

MZ Briefing E2E Meeting w/Co-Founder of Thorn Ashton Kutcher (External)

Date / Time: June 24th, 4:45 - 5 pm

Location: FB MPK21 & VC

FB Attendees / Participants: Mark Zuckerberg, Guy Rosen

External Attendees / Participants: Ashton Kutcher

Relationship

- Thorn is the NGO founded by Ashton to fight CSE. They develop technology to help law enforcement investigate these cases. They also works to prevent victimization.
- We have a longstanding partnership with Thorn and have worked with them on prevention PSAs, developing their investigative tools via our child safety hackathon, introducing their investigative tools to law enforcement via Attorneys General conferences, and more.
- Thorn just received a Skoll Foundation “audacious” grant for \$46 million to “eradicate child exploitation online” by a date certain.
 - Thorn is using a large portion of that grant to entirely rebuild the National Center for Missing and Exploited Children’s cyber tipline – this is the tipline tech companies use to report child exploitation images and grooming occurring on our platforms.
 - Facebook is the largest contributor to that tipline: 16 million of the 18 million reports come from us (INTERNAL ONLY, but Ashton probably knows this as a former FB employee who worked on these issues is their Product Director).
- Thorn understands the privacy pressures we face but would like us to find a way to make a special carve out for child exploitation (e.g., put a classifier device side to prevent child exploitation images from being shared via on our messaging services).
 - We are starting from a WhatsApp privacy model, which would NOT include putting a classifier on the device – especially if it does anything like report or log attempts to share CEI.
 - Privacy purists would balk at such a classifier. They see it as diminishing end to end encryption but it is very hard to defend this with safety stakeholders (many who would be willing to give up reporting or logging of attempts).
- Thorn will collaborate with us to help us build the best safety we can into an encrypted messaging service, BUT given their mission they have made clear they will push us and policymakers to find a way to carve out child sexual exploitation.
 - They will not publicly support our move to encryption and may even find it necessary to use press/public campaign to meet their goals.
 - Ron Conway pushed the PR campaign point, and Ashton’s high profile, when setting up a meeting with Naomi.
 - Ashton Kutcher previously has testified before Congress on the issue of child sexual exploitation online.
- Whatever we build re: safety w/in encryption, they will want us to prove its efficacy before initiating e2e.
- Thorn participates in WePROTECT, a multi-stakeholder international alliance to thwart CSE, which includes most of the leading voices and orgs in this area – including the UK and US governments.
 - WePROTECT has helped coalesce the international community on the issue of online CSE – making inroads with the government of Dubai, the Queen of Sweden, and the Pope.

- We are on the board of WePROTECT, which was founded by former PM David Cameron, Baroness Joanna Shields (formerly at FB), and Ernie Allen (former head of National and International Centers for Missing and Exploited Children).
- At last WePROTECT Board meeting our plans to end-to-end encrypt messaging were raised, resulting in a very tense conversation in which Ernie Allen basically threatened to create a PR war and suggested people would use this in antitrust campaign to break us up (email recap in Appendix III).
- Partnerships worked with Ashton via Thorn for his [40th birthday fundraiser](#) – which was a successful experience for him. He matched his fans donations up to \$40K and hit his goal within a week. His fans were very engaged in the fundraiser, celebrating once they hit their goal and commenting with one another why they donated.
- Ashton primarily uses his FB page to link out to his website, A Plus, which was recently acquired by Chicken Soup for the Soul, and to promote Thorn’s initiatives.

Most recent interaction

On Thursday, July 20th, Naomi Gleit, Namrata Bostrom and Antigone Davis did a similar but longer meeting with Ashton Kutcher, Thorn CEO Julie Cordua and Thorn Director of Development Sarah Gardner.

Here are the team’s observations:

- They are pretty sophisticated about the tech, including Ashton.
- They build tech and a former FB employee (Travis Bright) leads their tech efforts.
- They are concerned not only about bad actors connecting with victims but also bad actors connecting with bad actors to share this content or otherwise sexually exploit children.
 - Making points about preventing discoverability and connections resonated here.
- They understand our prevention, detection and response approach and believe we could potentially build a better, safer platform but they want to know whether we have dedicated the resources and time needed to get it done.
- They want us to prove the efficacy of our approach before we end-to-end encrypt.
- They want us to focus on prevention, detection and response regardless of encryption.
- Ashton made the point that “We might make Facebook safer, but make the world less safe for kids.” He thinks this because pre-encryption our platform has been one of the best ways for them to get the info they need to identify and find victims being abused in encrypted spaces, and to locate bad actors.
- Ashton pushed hard on client side scanning – he felt that if our goal was prevention, we could be 10x more effective if we did client side scanning.
 - He also thinks it is possible to come up with a client side solution that does not sacrifice the win of encryption, except for those who believe in the religion of privacy. That said, if we could demonstrate that whatever we build is safety 10X, we might be able to push them to make this a battle across all platforms and not specific to us. Of note, Ashton uses encrypted services.

