

FILED UNDER SEAL

EXHIBIT 7

Message

From: Olivia Rudgard [olivia.rudgard@telegraph.co.uk]
Sent: 7/9/2019 10:50:27 PM
To: Stephanie [REDACTED] [REDACTED]@instagram.com]
Subject: Re: Urgent question re Senate committee on the judiciary

Thanks Stephanie.

Best,

Olivia

On Tue, 9 Jul 2019 at 15:44, Stephanie [REDACTED] <[REDACTED]@instagram.com> wrote:

Hi Olivia,

Please see a statement and additional background below, you can attribute the statement to me as an Instagram spokesperson – let me know anything else you need.

Thanks,

Stephanie

"Keeping young people safe on Instagram is hugely important to us. Content which exploits or endangers children is not allowed on Instagram. If people see such content, they should report it to us for our teams to quickly investigate. We also have a number of proactive measures in place, including photo-matching technology which removes known child exploitative material, and new technology which proactively detects child nudity and previously unknown child exploitative content when it's uploaded. We manually review this content, and if it violates our policies we will report it to the National Center for Missing and Exploited Children (NCMEC) and remove the account in question."

Background on keeping young people safe:

- We encourage people on Instagram to report any content they see which could endanger children to us, so we can take action and report that content to NCMEC. We invest heavily in providing robust in-app tools that our community members can use to report any content they believe violates our guidelines.
 - **Reporting a post:** tap the three dots to the top right of a post, tap "Report"
 - **Reporting a comment:** Swipe left on a comment, tap the warning sign, tap "Abusive Content"
 - **Reporting a direct message:** press down on the message, tap "Report"
 - **Reporting an Instagram story:** tap the three dots to the bottom right of a story, tap "Report"

- 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) in accordance with the law: <https://www.facebook.com/safety/groups/law/guidelines>. NCMEC then passes them to the appropriate Law Enforcement agency domestically or internationally.
- We routinely respond to valid law enforcement requests. We also provide operations guidelines to law enforcements who seek records from Instagram on our site: <https://www.facebook.com/safety/groups/law/guidelines/>.
- Here's how we help to protect against child exploitation on Instagram:
 - 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.
 - In addition to Photo DNA, we also have technology which proactively detects child nudity and previously unknown child exploitative content when it's uploaded. We manually review this content, and if it violates our policies we will report it to NCMEC and remove the account in question. NCMEC works with law enforcement agencies around the world to help victims.
 - You can learn more about some of this technology here: <https://newsroom.fb.com/news/2018/10/fighting-child-exploitation/>
 - We work with agencies to block people searching for known child exploitative terms. This list is updated on a regular basis.
 - 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 50 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.

Background on age requirements to use Instagram:

- We require everyone on Instagram to be at least 13 years old before they can create an account, we state this in our [Terms of Use](#). By using Instagram, people agree to these Terms of Use and we will take action on accounts that break our rules.
- If someone sees an account that they think is run by someone under 13, we encourage them to [report the account](#) so we can investigate.
- If someone is reported to us as being under 13, we will review the content on the account (text and photos) and if they appear to be under 13, the account will be put in a checkpoint and the person will not be able to access the Instagram account until they provide proof of their age.
- If proof of age is not provided, the account will be deleted from Instagram.
- Content reviewers also age checkpoint any account they review if they have an indication the account is being run by someone under 13, even if the report was for something else.
- We prioritize the deletion of underage accounts when we are made aware of them, and continue to invest heavily in tools and education that help people have a safe experience on our platform.

From: Olivia Rudgard <olivia.rudgard@telegraph.co.uk>

Sent: Tuesday, July 9, 2019 4:30 PM

To: press@instagram.com

Subject: Urgent question re Senate committee on the judiciary

Hi there,

I had a question about the Senate Committee on the Judiciary's [hearing this morning on Protecting Innocence in a Digital World](#).

Chairman Lindsey Graham said the committee planned to have the tech companies discussed come and give evidence about the experience of children on their platforms and specifically how they are enforcing COPPA. The hearing heard evidence about pornographic content, sexual exploitation and grooming on platforms including Instagram.

Would you co-operate if called on to appear? Do you have any comment on the hearing?

If you could come back to me this afternoon I would appreciate it.

Kind regards,

Olivia

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Olivia Rudgard
San Francisco Technology Reporter
+1 415 535 8244



[@OliviaRudgard](#)
telegraph.co.uk

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Olivia Rudgard
San Francisco Technology Reporter
+1 415 535 8244



[@OliviaRudgard](#)
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