

FILED UNDER SEAL

EXHIBIT 48

xMY Canonical Youth Defaults [A/C Priv]

Document Status: Reviewed by CXMY 9/8

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Document Purpose:

This document outlines a proposed default position across key responsibility tracks within x-Meta Youth. Each proposed default position is supported with rationale across key dimensions: 1) Parent and teen user needs 2) regulatory implications 3) growth / revenue implications where applicable and 4) competitive landscape.

Definitions:

1. Legislative Position: Legislative Policy/Advocacy position based on US Legislative Strategy
2. Product Default: The desired default that we will build into our products (or what is currently built if current experience is what is desired)
3. Rationale: Why our desired default position is what it is
4. User Needs: Product Management term to state user desires or wants for a product, as assessed by specific internal and external research. See more about research referenced [HYPERLINK \l "_cp2r3aoq2hey" \h].

tl;dr

- This document outlines the desired product default for our ongoing responsibility tracks.
- We are recommending adding a new responsibility track focused on Age Appropriate Content & Features. If aligned directionally, we will have follow-on reviews to align on strategy and approach.
- Looking across the landscape, the below desired default positions would go beyond industry practices and bring us to
 - “Behind the scenes” Industry Leading on Age Assurance and (ideally) Safety.
 - “Front foot” Industry Leading on Age Appropriate Content, Well-Being and Guardian Supervision.
- We need additional time to align the desired default position for Data Use (Privacy) and Safety (Integrity) - ETA December. Until then, we will use the current product positioning.

Discussion Questions

1. [For today - Steer Required] Any feedback or considerations that you want us to revisit as part of a follow up?
2. [For today - Steer Required] This document outlines an Age Appropriate Content, Features by default desired experience. We are preparing a detailed deep-dive on this topic but would like to align on the

desired position. If aligned, a deep dive review will be conducted this month to align on directional strategy and approach.

a. Desired Default Position:

- We have specific policies and protections and higher integrity thresholds for violating, probable, & borderline content.*
- We have a system for defining age bands within a content ecosystem.*
- We provide transparency for what is deemed age appropriate for age features.*
- For both content and feature access, we provide optional controls on top of our defaults so teens and their parents can better manage their own experiences.*

- Note – Open questions not for discussion: Alignment on trigger points for age collection on WA.

Summary of Desired Product Defaults

	Desired Product Default
on-up (optional on MK, WA excluded).	<i>Continue to advance age assurance practices</i> <i>Details pending Age Assurance Strategy (ETA October 2023)</i>
we take a risk based approach and	
on only on IG/FB or FB users but does not	
tion predicted age signal in multiple identify bad actors and prevent them restricting interactions between redicted (only hard + soft linked)	
ere U13s are permitted to access our sent for 13+ unless required by	Status quo
idual platforms with no single, all surfaces excluding WA).	U13s require supervision 13+: Optional supervision Centralized single platform (excluding WA), notifications and additional controls on content and feature access
defaulted to private. U18 for EU/UK.	<i>Pending Safety strategy</i> <i>ETA end October 2023</i>

Commented [1]: High level questions: are there certain areas where we want to lead or is the goal to be inline with the spirit of AADC (applied to our services)? If we do, can we break through in these areas in a meaningful way?

Commented [2]: Looking across the landscape, the below desired default positions would go beyond industry practices and bring us to "Behind the scenes" Industry Leading on Age Assurance and (ideally) Safety. "Front foot" Industry Leading on Age Appropriate Content, Well-Being and Guardian Supervision.

We have a lot more work to still do before we'd break through in a meaningful way across each of these.

Commented [3]: May be helpful to be clear what is 'status quo' vs. a 'proposed change'?

Commented [4]: Great callout - we will pull that through here.

	Desired Product Default	
Disconnected teens and adults When risk identified, default filter a ent from recommendation surfaces		Commented [3]: May be helpful to be clear what is 'status quo' vs. a 'proposed change'?
Time spent controls and awareness and protections and higher integrity erline content. We serve product engaged in activity correlated with one	- Develop platform and app-specific solutions to address needs related to problematic use, bullying and harassment. - We deliver industry standard features like break reminders, time limits and late night usage controls. - We push toward leading solutions to help prevent and/or minimize the impact of bullying and harassment. We believe that we need to bridge on and offline support chan	
d approach and are largely focused y content. t of features restricted for users	Content: - Age appropriate by default - We have specific policies and protections and higher integrity thresholds for violating, probable, & borderl - We have a system for defining age bands within a content ecosystem. <i>(WA: All messaging content remains e2ee and unavailable for WhatsApp ta access)</i> Features: Age-appropriate by default For both content and feature access, we provide optional controls to teens and their parents to better manage their age features	Commented [5]: When we kicked off some of the proactive work here at IG ~1.5 years ago we called it "Age Appropriate Experiences" and split this into: - Privacy settings (eg private account by default, sharing/msg defaults etc) - Search & Recommendations treatments - Gated Content/Accounts and MAD (Mark As Disturbing) - Gated Features Since we didn't have unique policy classifiers we started with tuning thresholds and making it user visible. I believe this is the old deck (though I'm sure there were other ones and ones created since then): https://docs.google.com/presentation/d/18LixwOfO1xQvlu-6VyyXLxs3YKJt215EECYnHw0nf1k/edit#slide=id.gf6900ad631_2_63 Commented [6]: The trade-offs on having new policy here will be very steep vs. saying something like borderline is by default hidden for youth. Or non-rec content has more friction even on connected surfaces etc. Can we see if we can get there without net new policy?
ier (excluding WA and MK) on youth ads	Pending Global Youth Ads exit decision (ETA November 2023), else status quo	
ces while applying strong youth data n, personal health & WB um amount needed)	Pending Data Use strategy ETA December 2023	

