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Defendant's Exhibit
DX0820
Case Number:
D-101-CV-2023-02838

Meta

Jason Barry, Trust and Safety Manager

Ravi Sinha, Child Safety Policy

Jason- Made this slide because there's an unfixable typo on the other on. Sorry so bland.

Meta

TRUST & SAFETY
Ravi Sinha
Child Safety Policy
Jason Barry
Trust and Safety Manager

AGENDA

1. Introduction
2. Meta and Safety Initiatives
3. Law Enforcement Requests
4. NCMEC Reporting
5. Common Questions and Answers

Meta

Meta has around 40,000 people working on safety and security, and has invested more than [redacted] in teams and technology in this area since 2016. We've collaborated with experts around the world to design products, policies, tools and technologies that make it as difficult as possible for people to misuse Meta services to cause harm

Bringing together subject matter experts with previous experience provides Meta with a diverse perspective. Our in-house experts come from highly regarded and internationally recognized agencies, which allows us to identify and act quickly to emerging harms and craft innovative solutions in order to address the problem holistically.

Our teams include experts from organizations like NCMEC, Thorn, A21, the International Federation of Red Cross and Red Crescent Societies, Family Online Safety Institute, UNICEF, the National Center for Victims of Crime, and ECPAT, former state and federal law enforcement officials including former DOJ prosecutors focused on sex trafficking and child exploitation, former FBI and HSI Special Agents and Analysts focusing on internet crimes against children and combatting trafficking, former Investigator of the Federal Agency of Intelligence in Argentina focusing on child exploitation and human trafficking, former Federal Agents of the Australian

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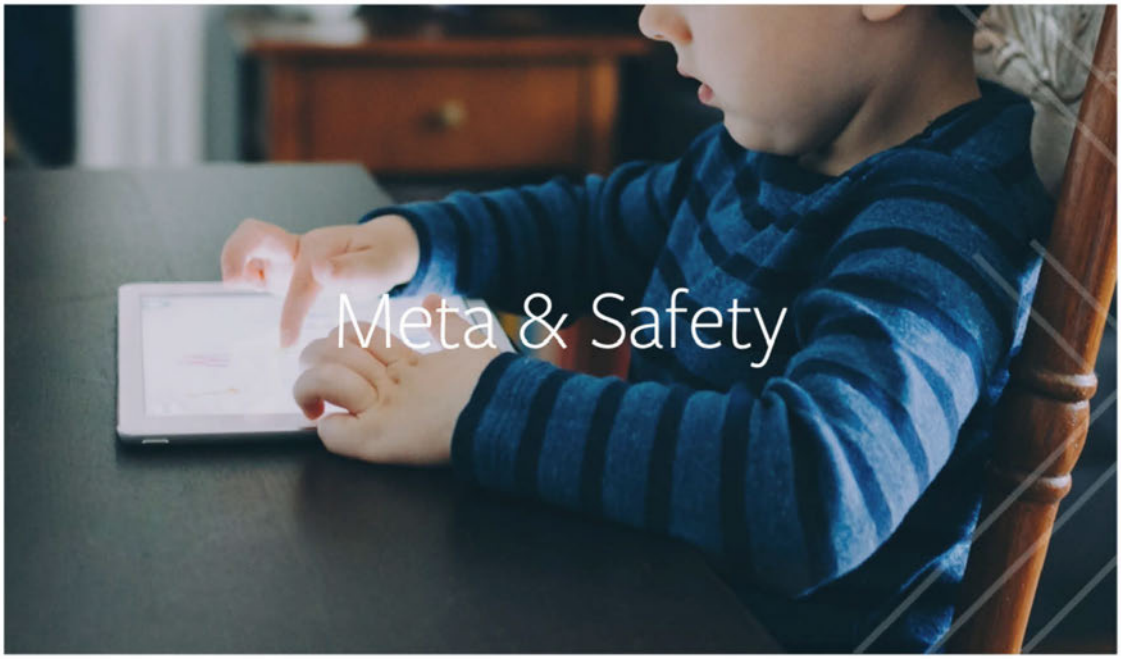

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KEEPING PEOPLE SAFE

A Diverse Team of Experts Working to Keep People Safe

Tens of thousands of people work on security and safety at Meta around the world, including experts in law enforcement, counter terrorism, anti- human trafficking, child protection, online safety, analytics, engineering and forensic investigation.

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As the team of safety experts work to build for safety, we take a five pronged approach.

- First, partnerships. We recognize that we are not experts on all things so we look to the people who are to help us develop our policies, build tools, and create safety resources and programs. We work with external experts, including our colleagues at NCMEC, and our Global Safety Network of over 400 safety experts, to discuss and improve our policies and enforcement around online safety issues, especially with regard to children.
- Second, policies. We have rules that say what people can and cannot share on Facebook or Instagram. We call these our Community Standards, which I'll talk about a bit more shortly.
- Third, tools and tech. We've developed tools and technology that give people the power to control what they see and what others see about them on Facebook. This includes tools to report content to us as well as technology that has been developed to proactively detect harms. We've also developed an industry-leading law enforcement online request system to process law enforcement requests for data. Additionally, we've supported NCMEC's development of the CyberTipline Case Management tool used by ICACs around the world and developing technology to identify and take down exploitative images across the web
- Fourth, resources. We offer access to the help and resources people might need to ensure their safety, including resources specifically designed to help law enforcement support each other through mental health programs and support law

HIGHLY CONFIDENTIAL (ATTORNEY'S EYES ONLY) METANMAG-135-00036549.011

enforcement in navigating victim support while serving their communities.

- Fifth, feedback. Perhaps most importantly, we rely on the feedback of the people using Facebook—our Facebook community—to constantly improve our policies, tools, and services.

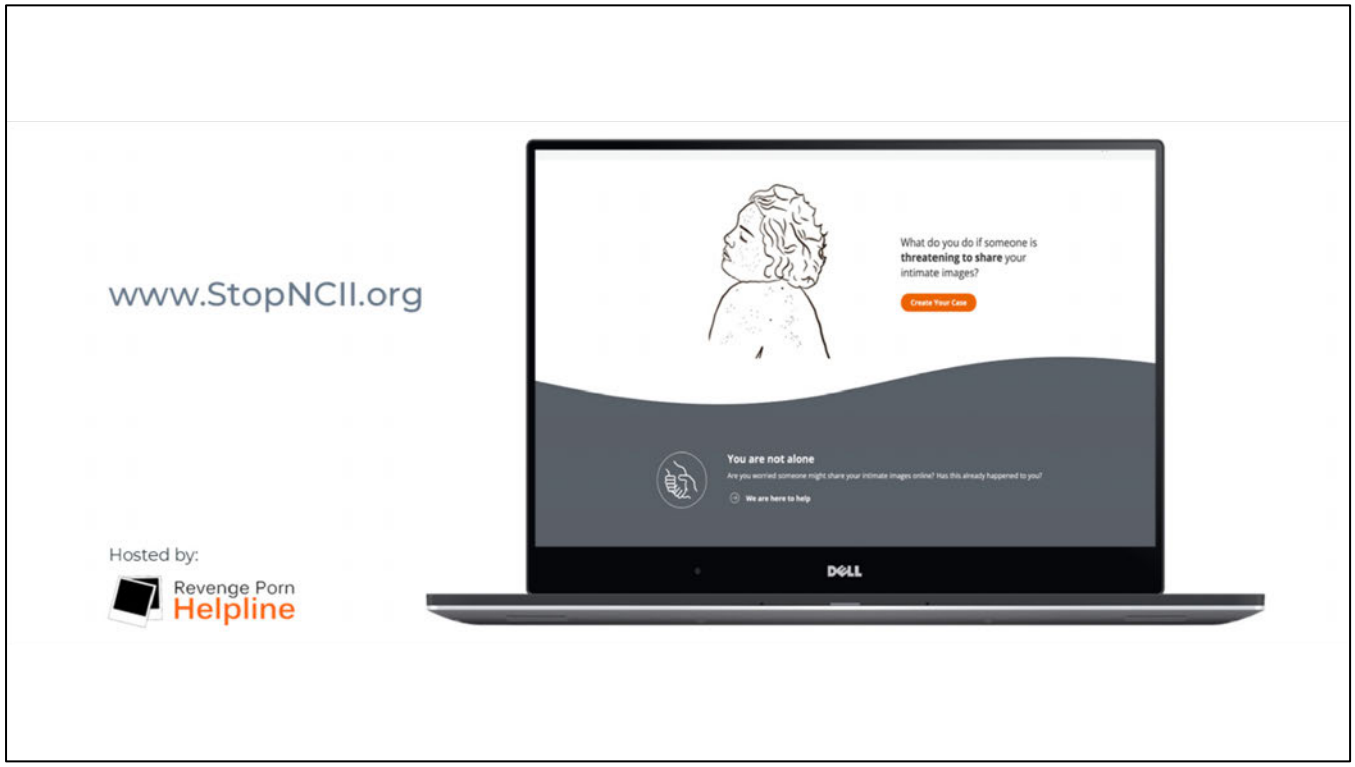
CHILD SAFETY

Partnerships

First, partnerships

Tps from Antigone's recent off the record WeProtect briefing:

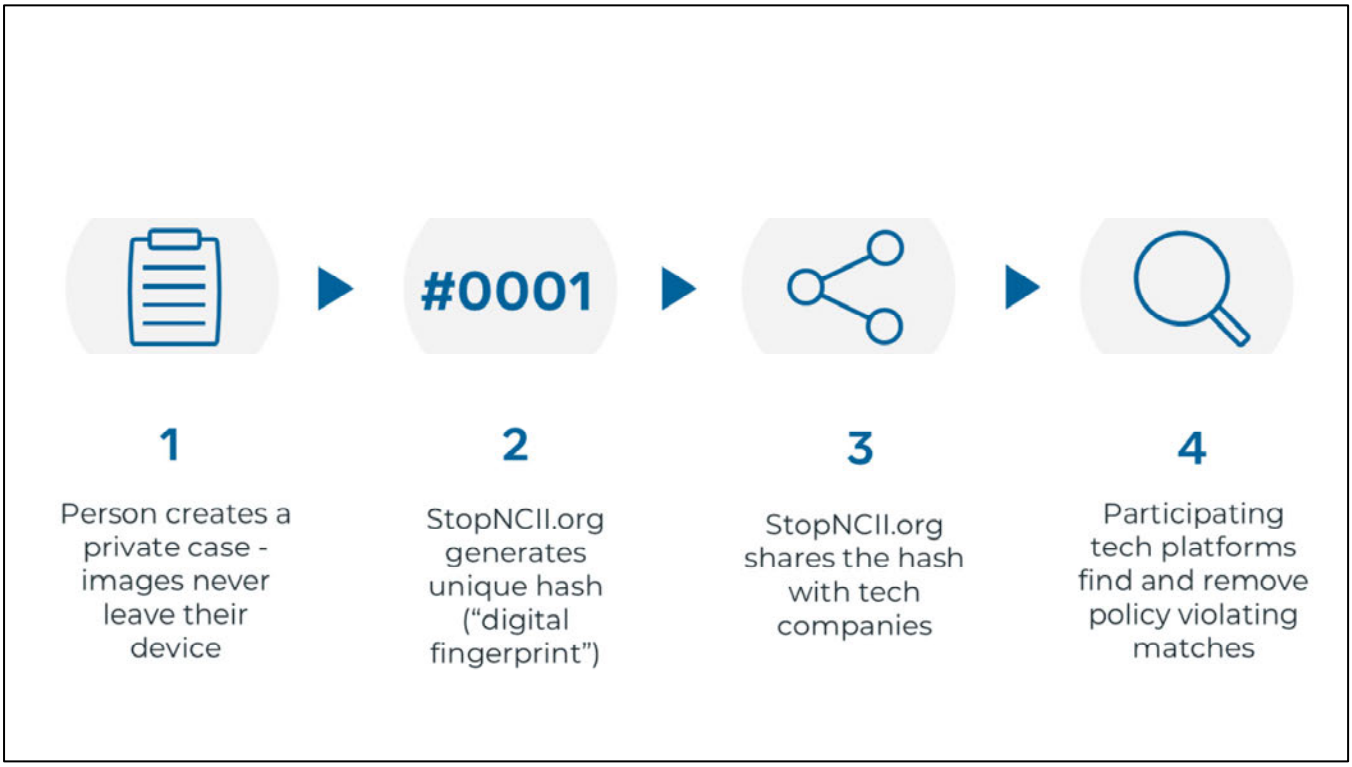
- Because online child exploitation is a global internet problem, it demands a global internet solution, so we've also invested heavily in partnerships and collaborations with industry, law enforcement, government, civil society and experts in this field.
    - We work closely with our Safety Advisory Board of leading online safety non-profits, as well as over 400 safety experts and NGOs from around the world, who provide guidance and expertise on our policies, products and tools
    - We're also a member of the European Commission's Alliance to Better Protect Minors Online, several organizations and initiatives that bring together industry and other players in the fight against child sexual abuse such as the Technology Coalition and the ICT Coalition; and the WeProtect Global Alliance.



When someone's intimate images are shared without their permission it can be devastating and it's long been our policy to remove non-consensual intimate images (sometimes referred to as 'revenge porn') when they're reported to us.

In recent years, we partnered with international non-profit women's safety organizations on a pilot to help prevent intimate images from being shared on Facebook and Instagram.

We recently announced a global expansion of the pilot though the launch of StopNCII.org with the UK Revenge Porn Helpline and over 70 organizations across the world – 20 of them in Asia. This platform is the first global initiative of its kind to safely and securely help people who are concerned their intimate images (photos or videos of a person which feature nudity or are sexual in nature) may be shared without their consent.



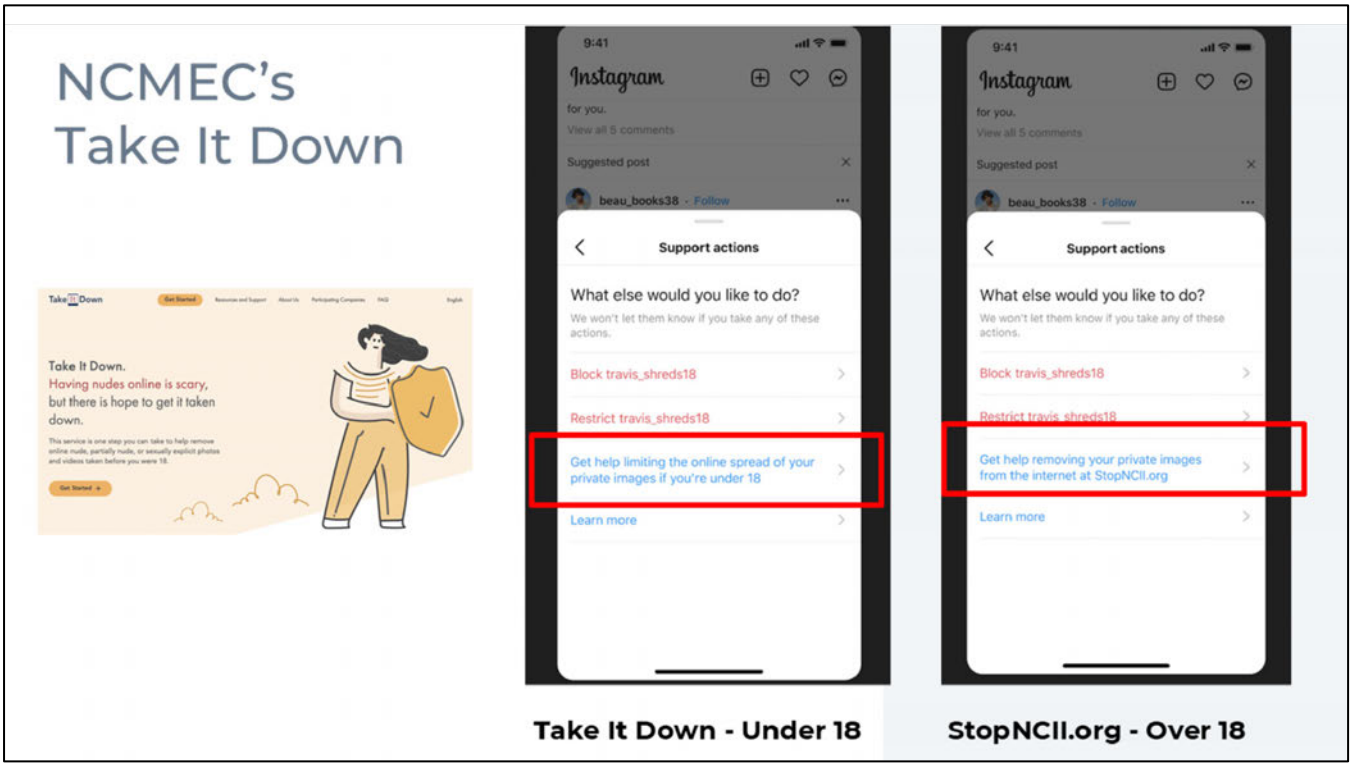
StopNCII.org was built with safety, privacy and security at every step thanks to extensive input from victims, survivors, experts, advocates and other tech partners.

Through StopNCII.org, a person creates a private case using their intimate images or videos stored on their device or cloud - the original intimate images or videos never leave the person's device.

StopNCII.org automatically generates a unique hash (numerical code), based on these original images or videos.

StopNCII.org then securely shares the anonymous hash with participating companies (including Meta) so they can detect any matches of the hash on their platforms through photo-matching technology.

Only the person who submits a case can check on the status of their case.



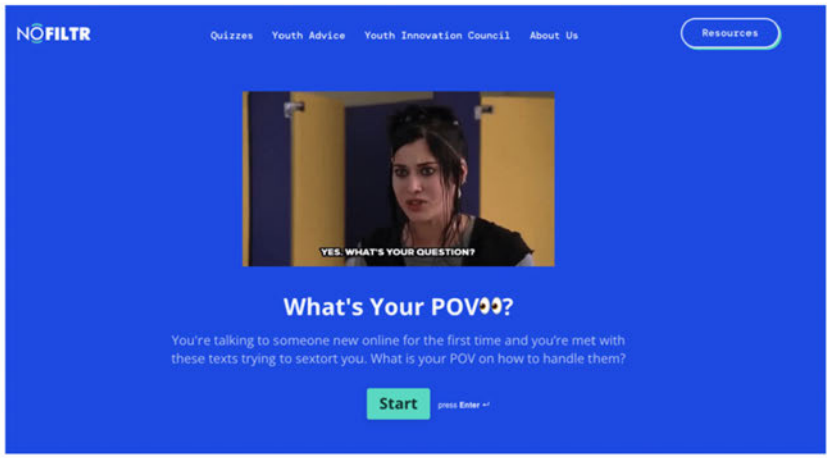
https://about.fb.com/news/2023/02/helping-prevent-the-spread-of-young-peoples-intimate-images-online/

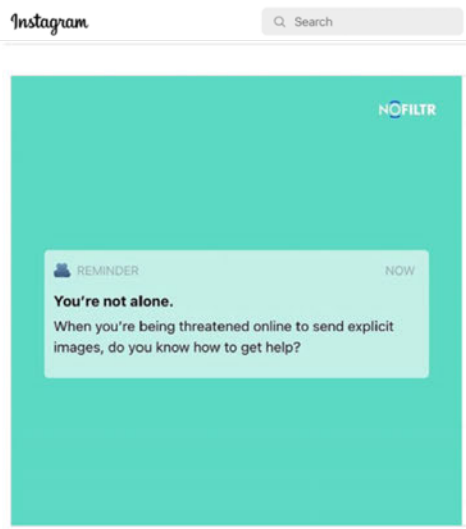
Following the successful launch of StopNCII.org, Meta supported NCMEC in building the Take It Down platform which Instagram and Facebook are founding members of. Similar to StopNCII.org This new platform helps prevent young people's intimate images from being posted online in the future.

People can go to TakeItDown.NCMEC.org and submit a case that will proactively search for their intimate images on participating apps. Take It Down assigns a unique hash value — a numerical code — to their image or video privately and directly from their own device. Once they submit the hash to NCMEC, companies like ours can use those hashes to find any copies of the image, and if deemed policy violating, take them down and prevent the content from being posted on our apps in the future.

