter was the executive
6 member, a member of Exec, where Trust & Safety
7 fell under his purview.

8 So in that sense, there was a
9 representative of the Trust & Safety org on Exec
10 because that org rolled up into Jerry's org, and
11 to my understanding, [REDACTED] was placed on
12 Exec at some point before -- I mean, he left the
13 company in August of 2023, if I recall, but prior
14 to August 2023, he was given a position on Exec,
15 and Trust & Safety reported in to [REDACTED]. So there
16 was both Jerry and [REDACTED] as members of Exec where
17 Trust & Safety rolled up into them.

18 Q. When you -- when you make this
19 presentation asking for what you want in Trust &
20 Safety for the -- for the coming year, is this an
21 in-person meeting? Is this over Zoom? Is it just
22 a written material that is submitted to the -- to
23 the team? How does that work?

24 A. It is -- it is both in-person and
25 distributed I think is the term. So people can --

1 who are not able to make it in-person are able
2 to -- to use Teams to -- to join.

3 But the way that it works is, a
4 document is created prior to the meeting and that
5 document is known as the SSP doc. It goes through
6 collaboration, and that doc is then sent ahead of
7 the meeting to Exec. Exec will review it. They
8 might have questions or comments, and then during
9 the meeting further discussion as appropriate
10 occurs.

11 Q. Have you ever attended one of these
12 meetings where the presentation is being made for
13 what you want or what Trust & Safety wants in the
14 SSP?

15 A. Yes, I have.

16 Q. Okay. And where do those meetings
17 occur?

18 A. They occur in Santa Monica.

19 But let me just be very clear on.
20 Are you asking if I -- if I attended in-person or
21 did I attend?

22 Q. Good clarification.

23 So did you attend in-person?

24 A. I did not attend in-person.

25 Q. Okay. Did you attend via Zoom or

1 some other type?

2 A. I attended virtually, yes.

3 Q. Okay. How many times have you
4 attended?

5 A. Give me a moment to do some.

6 I attended this year in 2024
7 virtually. In 2023 I attended virtually, but it
8 was not called an SSP. It was renamed to OP,
9 which is an operational plan. And in 2022, I
10 can't recall if I attended the meeting in 2022.
11 And 2021 I was not there.

12 Q. Okay. The times that you have
13 attended, whether in-person or virtually, did --
14 was Mr. Spiegel in attendance?

15 A. Yes, he was.

16 Q. Was he an active member of the
17 discussion and the decision-making team from your
18 perspective?

19 A. From my perspective, yes, he was.

20 Q. All right. Would he ask questions
21 about the proposal and the reasons behind the
22 proposal?

23 A. Yes, he would.

24 Q. Okay. Would he offer comments or
25 his opinion on different requests that Trust &

1 Safety was making to kind of guide the
2 conversation?

3 A. Yes, he would.

4 Q. Okay. And did you perceive him to
5 be an integral part of the decision-making team
6 about the types of initiatives that would or would
7 not be approved for Trust & Safety?

8 MS. BELL: Objection to form.

9 THE WITNESS: The question
10 one more time. Did I perceive Evan to be
11 an integral part of the?

12 BY MR. GADDY:

13 Q. Decision-making team that would make
14 decisions about the SSP that would be approved or
15 would not be approved for Trust & Safety?

16 A. Yes.

17 MS. BELL: Objection to form.

18 THE WITNESS: Yes.

19 BY MR. GADDY:

20 Q. Okay. And from your perspective, do
21 you perceive him to regularly be involved with the
22 business and the operations of the business and to
23 have opinions and provide guidance on
24 decision-making that the business should make?

25 A. A bit of nuance.

1 When you say "the business," are you
2 referring to Trust & Safety or other parts of the
3 Snap business?

4 Q. Well, good clarification.

5 So why don't we start broad with the
6 business as a whole.

7 Do you have a perception of his
8 involvement and whether or not he is involved
9 in -- in the ongoing business activity of Snap?

10 MS. BELL: Objection to form.

11 THE WITNESS: I do have that
12 perception very generally that he is
13 involved in the business of Snap at
14 large.

15 BY MR. GADDY:

16 Q. What perception do you have, if any,
17 about whether or not he is a "buck stops here"
18 decision-maker when it comes to the decisions that
19 Snap made -- makes about how to run its business?

