

FILED UNDER SEAL

EXHIBIT 29

Message

From: David [REDACTED] [/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=[REDACTED]]
Sent: 5/26/2022 1:32:15 PM
BCC: Karuna [REDACTED] [REDACTED]@fb.com]
Subject: Re: [Production][SEV3] We cannot match content already on platform from many external sources (NCMEC, GIFCT, StopNCII), breaking commitments to IDPC and others

SEV Manager S273342 (Updated, In Progress)

We cannot match content already on platform from many external sources (NCMEC, GIFCT, StopNCII), breaking commitments to IDPC and others

Recent activity by David [REDACTED]

Summarizing discussion from this morning:

1. We have also determined that video [REDACTED] ([REDACTED]) only retroaction is not currently supported, SEV expanded in scope from just image PDQ
 1. There are a variety of ways that matches can happen anyways that can bootstrap further matching by other techniques, but we don't know how much we might be missing
2. Affected areas
 1. DOI policy notified in case there are implications for GIFCT
 2. i2 engineering notified for implications on NCMEC
 3. We had deliberately disabled StopNCII retroaction due to quality of hashes received from users falling below a threshold, so we would not match anyways.

Open questions / Known Unknowns:

1. How much are existing mechanisms covering for the lack of retroaction (how much are we practically missing)
2. What is the severity of not meeting these commitments? Is SEV3 correct? Compare and contrast S258090

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Status: In Progress

Impacted Areas: Central Integrity

Level: 3

Created at: 2022/05/25 12:37pm UTC-04:00 **Started at:** Not Specified

How the issue was detected: audit

User impact: We used the Media Match Service (MMS) to scan for content using signatures/fingerprints/hashes/embeddings that we receive from external sources (National Center for Exploited and Missing Children (NCMEC - Child Safety), Global Internet Forum to Counter Terrorism (GIFCT - Terrorism), and StopNCII.org (Adult Sexual Exploitation). While MMS supports the ability to match content already on platform in general (<https://www.internalfb.com/intern/wiki/MediaMatch/Detection/retroaction/>), the coverage for various embedding types is not complete. Of special interest is '██████' (videos, NCMEC, GIFCT, StopNCII) and "PDQ" (images, StopNCII). We can only match these embeddings for content uploaded after we receive these hashes, not before. It's possible ██████ has worked in the past, but not now.

There are some exceptions to the above, but should only be expected to cover a small minority of cases: If a piece of content gains a high number of views after uploading. In that case, we will re-run matching as though it was uploaded live.

There are some mechanisms for ██████ that may trigger via "fanout".

Example commitment to IDPC:

In the DPIA we prepared for the StopNCII.org project, which was shared with the IDPC on 30 November 2021, we say: "The Media Match Service (MMS) is a FB system that scans policy-violating content (photo, video), identifies new and historical copies of violating content across surfaces (Facebook, Instagram). MMS was developed as part of Facebook's proactive effort to find instances of violating content on the platform by using a technique known as hash matching. MMS is used to detect user uploads and proactively scan existing uploads that are near duplicates to NCII hashes received from the NCII API (emphasis added).

There may be others that are also not being met.

Discussion on SDI Q&A describing the lack of support for PDQ retroaction:
<https://fb.workplace.com/groups/photodna/posts/7773309269375969>

Owner:

Dipanjan ██████ (██████ ██████@fb.com) Work: +██████

Opened by:

Dipanjan ██████ (██████ ██████@fb.com) Work: +██████

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