We've integrated both StopNCII.org and Take It Down into Instagram so people can easily access support when reporting potentially violating content.

Sextortion Campaign with NoFiltr





We worked with Thorn and their NoFiltr brand to create educational materials that reduce the shame and stigma surrounding intimate images, and empower teens to seek help and take back control if they've shared them or are experiencing sextortion.

The campaigns included an influencer activation where an influencer shared her personal experience with sextortion, a quiz to help boost safety knowledge and educate on red flags, and multiple videos and images that encouraged youth to ask for help when needed. As the youth prevention program within Thorn, our promise at NoFiltr is to foster a community that inspires open and honest dialogue, to operate without judgment or prejudice, and to empower young people with practical knowledge they can use in their day-to-day lives.

This built on previous campaigns we did with Thorn to Stop Sextortion, and we are currently partnering with Thorn to expand these campaigns to additional regions, and make sure that they are localized and able to connect people with the right on the ground support organizations.

CHILD SAFETY

Policies

Now, I'll talk a bit about the policies we have in place to protect children.

Meta

Transparency Center

Policies Enforcement Features Oversight Data

Facebook

Download (CSV)

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

Home → Data → Community Standards Enforcement Report

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

As I'm sure most of you are aware, our Community Standards outline what is and is not allowed on Facebook and Instagram. We do not allow content that sexually exploits or endangers children. When we become aware of apparent child sexual exploitation, we report it to NCMEC in compliance with applicable law. We also work with external experts to continually iterate and improve.

We have robust policies on child safety which encompass a wide range of content that can be harmful to children including Child sexual exploitation; Solicitation; Inappropriate Interactions with Children; Sexualization of children; Child nudity and Non-sexual child abuse. We're always working to improve these policies based on feedback we receive and data and trends we observe. You can find the Community Standards in our Transparency Center where you can also review a live change log that shows exactly which updates we're making and when.

Further Refining our child safety policies

Implicit Sexualization

Identification of minor victims of sexual assault

- We have robust policies on Child Safety that cover a wide range of harmful and potentially harmful content
- We have always removed content that explicitly sexualizes children (for example images of children in sexualized poses; sexualized comments or captions)
  - We worked with safety experts to develop a policy for implicit sexualization of children
  - We don't allow aggregating content containing visual and text (e.g., groups, pages, profiles etc.) aggregating content containing visual and text signals of implicit sexualization of children
- Our policies prohibit identifying alleged victims of child sexual exploitation by name or image

Two policies we've introduced that are worth highlighting here.

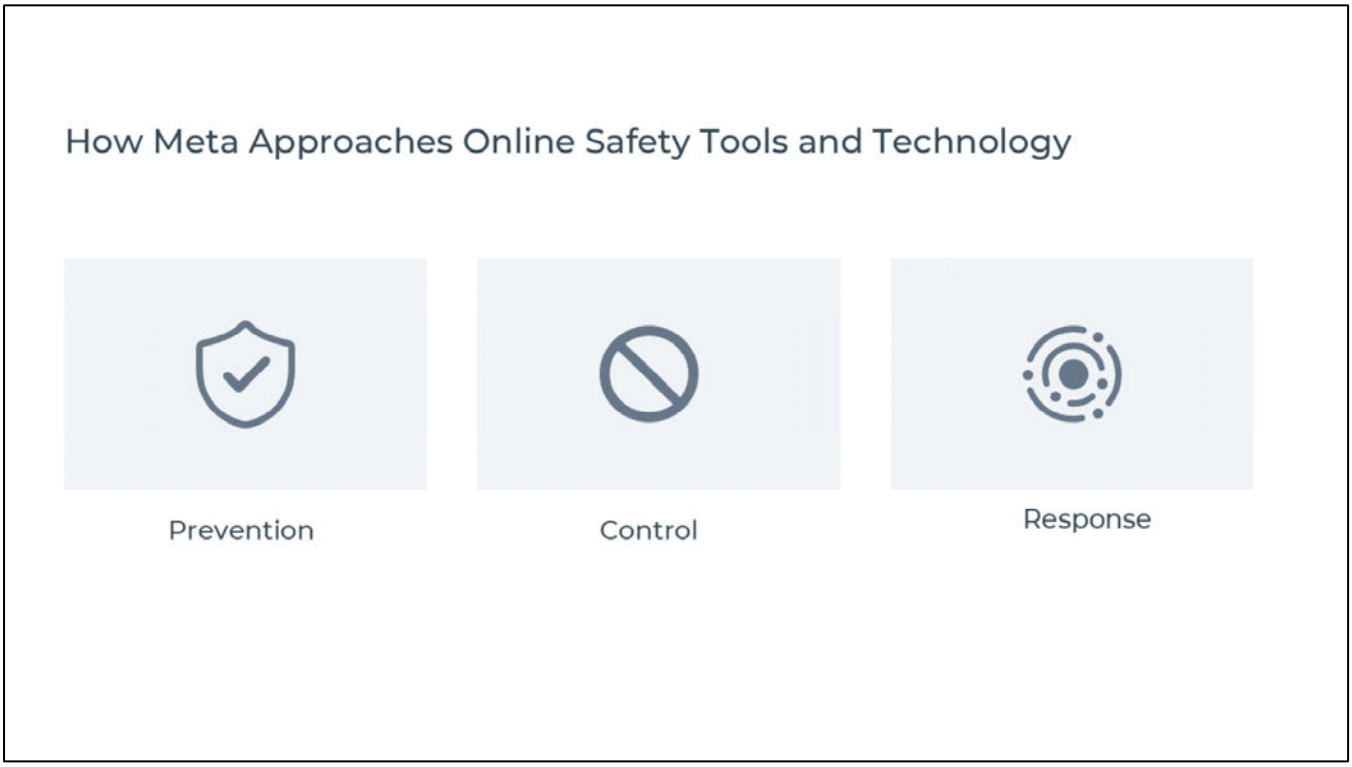
First, we've always removed content that explicitly sexualises minors. Content that isn't explicit and doesn't depict child nudity is harder to define. But that can be problematic and harmful as well. So we worked with many child safety experts to develop a policy to address implicit sexualization of minors including Childline, Childhelp, ECPAT. This is a complicated policy and we have to tread a fine line between removing accounts that seek to exploit young people, while keeping accounts that have positive intent - and that line isn't always clear, especially when dealing with content that doesn't depict any child nudity. How do you know when an account is sharing innocent photos of a child on the beach, vs when an account is sharing photos to endanger young people. With the new iteration of our policy, we don't allow complex objects (meaning groups, pages, profiles, etc.) aggregating content containing visual and text signals of implicit sexualization of children.

Second, we've also instituted a policy to remove content that identifies alleged victims of child sexual exploitation by name or image.

CHILD SAFETY

Safety Tools

Moving along from policy highlights, I'll talk a bit about the tools and technology we use. Technology is our business, and we use an array of industry-leading tools and technologies to fight child sexual exploitation. FB has a long-standing, industry leading commitment to child safety online and we are continuing to build new methods and technologies to keep children safe. In the last year, we've worked on several new product features and methods to enhance our suite of work in this area, and next I'll go over a few examples of those I thought this audience may be interested in.

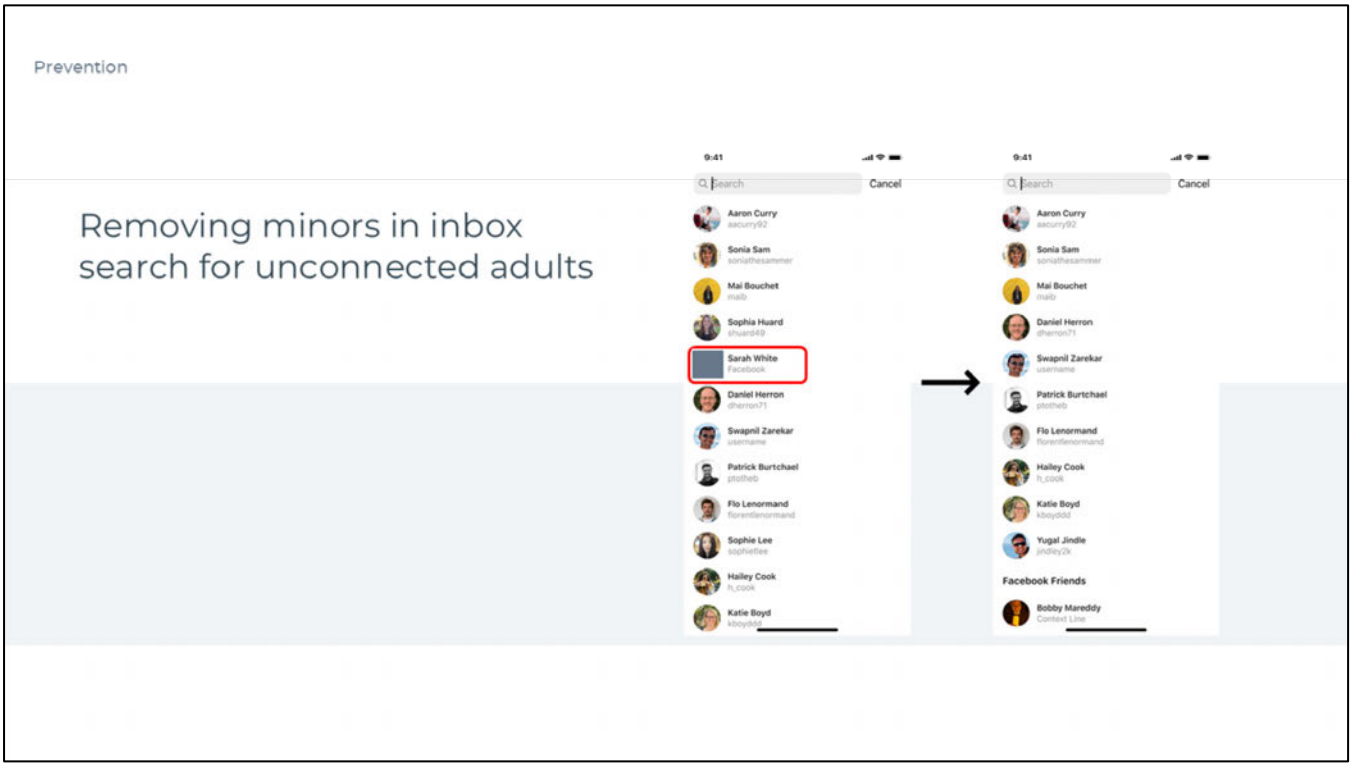


First, I'll highlight our broader approach to this work. When thinking about our approach to tackling child safety, there are three main buckets our work can be grouped into- Prevention, to interrupt harm before it ever occurs, Detection, to identify bad actors as soon as we're able and Response, to address badness when it does occur.

- Working to **prevent** abuse from happening at source by:
  - Detecting and acting on suspicious patterns of activity; and
  - Deterring bad actors through transparent safety notices, robust reporting tools, and effective engagement with law enforcement.
- Giving users more **controls** to help them protect their experience on our apps.
  - This includes controls on who can contact them, as well as blocking and reporting against unwanted contacts, in a way that prevents recontact.
  - We proactively highlight these controls to users regularly and at key moments, especially for teenagers.
- **Responding** quickly if harm occurs by:
  - Making it easy for users to respond to harm, including blocking other users and reporting harmful content or behaviour from bad actors;
  - Enforcing our Community Standards when we receive reports about a

user or content; and

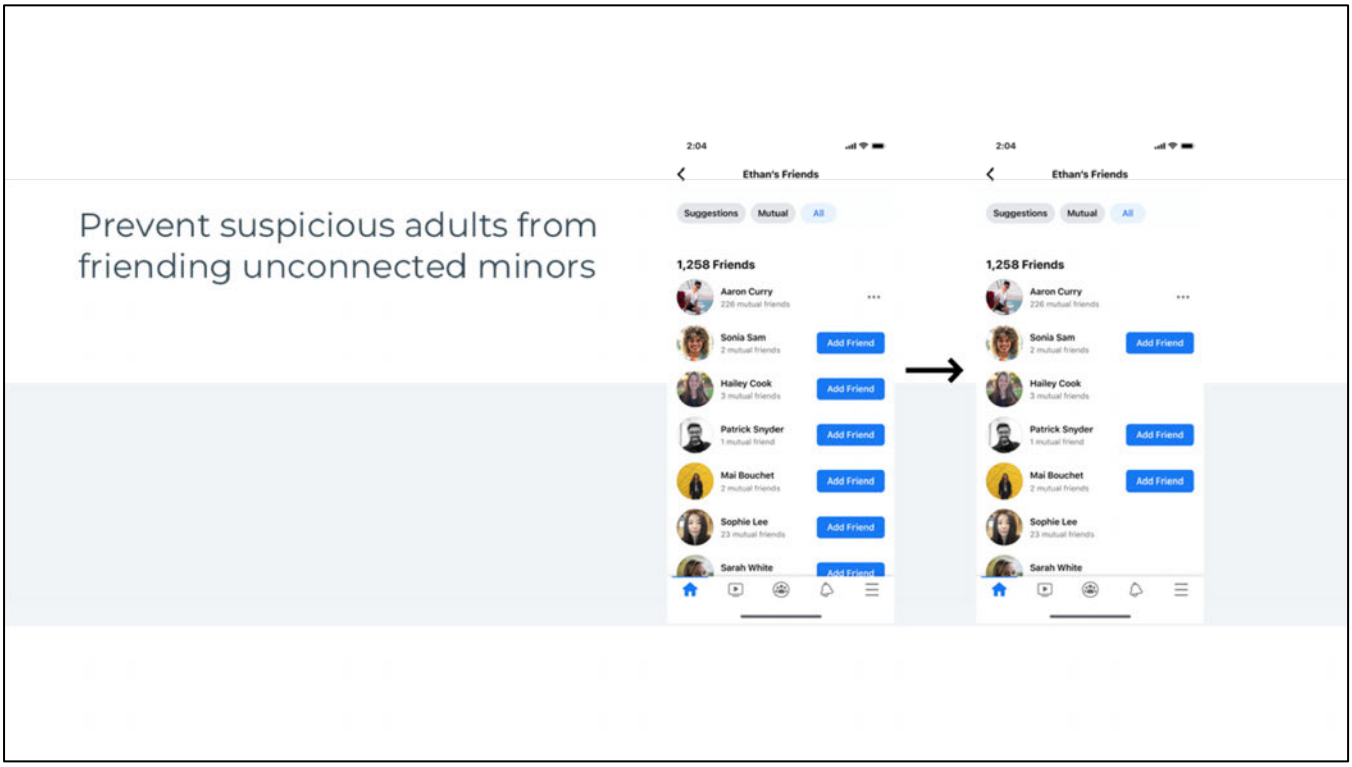
- Sharing relevant information with the National Center for Missing and Exploited Children (NCMEC) and law enforcement (in accordance with applicable law and our Terms of Service).



One method we're using is to remove minors in inbox search for unconnected adults.

SPEAKER CLARIFICATION:

- You can typically search for people you are not connected w/ in Inbox search (i.e. start a new message w/ someone you're not connected to in this way); this blocks that feature



- If minors are discovered through other mechanisms, FB and Messenger have special protections in place for minors. For example,
- Here, we remove the ability for certain adults to friend minors on Messenger.

- INTERNAL NOTE: At the moment, we only have risky adult <>minor filtering on People You May Know for FB Blue - so the above does not apply to blue

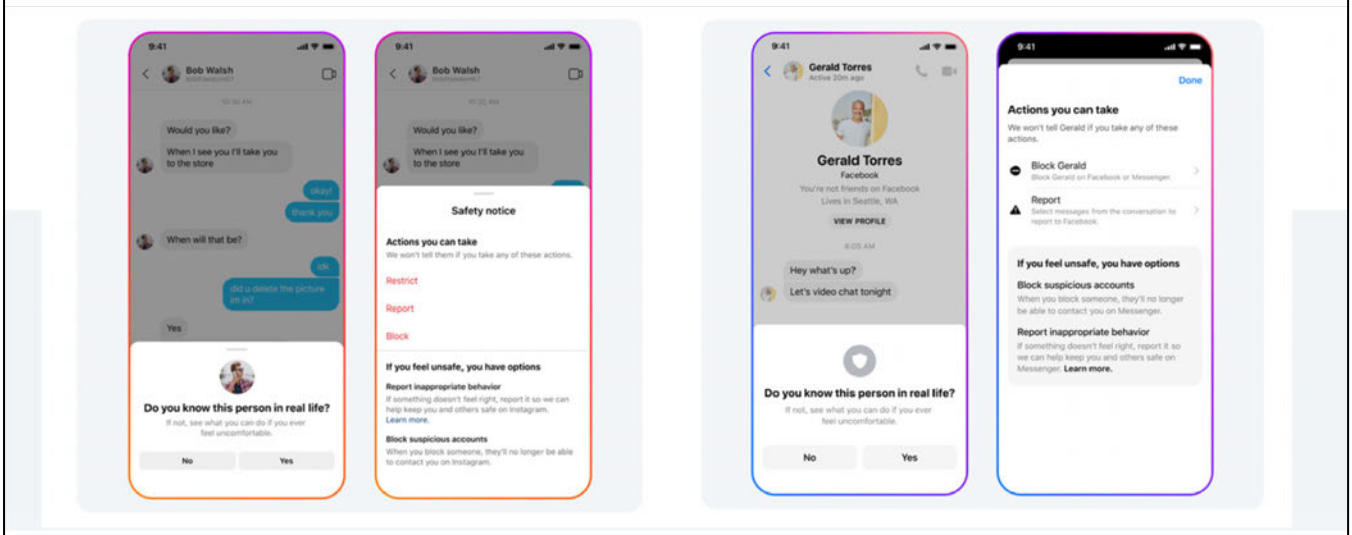
We limit messaging connections between adults and unconnected teens outside of their social circle on Messenger and Instagram Direct

Block message requests from adults to unconnected minors

- Here we remove the ability for unconnected adults to message minors on Messenger and IG Direct
- We allow 18-19 year olds to message teens who do not follow them only if age gap <= 2 years (18 can message up to 16, 19 can message up to 17).

Note: This mock is the MSGR mock. The IGD UI is different. It says "You can't message this account unless they follow you"

Safety Notices: Preventing Unwanted Contacts



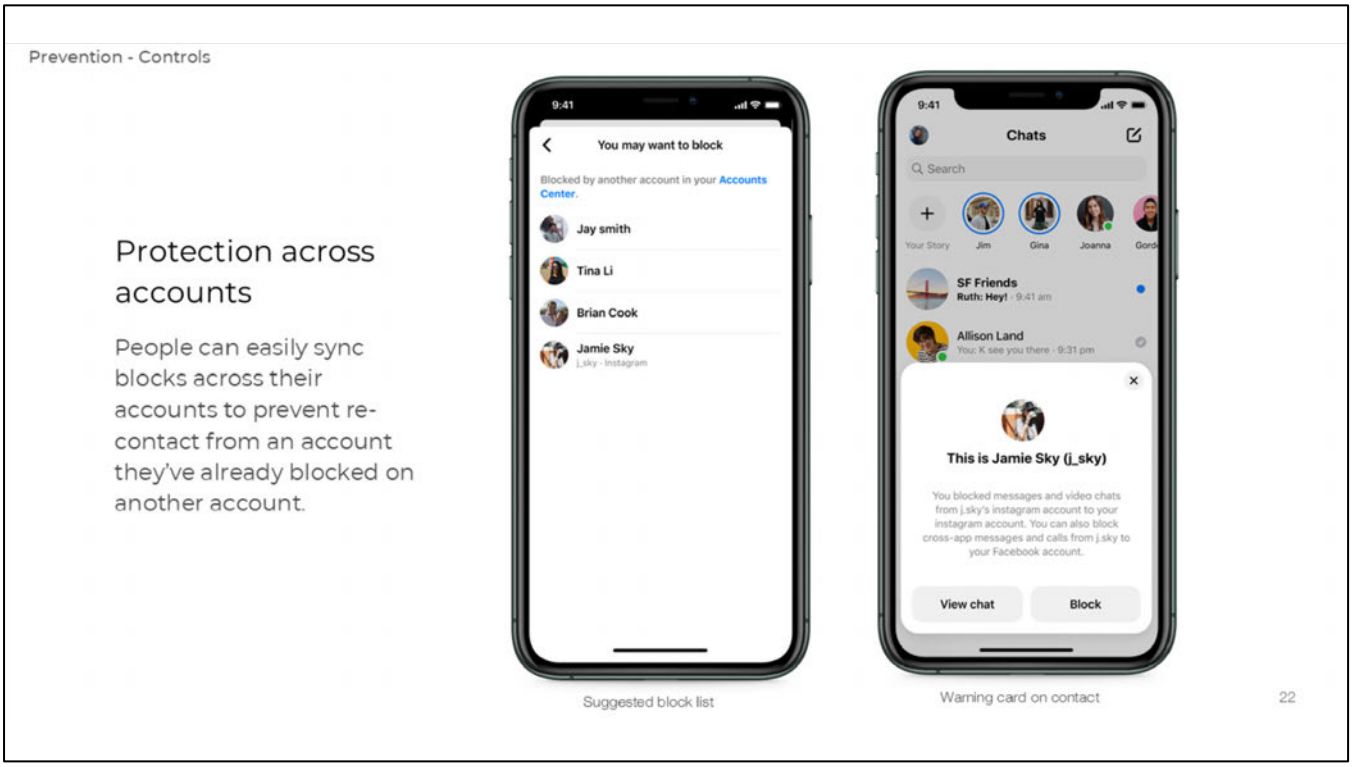
We've developed a number of tools so teens can let us know if something makes them feel uncomfortable while using our apps, and we're introducing new notifications that encourage them to use these tools.