20 MS. BELL: Objection to form.

21 THE WITNESS: From all of my
22 interactions with Evan, obviously not
23 necessarily a personal interaction, I've
24 seen him to take a high degree of
25 ownership and accountability for the

1 decisions made at Snap.

2 BY MR. GADDY:

3 Q. Okay. Mr. Jackson, one of the
4 initiatives that was very important to Trust &
5 Safety end of 2021 rolling into 2022 was the
6 concept of in-app reporting; correct?

7 A. Some nuances.

8 From my understanding, in-app
9 reporting existed prior to 2021 and 2022. I think
10 the initiative was more appropriately titled the
11 "in-app reporting refresh."

12 Q. The refresh was an important
13 initiative to Snap end of 2021 rolling into the
14 planning for the 2022 year; correct?

15 A. I can't speak to 2021, but in 2022
16 when I was stood up or I was further along, the
17 in-app -- the refresh was an important initiative
18 that year.

19 Q. Okay. And the reason that the
20 refresh was such an important initiative is
21 because Snap was aware that there were significant
22 gaps in the ability of users to use in-app
23 reporting to alert Trust & Safety about harms on
24 the app; correct?

25 MS. BELL: Objection to form.

1 THE WITNESS: That was my
2 understanding, yes.

3 BY MR. GADDY:

4 Q. Okay. So let's go back to the
5 document. This is Exhibit Number 7, P-SNAP-137.

6 And the top of the document was
7 "Trust & Safety - Post SSP Investments."

8 And if you go down to the Summary,
9 the first bullet point says:

10 "While the redesign" -- you called
11 it a refresh.

12 You see here they're calling it
13 redesign?

14 A. Okay.

15 Q. It says:

16 "While the redesign of in-app
17 reporting and Abacus were included in SSP, the
18 projected volumes may be higher than the actual
19 forecast, especially for in-app reporting v3."

20 Correct?

21 A. That is what it says, yes.

22 Q. Fair to say -- and we'll dive into
23 the document in a moment -- but when Trust &
24 Safety had done some planning about the redesign
25 of in-app reporting, they had tried to forecast or

1 anticipate the workload they would get from the
2 redesign; correct?

3 A. That is correct.

4 Q. And that's something that Trust &
5 Safety normally does is they think, well, gee, if
6 we're going to edit our platform in this way, what
7 is that going to do to our workload, how do we
8 think about staffing, those types of things;
9 right?

10 A. Again, just a little bit of nuance.

11 Trust & Safety in combination with
12 data science and finance much, but yeah, our
13 partners within the company. Yeah.

14 Q. And that's something that Trust &
15 Safety with those other partners had done for the
16 redesign of in-app reporting, and now they're
17 realizing that the volumes of new reports are
18 higher than what they forecasted; correct?

19 A. That's what it's saying, yeah.

20 Q. Okay. If you go down to the section
21 that says "Problem We're Solving."

22 Do you see that?

23 A. Yes.

24 Q. It says:

25 "A key product area that we are

1 investing in is the In-App Reporting Redesign."

2 Correct?

3 A. Yes.

4 Q. It says:

5 "Although this was included in SSP,
6 the estimated volumes were lower than our current
7 forecast."

8 Now, this is in April of 2022;
9 correct?

10 A. Yes.

11 Q. Okay. And as we've covered,
12 Snapchat has been around since 2011; correct?

13 A. Correct.

14 Q. Okay. Next it says:
15 "In-app reporting is a critical
16 safety tool."

17 Let me pause there.

18 Do you agree with that, Mr. Jackson,
19 that the ability of a user to report in-app is a
20 critical safety tool?

21 A. I do.

22 Q. Okay. It says:

23 "In-app reporting is a critical
24 safety tool that has significant gaps: 96.7% of
25 existing account reports don't get reviewed

1 today."

2 Do you see that?

3 A. I do.

4 Q. Do you agree that that was a
5 significant safety gap that existed with Snap's
6 platform in April of 2022?

7 MS. BELL: Objection to form.

8 THE WITNESS: So a little bit
9 of nuance.

10 On this one, I think it's just
11 important to note that the 96.7 is
12 talking about account reports, not just
13 overall reports, and it's important for
14 that nuance because it can read as if
15 almost 97 percent of reports were not
16 being reviewed.