Next Steps on Defaults

Additional defaults-related product strategy deep dives to come:

1. Age Appropriate Content (ETA mid-September)
2. Safety (ETA late-October)
3. Supervision (ETA mid-October)
4. Age Assurance (inclusive of Age Collection, Verification, Prediction; ETA late October)
5. Ads - Global Youth Ads Exit discussion (ETA November)
6. Data Use (ETA December)

1. Age Collection

Legislative Position

Where legally required regulators should require Operating Systems (or similar) to collect, verify and pass age information to the app. Ensures the most robust, private and accessible verification process possible, while ensuring standards are enforced evenly.

Product Default

Desired Default (Currently in product)

Our baseline position, in place across most applications, is to require people to input their date of birth during account sign-up to determine stated age. We do not collect age for WhatsApp.

WhatsApp ToS sets the minimum age at 16 in EU/UK and 13 elsewhere, although we are proposing changing the age to 13 globally as part of the WAFFLE launch. We will want to reassess our position on WA as the product evolves and additional regulations arise.

We offer optional age collection for Messenger Kids after a parent/guardian creates the account for their child.

Rationale

[Regulatory]

- Several state Laws implicitly require age collection given their age-related requirements. In addition, the FTC has brought enforcement actions against companies for failing to maintain a neutral age gate, alleging violation of COPPA.
- Numerous Laws across the globe require that companies have an understanding of the age of children with a “reasonable level of certainty” or with greater specificity. Requirements and solutions vary, but include suggestions outlining a combination of doing the following:
 - self-declaration of age
 - artificial intelligence
 - third-party verification services
 - hard identifiers (e.g. ID)
 - parental consent
- For example, though the GDPR simply requires that there must be consideration taken of the “available technology” if a service collects age, the IDPC’s guidance stipulates that organizations must “fully explore all of the technological options available to them – and maximize innovation” when making efforts to age verify.
- *Note: Some laws require age verification and parental consent before account creation.*

[User Needs] People need to be defaulted into the right experience for their age.

2. Age Verification

Legislative Position

Where legally required regulators should require Operating Systems (or similar) to collect, verify and pass age information to the app. Ensures the most robust, private and accessible verification process possible, while

ensuring standards are enforced evenly.

Product Default

Desired Default (Currently in product)

Age Verification varies in granularity by age group. By default, we do not verify age for all users. We take a risk based approach and verify age based on specific scenarios:

1. If a user is reported for being underage and the report is confirmed by a manual reviewer, they will be flagged for removal unless they appeal this through age verification.
2. If a user attempts to edit their DOB, and specifically tries to change age bands (e.g., requiring age verification where a user attempts to change age from U18 to 18+, or vice versa).
3. If a user with a stated age >18, but predicted age under 18 attempts to access an inappropriate age experience (currently deployed on FB Dating).

Only where legally required and when risk is significant, we deploy age verification on all required surfaces (for new or existing users, as required by law).

Verification methods either available now or proposed by EOY include ([HYPERLINK "https://docs.google.com/document/d/1CeY0UHvQP94gFNmWYXJ8yS1xSm7UBizKHK70R0jGo8/edit" \l "heading=h.9ngyfw1qnuyt" \h]):

- Face-Based Age Prediction (FBAP) - gives an estimated age based on video selfie through Yoti (third party) (not to be confused with age prediction through our models)
- ID Verification (IDV) - uses a copy of ID documents uploaded by the user. IDV can be done either in-house or through a 3P like Yoti
- Credit Card Verification (CC)

Rationale

[Regulatory] Globally, age verification is not required. However, we have found that age verification will be a requirement in some Tier 2 & Tier 3 youth jurisdictions.

[User needs] None identified related specifically to age verification

[Growth Implications] Requiring Age Verification for new <18 users in “Tier 2” and for new + existing <18 users in Tier 3 countries at the app level would have a cost on the order of millions to tens of millions of MAU for FB and IG. *Detailed growth implications pending roll-out to validate estimations.*

[Competitive]

- Google: Age Verification required for access to certain features
- YouTube: Age Verification required to sign up in specific geographies, and from a parent when creating an account for a child
- X [Twitter]: AV required for new Twitter followers of brands (to determine if a follower meets minimum age requirements) through DOB verification ([HYPERLINK "https://help.twitter.com/en/safety-and-security/age-verification" \l "text=If%20you%20have%20already%20entered,on%20your%20profile%20page%20settings" \h]).
- Microsoft: Requires AV when editing DOB
- Snapchat: No AV

- TikTok: Verifies the age provided by the user by performing scans on the public videos posted by the user to see if the age provided by the user matches the age predicted by the facial recognition software [[HYPERLINK "https://techcrunch.com/2023/03/23/tiktok-ceo-says-company-scans-public-videos-to-determine-users-ages/" \h]].
- Roblox: Mature experiences 17+ are age gated and require FBAP or IDV to access

3. Age Prediction

Legislative Position

None stated

Product Default

Desired Default (Currently in product)

We conduct age prediction on IG/FB (U18), and in some cases, leverage those age signals on VR and HzW. There are laws across the globe, including the UK and CA AADC, that require companies to estimate the age of children with a “reasonable level of certainty”. MSGR relies on age prediction for FB users but does not independently predict age. Age prediction signal is not used consistently x-Meta. When used, it is to expedite processing user reports, and in situations of potential inappropriate age experiences. See [HYPERLINK \l "_rahup4icidqx" \h] section for more on age-gating.