For example, we're prompting teens to report accounts to us after they block someone, and sending them safety notices with information on how to navigate inappropriate messages from adults.

In just one month in 2021, more than 100 million people saw safety notices on Messenger.

We've also made it easier for people to find our reporting tools and, as a result, we saw more than a 70% increase in reports sent to us by minors in Q1 2022 versus the previous quarter on Messenger and Instagram DMs.

In just one month in 2023, more than 85 million users saw safety notices on Messenger.



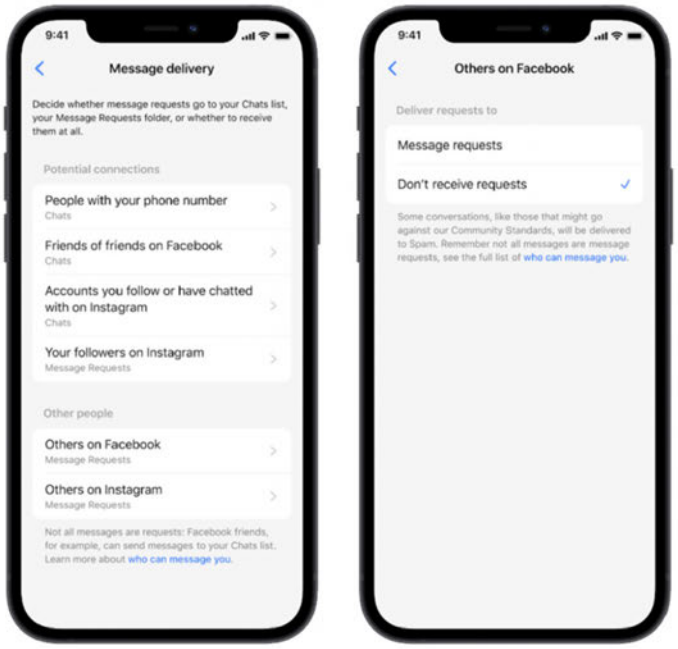
When you block an account on any of your linked Instagram or Facebook accounts, you can easily apply those blocks to the other accounts.

We will also warn and suggest that you block that user if they try messaging your linked accounts.

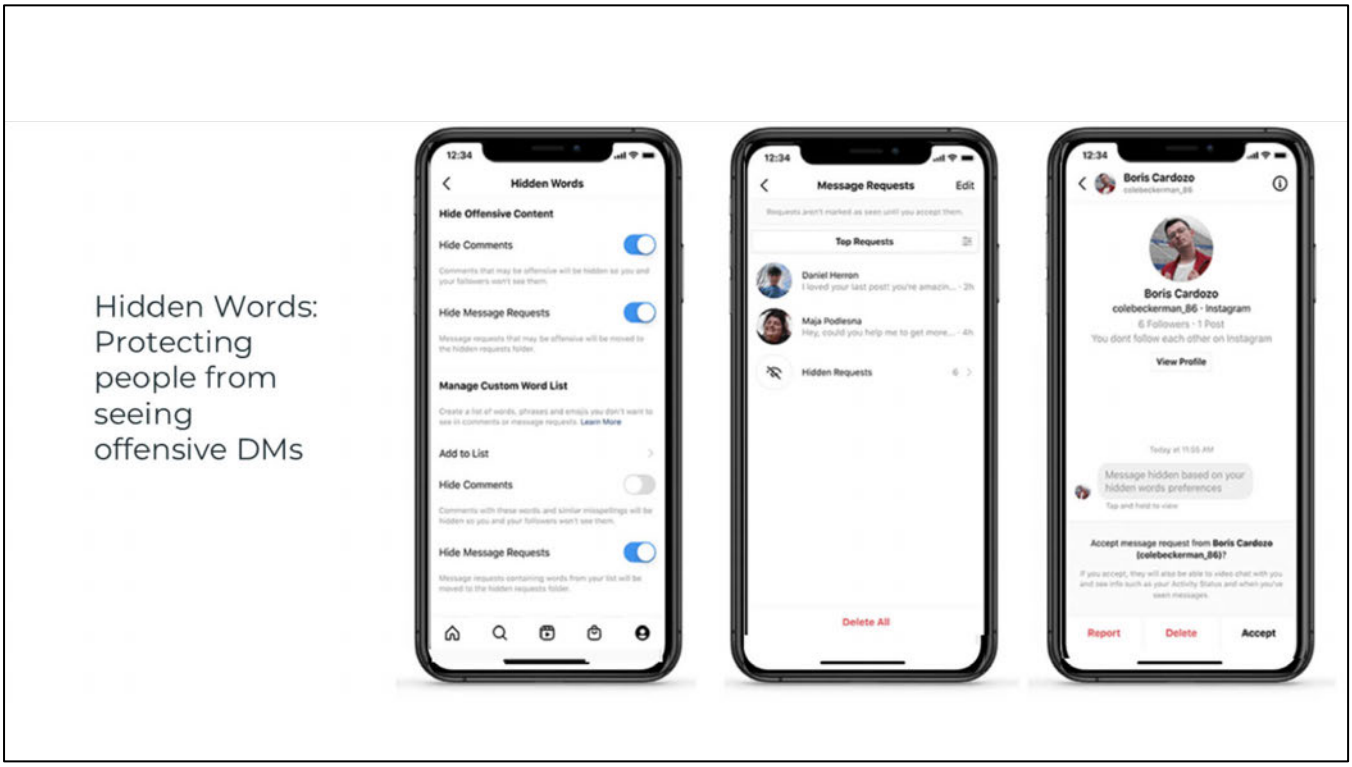
From old 19: You can already block anyone from messaging you on Messenger and Instagram.

- However, we've recently improved how blocking works across accounts. When you block an account on any of your linked Instagram or Facebook accounts, you can easily apply those blocks to the other accounts. We'll also helpfully supply you with a suggested block list.
- And in the moment, when a user you've already blocked tries messaging your linked account, we will also warn you and suggest that you block that user.
- On top of this, we're also making it harder for someone who you've already blocked from contacting you again through a new account. With this feature, whenever you decide to block someone on Instagram, you'll have the option to both block their account and preemptively block new accounts that person may create.

More controls on who can message you

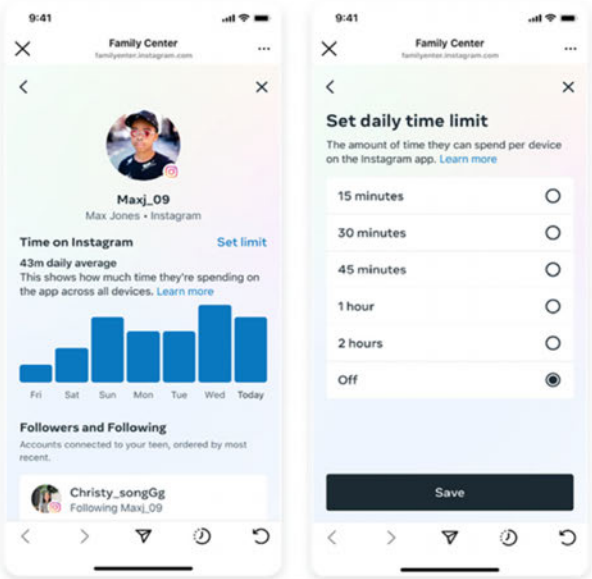


- Alongside blocking, we've also added more controls over what messages you see in your chat list, your "Message Request" folder and who can and can't contact you at all.
- With these controls, you can now say that the only messages you want to receive are from your friends on Facebook or Instagram, or just people with your phone number.



- Another feature designed to help protect people from having to experience abusive DMs is Hidden Words, that we launched last summer.
- When this features is turned on, any DM request that contains abusive words, phrases or emojis, will be automatically sent to a Hidden Requests Folder so you never have to see them. You can either use our pre-populated list of offensive words, phrases or emojis, or you can customise your own - as we understand that what's offensive for one person can be very different for someone else.
- Like all of the tools and controls I'm talking through today, this will still work on e2ee on-device, under the control of the user.

Parental Supervision Tools



- As well as allowing teens more control, we also want to empower parents and guardians to be more involved in their teens' experiences and we are developing supervision tools to allow them to do this.
- We launched Family Centre this year, a place for parents and guardians to access supervision tools and resources from leading experts. Supervision tools are available on Instagram, and include:
  -Viewing how much time teens spend on Instagram and setting time limits.
  -Being notified when their teen shares they've reported someone.
  -Viewing and receiving updates on what accounts their teens follow and the accounts that follow their teens.
- This is the first step in a longer term journey to develop intuitive supervision tools, informed by experts, teens and parents.
- Our vision for Family Centre is to eventually allow parents and guardians to help their teens manage experiences across Meta technologies, all from one central place.

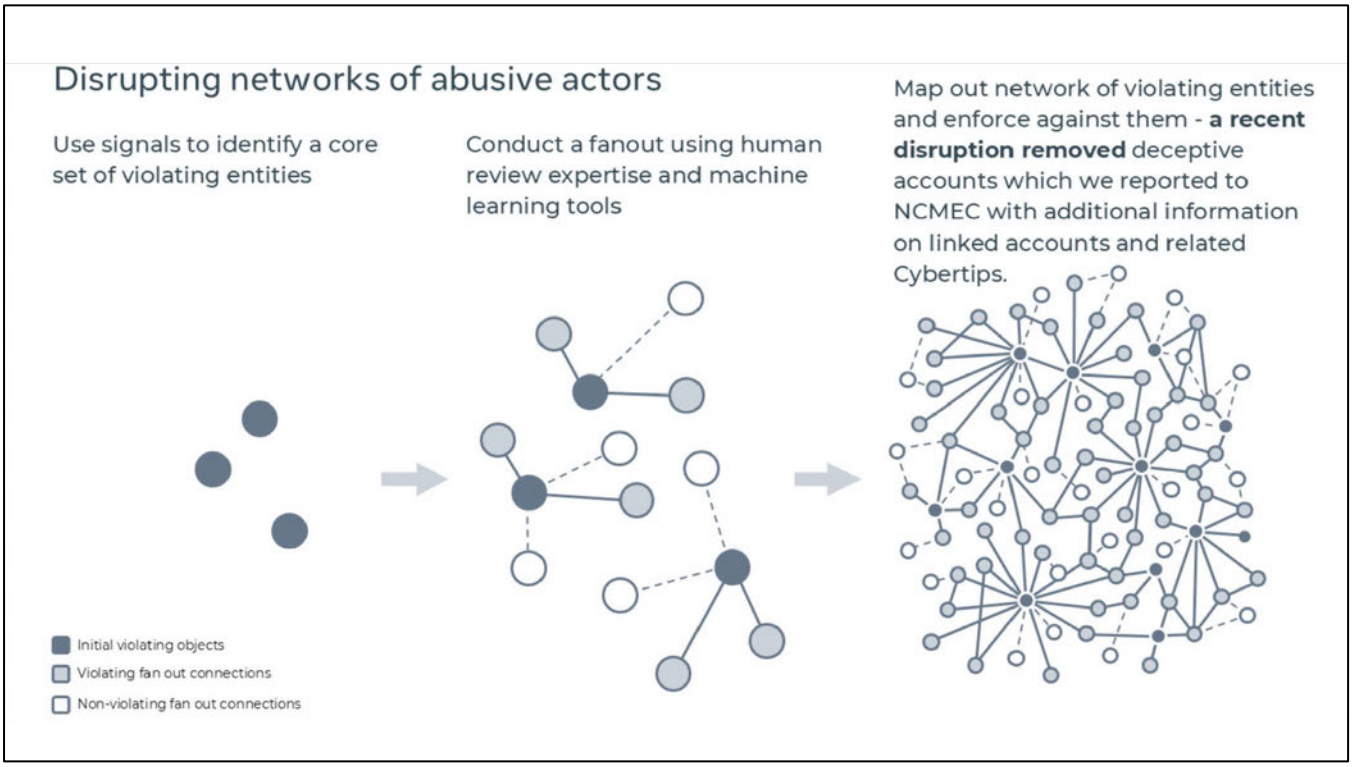
Control & Respond

Detection Technology

- **Photo- and video-detection technology** scans information such as profile and group photos and user reports for known CSAM; additional technology detects new, unknown CSAM.
- **Text-based classifiers** trained on known examples of CSAM-related text
- **Behavioural and metadata classifiers** trained to detect abnormal activity using a range of signals
- **Fan out** from one violating account or group to others using human review expertise and machine learning; enforce at group or network level

To start with some of the large scale detection technology we use I'll discuss a few examples.

- **Photo- and video-detection technology** scans information such as profile and group photos and user reports for known CSAM; additional technology detects new, unknown CSAM.
- **Text-based classifiers** trained on known examples of CSAM-related text
- **Behavioural and metadata classifiers** trained to detect abnormal activity using a range of signals
- We also developed technology that helps to **fan out** from one violating account or group to others using a combination of human review expertise and machine learning to enforce at group or network level. Our systems continue to learn and get better at this as we go.



To dig a little deeper in that fan out work, we've been zooming out from a content/account based approach traditionally used by industry to target networks. Connection to the social graph is an advantage to us because we can leverage behavioral signals there and apply them to our prevention mechanisms.

- To take on predators who attempt to use our services to connect online, we hire specialists with backgrounds in law enforcement and work with child safety experts and organizations to identify these networks, monitor their latest tactics and eliminate them.
    - Between 2020 and 2022, these teams dismantled **27 abusive networks** and in January 2023, we disabled more than **490,000 accounts** for violating our child safety policies.
- Network disruptions take advantage of the social graph connection.
- Our investigations have shown that bad actors almost always reveal their intentions with obvious public signals - if they want to trade CSAM, they need someone to trade it with. And if they have to signal their interests to each other, they are signalling to us publicly. Some examples: friending accounts with clear child-sexualising content or coded language in bios, searching for egregious terms, joining questionable groups.
- So we can go beyond banning CSAM groups to taking down entire networks of groups and bad actors at once - removing them as part of our detection efforts also *prevents them* from forming private networks for trading CSAM, which prevents further harm as we know

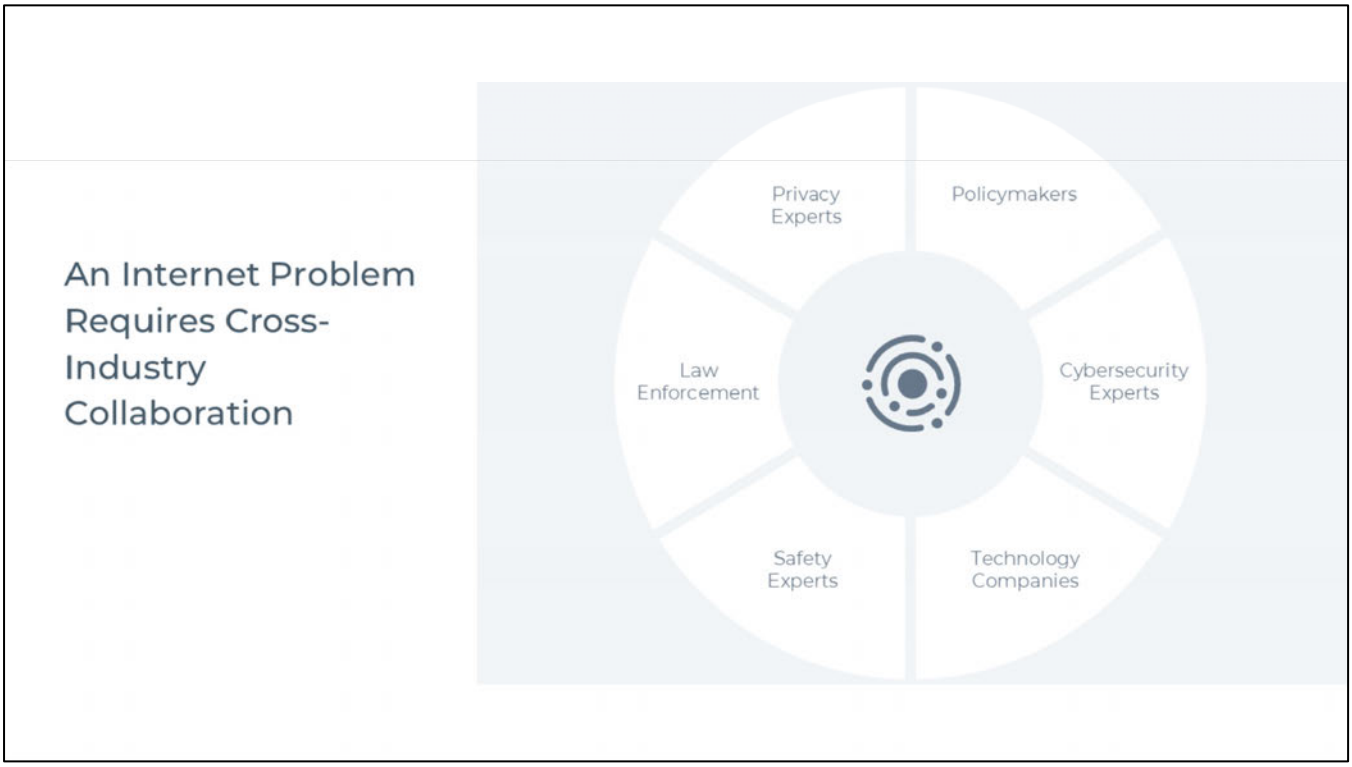
that people often seek to use our tools to connect with other offenders and frequently then move off our platforms to other forums because they are aware of our detection technology.

- So we're literally taking away their discovery options.
- We're also utilizing signals we are able to get from off platform sources. One significant disruption we conducted this year was accomplished thanks to an initial lead that came from our pilot program with Childline and the Internet Watch Foundation that allows children to share their self-generated CSAM with IWF who will hash the imagery within the NCMEC NGO repository that you'll hear about from Jen later, and prevent its further sharing online.
- As an example of how wide some of these disruptions can be, a single recent disruption removed 3522 users that we were able to enforce against and report.

CHILD SAFETY

Feedback

- Finally, feedback. Perhaps most importantly we rely on feedback from our users as well as experts in the field to to constantly improve our policies, tools, and services.