17 But what we were specifically
18 targeting with this sentence and this
19 refresh is the notion of an account
20 report, which is reporting an individual
21 account as opposed to a piece of content.

22 So we have nomenclature that
23 talks about content reporting and account
24 reporting and chat reporting. This was
25 the account reporting and that was a gap

1 because we did not have a way to report
2 accounts.

3 BY MR. GADDY:

4 Q. Okay. I appreciate the nuance,
5 Mr. -- Mr. Jackson, but back to my question.

6 Do you agree that the fact that 96.7
7 percent of existing account reports were not being
8 reviewed as of April 2022 was a significant safety
9 gap within Snapchat?

10 A. Yes.

11 MS. BELL: Objection to form.

12 THE WITNESS: Yes, I do.

13 BY MR. GADDY:

14 Q. It says:

15 "And the content menu reporting no
16 longer reflects our internal policies."

17 That's not good; right?

18 MS. BELL: Objection to form.

19 THE WITNESS: No.

20 BY MR. GADDY:

21 Q. "Or what we report out on the
22 Transparency Report."

23 Do you see that?

24 A. Yes.

25 Q. That's also not a good thing;

1 correct?

2 MS. BELL: Objection to form.

3 THE WITNESS: No, it is not.

4 BY MR. GADDY:

5 Q. It says:

6 "The main goal of this redesign is
7 to route existing unreviewed account reports to
8 Trust & Safety for review and to streamline data
9 at every stage of the reporting pipeline."

10 Do you see that?

11 A. Yes.

12 Q. Why is it a bad thing that the
13 content reporting menu didn't reflect Snap's
14 internal policies?

15 MS. BELL: Objection to form.

16 THE WITNESS: I'm trying to
17 refresh my recollection.

18 From a user's perspective,
19 when they encounter harm on the
20 platform -- because I think you have to
21 take the whole paragraph together.

22 When a user encountering harm
23 on the platform and they go to report it,
24 what you want to do is make it so that
25 what they're reporting is going to be

1 understood and routed correctly.

2 And here what we were
3 understanding is that there was too much
4 friction to getting what the user was
5 trying to report, and so our internal
6 policies had many different categories of
7 harm.

8 And what the in-app refresh
9 did was simplify the categories of harm
10 so that the user didn't have to go
11 through multiple menus in order to get to
12 just report it, and on the back end we're
13 going to figure -- we're going to do the
14 work to figure it out as opposed to
15 having a lot of subcategories of those
16 harms.

17 That's what they meant by the
18 no longer reflecting the internal
19 policies. The internal policies had a
20 lot of subcategories of harm, and then
21 part of the refresh was to bundle them
22 together so that we can just get to a
23 main harm very quickly. The user just
24 says, this is what I'm dealing with, and
25 then from there we'll -- we'll take it

1 and -- and action it.

2 BY MR. GADDY:

3 Q. All right. Fair to say that in
4 addition to the problem being too much friction,
5 which I think is the words you used, maybe the
6 biggest problem that's being highlighted here in
7 that paragraph is 96.7 percent aren't being
8 reviewed at all; correct?

9 A. Right. We did not have an account
10 reporting workflow, and that was a gap.

11 Q. Right.
12 And that was a serious safety gap;
13 correct?

14 MS. BELL: Objection to form.

15 THE WITNESS: Yes.

16 BY MR. GADDY:

17 Q. Okay. I mean, we've looked at
18 multiple documents this morning that had just
19 horrific instances in them where young people were
20 experiencing some of the most tragic harms;
21 correct?

22 MS. BELL: Objection to form.

23 THE WITNESS: Yes.

24 BY MR. GADDY:

25 Q. And one of the things that you said

1 as we were looking through those was, if the
2 accounts weren't reported, we didn't know about it
3 at Trust & Safety and we couldn't do anything
4 about it.

5 You recall that?

6 MS. BELL: Objection to form.

7 THE WITNESS: I do.

8 BY MR. GADDY:

9 Q. Okay. And what we're seeing here is
10 that in April of 2022, 96.7 percent of the
11 existing account reports don't get reviewed today;
12 correct?

