

FILED UNDER SEAL

EXHIBIT 29

Message

From: Kristin Hendrix [/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=]
Sent: 7/6/2023 2:50:20 PM
To: @meta.com]; Kristin Hendrix @meta.com]
Subject: Message summary [{"otherUserFbId":100089004630990,"threadFbId":null}]

(7/06/2023 06:16:39 PDT):

>@silent don't worry at all - I knew you were on PTO :) So glad you got to unplug! I was off the last couple days but see some pings I'll get to these now, including sending you the sensitive topics.

(7/06/2023 06:43:19 PDT):

>@silent RE sensitive research that did on age, related to age verification:

>
>1) Qual research - Age misrepresentation on social media & VR. Interviewed teens & adults (incl. some parents of teens)
>
>Post: <https://fb.workplace.com/groups/536511200116416/permalink/1747710208996503/>
>
>TLDR: Participants rarely misrepresent their age in the 'real world', although most will tend to withhold their age wherever possible. In online contexts, however, all participants express a general sense of unease about sharing personal info, mostly due to concerns that sharing their personal information online could lead to hacking/identity theft and/or threats to personal safety, or that it could negatively impact their experience on the platform. Some parents told us they encouraged their teen to misrepresent their age. Note, we explicitly did not ask about under-13 misrepresentation, per guidance by the Litigation team.
>
>2) Qual research on concepts that would encourage proper representation of age.
>
>Deck:
https://docs.google.com/presentation/d/1CZF3ZX03XGJGPRMT0PExnFLqKS9jdBZ1ToPx3wa954/edit#slide=id.g1350c526801_3_75
>
>Key sensitivity: Similar concerns about sharing real birthday as finding in above study; in this study a couple teens said they had IG accounts before age 13.

(7/06/2023 06:46:37 PDT):

>@silent
>3) Survey about parent gatekeeping, parent perception of app appropriateness.
>
>Deck:
https://docs.google.com/presentation/d/1EA626eiOaHRpDF1lhYpjFWMQMstpChoroCALd1ud7NE/edit#slide=id.g2209c5dfa01_1_0
>
>TLDR: Perceptions of appropriateness for Instagram is comparable to TikTok (50%) and Messenger (51%) but trails behind YouTube (75%). 53% of parents of early teens perceive Instagram to be appropriate for teens ages 13-15 years old. Highest reported app gatekeeping is seen for TikTok (40%), Snapchat (33%) and Instagram (33%).
>Parents perceive that teens are using apps without their permission.

(7/06/2023 06:51:45 PDT):

>@silent Particularly sensitive research Courtney has done:
>
>1) Prevalence and severity of privacy people problems. (PPPE survey)
>
>Link: <https://docs.google.com/presentation/d/1Dqq7wdQcv9VjZN-pTmczLwr94Gdk7GmpY0dH8frNiww/edit?usp=sharing>
>
>TLDR: Concerns about data, unwanted exposure, unwanted interactions and security. Data includes severity & prevalence ratings for many components of privacy and security concerns.
>
>2) Perceptions of privacy. Data just back; report not yet published. Key findings will include current perception of privacy on IG and drivers of privacy perception.
>
>3) Sizing of negative privacy experiences. Data just back; report not yet published. Key findings will include how large negative privacy experiences are.

Kristin Hendrix (7/06/2023 07:50:20 PDT):

>Thanks so much!