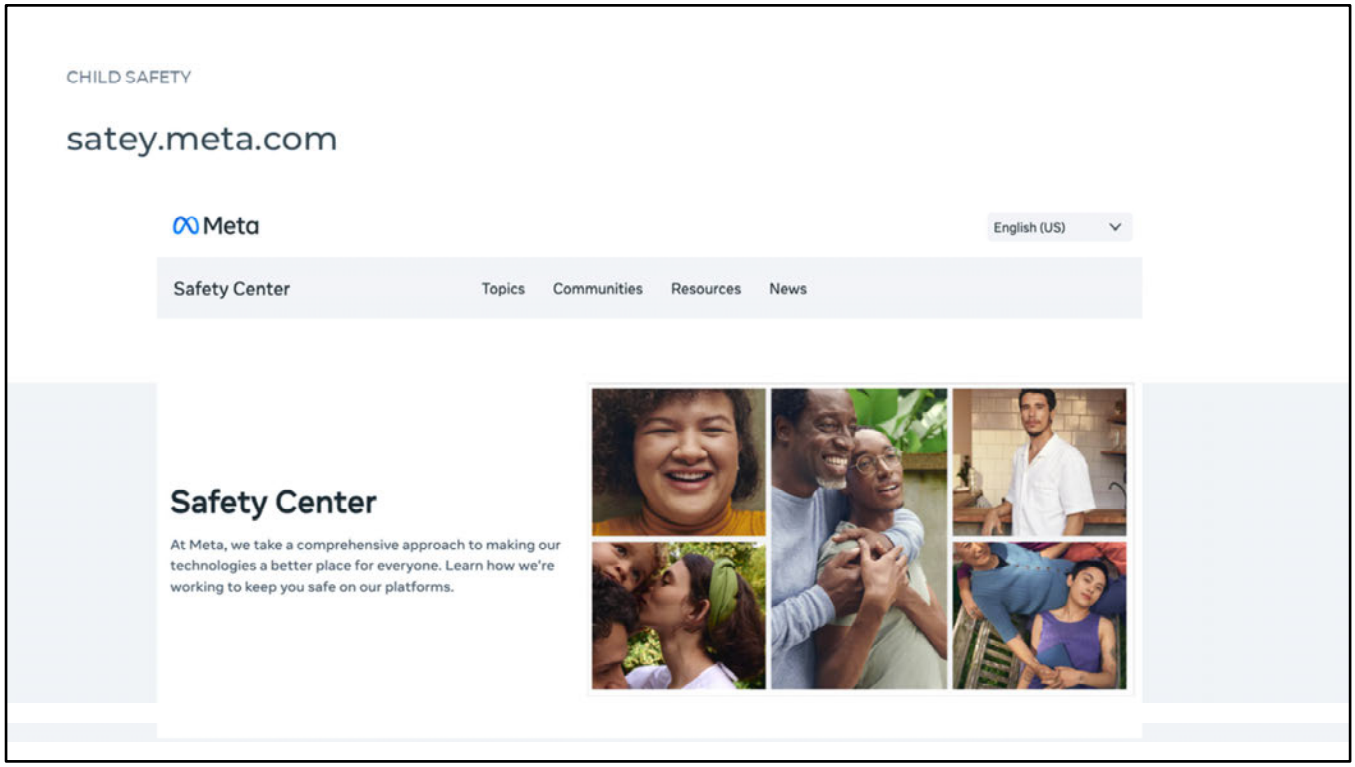


- Child protection requires a global and comprehensive response from industry, law enforcement, government, civil society, and families, which is why we are committed to working with child-safety stakeholders to build and support the child-safety ecosystem.
- Anyone who works in this space knows how fast evolving and adversarial it can be.
- The best way that we make progress by working together.
- The insights and perspective of law enforcement, prosecutors and others here today are really key to everyone's efforts to eradicate the sexual exploitation of children online. And it's why we're so excited to speak with you today.

CHILD SAFETY

Resources

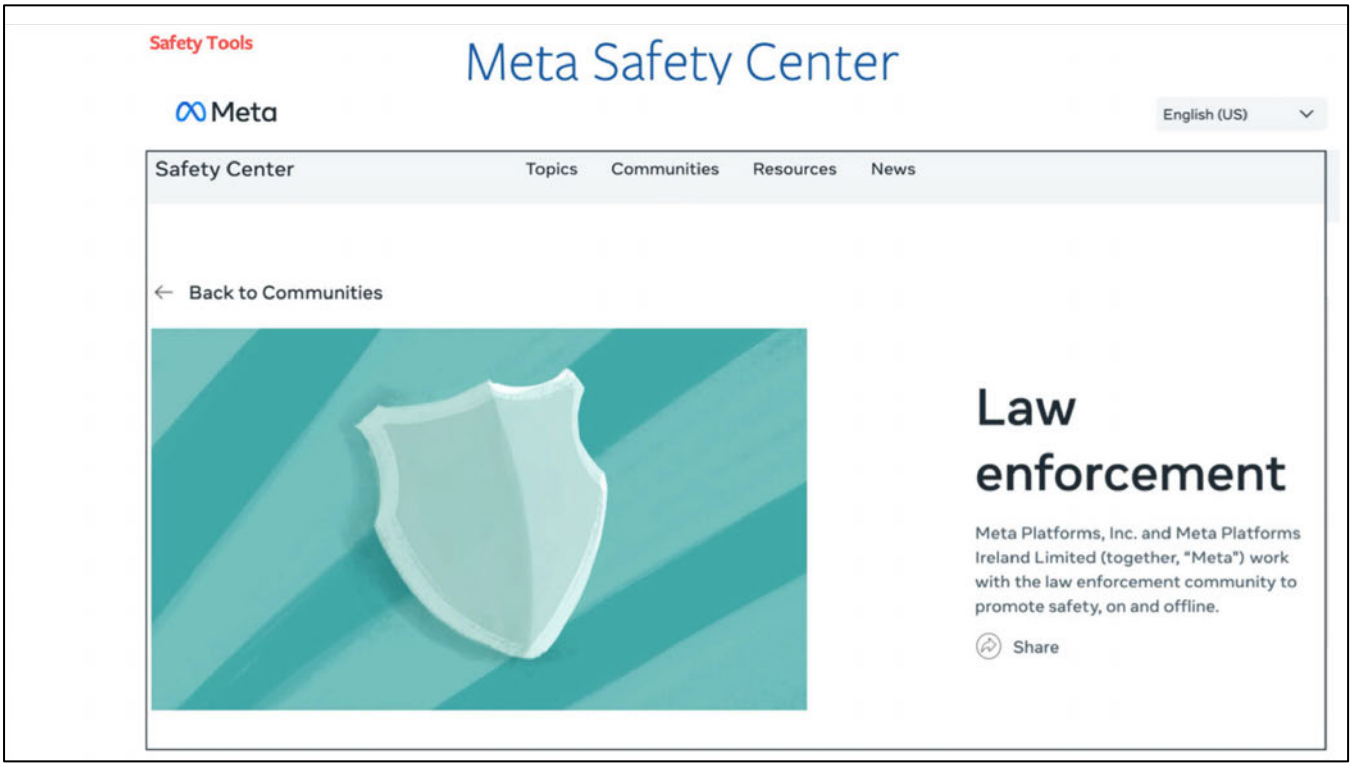
While we're continuing our work within our platform, we also are working to provide stand alone resources to our community and to proactively reach people on important safety issues.



Our Safety Center also includes information for law enforcement. We've also host a page specifically for law enforcement that provides resources and information about victim and survivor support resources.

Our hub for resources can be found on our Safety Center which provides a central location for people to access a variety of safety materials such as:

- Our Parents Portal which has videos, links, tips and tricks to help parents navigate online safety and help control their children's experience
- Our Youth Portal which is designed for children to get information about how to use our platforms, including safety, security and privacy
- Our Get Digital! Program which includes lesson plans, conversation starters, activities, videos and other resources to help young people become empowered in a digital world.
- We offer information and resources in our Help Center for people who may encounter child exploitation imagery on our platform and for those who may be victims:
    - Help Center Article: What should I do if I see images that sexually exploit children on Facebook?
    - Help Center Article: What should I do if someone is threatening to share something my child wants to keep private (ex: messages, photos, videos)?



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Law Enforcement Response Team

Information for law enforcement authorities

These operational guidelines are for law enforcement officials seeking records from Meta Platforms, Inc. or Meta Platforms Ireland Limited (hereinafter "Meta"). Meta Platforms Ireland Limited is the service provider and data controller for users in the European Region. Meta Platforms, Inc. is the service provider for users outside of the European Region. For private party requests, including requests from civil litigants and criminal defendants, please visit the Facebook Help Center or Instagram Help Center. Users seeking information on their own accounts can access Facebook's "Download Your Information" or Instagram's "Download Your Information". This information may change at any time.

Meta

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Help

WWW.FACEBOOK.COM/HELP

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Policies and Reporting

Hacked and Fake Accounts

Your account should represent you, and only you should have access to your account. If someone gains access to your account, or creates an account to pretend to be you or someone else, we want to help. We also encourage you to let us know about accounts that represent fake or fictional people, pets, celebrities or organizations.

If your friend can't get into their account because it was taken over by someone else, please show them the Hacked Accounts section of the Help Center so we can help. They can also visit this page to begin securing their account.

If your friend is medically incapacitated and unable to use Facebook, we might be able to help you remove their account. If your friend's condition is reversible, we can deactivate the account instead of deleting it. That way, when this person recovers they can log back in and reopen the account.

If your friend passed away, please report their profile to be memorialized. Memorializing an account helps keep it secure by preventing anyone from logging into it.

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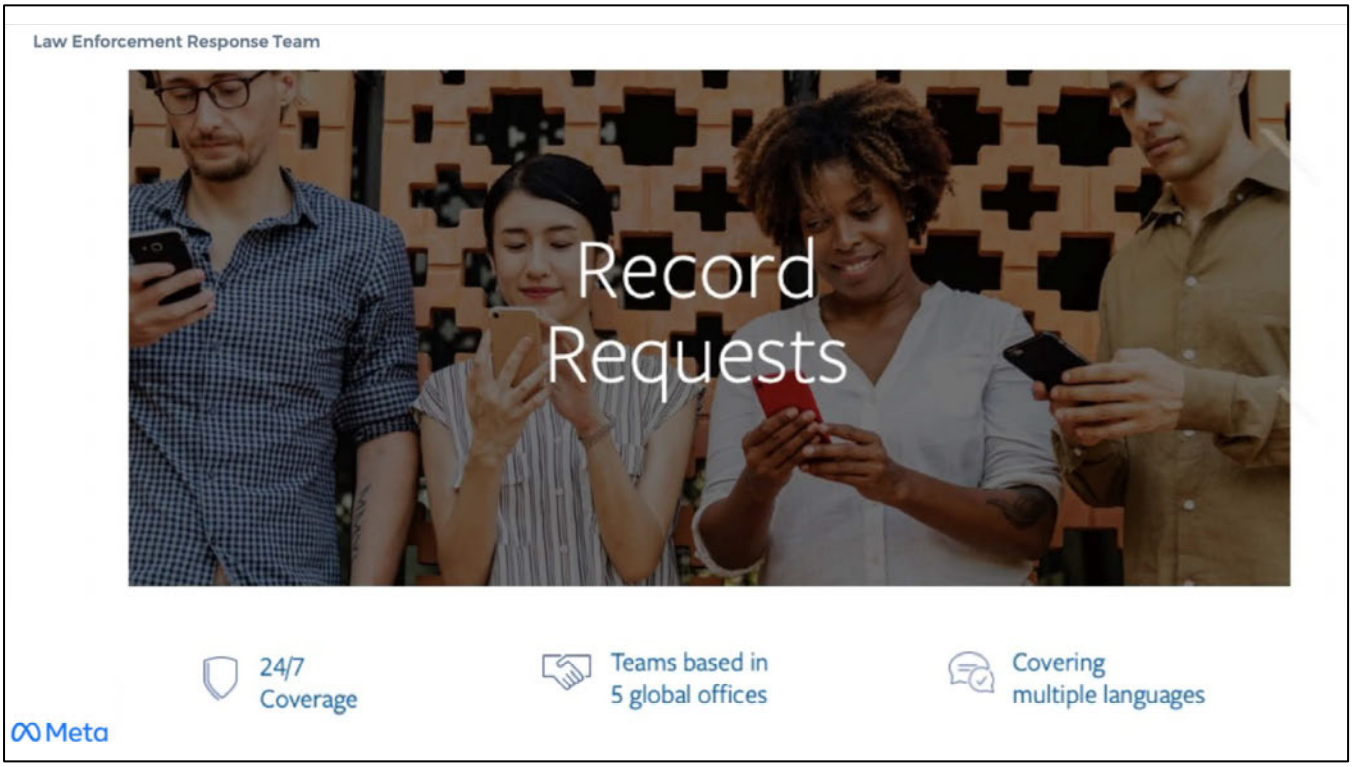

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Law Enforcement Response Team

Submission of requests

Online

Law enforcement officials may use the Law Enforcement Online Request System for the submission, tracking and processing of requests. A government-issued email address is required to access the Law Enforcement Online Request System.

Please note:

For U.S. Law Enforcement:
Please address your legal requests for Facebook or Instagram user data to:
Meta Platforms, Inc.
1601 Willow Road,
Menlo Park, CA 94025.

For Law Enforcement outside of the U.S.:
Please note that for users of the Facebook and Instagram services in the European region, the service provider and data controller is Meta Platforms Ireland Ltd. If your request is for Meta Platforms Ireland Ltd., it must be addressed to:
Meta Platforms Ireland Ltd.
4 Grand Canal Square
Dublin 2, Ireland.

Meta

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Law Enforcement Response Team

Form of requests

We will be unable to process overly broad or vague requests. All requests must identify requested records with particularity, including the specific data categories requested and date limitations for the request, as well as include:

- The name of the issuing authority and agent, email address from a law-enforcement domain, and direct contact phone number.
- The email address, phone number (+XXXXXXXXXX), user ID number (http://www.facebook.com/profile.php?id=1000000XXXXXXXX) or username (http://www.facebook.com/username) of the Facebook profile.

Meta

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Law Enforcement Response Team

Account preservation

We will take steps to preserve account records in connection with official criminal investigations for 90 days pending our receipt of formal legal process. You may expeditiously submit formal preservation requests through the Law Enforcement Online Request System, or mail as indicated below.

Emergency requests

In responding to a matter involving imminent harm to a child or risk of death or serious physical injury to any person and requiring disclosure of information without delay, a law enforcement official may submit a request through the Law Enforcement Online Request System. Note: We will not review or respond to requests submitted by non-law enforcement officials. Users aware of an emergency situation should immediately and directly contact local law enforcement officials.

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LAW ENFORCEMENT RESPONSE

Law Enforcement Guidelines: Facebook

from Meta

Meta Platforms Inc.
1601 Willow Street
Menlo Park CA 94025

facebook.com/safety/groups/law/guidelines

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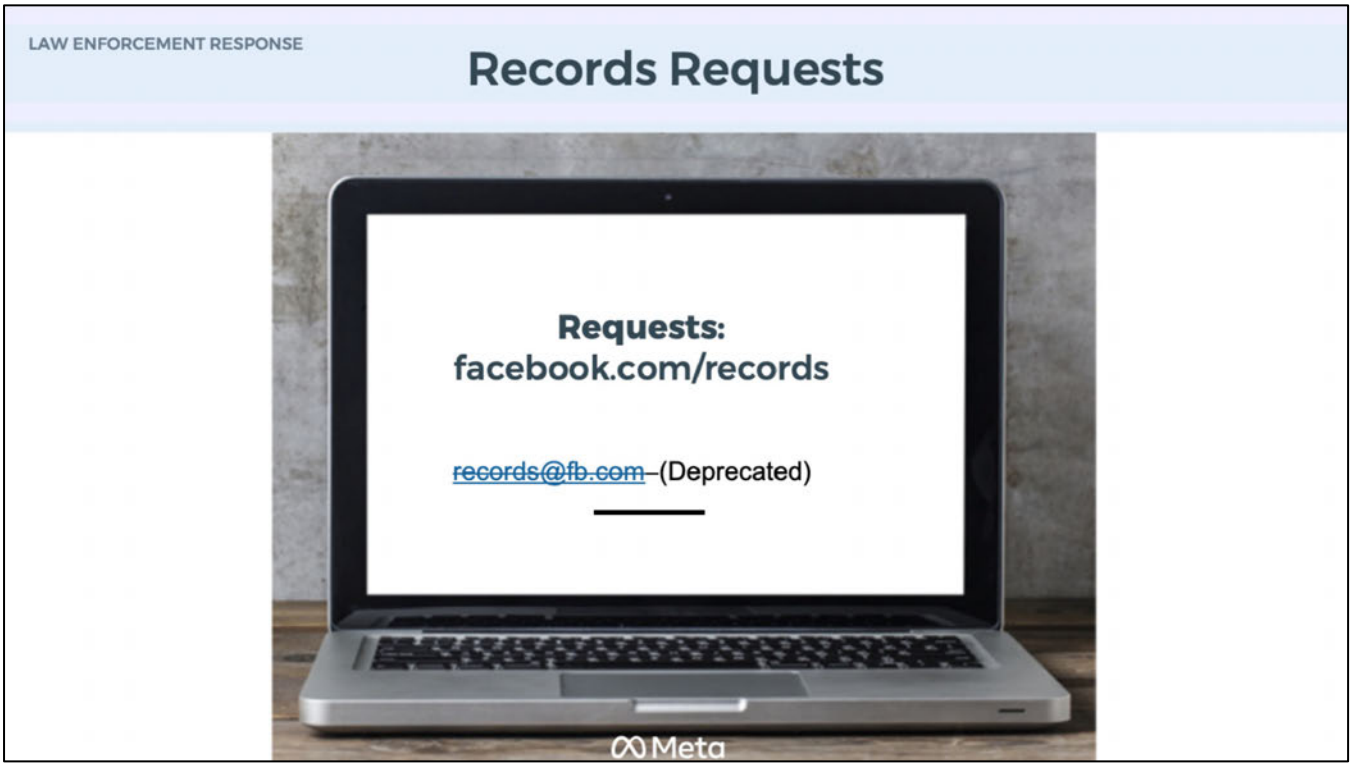

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Please submit your requests via our online record request system at

Facebook.com/records

or

Whatsapp.com/records

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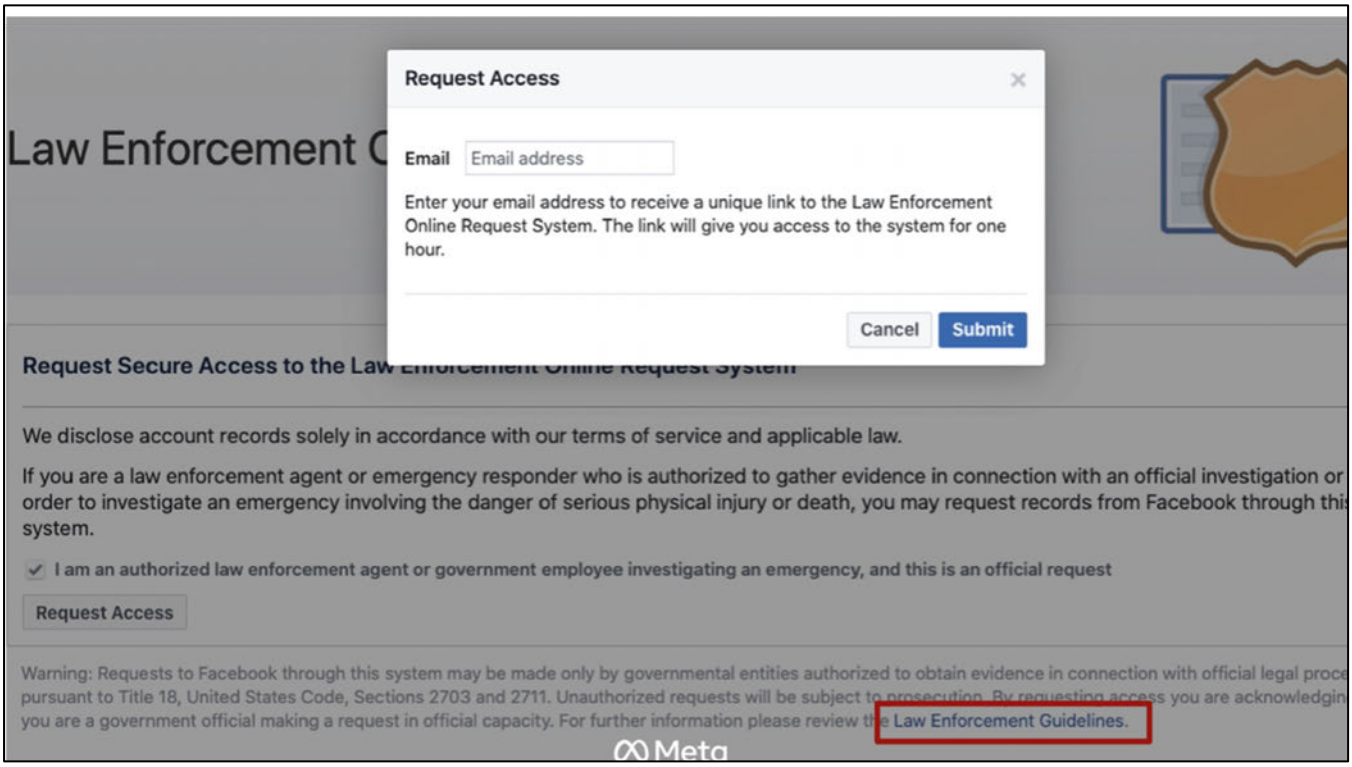

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LAW ENFORCEMENT RESPONSE

What is Needed to Use the Law Enforcement Online Request System?