Commented [7]: u18/o18 age prediction specifically is in production?

My understanding is that u13/o13 prediction is not live or aligned and this distinction has been a common question.

Commented [8]: great callout, noted.

- MSGR Kids + WA + VR: no age prediction
- HzW: Restricting interactions between suspected adults and stated + predicted (only hard + soft linked) teens.

Rationale

[Regulatory]

- Numerous laws across the globe require that companies have an understanding of the age of children with a “reasonable level of certainty”. Requirements and solutions vary. See age verification section above for description of legal requirements.
- Some laws require age verification and parental consent before account creation.

[User needs] None identified related specifically to age prediction

4. Guardian Consent

Legislative Position

1. **Global Position:** 13+ guardian consent is not required, but we will deploy parental consent in geographies where required by jurisdictional regulations and where risk is significant.
2. **US Position:** federal regulators should require parents/guardians to consent to their children’s use of social media apps under age of 16, to ensure a consistent ruling for all of the US – instead of the status quo of state-by-state requirements.

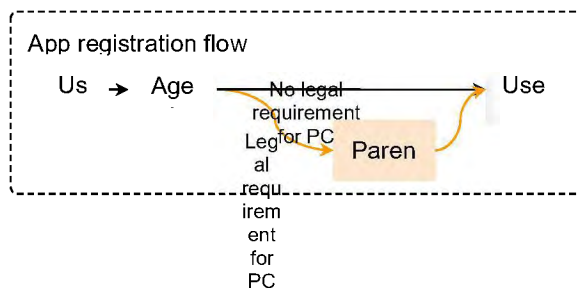
- a. Guardian consent should be collected upstream (eg: at the Operating System or App Store level) and passed to the app.

Product Default

Desired Default (Currently in product)

We require guardian consent for U13, where U13s are permitted to access our services We do not require guardian consent for 13+ unless required by regulation and where risk is significant. We do not overbuild:

Guardian consent happens *before* account creation when mandated by regulations:



For some jurisdictions, guardian consent is required for **existing users** too.

Guardian eligibility: Unless prohibited by law or regulation, we require parents to have a Meta app account and be over 18 (verified age, if available, is 18+ OR stated + predicted age is 18+)

Rationale

[Regulatory]

1. We are meeting the minimum legal requirement because:
 - a. Requiring parental consent without jurisdictional requirements may infringe on teen privacy laws and Best Interest of the Child principles.
 - b. Requiring parental consent beyond jurisdictional requirements will negatively impact growth and engagement.
2. Moreover, we are not taking extra measures to verify parent-child relationship because it is not a legal requirement (except Texas which requires a “commercially reasonable” method to verify guardian-child relationship), competitive standard, nor a user expectation.
3. See more on regulatory landscape [[HYPERLINK \l "_ww0i6xqgao83" \h](#)].

[User Needs] Parental consent is not outlined as a top parental or teen concern.

[Competition] Our practices are currently in line with our competitors, but we believe a standard requiring consent for all social media apps could result in better competitive positioning for Meta since guardians and child are often both on Meta technologies. [[HYPERLINK \l "_evv0qxjhhsu6" \h](#)].

[Growth implications] Requiring Parental Consent for new <18 users in Tier 2 and for new + existing <18 users in Tier 3 countries at the app level would have a cost on the order of millions to tens of millions of MAU for FB and IG. *Detailed growth implications pending roll-out to validate estimations.*

5. Supervision

Legislative Position

The US Legislative Strategy approach is supporting the requirement that all social media apps provide mandatory Guardian controls for U16. ([HYPERLINK "https://docs.google.com/document/d/1GH_y3GvQGhMHWV_B7Z-0TW7qdZN4v2nqfSw0_fJ69kl/edit" \l "bookmark=id.o1c4wjkg78h1" \h]). Opposes Parental controls or content standards that require visibility into messaging, or any other encryption-breaking controls

Product Default

Desired Default (Not currently in product)

Meta Supervision: Meta will create a central, easy-to-use guardian experience that gives guardians confidence that we manage their top concerns well (contact from adult strangers, age-appropriate content, bullying, and controlling time on apps), while providing a centralized way for guardians to support their teen across our family of apps. More information on user needs available upon request. Focus areas include: 1) Standardize C&I and core experiences 2) Centralize Family Center 3) transition to a single unified Meta account providing single setup 4) provide for jurisdiction-based parental consent where required by law. We will provide central controls across apps where relevant, while enabling app teams to build specific controls to meet the needs of youth and guardians on their platforms. Optional supervision is available to users, anytime *after* account creation.

