

EXHIBIT 28

Child Endangerment: Nudity and Physical Abuse and Sexual Exploitation

We do not allow content that endangers children, such as content that contains nudity or physical abuse or content that sexually exploits children on Facebook and Instagram. When we find this type of violating content, we remove it, regardless of the context or the person's motivation for sharing it. We may also disable the account of the person who shared it, unless it appears the intent was not malicious (for example, to spread awareness of child exploitation).

We report apparent child exploitation to the [National Center for Missing and Exploited Children \(NCMEC\)](#), a nonprofit that refers cases to law enforcement globally, in compliance with US law. We choose to remove content depicting non-sexualized child nudity to reduce the potential for abuse of the content by others.

[Read the policy details](#)

PREVALENCE

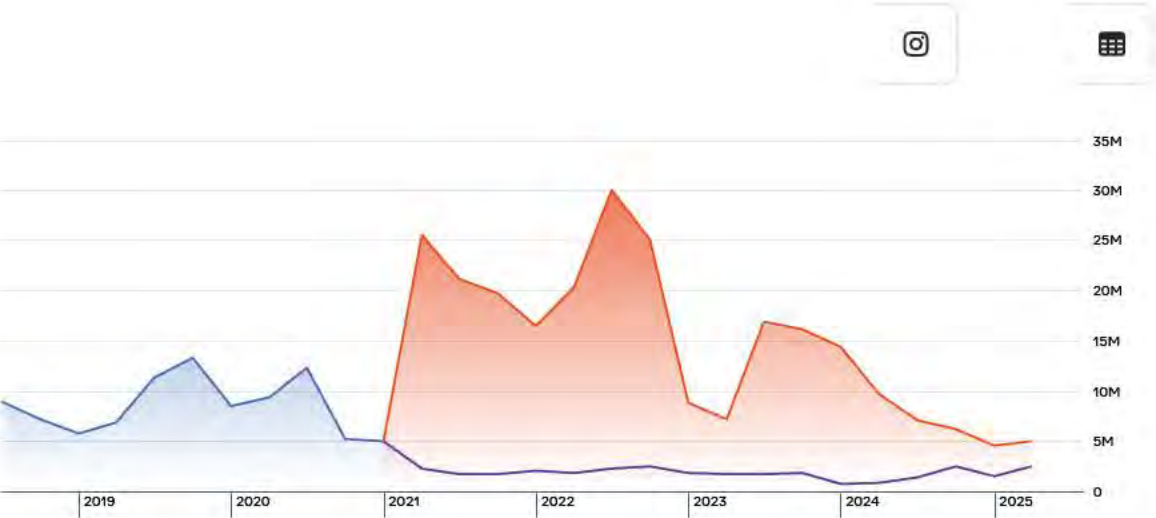
How prevalent were child endangerment violations?



We are working on estimating prevalence for child endangerment violations. We will continue to expand prevalence measurement to more areas as we confirm accuracy and meaningful data.

CONTENT ACTIONED

How much child endangerment content did we take action on?



- Child Nudity and Sexual Exploitation
- Child Nudity and Physical Abuse
- Child Sexual Exploitation

Overview

Adult
Nudity
and
Sexual
Activity

Bullying
and
Harassment

Child
Endangerment
Nudity
and
Physical
Abuse
and
Sexual
Exploitation

Dangerous
Organizations
Terrorism
and
Organized
Hate

Fake
Accounts

Hateful
Conduct

Restricted
Goods
and
Services

PROACTIVE RATE

Of the violating content we actioned for child endangerment, how much did we find and action before people reported it?