- Access to facebook.com
- Government-issued email address
- A Unique FB identifier:
  - UID
  - Vanity name
  - Email address or verified phone number

from Meta

***You **do not** need a Facebook account to access the LE Online Portal*

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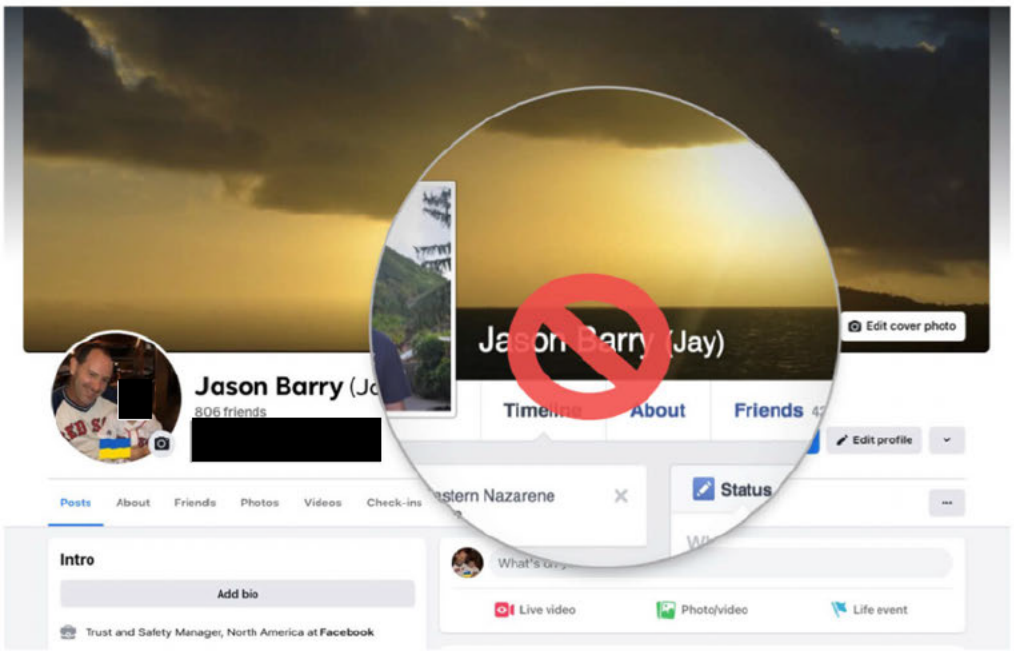
LAW ENFORCEMENT RESPONSE



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LAW ENFORCEMENT RESPONSE

UID's and Usernames

You must provide the UID, Username or e-mail address associated with the target account.

https://www.facebook.com/jason.barry.9

www.facebook.com/profile.php?id=100000507065

Tip: If the account displays a User ID (UID), it comes after the equal sign. In this case, the UID is "10000507065"

Tip: If the account displays a Username, it comes after the slash. In this case, the Username is jason.barry.9

Meta

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LAW ENFORCEMENT RESPONSE

www.whatsapp.com/records

Law Enforcement Guidelines: WhatsApp

WhatsApp | WHATSAPP WEB | FEATURES | DOWNLOAD | SECURITY | HELP CENTER | EN

Law Enforcement Online Requests

Home | Preservation Request | Records Request | Help | Log Out

New records format available

WhatsApp now provides records in two different formats. In addition to PDF, you now have the option to download a .zip archive of your records. The archive format allows you to view records organized by file type, which may allow for easier searching and parsing. Archive format records can be authenticated using a hash, a unique alphanumeric identifier.

The archive format is recommended when your legal process contains a request for video or other large media files. Please note that XML is not available at this time. The PDF format option is still available for all records.

Jump to: Case Number GO

Case	Reference	Status	Account	Request Type	Date Requested
View case 2156397		Resolved	WhatsApp · +16507968677 Expired on November 29, 2020	Preservation	Jul 2, 2020, 7:48 AM

from Meta

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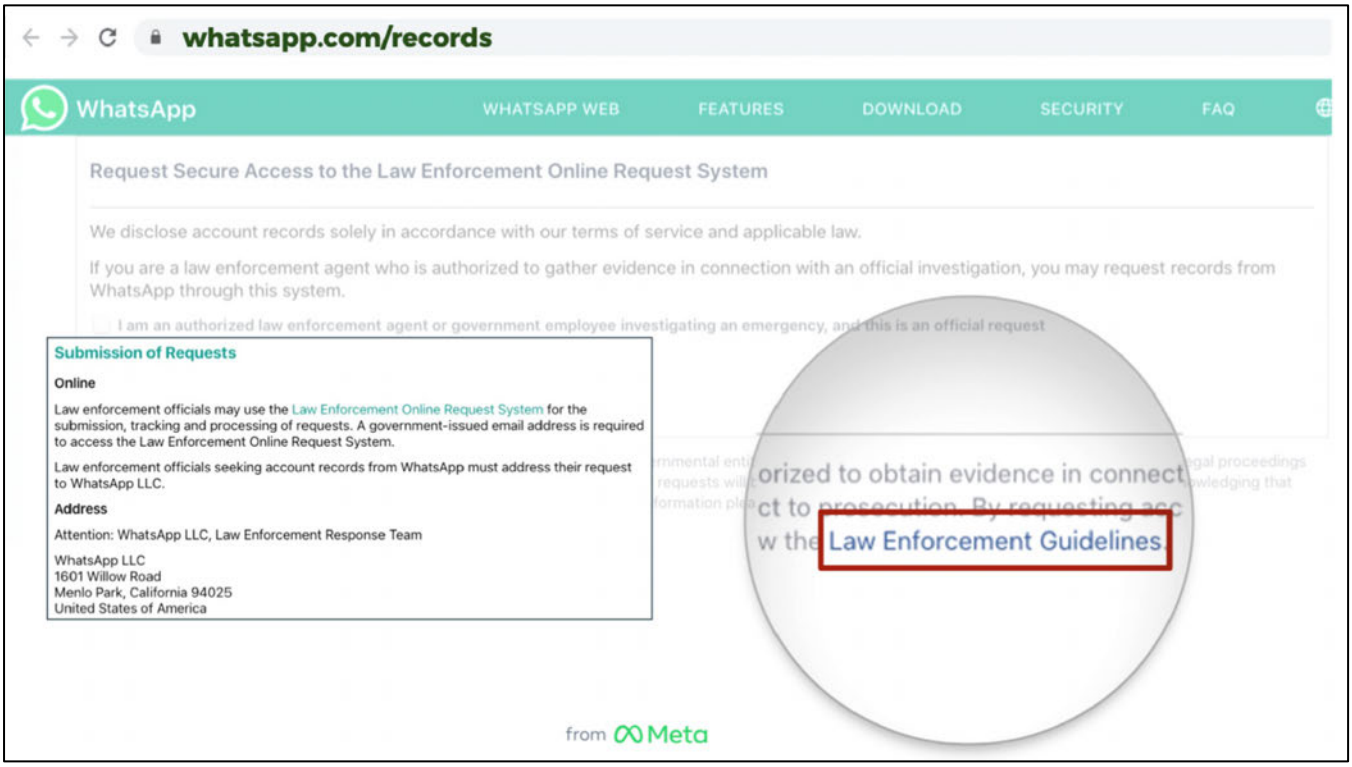

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LAW ENFORCEMENT RESPONSE

Types of Law Enforcement Requests

Preservation Request	Records Request	Emergency Request
Request for Meta to preserve account records. Expires in 90 days.	Valid legal process for Meta to disclose account data.	Emergency request for account data involving an imminent threat of severe harm to a person.

Meta

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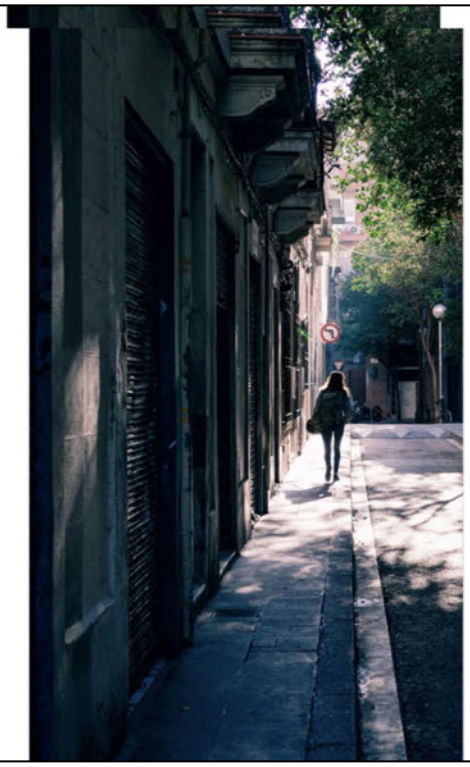
The Law

Facebook discloses records in accordance with our terms of service and applicable law, including the federal Stored Communications Act ("SCA"), 18 U.S.C. Sections 2701-2712.

- Basic subscriber information (non-content)
  - 18 USC 2703 (c) (2)
- Transactional information (non-content)
  - 18 USC 2703 (d)
- Content
  - Search Warrants/ MLATS



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LAW ENFORCEMENT RESPONSE

Disclosure:
in accordance with our terms of service and applicable law

Basic subscriber information (non-content)
18 USC 2703 (c)(2)

Transactional information (non-content)
18 USC 2703 (d)

Content
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LAW ENFORCEMENT RESPONSE

Tips on Requests

- Facebook **Page** is different from Facebook **Profile**
- **Specific** Language and **Timeframe**
- Triple-check **Identifiers**

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LAW ENFORCEMENT RESPONSE

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Jump to: FB Case Number Go

Case	Reference	Status	Account	Request Type	Date Requested
521048		Resolved	Facebook · 100007 Expired on July 09, 2015	Preservation	Feb 9, 2015 1:31pm
516431	TESTING	Rejected	Facebook · 100007 Expired on June 29, 2015	Preservation	Jan 30, 2015 3:18pm
513688	1234test	Resolved	Instagram · 83707 Expired on June 25, 2015 Facebook · 100002029879507 Expired on June 25, 2015	Preservation	Jan 26, 2015 4:03pm
495033	MXSF1212MPK1234	Resolved	Facebook · 100002 Expired on May 14, 2015	Preservation	Dec 16, 2014 1:19am

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LAW ENFORCEMENT RESPONSE

- One large PDF file can be difficult to search
- Associated image files are trapped within the PDF
- Media files (audio & video) are not available in PDF

Facebook Business Record Page 1

Service	Facebook
Target	499801793
Generated	2016-02-08 15:15:15 UTC
Date Range	2015-11-15 08:00:00 UTC to 2015-11-16 08:00:00 UTC
NCMEC CyberTip Numbers	
Name First	Lois
Middle	
Last	Lane
Registered Email Addresses	lois.lane.733@facebook.com testing123@testing.com xaiqdrk_vijayvergiyastein@tfbnw.net dilhjagic@tfbnw.net
Vanity Name	lois.lane.733
Registration Date	2011-02-11 20:25:40 UTC
Registration Ip	
Account Closure Date	
Account Still Active	true

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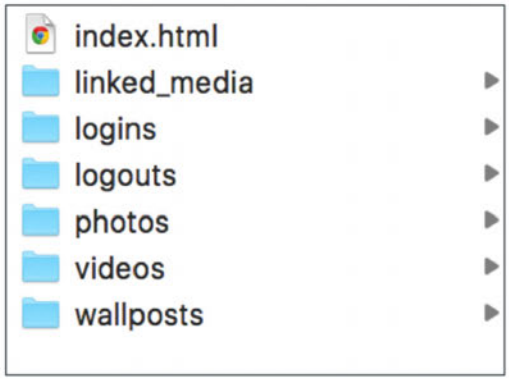
LAW ENFORCEMENT RESPONSE

Archive Format

- One ZIP file with multiple folders
- Folder structure clusters data and file types
- Structured data: Files are organized by category type
- Large files are more easily searchable
- Provides separate media files (photo & video)



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LAW ENFORCEMENT RESPONSE

Communicating with our Law Enforcement Response Team (LERT)

Home | Preservation Request | Records Request | FAQ | Log Out

Law Enforcement Online Requests

Case	Reference	Status	Account	Request Type	Date Requested
521048		Resolved	Facebook · 10000733 Expired on July 09, 2015	Preservation	Feb 9, 2015 10:31am
516431	TESTING	Resolved	Facebook · 100007334 Expired on June 29, 2015	Preservation	Jan 30, 2015 12:18pm
513688	1234test	Resolved	Instagram · 837074647 Expired on June 25, 2015 Facebook · 10000202 Expired on June 25, 2015	Preservation	Jan 26, 2015 1:03pm
495033	MXSF1212MPK1234	Resolved	Facebook · 100002029 Expired on May 14, 2015	Preservation	Dec 15, 2014 10:19pm

Meta

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LAW ENFORCEMENT RESPONSE

Communicating with our Law Enforcement Response Team (LERT)

Save all e-mails you receive from LERT. If you have a question about your request, you can simply reply to the e-mail.

Records Request

Internal Case Reference Number	MXSF1212MPK1234
Legal Process	
Nature of Case	
Request Due Date	12/15/2014
Date Legal Process Signed	12/15/2014
Accounts	• Facebook: jay.barry.9231
Requesting Records Beginning	12/15/2014
Requesting Records Ending	12/15/2014
Correspondence	

Hi Facebook - I need a business records certification for this case. Can you please send me one? Thank you.

Attach additional documents:

Attach File

Must be PDF, JPG, PNG or other common image formats

Send

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LAW ENFORCEMENT RESPONSE

Nature of Case

Records Request

Internal Case Reference Number [?]

Internal Case Number

Legal Process Search Warrant (Domestic US)

Nature of Case Child Safety (Potential Harm)

CyberTip Number (Optional) [?]

CyberTip Number

Legal Process Signed Date [?] mm/dd/yyyy

Request Due Date [?] mm/dd/yyyy

Accounts Facebook mm/dd/yyyy Add

Instagram user names and Facebook vanities are not permanently tied to an account and can be changed over time. In order to select the correct account, please provide the date for which you observed the activity related to your legal process.

Requesting Records Between [?] Select

Documentation Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Must be PDF, JPG, PNG or other common image formats. Please attach all relevant legal documents.

Non-Disclosure Order Yes No

Under our current notification policy, we will not notify users in exceptional circumstances, such as emergency requests or where there is potential harm to a child.

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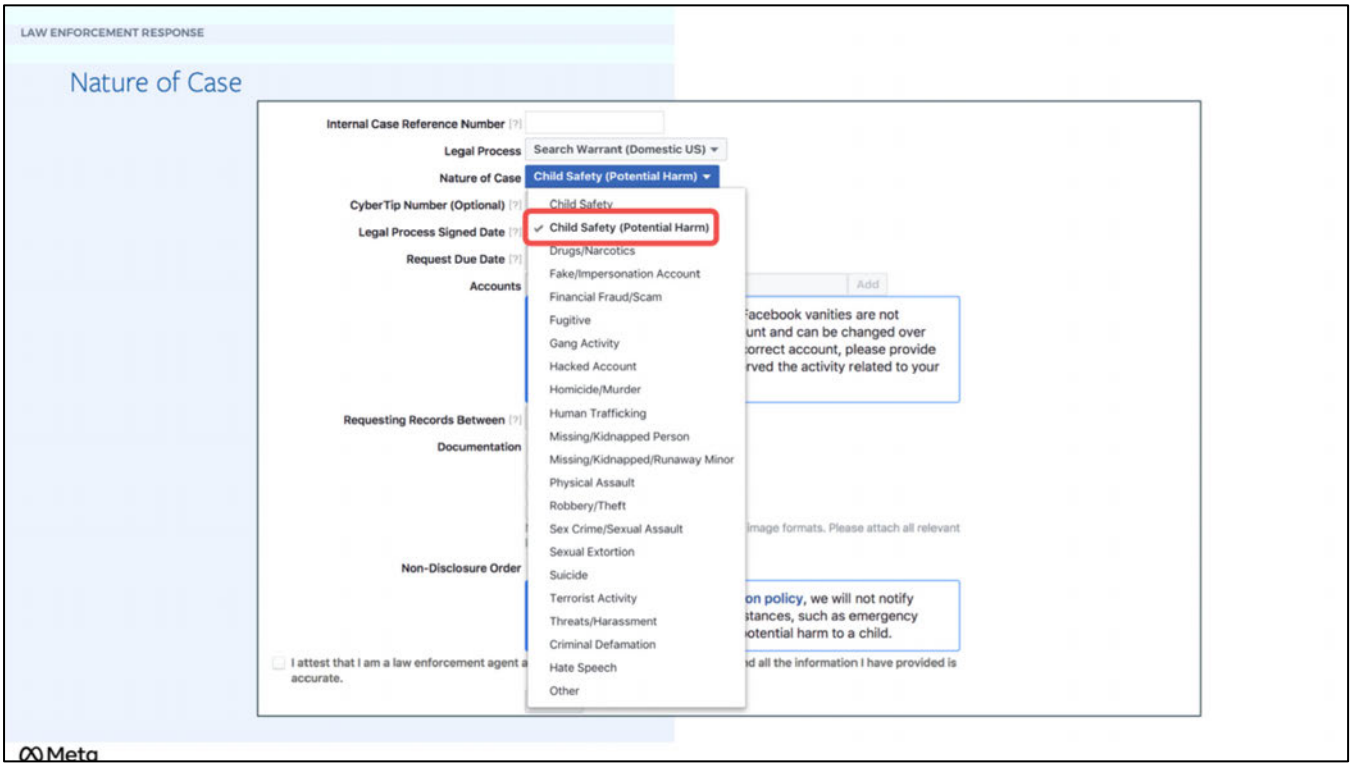

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Preservation Requests

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LAW ENFORCEMENT RESPONSE

Preservation Requests:
A Snapshot in Time

Meta

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LAW ENFORCEMENT RESPONSE

How do I preserve an account?

The preservation is a snapshot of the requested account at the time the request for preservation is processed. Records created after the preservation will not be included.

Expires 90 days after processing. Consult with your dashboard for the exact date.

You can make a 90-day extension by going to **facebook.com/records**

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Law Enforcement Requests

Law Enforcement Online Requests

Home | Make a Preservation Request | Make a Records Request | FAQ | Log Out

Requestor Information Edit

Email jaybarry@fb.com
Name Jason Barry
Title Trust and Safety Manager
Organization Facebook
Phone number 6507968677
Location San Juan, Puerto Rico

Preservation Request

Please complete all fields below to request preservation of account records. We will take steps to preserve account records in connection with official criminal investigations for 90 days pending our receipt of formal legal process. Additional information can be found in the Facebook or Instagram Law Enforcement Guidelines.