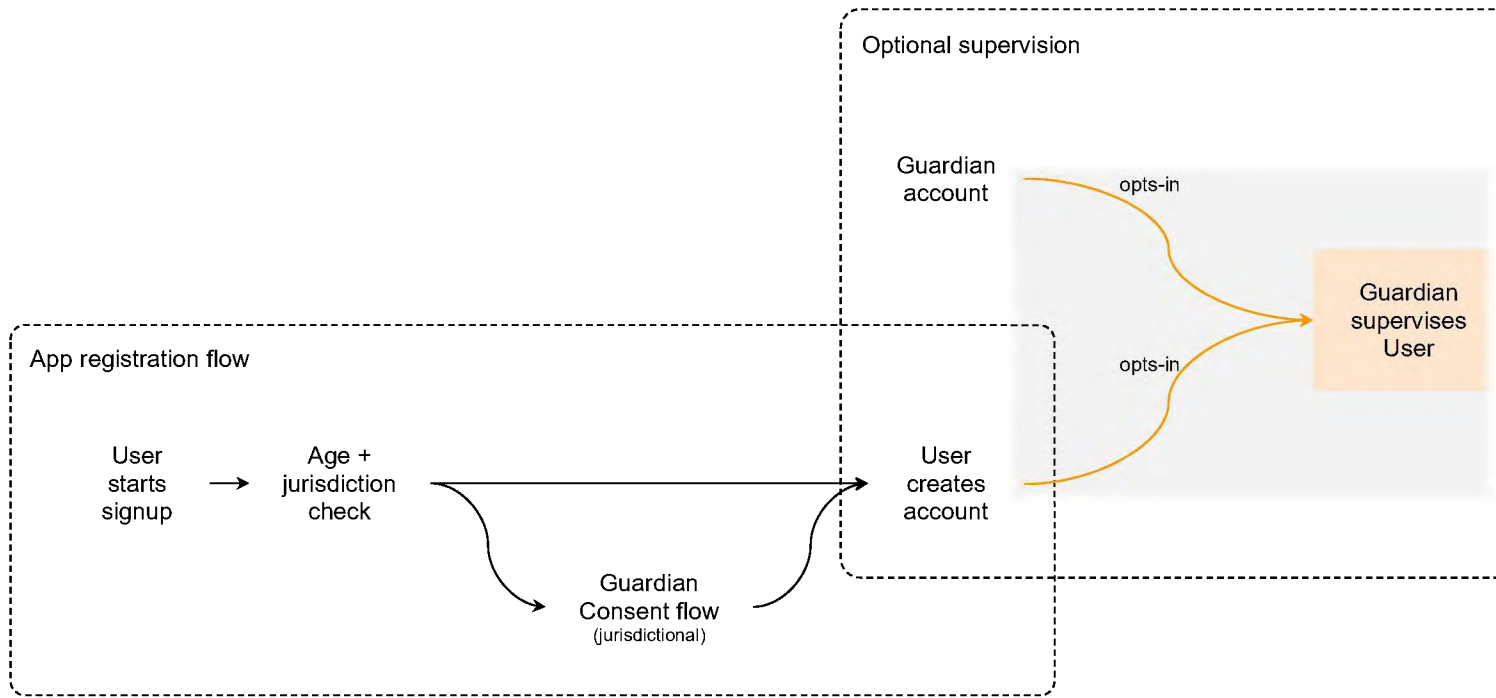
Mandatory Supervision: We deploy mandatory supervision when jurisdictionally required with default supervision features; if jurisdictional requirements exceed our default experience, we will visit it case-by-case. See regulatory landscape here.

Current Default (live in product)

Optional Supervision:

U13: guardian supervision is required – and parents generally have more control over the user’s account experience. For required supervision, the experience is tied together with parental consent flow at account creation.

13+: We will offer optional guardian supervision for all apps through one central app (2024). We will not share encrypted messages or user passwords/full access.



Rationale

[Regulatory] Parental supervision and controls are expressly required by some laws (e.g., Utah, Texas, Louisiana).

[User Needs] Parents, teens, and regulators want Supervision to support needs related to inappropriate interactions (e.g., with adult strangers, bullying), inappropriate content, misuse of personal information (e.g., hacking, oversharing), and problematic use. More information on user needs available upon request.

[Competition] Key competitors already offer content controls (TikTok, YouTube) and a centralized supervision tool across apps and operating systems (Google, Apple). See summarized industry landscape [[HYPERLINK \l "_u53gl2snb0u7" \h](#)].

6. Safety

Legislative Position

None stated

Product Default

Desired Default (Not currently in product)

Safety strategy work in progress - including proposal for consistent approach across apps (ETA mid-October)

Current Default (live in product)

- Private Accounts: Globally U16 defaulted to private. U18 for EU/UK. (IG, FB)
- People **over 19 years old** (20+) cannot initiate private messages with teens who don't follow them (or otherwise teen has not opted to be reached by the adult). If an adult tries to message a teen who doesn't follow that adult, the adult will receive a notification that DM'ing the teen isn't an option. (IG, FB, MSGR)
Note however, that people aged 18-19 can initiate private messages with teens no more than two years younger – i.e., a 19y old can message a 17y old, but not a 14y old.
- Search and discovery filtering: where we have indications that an adult account may be risky for Child Safety activity, we default filter the account and its content from recommendation surfaces to (i) teens, and (ii) other risky adults (IG, FB) including on Search
- Each app has a slightly different approach to safety ranging from high privacy default settings to risky / adult teen interactions. See app breakdowns in Appendix

Rationale

[Regulatory]

Some laws require safety measures, including restricting private messages with unconnected accounts (e.g., Utah).

[User Needs]

- **AGE APPROPRIATE INTERACTIONS:** *"Help me keep my teen (or myself) safe from unwanted contacts such as adult strangers and sexual solicitation, grooming or bullying."*
 - [Parent]: 70% of sampled US parents indicated unwanted connections were a large or tremendous concern (Cayanan, 2022).
 - [Teen]: 46% of sampled US teens reported this being a large or tremendous concern.
 - ~18.09M risky threads on FB and 27.02M risky threads on IG per day. It's about 1.17% and 1.60% of total threads on FB and IG, respectively. ([HYPERLINK "https://fburl.com/unidash/ridzzuou" \h])
- **AGE-APPROPRIATE SHARING:** *Help prevent oversharing and privacy violations*
 - Help prevent teens' personal data or sensitive content from being shared or accessed by others, through strong privacy protections and limits on sharing.