13 A. Correct. And, again, the context
14 that I'm giving is, this sentence is a truism.
15 It's highlighting that we had this gap, but we did
16 not have a process to report an account as a
17 whole, independent from any piece of content, and
18 that we were trying to fix this gap.

19 Q. And that's a gap, a safety gap that
20 Snap is just now addressing here in this April
21 2022 document; correct?

22 A. Correct.

23 Q. If you go to the next paragraph, it
24 says:

25 "We were incorporating feedback from

1 customers to simplify the reporting feature and
2 menu options while staying ahead of compliance
3 headwinds that require certain types of abuse to
4 be easily reportable from the first screen of a
5 reporting feature."

6 Do you see that?

7 A. I do.

8 Q. What do you -- do you have an
9 understanding of what's meant there by "compliance
10 headwinds"?

11 A. I'd need more context. They could
12 be referring to -- I don't know. I'd need more
13 context.

14 Q. Okay. Well, when I think of
15 somebody say, we're facing headwinds, I think of a
16 challenge or an obstacle or a hindrance.

17 Is that how you would interpret the
18 word also?

19 MS. BELL: Objection to form.

20 THE WITNESS: That's what
21 headwinds generally means, yes.

22 BY MR. GADDY:

23 Q. Okay. And this document says
24 "compliance headwinds that require certain types
25 of abuse to be easily reportable."

1 I mean, Mr. Jackson, you agree this
2 type of abuse that we've seen today should be
3 easily reportable; right?

4 A. I do.

5 Q. I mean, going back to the corporate
6 mantra of kindness, I mean, you agree that Snap
7 has a moral obligation to make sure that children
8 can report accounts that are engaging in the type
9 of behavior that you've experienced at Snap in
10 Trust & Safety; correct?

11 MS. BELL: Objection to form.

12 THE WITNESS: As I've said
13 before, I think Snap has a responsibility
14 to -- to ensure that.

15 BY MR. GADDY:

16 Q. You wouldn't call it compliance
17 headwinds, would you, when you're trying to take
18 steps to make it safer for children?

19 MS. BELL: Objection to form.

20 THE WITNESS: Just to
21 clarify. Are you asking if I would write
22 that?

23 BY MR. GADDY:

24 Q. Correct.

25 A. I would not.

1 Q. I want to get to the second half of
2 the sentence, but I think I got to start over
3 because it's long. So it says:

4 "We are incorporating feedback from
5 customers to simplify the reporting feature and
6 menu options while staying ahead of compliance
7 headwinds that require certain types of abuse to
8 be easily reportable from the first screen of a
9 reporting feature, as well as mitigating
10 substantial risk incurred from not reviewing
11 account reports."

12 Do you see that?

13 A. I do.

14 Q. You agree that Snap was incurring
15 substantial risk from not reviewing these reports?

16 MS. BELL: Objection to form.

17 THE WITNESS: I do.

18 BY MR. GADDY:

19 Q. Do you agree that children on
20 Snapchat were at an increased risk of harm because
21 Snap was not reviewing these in-app reports?

22 MS. BELL: Objection to form.

23 THE WITNESS: I can't answer
24 that question without sort of
25 understanding the data behind it, but I

1 CERTIFICATE OF REPORTER

2 DISTRICT OF COLUMBIA)

3 I, Denise Dobner Vickery, a
4 Registered Court Reporter and Notary Public of
5 the District of Columbia, do hereby certify that
6 the witness was first duly sworn by me.

7 I do further certify that the
8 foregoing is a verbatim transcript of the
9 testimony as taken stenographically by me at the
10 time, place and on the date herein set forth, to
11 the best of my ability.

12 I do further certify that I am
13 neither a relative nor employee nor counsel of
14 any of the parties to this action, and that I am
15 neither a relative nor employee of such counsel,
16 and that I am not financially interested in the
17 outcome of this action.

18
19
20 <%15207,Signature%>

21 DENISE DOBNER VICKERY, CRR,RMR
22 Notary Public in and for the
23 District of Columbia

24
25 My Commission expires: March 14, 2028