Internal Case Reference Number

Accounts: Facebook / Instagram — mm/dd/yyyy — Add

Instagram user names and Facebook vanities are not permanently tied to an account and can be changed over time. In order to select the correct account, please provide the date for which you observed the activity related to your legal process.

Requesting Records Between: August 5, 2020 - August 5, 2022

I attest that I am a law enforcement agent authorized to request account records and all the information I have provided is accurate.

Submit

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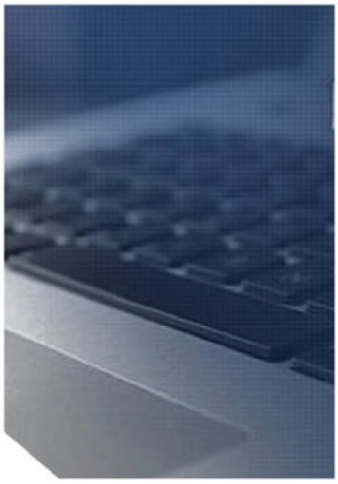
LAW ENFORCEMENT RESPONSE

Data Availability: The Three "Ds"



- **D**isabled
- **D**eactivated
- **D**eleted

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Emergency Requests

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LAW ENFORCEMENT RESPONSE

What if I have a Life or Death emergency?

18 USC §2702

If you are working a case in which there is an **imminent** risk of death or serious bodily injury (to a person), we ask you do the following.

01 Identify the User ID, Username or e-mail address of the account

02 Go to www.facebook.com/records and select, **"records request"** and under legal process type select **"emergency"**

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Law Enforcement Requests

Pursuant to applicable law and our terms, we may produce data in exceptional circumstances if we have a good faith belief that your request relates to an emergency involving danger of death or serious physical injury to a person(s) and disclosure is required without delay. Answering the questions below thoroughly will help us assess whether this standard has been met. Please provide as much detail in each field as possible. We will not review requests with incomplete or insufficient information.

Describe the emergency and why it poses a risk of serious physical injury or death to a specific person or group of people.

When do you expect this emergency to take place and why do you think that it will happen at this particular time?

What information are you seeking and how will it assist in preventing serious physical injury or death?

Have you obtained or tried to obtain legal process to compel the disclosure of this data? If not, please explain why.

Yes No

I am a law enforcement agent authorized to request account records and all the information I have provided is accurate.

Submit

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Law Enforcement Requests

You must provide the **User ID**, **Username** or the **e-mail address** associated with the account.

- Describe the EMERGENCY and why it poses a risk of serious physical injury or death to a specific person or group of people.
- When do you expect this EMERGENCY to take place and why do you think it will happen at this particular time?
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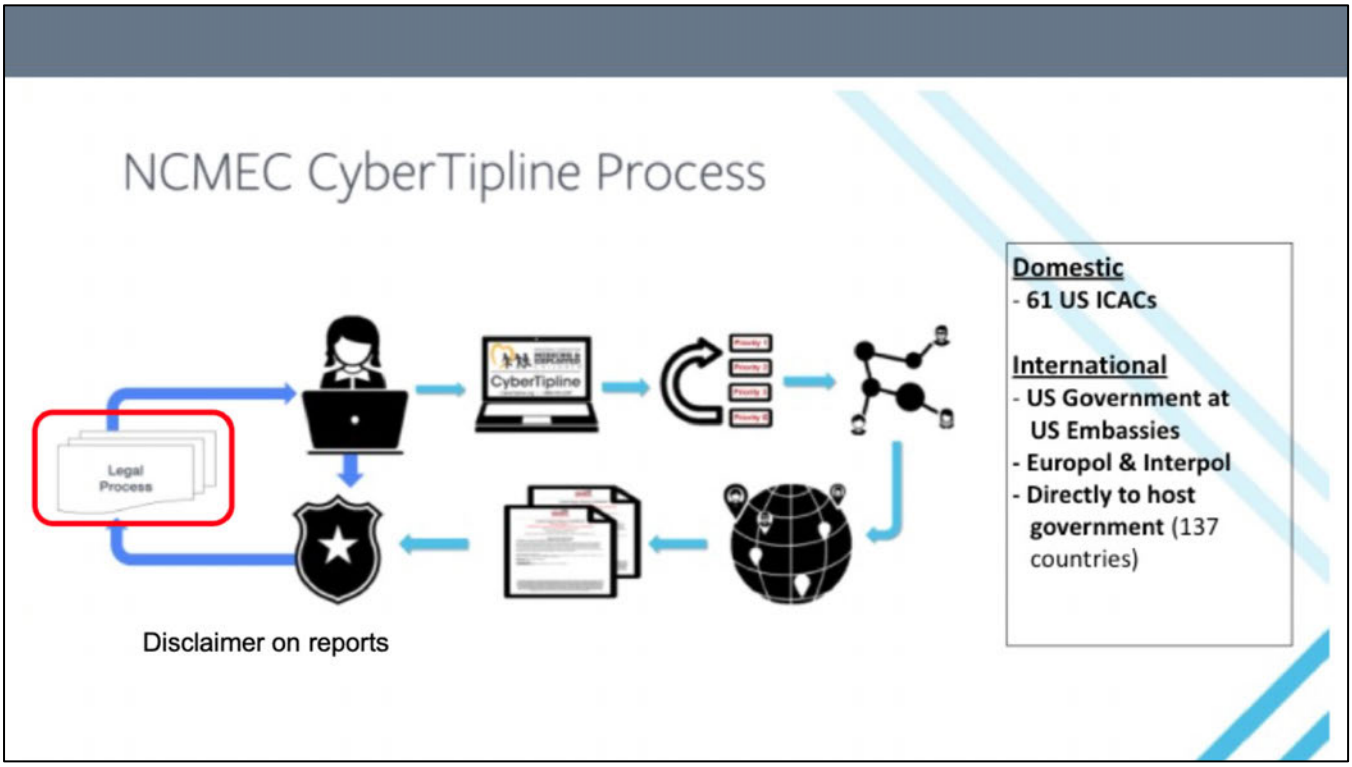

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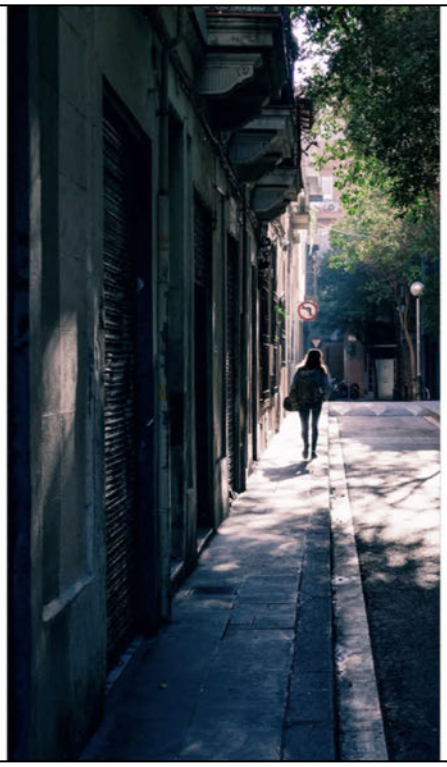
SAFETY OPERATIONS

Safety Focus Areas

- Automation
  - Photo DNA & Video Hashing
- Manual / Enhanced Reporting
  - Enticement/ Production
  - Contact and Travel Offenses
- Sextortion
  - Content based and financial
- Child Sex Trafficking
  - Reporting and support



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Case Management Tool

- Web-based
- Deconfliction with other law enforcement globally
- Access to law enforcement resources i.e., P2P programs
- Administrators can assign other access points
- Stability
- Updates 2023

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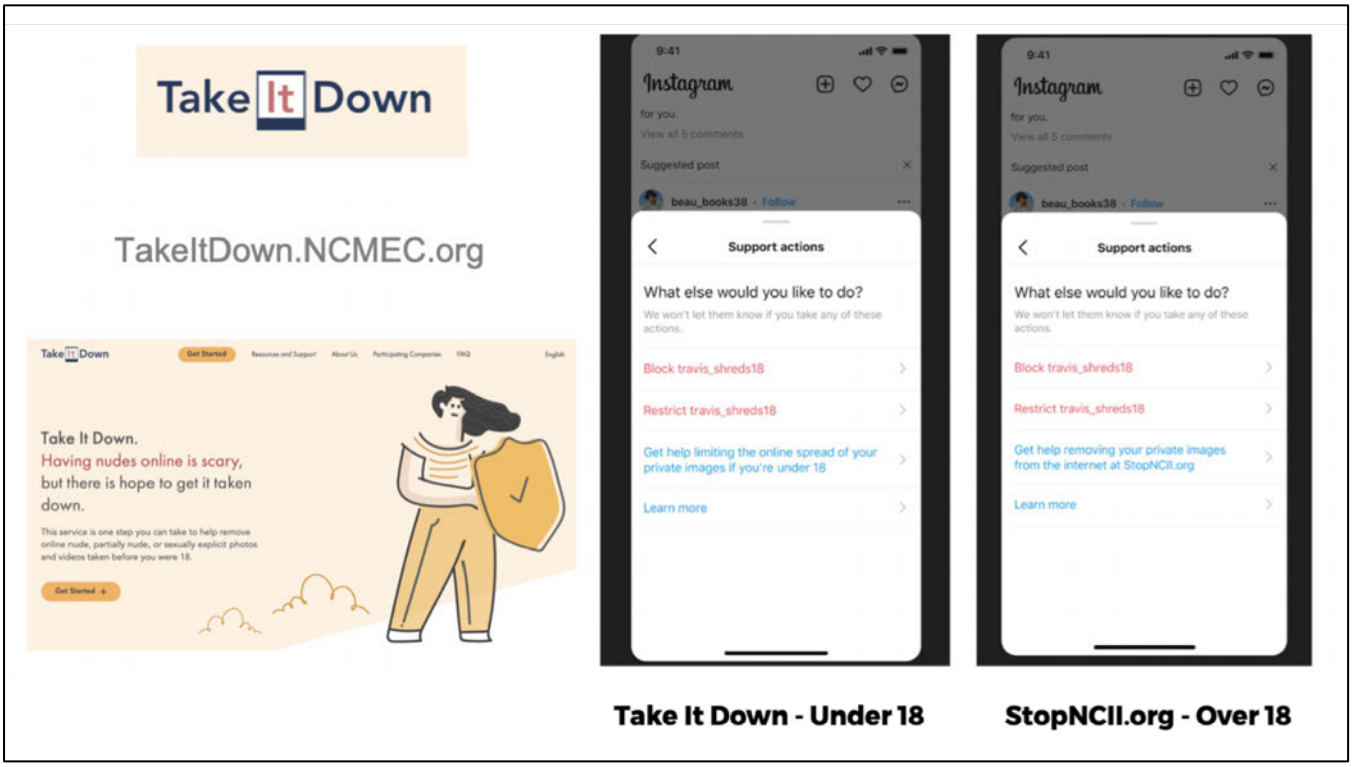

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SEXTORTION Trends

- Financial vs Content based
- Compromised accounts
- Fake accounts
- Same scripts
- Same non-CSAM images
- Multiple money transmitters
- Money mules

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Project Boost

- Project Boost is a law enforcement capacity-building project to strengthen responses to CyberTipline reports in at least four new countries each year.

- Project Boost—implemented by the Center to End Online Sexual Exploitation of Children—will expand access to CyberTipline-related tools, develop and deliver contextualized training and mentoring to relevant law enforcement agencies, and drive casework by facilitating investigative workshops. These activities will lead to sustained improvements in designated countries' law enforcement responses—including rescues, arrests, and prosecutions—to CyberTipline reports.

- Nigeria Training - October 2022
  - In person training
  - Real cases
  - Weekly check ins

Project Boost

United States Attorney's Office
Western District of Michigan

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Justice.gov > U.S. Attorneys > Western District of Michigan > Press Releases > Three Nigerian Men Awaiting Extradition For Committing Sexual Extortion

PRESS RELEASE

Three Nigerian Men Awaiting Extradition For Committing Sexual Extortion

The defendants, Samuel Ogoshi, 22, Samson Ogoshi, 20, and Ezekiel Ejehem Robert, 19, all of Lagos, Nigeria, are charged in a four-count indictment:

Sexual Exploitation and Attempted Sexual Exploitation of a Minor Resulting in Death in association with the death of 17 y/o

Conspiracy to Sexually Exploit Minors by causing the minors to produce child pornographic images that the defendants then used to blackmail the minors.

Meta Platforms, Inc., the parent company of Facebook and Instagram, has been a good partner in this investigation, providing important information in a timely manner.

"We want teens to have safe, positive experiences online, and we work to help prevent and stop criminals from targeting them with sextortion schemes. This includes cooperating with law enforcement to help protect vulnerable teens from these horrific crimes and bring their perpetrators to justice. In addition to the work we do to protect teens from sextortion, we also helped found NCMEC's TakeItDown, which allows teens to stop the spread of their intimate images online," said **Antigone Davis, Global Head of Safety at Meta.**

Contact & FAQs

Meta

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CONTACT US

FAQs

Other Common Questions

MAC Addresses & IMEI

Source Port

No notice on preservation requests

Facebook and Instagram both Meta Platforms Inc.

WhatsApp LLC not Inc.

from Meta

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Non-sexual child abuse content

- Viral shares and reporting
- NCMEC for queries

viralcontent@ncmec.org

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CONTACT US

FAQs

"What can I do if my Facebook account has been hacked?" **facebook.com/hacked**	"Where can I find information about bullying prevention?" **facebook.com/safety/bullying**
"Where can I find information about online safety?" **facebook.com/safety**	"Where can I view a history of my activity on Facebook or download my information?" **facebook.com/help/accessyourdata**
"How can I report abusive content on Facebook?" **facebook.com/report**	"What can I do if my Facebook account has been hacked?" **facebook.com/help**

from Meta

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WILLIS

CHILD SAFETY

Feedback

- Finally, feedback. Perhaps most importantly we rely on feedback from our users as well as experts in the field to to constantly improve our policies, tools, and services.

INVESTING IN PARTNERSHIPS

This is why we invest in cross-industry initiatives to solve these problems

A few examples include:

TECH COALITION	Technology Coalition and Project Protect
PhotoDNA	Open Source Project for PDQ and TMK-PDQF PhotoDNA Adoption
Aselo	Child Helpline Technology

Tech Coalition: Fifteen years ago, the Technology Coalition was formed when industry leaders came together to fight online child sexual exploitation and abuse (CSEA). In 2020, Facebook joined Google, Microsoft and 15 other member companies of the Technology Coalition to launch Project Protect: A plan to combat online child sexual abuse. This includes a renewed commitment and investment from the Technology Coalition expanding its scope and impact to protect kids online and guide its work for years to come. Project Protect focuses on five key areas: tech innovation, collective action, independent research, information and knowledge sharing, and transparency and accountability.

Open Sourcing PDQ-TMKF: In 2019, we developed two open-source photo and video-matching technologies that detect identical and nearly identical photos and videos. Known as PDQ and TMK+PDQF, these technologies are part of a suite of tools we use at Facebook to detect harmful content. These technologies allow industry partners, developers, and nonprofits to more easily identify abusive content, share hashes (or digital fingerprints) of different types of harmful content, and allow hash-sharing systems to communicate with each other, making the systems that much more powerful

Appendix
(Good to use)

2021 Crimes Against Children Conference

Meta Child Safety Initiatives

Hello everyone and thank you for joining us today. I'm Alex [redacted] and I lead global public safety policy for Facebook and I'm honored to be joined today by Jen Newman, Executive Director for the National Center for Missing and Exploited Children (NCMEC).

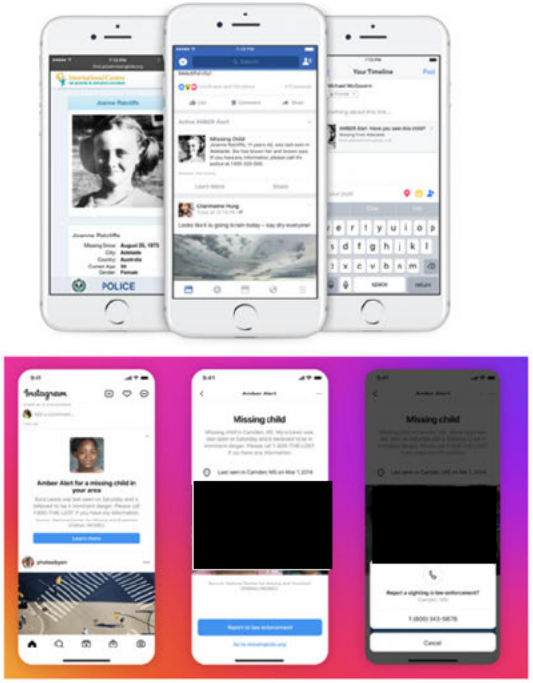
Child Safety @ Meta

Facebook's mission is to give people the power to build community and bring the world closer together.

- We believe that when we share information and connect, that's when we achieve extraordinary things.
- However, we know that for people to build community and connect, they need to feel safe and we take our responsibility to ensure that seriously.

CHILD SAFETY

AMBER Alerts on Instagram and Facebook



In partnership with the National Center for Exploited and Missing Children (NCMEC), we have built a Facebook-wide alert that appears to users in certain geographic areas after a child has been abducted and NCMEC has issued an alert. We recently announced that we've launched these alerts on IG as well.

How this works:

- When local or state police determine that a case qualifies for an AMBER Alert, the alert is issued by the NCMEC
- This is distributed through Facebook with any available information, including a photograph of the missing child, a license plate number, the name and description of the child and suspected abductor.
- The alert is named in memory of 9-year-old, Amber Hagerman who suffered an abduction. Her community desperately wanted to help search for Amber but didn't know what to look for, even though there had been an adult witness. Devastatingly, Amber was found murdered four days later.
- Now the AMBER alert system exists to quickly galvanize a community to help search for critically missing kids. AMBER alerts have been released globally, helping rescue children worldwide.