Child Sexual Exploitation

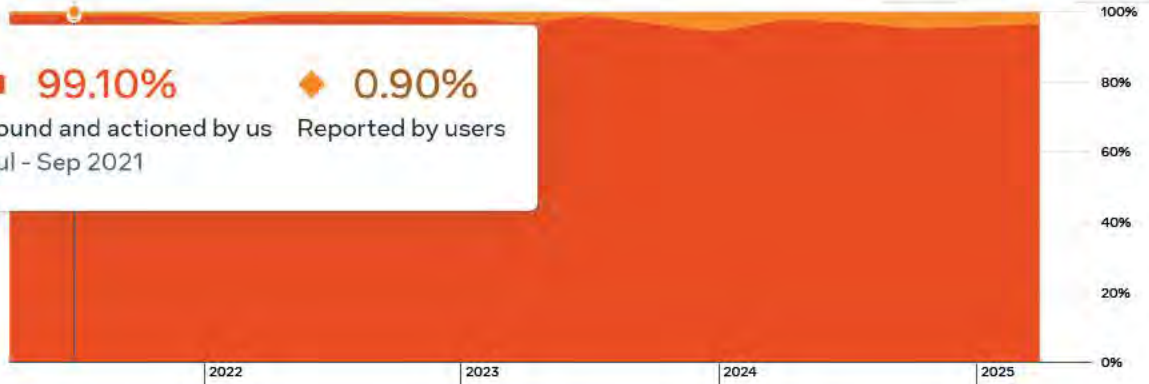


■ 99.10%

Found and actioned by us
Jul - Sep 2021

◆ 0.90%

Reported by users



■ Found and actioned by us

◆ Reported by users

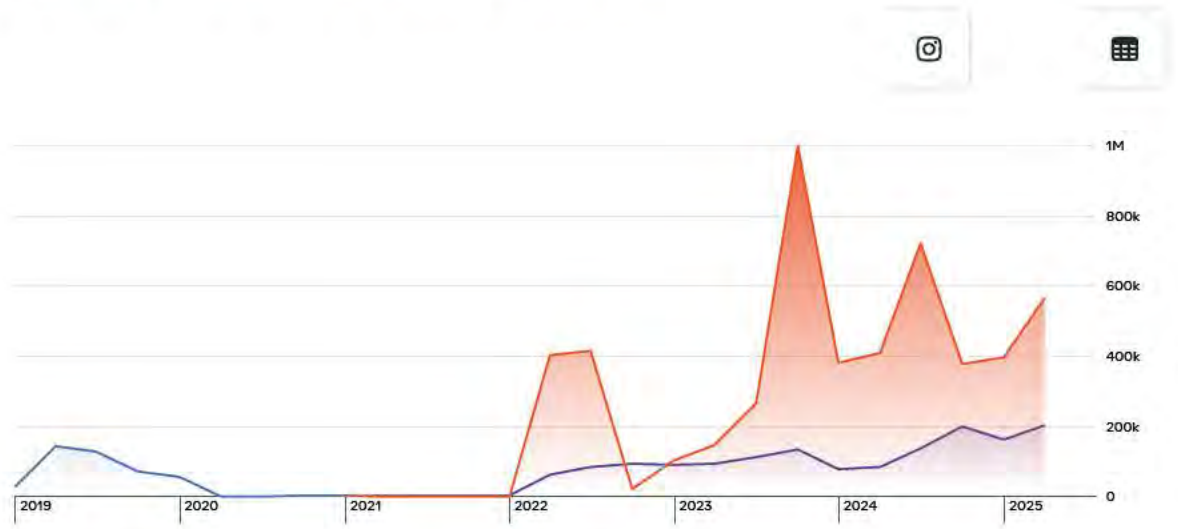
How we calculate it ⓘ Read about this data ➞

Correcting mistakes

People can appeal our decisions, unless there are extreme safety concerns. We restore content we incorrectly removed or when circumstances change. Restores can happen from appeals or when we identify issues ourselves.

APPEALED CONTENT

How much of the content we actioned for child endangerment did people appeal?



Child Nudity and Sexual Exploitation

Child Nudity and Physical Abuse

Child Sexual Exploitation

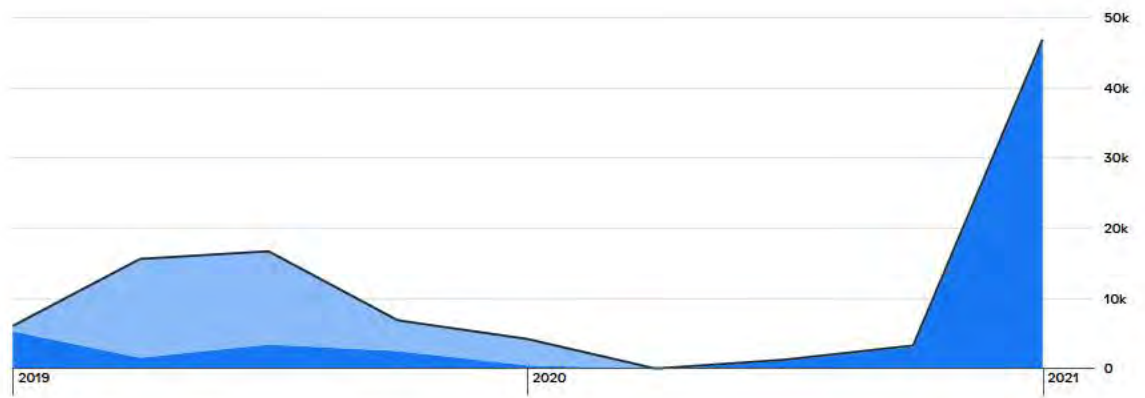
How we calculate it ⓘ Read about this data ➞

RESTORED CONTENT

How much actioned content for child endangerment were later restored?

Child Nudity and Sexual Exploitation





■ Restored without appeal

◆ Restored after appeal

— Total

[How we calculate it ⓘ](#)

[Read about this data ➞](#)



Policies

Community Standards

Meta Advertising Standards

Other policies

How Meta improves

Age-Appropriate Content



Features



Research tools



Enforcement



Governance



Security



Reports



[English \(US\)](#)

[Privacy Policy](#)

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