[Competitive]

- **TikTok** has a segmented approach for early and late teens.
 - **Early Teen (13-15):** Account is Private, by default. Direct messaging not available. Only those you follow back can comment on your videos (default setting) ([HYPERLINK "https://support.tiktok.com/en/account-and-privacy/account-privacy-settings/privacy-and-safety-settings-for-users-under-age-18" \l "7" \h])
 - **Late Teen (16-17):** Account is Public, by default. Direct messaging available. Guardians can change settings through [HYPERLINK "https://support.tiktok.com/en/safety-hc/account-and-user-safety/user-safety" \l "pairing" \h]. Anyone can comment on your videos ([HYPERLINK "https://support.tiktok.com/en/account-and-privacy/account-privacy-settings/privacy-and-safety-settings-for-users-under-age-18" \l "7" \h])
 - Guardians restrict who can send messages to the teen, or turn off direct messaging completely. "Suggest your account to others" is by default turned off for U16. ([HYPERLINK "https://support.tiktok.com/en/account-and-privacy/account-privacy-settings/privacy-and-safety-settings-for-users-under-age-18" \h]), ([HYPERLINK "https://support.tiktok.com/en/account-and-privacy/account-privacy-settings/direct-message" \h])

- **Snapchat:** No segmented approach. Parents can see which Snapchat friends their teens have sent messages, photos, or videos to in the last seven days

7. Well-being (bullying & harassment, problematic use)

Legislative Position

None stated

Product Default

Desired Default (not currently live in product)

In draft: reviews upcoming throughout September and October to finalize.

Our Well-being Strategy will focus on developing platform and app-specific solutions to address needs related to problematic use and bullying and harassment. We deliver industry standard features like break reminders, time limits and late night usage controls. We want youth to engage with our experiences in purposeful and positive ways. Ideally, our strategy should push toward leading solutions to help prevent and/or minimize the impact of bullying and harassment. We believe that we need to bridge on and offline support channels.

Current Default (live in product)

Time Spent: We offer optional time spent controls and awareness notifications on IG+FB (details in [[HYPERLINK \l "_lwtvs6gi5p5v" \h }}](#))

B&H: We have specific policies and protections and higher integrity thresholds for violating & borderline content relating to B&H. We serve product interventions when users are engaged in activity correlated with one of our priority harm types.

Rationale

[Regulatory]: Utah prohibits “addictive” products or features.

[User Needs]

- **AGE-APPROPRIATE USE:** Teens have tools to allocate time spent on social media in balance with other life priorities. Appropriate controls are in place to give teens the ability to place limits on usage - e.g., through excessive or late night use.
- **AGE APPROPRIATE INTERACTIONS:** “Help me keep my teen (or myself) safe from unwanted contacts such as bullying”.

8. Age Appropriate Content & Features

Legislative Position

Requirement that social media industry develop common definitions and age appropriateness content standards for U16s, including standards on nudity, suicide and self-injury, graphic violence and controlled substances

Product Default

Desired Default (Not currently in product)

In draft: reviews upcoming throughout September to finalize.

Content: Our north star is to build an intuitive and defensible “age-aware” content rating system that is leveraged across Meta to deliver appropriate default experiences for teens. The default experience should include the right context mix for youth, given their distinct needs from adults, with minimized exposure to inappropriate / sensitive content and maximized exposure to valuable / appropriate content. On top of these defaults, youth and adults can customize based on their personal needs via a system of in-context controls.

Commented [9]: will this include genAI products?

1. The product content experience will be age appropriate by default based on the developmental appropriateness for youth segments. That includes:
 - a. Minimized exposure to inappropriate content (harm, probable harm, or borderline content)
 - b. Reduced exposure to age-sensitive content (appearance comparison, some types of graphic violence)
 - c. Maximum exposure to relevant, valuable, and age-positive content (e.g. content that helps with discovery, learning, self-expression, or social connections).
2. As part of the overall system - we have a system for defining age bands, content ecosystem make-up goals, and classifiers / signals that equip xMeta teams to achieve those goals.

We will comply with specific requirements for sensitive content handling as required by specific jurisdictions.

Features:

1. Feature access will be age-appropriate by default based on developmental appropriateness for youth segments.
2. We have common definitions and standards for features access across platforms with transparency to people.
3. We will restrict access to features that are deemed inappropriate based on age-appropriate standards (i.e. Dating, Marketplace)
4. We provide optional controls to teens and their parents to better manage their own product experiences.

Commented [10]: Feedback from [REDACTED] Need more clarity on definition of features (Eg: do we need to rank differently?)

Feedback from [REDACTED] Need more specificity ahead of being able to align on the direction here

Current Product Default (live in product)

Content: We have a fragmented approach across organizations. IG has gone beyond age-gating; in aggregate we are focused on addressing violating integrity content and have less capability on appropriate defaults, use of developing phases. See app breakdowns in [[HYPERLINK \l "_afmdmh3p5ijq" \h](#)]

Features: Current limited subset of features restricted for users based on age (Facebook Dating, Marketplace, Quest restrictions on purchases).

Rationale

[Regulatory] Age appropriate content is required in some jurisdictions (e.g., CA, UK).

