

Filed Under Seal

EXHIBIT R

Message

From: [REDACTED] [/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=[REDACTED]]
Sent: 2/2/2018 9:18:28 PM
To: [REDACTED] [REDACTED]@instagram.com]; [REDACTED] [REDACTED]@instagram.com]
CC: Karina Newton [REDACTED]@instagram.com]
Subject: Re: WNBC-TV media inquiry

Too soon to make a fake news joke?

[REDACTED]
direct: [REDACTED] [REDACTED]
email: [REDACTED]@fb.com

From: [REDACTED] [REDACTED]@instagram.com>
Date: Friday, February 2, 2018 at 1:16 PM
To: [REDACTED] [REDACTED]@instagram.com>
Cc: Karina Newton [REDACTED]@instagram.com>, [REDACTED] [REDACTED]@instagram.com>
Subject: FW: WNBC-TV media inquiry

FYA – here is the response that went to WNBC, the producer who reached out to Gabe.

Karina and [REDACTED] are in touch with the parents, who have since come back to verify that their daughter is of age to be on IG, though WNBC says she's 12.

From: [REDACTED] [REDACTED]@instagram.com>
Date: Friday, February 2, 2018 at 1:06 PM
To: "Melissa.Russo@nbcuni.com" <Melissa.Russo@nbcuni.com>
Cc: "erica.jorgensen@nbcuni.com" <erica.jorgensen@nbcuni.com>
Subject: FW: WNBC-TV media inquiry

Hi Melissa - Thanks for reaching out and bringing this to our attention. After a thorough investigation, I found some information that should be useful to your story. See below for a comment and background you can use.

We are aware of one report from Ella against the perpetrator that was swiftly actioned – see highlight below.

And we do proactively share with law enforcement apparent instances of child exploitation – see highlight below.

Let me know if you have any additional questions.

Best,
[REDACTED]

From an Instagram spokesperson:

"We are sorry this happened. Instagram has zero tolerance for child exploitation on the platform. 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."

Background, not for direct quoting:

Regarding the accounts you inquired about:

- In March 2017, the account [Redacted - SCA] was reported and swiftly removed for violating our Community Guidelines.
 - Since this account was reported, we have since introduced a feature called "Close the Loop" to ensure those who report accounts and posts know what action we took as a result of their report.
- Due to privacy reasons, we no longer have record of the account [Redacted - SCA] as it was deleted by the user some time ago.
- We have contacted Ella's family.

Safety and controls on Instagram:

- Here are the steps we encourage users to take to stay safe on Instagram:
 - **Set your account to Private:** This means that only your approved followers will see your posts. From the "... " menu at the top right of your profile, scroll to the "Private Account" option and swipe to turn it on.
 - **Approve followers you know:** If your account is private, people will have to send you a follow request if they want to see your posts so you can choose to only approve people you really know.
 - **Manage Instagram Direct messages:** If someone you don't follow sends you a message, it will appear as a request in your inbox. That means you can choose to decline it so it won't appear, or approve it so that you can read it.
 - **Report inappropriate accounts and posts:** If anyone sees any content which makes them feel uncomfortable, or which breaks our Community Guidelines, we recommend they report the account or image via our in-app reporting. This is the fastest way to get posts or profiles reviewed. From the "... " menu on a post, story, or profile, select "Report" to report content you find inappropriate.
 - **Delete and report offensive comments:** Swipe right on a comment to hide it. You can also report comments by swiping right on the comment and clicking the button.
 - **Unfollow someone:** If you no longer want to follow someone, go to their profile, tap on the button and click "Unfollow" to confirm.
 - **Block someone:** When you block someone, that person won't be able to find your profile, posts or story on Instagram. People aren't notified when you block them. To block someone, go to their profile, tap the "... " menu on their profile, and tap "Block".

Regarding potential child exploitation:

- We have zero tolerance when it comes to content or behavior that puts the privacy and safety of minors at risk.
- 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>
- We have strong, long-standing relationships with other leading NGOs dedicated to this effort such as ICMEC and Interpol.
- 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: "Russo, Melissa (NBCUniversal)" <Melissa.Russo@nbcuni.com>
Date: Thursday, January 25, 2018 at 2:01 PM
To: Instagram Press <[REDACTED]@fb.com>
Cc: "Jorgensen, Erica (NBCUniversal)" <erica.jorgensen@nbcuni.com>
Subject: WNBC-TV media inquiry
Resent-From: [REDACTED]@fb.com>
Resent-Date: Thursday, January 25, 2018 at 2:01 PM

Hello,

We are working on a story about how Instagram handles complaints regarding inappropriate solicitation of minors. We've been contacted by a family whose young daughter [REDACTED - SCA] someone who was purporting to be a girl her same age. After she blocked the profile he proceeded to threaten her if she didn't send nude pictures of herself. The family was frustrated by an inability to reach Instagram and what they perceive to be a lack of response. I can be reached at 917-886-1416 or on this email.
Look forward to starting a conversation ASAP. We're looking at possibly airing this next week. Producer Erica Jorgensen is also copied on this email.
Thanks very much.

Melissa Russo
Government Reporter
WNBC-TV Channel 4
917-886-1416