

FILED UNDER SEAL

EXHIBIT 5

Message

From: Max [REDACTED] [/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=[REDACTED]]
Sent: 7/1/2017 3:13:01 AM
To: Karina Newton [REDACTED]@instagram.com; Nicky [REDACTED] [REDACTED]@instagram.com
CC: Gabe [REDACTED] [REDACTED]@instagram.com
Subject: Re: MOTHERBOARD inquiry - pedophilic accounts

Thanks. Co just reached out to me about this via messenger. I have told them to set the hashtag to top only bc CEI is being shared by reporters. Co will need to go in and review accounts.

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From: Karina Newton
Sent: Friday, June 30, 2017 8:09:45 PM
To: Nicky [REDACTED]
Cc: Max [REDACTED] Gabe [REDACTED]
Subject: Re: MOTHERBOARD inquiry - pedophilic accounts

Count me as on call too and flagging the inquiry is likely related to this hashtag campaign that just started today:

<https://www.instagram.com/p/BV9Qu1vg6xQ/>

<https://www.facebook.com/groups/282487658466523/permalink/1508928335822443/>
#waronpedos IG Hashtag Causing CEI Reports to Hit VRC Alerts

Hi all,

Starting from the evening of June 29 (PST), the Virally Reported Content Alerts flagged dozens of IG CEI accounts. After a deeper dive, we found that the hashtag #waronpedos is being used to spread awareness (<https://fburl.com/659okew2> / <https://www.instagram.com/explore/tags/waronpedos/>).

Users are posting names and search terms that lead to CEI so their followers can report the accounts. Bulk reporting by their followers are triggering our VRC alerts. Some users are also directing people to report links directly to NCMEC.

Also flagging potential PR risk here as some posts are calling out IG to do more (ex: <https://www.instagram.com/p/BV9Qu1vg6xQ/?tagged=waronpedos>). These accounts listing out the

Next Steps:

1. Check #waronpedos posts and ensure that all accounts identified are either non-violating or disabled
1. Review content that would have hit a lower VRC threshold to catch any accounts that did not hit our current threshold of 200 reports/hr

Here is a task for this investigation: [t19805415](<https://our.intern.facebook.com/intern/tasks/?t=19805415>)

Huge thanks to Jason, Jessica, Laura, Christopher, Tyler for helping with this investigation

cc Bill Mike Komal Tyler Christine Andrea

On Jun 30, 2017, at 5:38 PM, Nicky [REDACTED] <[REDACTED]@instagram.com> wrote:

Agree. I'm happy to help if you need Gabe.

Sent from my iPhone

On Jun 30, 2017, at 4:16 PM, Max [REDACTED] <[REDACTED]@instagram.com> wrote:

Yes you can definitely lean into pdna and other proactive work. If he has any examples have him send them and then forward them on to co-press with me CC'd. Thanks gabe!

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From: Gabe [REDACTED]
Sent: Friday, June 30, 2017 4:13:43 PM
To: Karina Newton; Nicky [REDACTED] Max [REDACTED]
Subject: FW: MOTHERBOARD inquiry - pedophilic accounts

I can handle a lot of these working from some of the stuff MT left me. But I assume I should also ask him to send me any child porn accounts he's aware of? Also just confirming it's okay if I reference PhotoDNA?

Comment:

"We have zero tolerance for child exploitation on Instagram. In the rare instances when such illegal behavior is detected on our site we work hard to find whoever is responsible and work with relevant law enforcement agencies to bring them to justice.

We believe that our comprehensive reporting system and Community Guidelines help make Instagram one of the safest places for people to spend time on the web. We urge people to use our reporting and blocking tools if they find content which makes them feel uncomfortable so we can investigate and take swift action." - Instagram Spokesperson

Background (not for attribution):

- We have zero tolerance when it comes to content or behavior that puts the privacy and safety of minors at risk.
- We have strong, long-standing relationships with the leading NGOs dedicated to this effort such as NCMEC, ICMEC and Interpol.
- We report all apparent instances of child exploitation appearing on our site from anywhere in the world to the National Center for Missing and Exploited Children (NCMEC): <https://www.facebook.com/safety/groups/law/guidelines>
- Here's how we help to protect against child exploitation on Instagram:
 - We have a team of professional investigators and work with agencies across the world to help build cases to bring such criminals to justice
 - We have integrated Photo DNA, a technology that scans all images on Instagram and flags known child exploitative material so we can quickly remove content
 - We work with agencies to block people searching for known child exploitative terms. This list is updated on a regular basis.
 - We provide powerful tools for people to be able to report things to us that make them uncomfortable
 - We have worked closely with safety experts to provide comprehensive safety resources for parents in our Help Center.

- We have a dedicated Community Operations team, ready to provide support 24/7, across the globe and in over 40 languages.
- We also benefit from our association with Facebook, since we are able to leverage their tools, processes, product and engineering resources, and operational infrastructure to aggressively fight child exploitative content.

From: Daniel Paez [PII]
Date: Friday, June 30, 2017 at 3:09 PM
To: Instagram Press <press5@fb.com>
Subject: MOTHERBOARD Request For Comment
Resent-From: <press5@fb.com>
Resent-Date: Friday, June 30, 2017 at 3:10 PM

Hi there,

I'm a freelancer for MOTHERBOARD. It has come to my attention that there are numerous accounts sexualizing children easily accessible on your platform. Some are public and some are private, many have followers in the thousands.

An activism account that I follow posted a list of these potentially pedophilic accounts and encouraged their followers to report them. As of today a majority of the list has been banned, but there are many more out there.

Does Instagram solely rely on reports to shut down accounts like these?

Does DeepText parse through handles like it does for comments in order to attempt to find suspicious accounts?

How does Instagram determine how urgently a reported account/post should be moderated? It is only based on the number of reports?

Will Instagram ever have a way to specifically report the sexualization of children?

Will you guys ever roll out a machine learning method to moderate photos themselves?

Thank you for taking the time.

Best,

Danny Paez [PII] | dpaez.com