[User Needs]

- **AGE-APPROPRIATE CONTENT: Limit exposure to inappropriate content & features**
 - Teens should be shielded from seeing content that is risky or potentially inappropriate for their age, including limiting access to certain features where content is risky or inappropriate.
 - Enable teens and parents to limit content that is unwanted or personally upsetting.

[Competitive] Facebook and Instagram have been outpaced by our competitors on age appropriate content experiences. TikTok and Youtube both have content maturity rating systems implemented with controls, classifying what content is “developmentally appropriate” (beyond just policy-violating).

9. Ads

Note: Global Youth Ads Exit expected to be considered November 2023

Legislative Position

Limiting ad targeting for U16 to age and location only

Product Default

Desired Default (Currently in product)

Global default:

As of 10/31, all users under the age of 18 (20 in TH, 21 in ID) are served ads via the [[HYPERLINK II](#) "_drl7vky03duw" \h] (excluding WA and MK), which is designed to ensure we are not profiling teens. We don't show ads to users U13.

Note: Global Youth Ads Exit pending discussion (ETA November 2023)

EU: Temporary pause aligned 8/25 with monetization leads for Youth Ads in the EU (more information available upon request). We also aligned on developing a Brand Ads (TV like ads experience) with a non-blocking ability to subscribe to AFS but will not communicate this externally until we have validated this solution and agreed to launch it.

Rationale

[Regulatory] Over the next few months Ads will be subject to up to three different regulations in the EU that all require consent. EU decision to temporarily pause youth ads in the EU. Other laws regulate displaying/processing data for ads for youth, including Utah which prohibits all ads for U16.

[User Needs] Parents not excessively concerned with commercialization of teens - not reported as top 15 concern. More information on user needs available upon request.

[Competitive] Monetization believes all competitors will continue offering ads to at least some teens (i.e., those over AOC) by building out consent solutions (more information available upon request).

10. Data Use (Organic)

Legislative Position

None stated

Product Default

Desired Default (Not currently in product)

Comprehensive canonical and strategy to be delivered by Privacy by end of year.

Commented [11]: A topic that's come up in the past is organic commercial content targeting youth -- e.g. my kid watches YT Kids, they don't have ads but spiral him into these toy movies with very clear commercial intent to sell said toys. In my perception this is more of a YT problem than a Meta apps one but worth looking into.

Current Default (live in product)

Stronger protections to Youth data, including more stringent privacy protection and discovery and connection to Youth accounts than to Adult accounts, in accordance with the Best Interest of the Child Framework.

Most data used for age assurance (stated age, age prediction, age verification) is only used for age assurance and integrity use cases, with partial purpose limitation enforcement.

Rationale

[Regulatory]

Requirements as outlined in CA and UK AADC, IPDC, Utah etc:

- Do not collect the known minor's precise geolocation data
- Prohibit the use of children's personal information in a way that business knows, or has reason to know, is materially detrimental to the physical health, mental health, or well-being of a child
- Personal information may only be used for the purposes collected
- Collect and retain only the minimum amount of personal data you need to provide the elements of your service in which a child is actively and knowingly engaged.
- Strict data use limitation to providing the products/services requested

See[[HYPERLINK](#)

"<https://docs.google.com/document/d/1x1mKNA6szjvZUrS3KGMxnEE3Jmn0K8OSK2CUPin-Aqk/edit>" \h]for more information.

[User Needs] Parent concerns with regards to data use are limited to a desire for understanding around how their teens data will be used to impact the product experience.

APPENDIX

Note on User Needs Research Referenced:

This summarized presentations of User Needs across Responsibility Tracks came from three internal and one external studies, with an emphasis on quantitative sources. The studies used cut across all Responsibility Tracks:

- [[HYPERLINK](#)
"https://docs.google.com/presentation/d/1w8wEOybj_FYllk3lpcLzWg1wHkkgWaiElHmuVdg0mAA/edit" \l "slide=id.g1c578b82dde_0_20118" \h] (2022): 3,085 parent and teen diads across 6 countries: US, UK, FR, DE, BR, JP
- [[HYPERLINK](#)
"https://docs.google.com/presentation/d/161b1ax2X72RoUR9Qbu_BUzWG_-

AzZsxEGwDVOJCGY6o/edit?usp=sharing" \h]; 13,273 parent and teen diads across 7 countries: US, UK, FR, BR, IN, ID, JP

- [HYPERLINK "https://docs.google.com/presentation/d/1b9UAPOTYuBDS_V3-Gxd9IEYhvVd3bgmotzka0o0i2Lk/edit" \l "slide=id.g1adb8b75dcc_1_8207" \h] (2023); 880 parents; US only
- [HYPERLINK "https://www.pewresearch.org/short-reads/2023/04/24/teens-and-social-media-key-findings-from-pew-research-center-surveys/sr_2023-04-24_social_11/" \h]; 1316 parents; US only (external)

More information on User Needs available upon request. [HYPERLINK \l "_2nrky9a52751" \h]

A. Parental/Guardian Consent

[Industry Landscape]

