

Message

From: Karina Newton [/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN= [REDACTED]]
Sent: 4/29/2020 8:31:00 PM
To: Haley McNamara [haley@ncose.com]
CC: Amy [REDACTED] [REDACTED]@fb.com]; Dawn Hawkins [dawn@ncose.com]
Subject: Re: Concern RE sex trafficking on Instagram platform
Attachments: image001.png; image002.png

Haley,
Thank you so much – this is very helpful and I really appreciate the thinking and time behind your suggestions. I'll incorporate this into our creative agency brief!

On the questions:

- We do something similar for fraud/scams and I could see this being a helpful resource. Will ask our safety team if there's a good way to characterize the behavior we see that can be actionable for people. For reference, this is how we do it for scams: <https://help.instagram.com/514187739359208>
- We have a resource (<https://help.instagram.com/258877877596992>) but it's not tailored to parents. We can definitely update and create guidance for parents – will circle back!

Karina

From: Haley McNamara <haley@ncose.com>
Date: Wednesday, April 29, 2020 at 8:01 AM
To: Karina Newton <[REDACTED]@fb.com>
Cc: Amy [REDACTED] <[REDACTED]@fb.com>, Dawn Hawkins <dawn@ncose.com>
Subject: Re: Concern RE sex trafficking on Instagram platform

Dear Karina,

We have some draft language for the safety PSAs below, please let us know if you have any questions or if you want us to review anything your team is producing.

I also have a few additional questions for the PSA:

- Would Instagram include a list of examples on a safety page/link included in the video of how predators use Instagram to target and harm children (sexualized comments, requests for nude images, joining live posts to commit abusive acts, exposure to explicit imagery etc)? We know Instagram doesn't want to scare parents, but we also think most parents have no clue about what predatory behavior can entail online. We'd be happy to help draft that content a corresponding PSA message if needed.
- Does Instagram have a guide for what parents should do if a child tells them that they've experienced sexualized comments, requests for nude images, people joining live posts to commit abusive acts, exposure to explicit imagery etc? This may also be a helpful thing to link to. We'd be happy to help draft that content if needed.

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We also spoke with some of our German allies, and so far we have not found someone who works with exploited youth who sees Instagram being widely used for exploitation. However, they said they suspect it will increase as they already see Facebook and other websites being used for these purposes. We will continue to keep an eye out for German contacts for you. But we are encouraged that improvements Instagram is making now could help prevent Instagram from ever being a go-to app for grooming in Germany.

Draft sentences for parents:

- 1) Parents: Have You Talked To Your Kids About Instagram Direct Messages? While many friends use Direct Messages (DMs) to innocently chat, there is a risk of predators DM-ing your child. Talk to your child or teen about who they DM, and how to set up safety settings. Learn more here: [link](#)
- 2) Parents: Do Your Kids Use Instagram Live? Instagram Live is a fun tool to share live videos with friends, however it is also possible that predators could view and respond to these videos. That's why Instagram invites you to talk to your child or teen about if anyone has ever made them uncomfortable during a Live video, or any video, and how to set up safety settings. Learn more here: [link](#)
- 3) Parents: Do Your Kids Know How to Protect Themselves on Instagram? We have many tools for blocking people that may be harassing or threatening, as well as way to report inappropriate content. Talk to your child or teen about these tools. Learn more here: [link](#)
- 4) Parents: Do You Know Your Kids' Instagram Followers? Talk to your child or teen about who they allow to follow them, and discuss the dangers of online predators who may even pose as age-mates. Learn more about the safety tools available here: [link](#)
- 5) Parents: Are You Familiar with the Wide Variety of Content Available on Instagram? While Instagram links your child up with friends and family with similar viewpoints, our platform also includes a wide variety of world views and media content which may be beyond the maturity level of your teen or inconsistent with your family standards. Learn more about Instagram's safety tools here: [link](#)

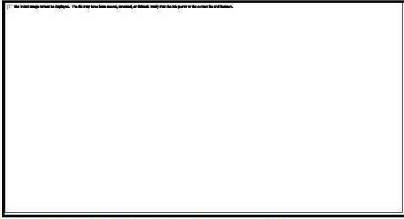
Draft sentences for teens:

- 1) *New DM request shown on the screen* "Hey, this is Taylor, I think I've seen you at school before. Want to chat?" *typing bubbles as if your account is going to reply but then it stops.* *Text appears stating:* Direct messages from strangers may not be harmless. Some people pretend to be your age and start a relationship only to eventually push your boundaries or harm you. This could lead to harassment or even abuse. Keep yourself safe with these tools: [link](#)
- 2) Sexual harassment online isn't something you have to put up with. Sexually charged DMs or comments on posts or Instagram Lives are not okay, and reporting them can help protect you *and* others. Learn more about privacy settings and reporting here: [link](#)
- 3) Does anyone make sexual comments to you on Instagram that make you feel uncomfortable? You don't have to tolerate it, even if it's someone you know. You deserve safety and respect for your boundaries. Learn how to block them and even report them, here: [link](#)
- 4) Did you know that 88% of nude images get shared with more people than the sender expected? And over 60% get put online? You may trust your partner, but don't trust messages or the Internet. If someone keeps requesting nude images or videos on Instagram, block and report them. Learn more here: [link](#)

Haley McNamara (*formerly Halverson*)

Vice President of Advocacy and Outreach

National Center on Sexual Exploitation



EndExploitationSummit.com

On Wed, Apr 22, 2020 at 4:39 PM Haley McNamara <haley@ncose.com> wrote:

Ok thanks you! Talk soon.

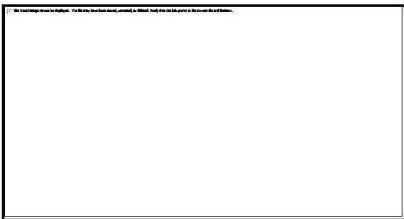
Haley McNamara (*formerly Halverson*)

Vice President of Advocacy and Outreach

National Center on Sexual Exploitation

202-393-7245 | haley@ncose.com

[@HaleyMcNamara](https://twitter.com/HaleyMcNamara) | endsexualexploitation.org



EndExploitationSummit.com

On Wed, Apr 22, 2020 at 4:37 PM Karina Newton <[REDACTED]@fb.com> wrote:

Hi Haley,

No problem – feel free to pass my email along (we do have some folks in Canada but we can see how we can best support them depending on their needs).

Talk soon!

Karina

From: Haley McNamara <haley@ncose.com>

Date: Wednesday, April 22, 2020 at 4:41 AM

To: Karina Newton <[REDACTED]@fb.com>

Cc: Amy [REDACTED] <[REDACTED]@fb.com>, Dawn Hawkins <dawn@ncose.com>

Subject: Re: Concern RE sex trafficking on Instagram platform

Karina,

We look forward to speaking with you today! A quick side question: the Canadian NGO Defend Dignity that attended a meeting with us via webcam a few months back has asked if they could have your email so they could also reach out to you personally. I want to be very respectful of your time and personal contact information, so please let me know if it is ok to share your email or if you would prefer that I not (which I would of course understand.) Or is there a counterpart Instagram employee who works more on the Canadian market that would be better to direct them towards?

Best,

Haley McNamara (*formerly Halverson*)

Vice President of Advocacy and Outreach

National Center on Sexual Exploitation

202-393-7245 | haley@ncose.com

[@HaleyMcNamara](#) | endsexualexploitation.org

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On Fri, Apr 17, 2020 at 11:19 AM Haley McNamara <haley@ncose.com> wrote:

Hello Karina,

Wednesday 4/22 at 10:30am pt/1:30pm ET works perfectly, thank you! I will send a calendar invitation with a zoom link, unless you'd prefer to video call over another system.

Best,

Haley McNamara (*formerly Halverson*)

Vice President of Advocacy and Outreach

National Center on Sexual Exploitation

202-393-7245 | haley@ncose.com

[@HaleyMcNamara](#) | endsexualexploitation.org

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On Thu, Apr 16, 2020 at 6:24 PM Karina Newton <[\[REDACTED\]@fb.com](#)> wrote:

Hi Haley,

Unfortunately that time has gotten gobbled up -- Tuesday (the 21st) at 1:30pm PT/4:30 ET still works for me as does Wednesday 4/22 at 10:30am pt/1:30pm ET. Either of those times work for you?

Karina

From: Haley McNamara <haley@ncose.com>

Date: Thursday, April 16, 2020 at 1:52 AM

To: Karina Newton <[\[REDACTED\]@fb.com](#)>

Cc: Amy [\[REDACTED\]](#) <[\[REDACTED\]@fb.com](#)>, Dawn Hawkins <dawn@ncose.com>

Subject: Re: Concern RE sex trafficking on Instagram platform

Hello Karina,

Would Friday (tomorrow) at at 9am PT/12pm ET still work for you? If so would you like me to send a Zoom invite or do you prefer a different video call system?