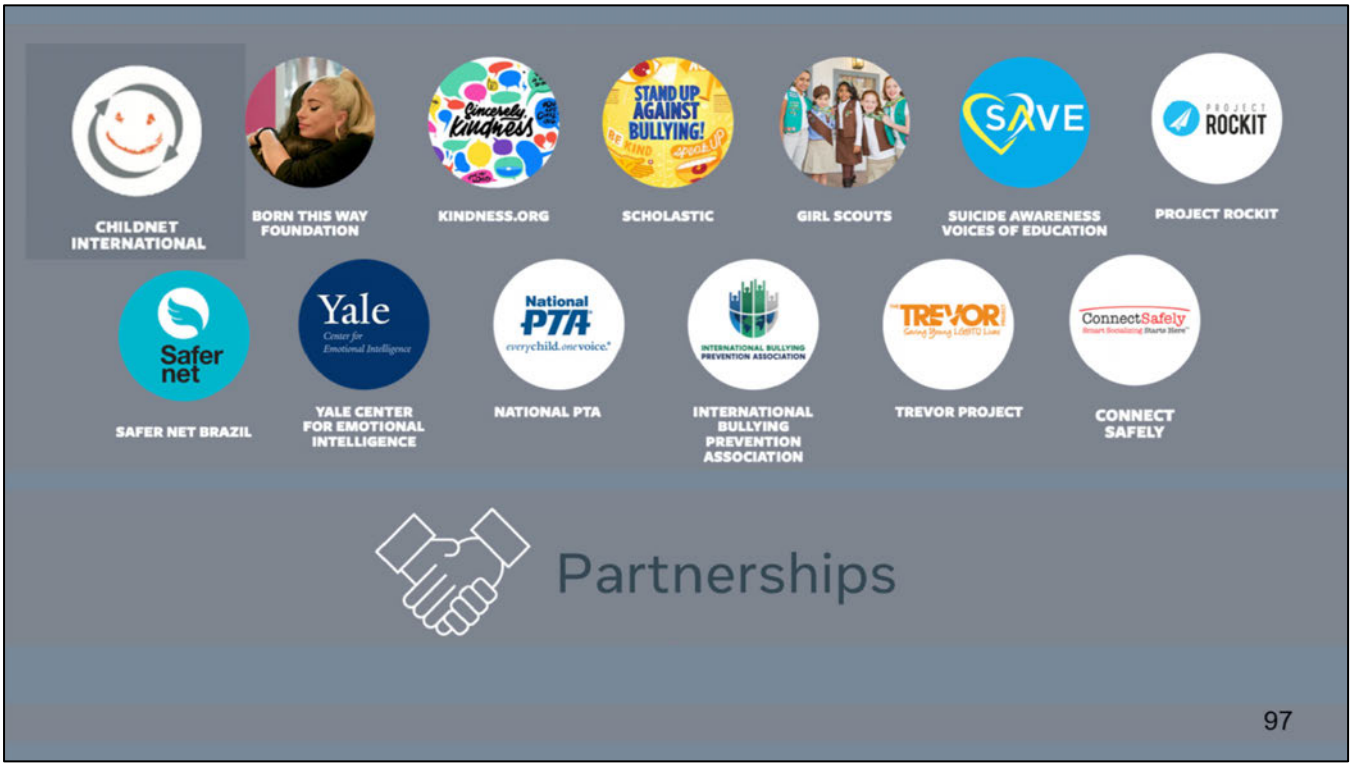
Source: https://www.missingkids.org/blog/2020/1000-success-stories

Some content came from these decks:

1. Meta's Approach to Safer Messaging
2. India WS RT

GRAVEYARD

(Do not use)

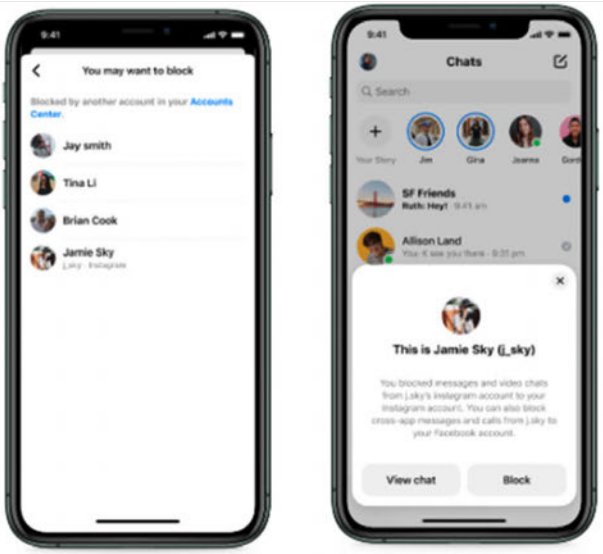


Tps from Antigone's recent off the record WeProtect briefing:

- Because online child exploitation is a global internet problem, it demands a global internet solution, so we've also invested heavily in partnerships and collaborations with industry, law enforcement, government, civil society and experts in this field.
    - We work closely with our Safety Advisory Board of leading online safety non-profits, as well as over 400 safety experts and NGOs from around the world, who provide guidance and expertise on our policies, products and tools
    - We're also a member of the European Commission's Alliance to Better Protect Minors Online, several organizations and initiatives that bring together industry and other players in the fight against child sexual abuse such as the Technology Coalition and the ICT Coalition; and the WeProtect Global Alliance.

Prevention - Controls

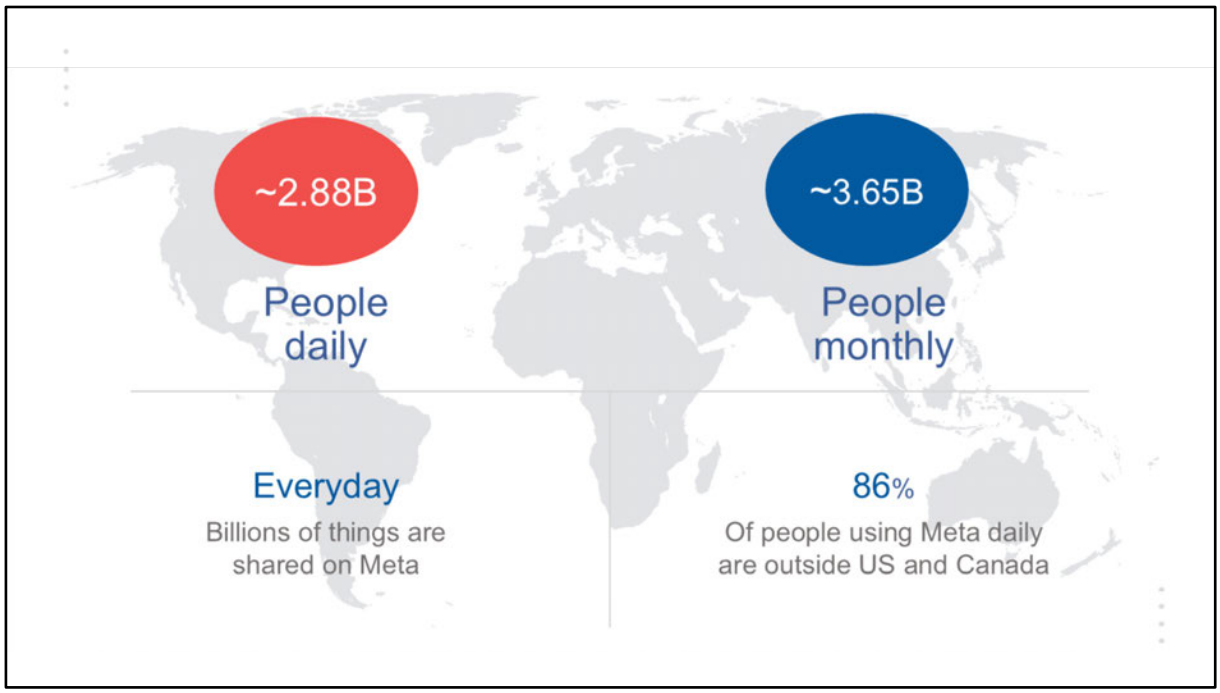
Blocking people across accounts



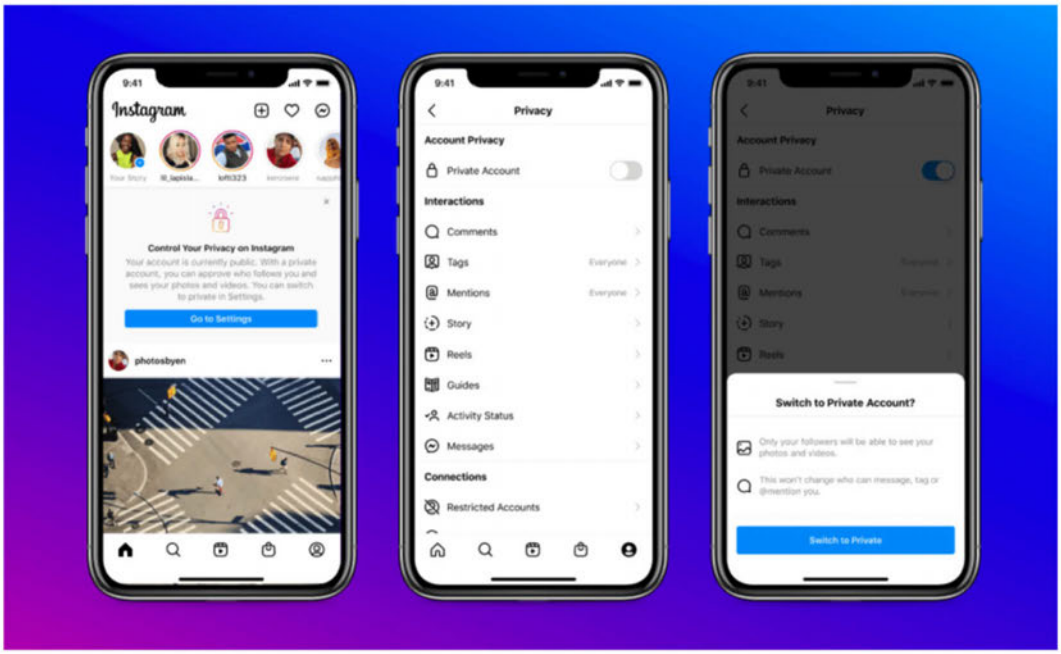
Blocked composer

Error Message

- You can already block anyone from messaging you on Messenger and Instagram.
- However, we've recently improved how blocking works across accounts. When you block an account on any of your linked Instagram or Facebook accounts, you can easily apply those blocks to the other accounts. We'll also helpfully supply you with a suggested block list.
- And in the moment, when a user you've already blocked tries messaging your linked account, we will also warn you and suggest that you block that user.
- On top of this, we're also making it harder for someone who you've already blocked from contacting you again through a new account. With this feature, whenever you decide to block someone on Instagram, you'll have the option to both block their account and preemptively block new accounts that person may create.



- Our community is a large one. Globally over 2.88 billion people use Facebook's family of apps daily, with over 3.65 billion people logging in monthly. To serve this community we've recruited experts from across that world.



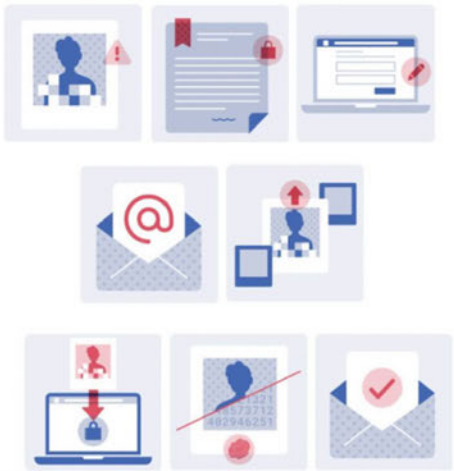
We default all Instagram accounts for people under 16 (or under 18 in some countries) to private.

Private accounts let people control who sees or responds to their content. If you have a private account, people have to follow you to see your posts, Stories and Reels unless you choose to allow others to reshare your content. People also can't comment on your content in those places, and they won't see your content at all in places like Explore or hashtags.

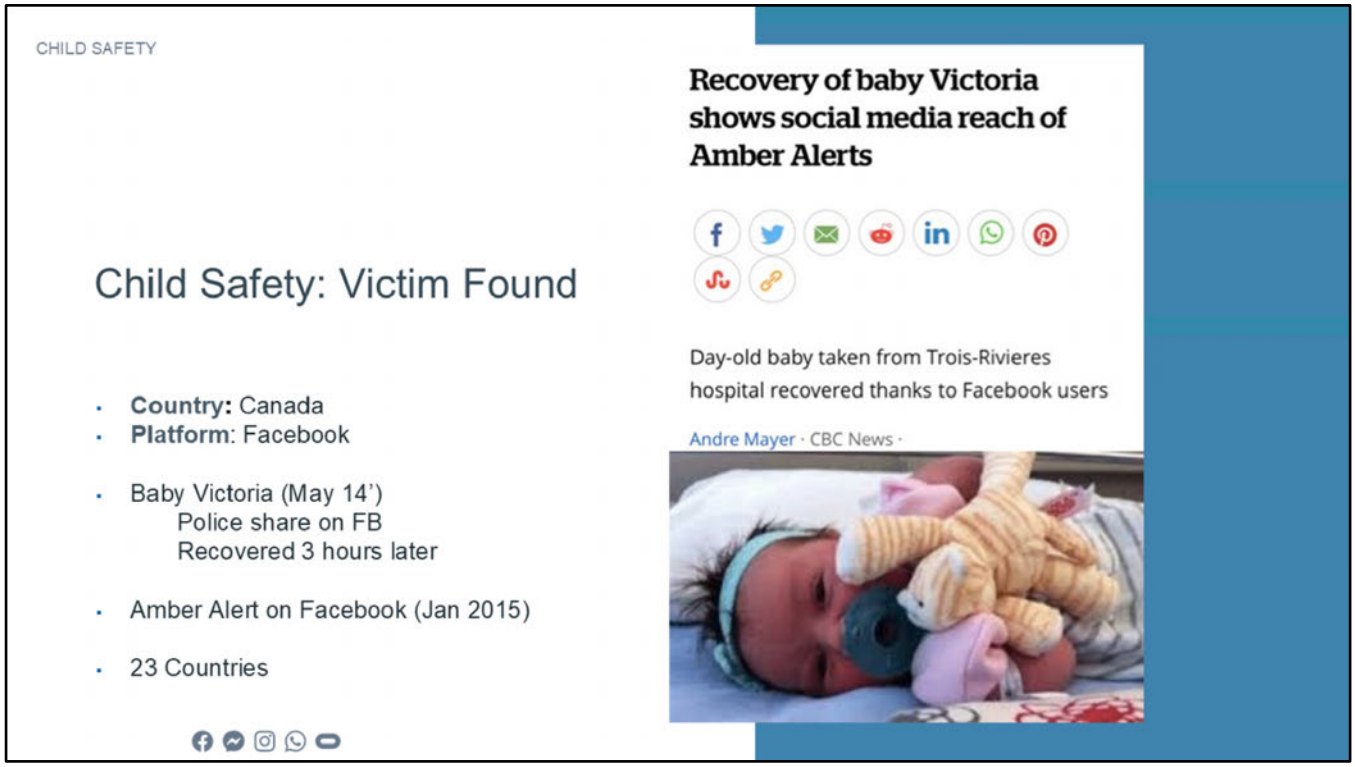
Wherever we can, we want to stop young people from hearing from adults they don't know, or that they don't want to hear from. We believe private accounts are the best way to prevent this from happening. Historically, we asked young people to choose between a public account or a private account when they signed up for Instagram. However, during testing we found that when we defaulted young people to private when signing up for an account eight out of ten young people accepted the private default settings. For young people who already have a public account on Instagram, we'll show them a notification highlighting the benefits of a private account and explaining how to change their privacy settings. We'll still give young people the choice to switch to a public account or keep their current account public if they wish.

NCMEC is building a new global platform for minors who are worried their intimate images will be shared on public online platforms without their consent.

Powered by Meta technology and funding, the platform will launch toward the end of the year.



- In fact, today, I am pleased to announce a new element of our partnership with NCMEC focused on the sharing of self-generated teen nudity.
- We know that the circulation of intimate images, both in the exploitative context and when self-generated, can be extremely traumatic for minors.
- NCMEC is building a new global platform for minors or their caregivers who are worried their intimate images will be shared on public online platforms without their consent. Powered by Meta technology and funding, the platform will launch toward the end of the year. We will work closely with experts, academics, and victim advocates globally to develop it.
- Minors will privately generate a hash of their images or videos directly on their own devices, without having to upload their content to the platform.
- NCMEC will securely house the hashes, at which point participating tech companies take the hashes and proactively scan for that content on their platforms to remove it. This tool helps return power and control back to the victim.



Background:

- Right outside Montreal, Baby Victoria went missing from the hospital

Outcome:

- Law Enforcement determined that woman who appears to be a nurse had left the hospital with Victoria.
- LE provided a grainy photograph of the nurse to Facebook, and in coordination with NCMEC, Facebook issued an AMBER alert for Baby Victoria, including a photo of the woman and of the baby
    - This went viral to all users within a certain radius of the disappearance
- A group of 4 teenagers were hanging out one evening when the photo was released - and they recognized this picture as one of their neighbors
- They went to their neighbor's house, determined that she was home, and immediately called LE
- Within hours, Baby Victoria was safely returned to her parent's arms and the kidnapper was taken into custody, later to be given mental health assistance

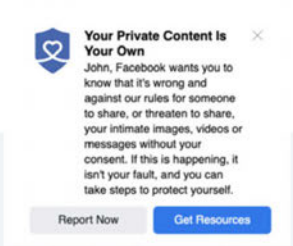
Source(s): https://www.cbc.ca/news/recovery-of-baby-victoria-shows-social-media-reach-of-amber-alerts-1.2655942
https://edition.cnn.com/2014/05/27/world/canada-kidnapped-baby-

facebook/index.html
**Update these cases regularly

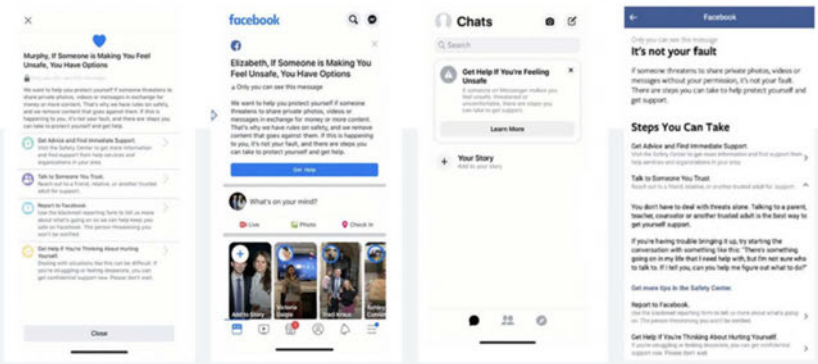
CHILD SAFETY

Updated Victim Support Experience

Version One



Version Two



Outreach #1
Actor Gateway Flow

Outreach #2A
Newsfeed Megaphone
Simultaneous with #2B

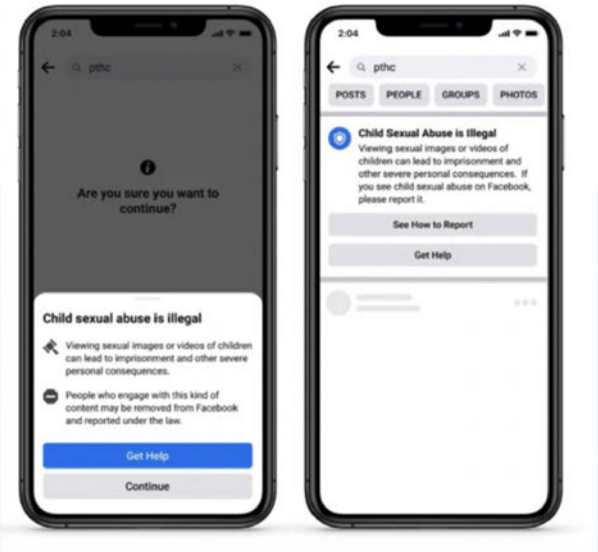
Outreach #2B
Messenger Inbox QP
Simultaneous with #2A

Interstitial

EM NOTE - This is not currently live because of pipeline issues, skipping slide

Further, when bad experiences do occur, we've launched an improved victim support experience. Previously, we only had one place where resources were surfaced to victims of sextortion. We've now launched an improved process where we surface resources and support for minor victims of sextortion in multiple places to make sure they see those resources, and can easily access them.

Deterring Seekers of CSAM with Search Interventions



We've also enhanced our search interventions. This means that a pop-up that is shown to people who search for terms on our apps associated with child exploitation. Recent studies show how impactful these types of interventions can be. For example, research found that blocking efforts by Google and Microsoft resulted in a 67% drop over a one-year period in web-based searches for CSAM.