Requirement	Google	X [Formerly Twitter]	Microsoft	Snapchat	TikTok	Apple	M
Parental Consent Required?	Yes for U13 w/some [HYPERLINK "https://support.google.com/accounts/answer/1350409?sjid=12462285170551988966-NA" \h] specific deviations	Yes, as required by jurisdictions	Yes, for U18	No	No	Yes for u13	Yes, jurisdic
Parents can provide consent without an account / logging in							
Consent management	Yes	No	Yes	N/A	N/A	Yes	Yes (for Ark revocation)
Methods of parental consent	* Have a Google Account. If you don't have one you can create a Google Account at no charge. * Be 18 or older (or the appropriate age in your country) and have a Google Account. * Have an Android device (5.0+), iPhone or iPad (iOS 13+), or a Chromebook that supports Android Apps to download the Family Link app on. You can also manage some settings at [HYPERLINK "http://g.co/YourFamily" \h] * Live in the same country as your child. * Provide child's password	[HYPERLINK "https://help.twitter.com/en/forms/account-restoration/parental-consent" \h] ID + Proof of guardianship where required	No - just need to be an [HYPERLINK "https://support.microsoft.com/en-us/account-billing/how-to-provide-additional-consent-for-children-s-accounts-a12c80cd-81c5-4dd2-a548-2e785aa65b	N/A	N/A	Yes - Credit Card	Varies base jurisdiction

			46" \h] South Korea ([HYPERLINK "https://supp ort.microsoft .com/en- us/account- billing/mana ging- parental- consent- c6951746- 8ee5-8461- 0809- fbd755cd90 2e" \h]): I-PIN to verify age				
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[Regulatory] Globally, Parental Consent is not required, but more and more regulations are requiring parental consent.

Region	Laws in effect that require parental consent	Laws passed but to-be-in effect that require parental consent	Laws introduced / underway that require parental consent
US	Federal: COPPA (U13)	Arkansas (U18) Utah (U18) Louisiana (U16) Ohio (U16) Texas (U18)	New York New Jersey Wisconsin Pennsylvania Georgia Federal: COPPA 2.0 + KOSA (U18)
EU	IDPC Fundamentals (U18)	DMA (U13-16) Italian Law on Digital Majority (U15)	
Other	South Africa (U18) South Korea (U14) Thailand (U20) LatAm (varies by country)	Quebec (U18) India DPDPA (U18) Vietnam (U16) Kenya DPA (U18)	

Latest Youth Reg Tiers based on [HYPERLINK
"https://docs.google.com/document/d/1bAGiYNbttm2Ur8nR9fNC3Ys5UmI9j0bxtZzfZokIfo/edit"
\\ "heading=h.uj49iarwt0o8" \h]
[HYPERLINK
"https://docs.google.com/document/d/1x1mKNA6szjvZUrS3KGMxnEE3Jmn0K8OSK2CUPin-Aqk/edit" \h]

B. Supervision

Industry Landscape
Summary; more details available upon request.

Requirement	TikTok	Snapchat	Roblox	Google	Apple	Meta
Has optional Supervision?	Yes Required for U13.	Yes	Yes Required for U13.	Yes Required for U13.	Yes. Required for U13.	Yes (2024, all apps except WA Required for U13 (VR and Messenger Kids).
Parental screentime controls	Yes	No	No	Yes	Yes	IG and VR
Parental content controls	Yes	No	Yes	Yes	Yes	VR only
Parental interaction / messaging / contacts controls	Yes	Limited	Yes	Yes	Yes	IG and VR
Parental insights	Yes	Limited	Yes	Yes	Yes	Yes
Parental education	Yes	Yes	Limited	Yes	Limited	Yes
Centralized supervision tool	n/a	n/a	n/a	Yes (Family Link: single tool for supervision across Android OS, Chrome, Youtube, App store, etc.)	Yes (Apple Family: single tool for supervision across iOS, Siri, Game Center, web content, app store, etc.)	Yes (2024)

Supervision Adoption Overview

- Supervision adoption overview:
 - VR Supervision adoption is 275K or ~30% of Teen MAU
 - IG
 - Overall Supervision adoption is 230K supervised teens or ~0.05% of Teen MAU (0.15% of [[HYPERLINK "https://fb.workplace.com/groups/478016154453660/permalink/618379527083988/" \h }}](https://fb.workplace.com/groups/478016154453660/permalink/618379527083988/)]
 - Adoption by 13-15 newly onboarded IG teen is [[HYPERLINK "https://fburl.com/widget/271509955679870" \h](https://fburl.com/widget/271509955679870)]
 - Msgr Supervision adoption ist1.4K or ~0.02% Teen MAU
- Implications:
 - Adoption between VR, IG and Msgr are not apples to apples.
 - VR supervision *unlocks significant value* for the teen: access to mature apps (over 60% of Teens requested mature app within 7 days, confirming hypothesis).
 - IG and Msgr are considered *restrictive* experiences because it only reduces their experience, compared to their non-supervised experience.
 - We expect adoption to increase when we deploy in markets that require mandatory supervision. However, that will also lead to adverse effects like lying about age, VPN usage, etc.

C. Safety

App by app breakdown of safety controls

IG ([[HYPERLINK "https://docs.google.com/document/d/1Eja_DsnX7sllypQ0hLwOHq32NQOHmXDi8JbaGGGicygg/edit" \h }}](https://docs.google.com/document/d/1Eja_DsnX7sllypQ0hLwOHq32NQOHmXDi8JbaGGGicygg/edit)):

- Audience Controls:
 - As of May 2022, when teens under 18 sign up for Instagram, accounts they don't follow cannot tag, mention or use their content in Reels Remixes or Guides by default
- Additional Safety Measures to prevent Risky Adults from interacting with Teens:
 - We don't show teen accounts in Explore, Reels or 'Accounts Suggested For You' to these adults.