Goals

- Make Ashton feel heard, prevent him from escalating and going to the press (he can make it mainstream)
- Acknowledge the impact these changes could have w/r/t distribution of child sexual exploitation imagery and imminent harm to children, but invite him to see this and an opportunity to build the best prevention and response systems possible (perhaps even get us to a better state than where we are now)
- Be positive, open and collaborative about different ways of working on prevention, detection and response

Key Messages (most important points / messages to get across)

- **The safety of Facebook's users matters to Mark, to Sheryl and to me [Naomi]. A huge number of my colleagues joined Facebook to ensure that our users are safe:**
 - I know that this is especially true of my colleagues sitting next to me, right now, and to many others, who focus on these keeping our users safe, day and night
- **We value our relationship with Thorn.** I want us to maintain this relationship, keep it open and trusted, based on keeping children safe.
 - I believe there is much more we can do, including sharing data and working together and cross industry.
- **Mark wants us to have these conversations** (on the back of his March note on messaging privacy.)
 - **I know we need to continue to be cognizant of safety concerns as we implement e2ee.**
 - We continue to be committed to preventing abuse of our platform, particularly sexual abuse of children.
 - We continue to be committed to complying with orders to assist governments in their law enforcement, public safety, and national security efforts.
 - This includes working with law enforcement on imminent risks to children, using the data we have.
- I'm here to listen.
 - this is not a 'one off' conversation for Facebook.
- **What are your biggest concerns?**
- **What opportunities do you see to do things differently,** particularly around the prevention, detection and user reporting model that you have discussed with my team?

Bios

- **Ashton Kutcher, Founder - Thorn**

Ashton is an American actor, producer, and entrepreneur. Beyond entertainment, Kutcher is also a [venture capitalist](#). Kutcher has investments in over 60 companies, the most prominent of which include [Skype](#), [Foursquare](#), [Airbnb](#), [Path](#) and [Fab.com](#). Kutcher has invested in five startups as of August 2017—[Neighborly](#), [Zenreach](#), [ResearchGate](#), [Kopari Beauty](#), and [Lemonade](#). In 2009, Kutcher established an international human rights organization with his then-wife [Demi Moore](#). DNA Foundation, later known as

Thorn: Digital Defenders of Children, works to address the sexual exploitation of children and the proliferation of child pornography on a global scale. He has a large social media presence. Kutcher became the first Twitter user to reach more than 1 million followers. He leverages his notoriety for issues that matter to him and has testified before Congress on the issue of online child sexual exploitation.

- **Julie Cordua, Chief Executive Officer - Thorn**

Julie helped create Thorn in 2012 as an organization focused specifically on building technology to defend children from sexual abuse. Under Julie's leadership, Thorn has created products and programs that are deployed today in 30 countries, have reached more than 3 million people and have helped identify more than 30,000 victims of abuse. Thorn's work focuses on leveraging technology and insights to accelerate victim identification, disrupt environments that enable abuse and change high-risk behaviors.

Julie came to Thorn from (RED) where she was VP of Marketing/Communications and helped establish the brand as one most successful cause marketing initiatives in history, delivering more than \$160 million to fight AIDS in Africa during her time there (today over half a billion has been raised).

Prior to joining (RED), Julie spent nearly a decade in the wireless industry. Julie holds a B.A. in Communications, from UCLA and an M.B.A. from Northwestern's Kellogg School of Management. She is the mother of three children and resides in Southern California.

- **Sarah Gardener, Director of Development - Thorn**

Sarah has led Thorn's development efforts for the last five years, helping to grow the organization from \$800K in 2013, to over \$7M in revenue in 2018. In addition to overseeing Thorn's Defenders Circle, a network of major donors, corporate partners and institutional funders, Sarah oversees Thorn's efforts in Washington DC, as well as manages key external relationships for Thorn. Prior to Thorn, Sarah worked at Free the Slaves, an International NGO dedicated to ending modern day slavery globally, where she led the Major Giving Program. Sarah holds a B.A. from the University of California Berkeley where she studied Art History and Gender Studies. She currently lives in L.A. with her husband, two sons, and bulldog.