To build this for our platform, Facebook worked with a number of experts to create language for a search intervention that uses principles of best practice in this type of prevention. Language was developed to incorporate a range of prevention principles:

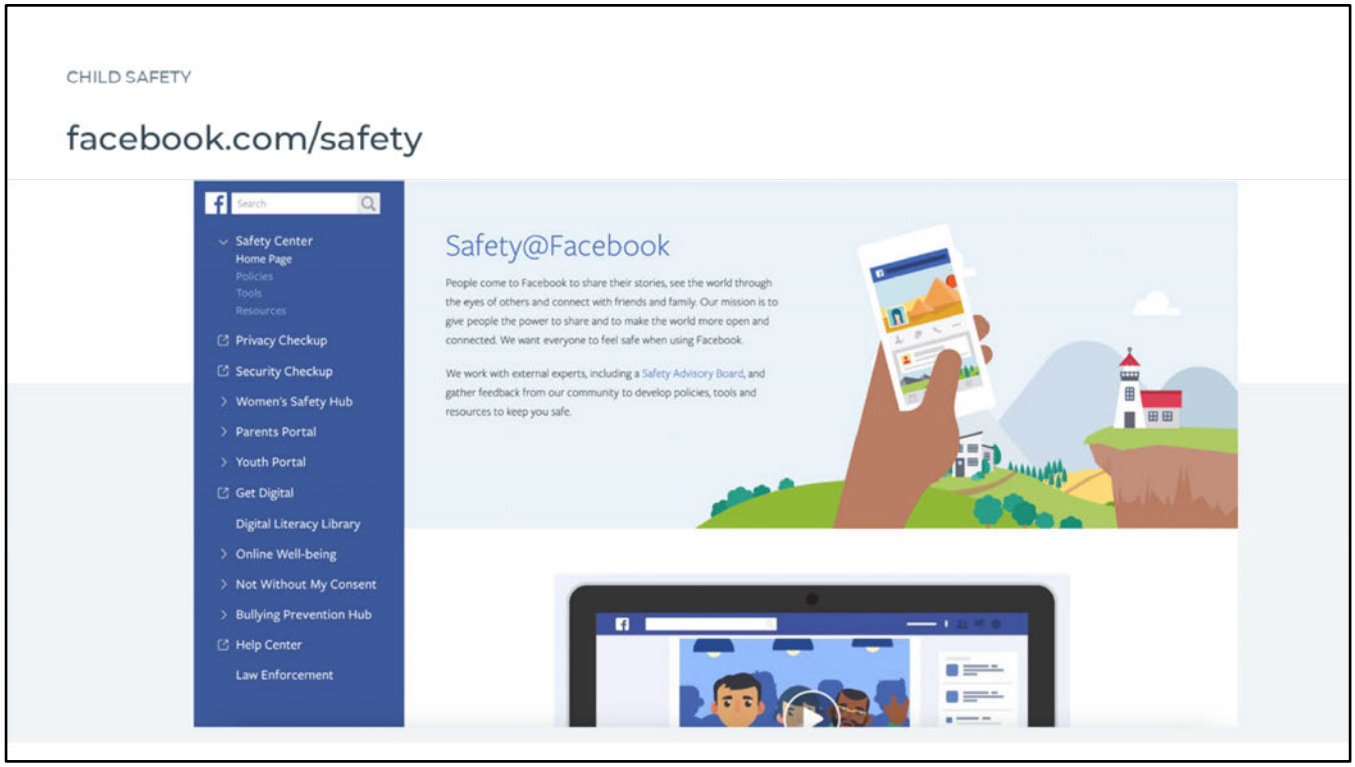
a. Highlight illegality
b. Focus on impact on child, to promote empathy
c. Highlight individual personal consequences
d. Signpost victims to get help

In order to develop the list of terms that trigger these notices, we used machine learning and ingest terms from trusted NGO partners. There are currently 30k+ terms in 50+ languages.

We've found this to be incredibly effective in preventing users from searching for a known CSAM term again.

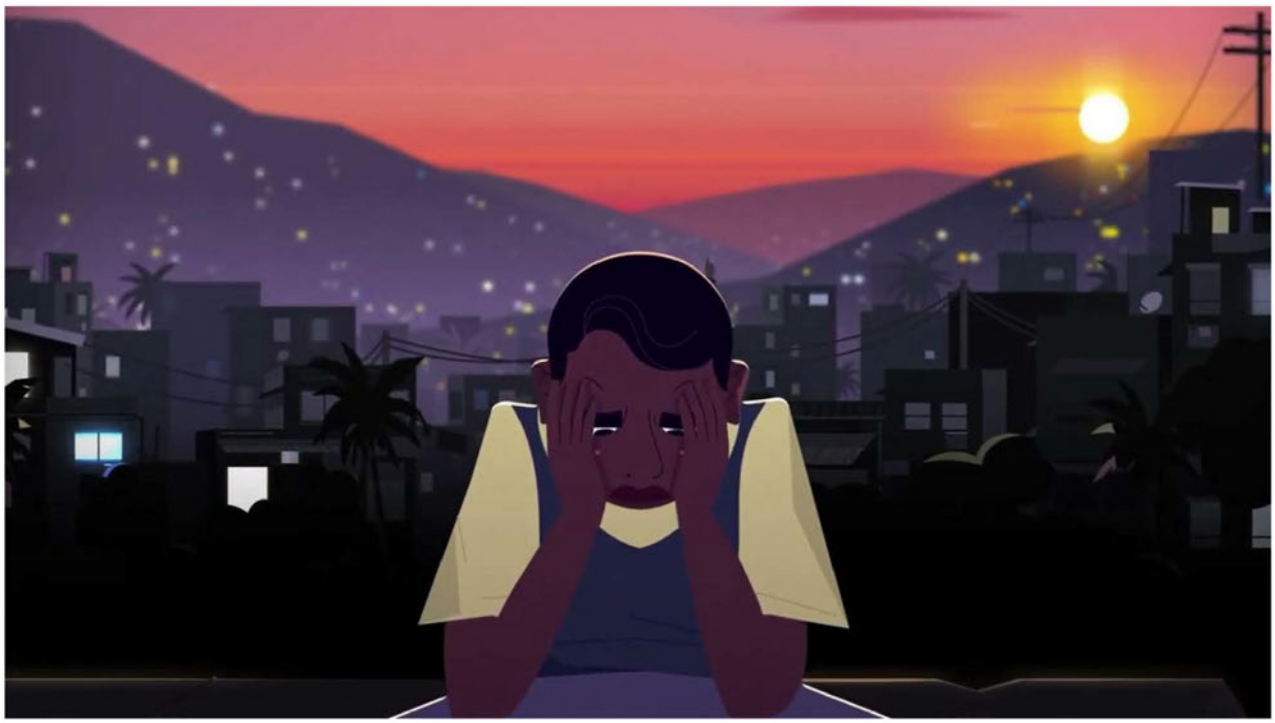
- We're also seeing the intervention have a positive impact on reporting. For example
  - Users are reporting child safety concerns after seeing the intervention

    - Users are visiting the support resources based on these interventions.
- Our partners, such as Stop it Now, have seen Facebook drive an increasing amount of web traffic to their services.



Our hub for resources can be found on our Safety Center which provides a central location for people to access a variety of safety materials such as:

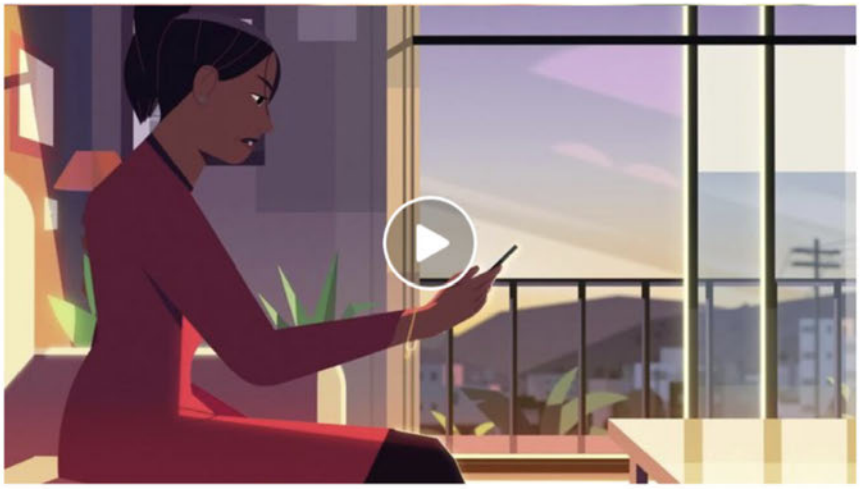
- Our Parents Portal which has videos, links, tips and tricks to help parents navigate online safety and help control their children's experience
- Our Youth Portal which is designed for children to get information about how to use our platforms, including safety, security and privacy
- Our Get Digital! Program which includes lesson plans, conversation starters, activities, videos and other resources to help young people become empowered in a digital world.
- We offer information and resources in our Help Center for people who may encounter child exploitation imagery on our platform and for those who may be victims:
    - Help Center Article: What should I do if I see images that sexually exploit children on Facebook?
    - Help Center Article: What should I do if someone is threatening to share something my child wants to keep private (ex: messages, photos, videos)?



https://drive.google.com/file/d/18nHXoFX3lnbVayYB8lsrjRx_r6v-e7jW/view?usp=sharing

In addition to surfacing resources and safety information in our product and in our Safety Center, we also are developing campaigns to proactively promote child safety. A key goal is to reduce CSAM sharing online. Understanding how and why people share child exploitative content is critically important to deploying effective comprehensive solutions to combat it. To help with that understanding, we conducted an in-depth analysis of the illegal child exploitative content we reported to the National Center for Missing and Exploited Children from Facebook and Instagram. we worked with leading experts on child exploitation, including NCMEC, to develop a research-backed taxonomy to categorize a person's apparent intent in sharing this content. Based on this taxonomy, we evaluated 150 accounts that we reported to NCMEC for uploading CSAM (child sexual abuse material) in July and August of 2020 and January 2021, and we estimate that more than 75% did not exhibit intent to harm a child. Instead, these accounts appeared to share for other reasons, such as outrage or poor humor. In light of these findings, we launched a public safety campaign called "Report it. Don't Share it." to remind people not to reshare child sexual abuse material online, even in the context of outrage or condemnation, as it causes further harm to the child. We've launched the campaign in launched in 19 countries with co-branding from over 28 partners is available in 12 languages. The video has been viewed by over 74M users worldwide.

Proactive Campaigns to Reduce CSAM sharing online



(Use this slide if you'll have issues running the video or if you want to skip actually showing the video)

In addition to surfacing resources and safety information in our product and in our Safety Center, we also are developing campaigns to proactively promote child safety. A key goal is to reduce CSAM sharing online. Understanding how and why people share child exploitative content is critically important to deploying effective comprehensive solutions to combat it. To help with that understanding, we conducted an in-depth analysis of the illegal child exploitative content we reported to the National Center for Missing and Exploited Children from Facebook and Instagram. we worked with leading experts on child exploitation, including NCMEC, to develop a research-backed taxonomy to categorize a person's apparent intent in sharing this content. Based on this taxonomy, we evaluated 150 accounts that we reported to NCMEC for uploading CSAM (child sexual abuse material) in July and August of 2020 and January 2021, and we estimate that more than 75% did not exhibit intent to harm a child. Instead, these accounts appeared to share for other reasons, such as outrage or poor humor. In light of these findings, we launched a public safety campaign called "Report it. Don't Share it." to remind people not to reshare child sexual abuse material online, even in the context of outrage or condemnation, as it causes further harm to the child. We've launched the campaign in 14 countries so far and the video is available in 12 languages. The video has been seen over 50 million times worldwide.

Prevention

Starting with prevention. In child safety, much of our definition of 'bad' has historically been based on 'direct' evidence of harm - meaning where we are able to unequivocally observe that a violation has taken place. The standard industry approach was to detect, remove report, detect, remove report.

- By default, this meant focusing our efforts and measurement on victims - looking at harm after it happened.
- We started here because it was the easiest way for us to learn quickly and make progress towards solving the problem.
- BUT - what we've realized is that the most impactful way to actually reduce harm is to target the source and reduce overall sharing to drive down CSAM prevalence.
- We've built up an in-depth knowledge of behaviours that strongly signpost abusiveness and we have expanded our definition of 'bad' to become far broader and focus on preventable harm, allowing us to take action against behaviours on 'indirect' evidence.
- For example, in the real world someone lurking outside a school, and occasionally saying 'hi' to students as they walk past would pay a social (and likely legal) price.
- The way we think about harm now more comprehensively incorporates the online equivalent of this behaviour, and has informed the tools we're building and the information we're providing to people online.
- How do we do this? Two main levers:
    - Prevention experiences: tangible moments of friction or education, designed to warn people of bad behaviour and give them off-ramps to de-escalate

- Environment changes: amending the product to make offending less likely

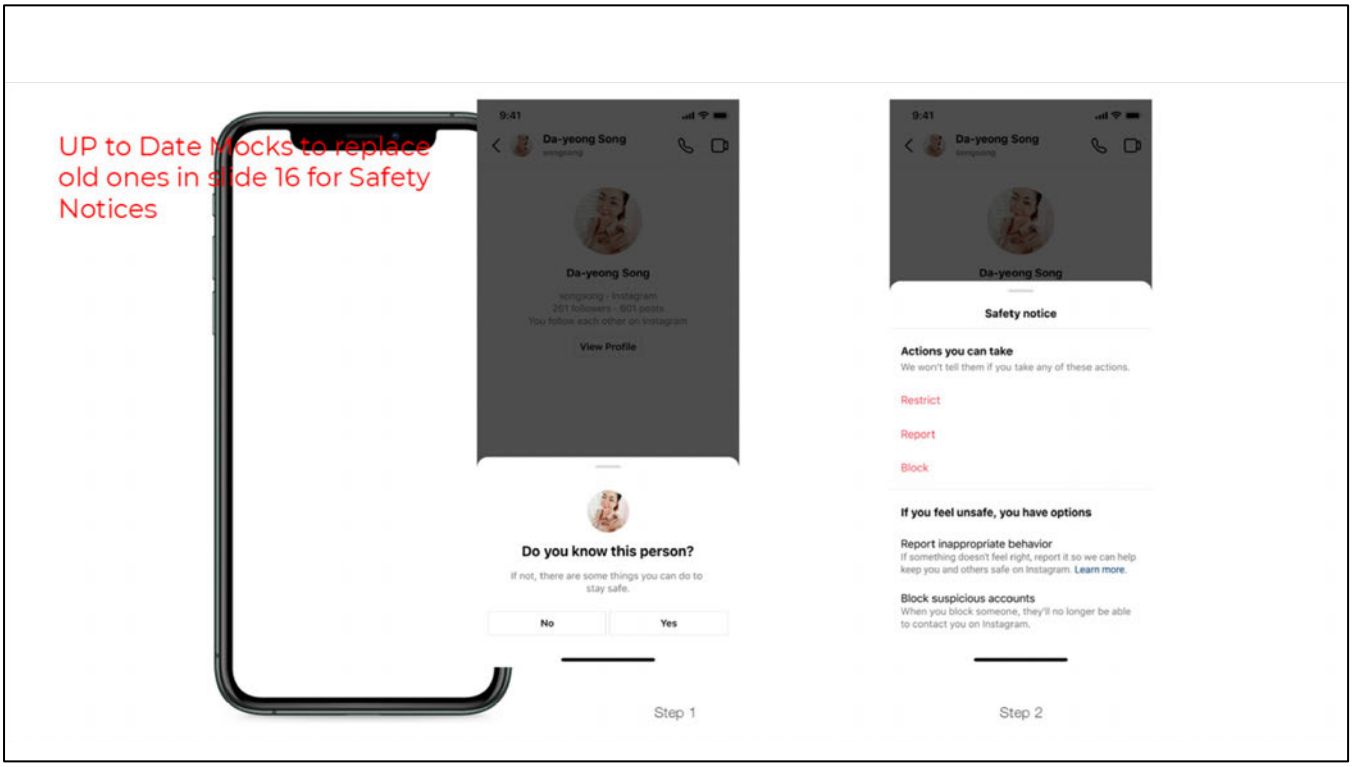
I'll talk about some of those levers now.

Prevention - Controls

In addition to the prevention tactics just shared, we also arm users with a suite of customizable options to prevent unwanted interactions.

Detection & Response

While we think harm prevention is key to making our platform inhospitable to bad actors, we are also working on sophisticated detection and response technology to catch those who, despite our best efforts, violate our policies and use our tools to cause harm.


UP to Date Mocks to replace old ones in slide 16 for Safety Notices
9:41
Da-yeong Song
Da-yeong Song
View Profile
Do you know this person?
If not, there are some things you can do to stay safe.
No
Yes
Step 1
9:41
Da-yeong Song
Da-yeong Song
Safety notice
Actions you can take
We won't tell them if you take any of these actions.
Restrict
Report
Block
If you feel unsafe, you have options
Report inappropriate behavior
If something doesn't feel right, report it so we can help keep you and others safe on Instagram. Learn more.
Block suspicious accounts
When you block someone, they'll no longer be able to contact you on Instagram.
Step 2

CHILD SAFETY

Further refining our child safety policies

Implicit sexualization

Identification of minor victims of sexual assault

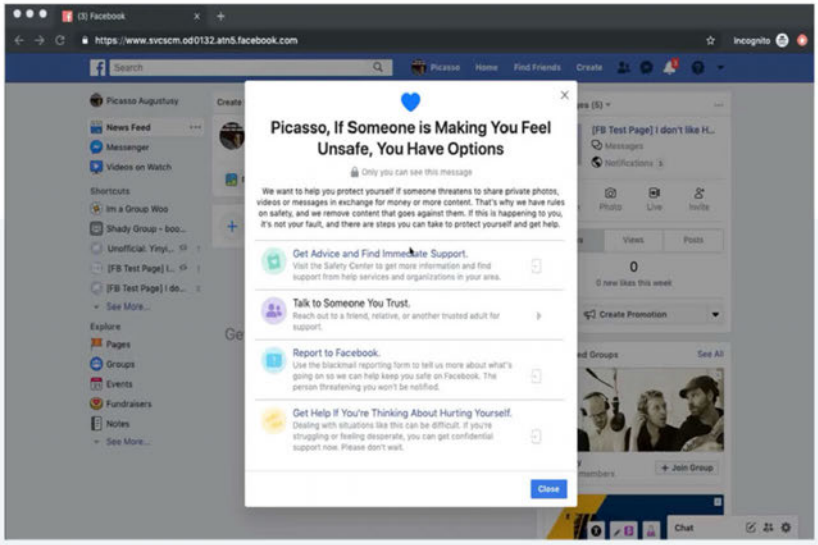
- We have robust policies on Child Safety that cover a wide range of harmful and potentially harmful content
- We have always removed content that explicitly sexualizes children (for example images of children in sexualized poses; sexualized comments or captions)
  - We've worked with safety experts to develop a new policy for implict sexualization of children
  - Going forward, we won't allow complex objects (groups, pages, profiles, etc.) aggregating content containing visual and text signals of implicit sexualization of children
- We will remove content that identifies alleged victims of child sexual exploitation by name or image

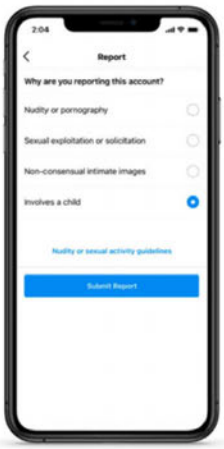
Two new policies we've introduced recently target implicit sexualization of minors and seek to protect victims.

First, we've always removed content that explicitly sexualises minors. Content that isn't explicit and doesn't depict child nudity is harder to define. But that can be problematic and harmful as well. So we worked with many child safety experts to develop a policy to address implicit sexualization of minors including Childline, Childhelp, ECPAT. This is a complicated policy and we have to tread a fine line between removing accounts that seek to exploit young people, while keeping accounts that have positive intent - and that line isn't always clear, especially when dealing with content that doesn't depict any child nudity. How do you know when an account is sharing innocent photos of a child on the beach, vs when an account is sharing photos to endanger young people. With the new iteration of our policy, we don't allow complex objects (meaning groups, pages, profiles, etc.) aggregating content containing visual and text signals of implicit sexualization of children.

Second, we've also instituted a policy to remove content that identifies alleged victims of child sexual exploitation by name or image.

Making it easier to report child sexual abuse





We're also working to empower people to tell us when something is wrong. After consultations with child safety experts and organizations, we've made it easier to report content for violating our child exploitation policies. To do this, we added the option to choose "involves a child" under the "Nudity & Sexual Activity" category of reporting in more places on Facebook and Instagram. These reports will be prioritized for review. We also started using Google's Content Safety API to help us better prioritize content that may contain child exploitation for our content reviewers to assess.

This option to report content that specifically involves a child is now surfaced more widely across our products on IG profiles, posts, comments and hashtags, as well as FB groups, stories, marketplace and live video.