- If these adults find young people's accounts by searching for their usernames, they do not have the option to follow them.
- These adults are not able to see teen accounts when scrolling through the list of people who have liked a certain post.
- These adults are not able to see comments from teens on other people's posts
- These adults are not able to see teen accounts when scrolling through an account's Followers or Following list.
- If these adults follow a teen account, we may send that teen a notification prompting them to review and remove the new follower.
- If these adults are already connected to a teen account and send the teen a direct message, we send a safety notice to the teen encouraging them to be cautious and provide options to end the conversation, block, report, or restrict the adult.
- Private Settings
 - Teens under 16 years old (or under 18 in certain countries) have their account [[HYPERLINK "https://help.instagram.com/448523408565555/?helpref=search&query=private%20account&search_session_id=410d56e39b00e6cf4e645fac7007fa1b&sr=0" \h](https://help.instagram.com/448523408565555/?helpref=search&query=private%20account&search_session_id=410d56e39b00e6cf4e645fac7007fa1b&sr=0)] as a default when they join Instagram. Private accounts let people control who sees or responds to their content. Learn more about private accounts [[HYPERLINK "https://about.instagram.com/blog/announcements/giving-young-people-a-safer-more-private-experience" \h](https://about.instagram.com/blog/announcements/giving-young-people-a-safer-more-private-experience)].
 - As of May 2022, when teens under 18 sign up for Instagram, accounts they don't follow cannot tag, mention or use their content in Reels Remixes or Guides by default.

Facebook ([[HYPERLINK "https://docs.google.com/document/d/1N59vv4KOam_G3nDLGRgtMOuYoQhp0mc1k7mPk2LLsrU/edit" \h](https://docs.google.com/document/d/1N59vv4KOam_G3nDLGRgtMOuYoQhp0mc1k7mPk2LLsrU/edit)]):

- We protect certain information, such as contact info, school, and birthday, from appearing in public.
- We filter risky adults from recommendations to teens and risky adults, in both directions. Recommendations includes PYMK, Search (typeahead and fuzzy matching), Reels, In-Feed Recommendations and Watch
- Private Settings: Everyone who is under the age of 16 (or under 18 in certain countries) will be defaulted into more private settings when they join Facebook, including
 - Who can see their friends list
 - Who can see the people, Pages and lists they follow
 - Who can see posts they're tagged in on their profile
 - Reviewing posts they're tagged in before the post appears on their profile
 - Who is allowed to comment on their public posts

Horizon Worlds Teens ([[HYPERLINK "https://www.meta.com/help/quest/articles/horizon/safety-and-privacy-in-horizon-worlds/safety-and-privacy-tools-teens-horizon-worlds/" \h](https://www.meta.com/help/quest/articles/horizon/safety-and-privacy-in-horizon-worlds/safety-and-privacy-tools-teens-horizon-worlds/)]):

- Teens are defaulted into:
 - Voice mode, which transforms someone's voice and voices of people they don't know into unintelligible sounds.
 - Personal boundary, which sets an invisible bubble around teens' avatar so people they don't know can't get too close.
 - World chat filter, which lets someone control what kind of words or phrases they see in word chat.
 - Blurred chat, which blurs messages from someone they don't know (and vice versa).

D. Well-Being

- IG: ([HYPERLINK "https://docs.google.com/document/d/1Eja_DsnX7sIlypQ0hLwOHq32NQOHmXDi8JbaG Gicygg/edit" \h]):
 - Teens receive reminders to turn on Quiet Mode if they use Instagram for a period of time late at night (IG).
 - Teens under 18 in certain countries will see a notification that encourages them to switch to a different topic if they've been looking at the same type of content on Explore for a while (IG).
 - Hidden Words. Users can create a list of custom words that they do not want to see in comments. Once on, comments and DMs containing emojis, words or phrases selected by the user will be hidden.

E. Age Appropriate Content + Features

Content:

App by app breakdown of current Content experience

- MK: Parents can remove and report images and videos from their kid's account. Nudity and violence are deleted and parents are notified
- WA: All messaging content remains e2ee and unavailable for WhatsApp to access
- VR: Gaming Content Ratings and download/vs guardian approval required based on appropriateness of content for a person's age
- FB:
 - Teens can see more/see less content.
 - Teens have Sensitive Content Controls
 - Teens can block accounts
 - Content that is marked as disturbing is removed. Ads or branded content are filtered for U18 when it includes specific topics like alcohol or weight loss. Upcoming defaults around borderline content.
- IG: ([HYPERLINK "https://docs.google.com/document/d/1Eja_DsnX7sIlypQ0hLwOHq32NQOHmXDi8JbaG Gicygg/edit" \h]):
 - New (and soon existing) U16 teens are defaulted into the "Less" sensitive content controls.
 - Age Gating Borderline Content (U16)
 - SSI
 - Other Borderline Content is in testing
 - "Marked as Disturbing (MAD)" Content is filtered out for U18 users.
 - Other content restrictions:
 - Filtering branded content including Alcohol, Over-the-counter drugs, Subscription services, Financial and insurance products and services, Cosmetic procedures and weight loss, Family planning and contraception to users over 18.
- All other surfaces: For u18, Content classifiers restrict inappropriate content and have an adjust approach for borderline content
 - SSI/ED: We notice and surface immediate support when teens search for SSI or ED content and provide them the ability to report that content.

F. Ads

Youth Ads Tier: 8/31 rollout to US, Brazil, EU, UK and 10/31 for ROW. Until 10/31 ROW users will remain in the current Youth default: global slimmed down services, which restricts 3rd party data use and targeting to age, gender and location. Basic Ads Youth Tier further restricts this by removing the ability to target by gender and location more granular than city and by restricting the use of first party data (e.g., page likes) for ad delivery.