Best,

Haley McNamara (*formerly Halverson*)

Vice President of Advocacy and Outreach

National Center on Sexual Exploitation

202-393-7245 | haley@ncose.com

[@HaleyMcNamara](#) | endsexualexploitation.org

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On Tue, Apr 14, 2020 at 9:34 PM Karina Newton <[\[REDACTED\]@fb.com](#)> wrote:

Hi Haley,

Thanks for your suggestion – a video chat would be great! Here are some times that would work for me:

- Friday April 19th at 9am PT/12pm ET
- Thursday April 16th at 12:30pm PT/3:30pm ET
- Tuesday, April 21 at 1:30pm PT/4:30pm ET

Also adding Amy in case none of these times work for you – if so, she can find us one that does!

Karina

From: Haley McNamara <haley@ncose.com>
Date: Monday, April 13, 2020 at 4:42 AM
To: Karina Newton <[\[REDACTED\]@fb.com](mailto:[REDACTED]@fb.com)>
Cc: Dawn Hawkins <dawn@ncose.com>
Subject: Re: Concern RE sex trafficking on Instagram platform

Hello Karina,

I hope you had a happy and relaxing weekend! We have not yet received your plan to promote safety education during COVID-19. Would it be easier for us to discuss these matters over a video call later this week or early next week, instead of emailing?

Best,

Haley McNamara (*formerly Halverson*)

Vice President of Advocacy and Outreach

National Center on Sexual Exploitation

202-393-7245 | haley@ncose.com

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On Mon, Mar 30, 2020 at 12:01 PM Haley McNamara <haley@ncose.com> wrote:

Hi Karina,

Thank you for your quick reply! We look forward to assisting further on the parent's guide as you develop it. And that is a helpful clarification for Co-Watching, though of course we still have concerns about advertising group video chats of any kind during this likely influx of users considering that robust proactive systems to identify predatory behavior regarding live videos and video chats are not yet fully functional, from our understanding. We hope that in the midst of a hundred fires you are surely dealing with, that your team can continue to prioritize the development and implementation of those systems.

We look forward to hearing about your comprehensive plan to promote safety education during COVID-19 and to take other proactive actions. If it would be easier for you to communicate and discuss these efforts via a video chat just let us know.

Best,

Haley McNamara (formerly Halverson)

Vice President of Advocacy and Outreach

National Center on Sexual Exploitation

202-393-7245 | haley@ncose.com

[@HaleyMcNamara](#) | endsexualexploitation.org

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<https://cese2020.heysummit.com/>

On Wed, Mar 25, 2020 at 10:23 PM Karina Newton <[\[REDACTED\]@fb.com](#)> wrote:

Hi Haley and Dawn,

I hope you and your families are staying safe safe and healthy! We've had schools closed and been sheltering in place here in San Francisco for two and a half weeks. Homeschooling is infinitely harder than I thought it would be!

Thank you so much for the feedback on the parent's guide – it's really valuable and helpful and I'll work on incorporating this as we work on our drafts and will share with you for additional feedback before we publish it.

On co-watching, safety is top of mind. I want to underscore what's "new" is the ability to look at Instagram feed photos while video chatting with your friends – we've had video chatting in Direct for up to six people for years so this new feature just allows you to pull up a Feed post so you can look at it together vs sending screenshots which is what people did before. We run all our classifiers on our Feed posts so violating content in Feed is very low. I'm happy to discuss this feature more, but it may not have been clear that the new piece is simply the ability to look at Public Instagram Feed posts, nothing else.

On the potential for increased predators and the FBI notice – really top of mind for me and our integrity and operations teams, especially as parents like me are struggling to both work from home and watch my kids closely. I absolutely think extra education and pushes are in order and we're working on what more we can send in-app and if there's anything we can accelerate product wise to protect teens even more and especially to inform young people who may be new to the platform. I will circle back towards the end of this week on our comprehensive plan but want you to know we're taking the threat very seriously, are closely monitoring our data to see if we see any changes in behavior, and are committed to taking proactive action.

Karina

From: Dawn Hawkins <dawn@ncose.com>
Date: Wednesday, March 25, 2020 at 8:44 AM
To: Haley McNamara <haley@ncose.com>
Cc: Karina Newton <[REDACTED]@fb.com>
Subject: Re: Concern RE sex trafficking on Instagram platform

Dear Karina, thank you for looking at these urgent dangers on the Instagram platform. I want to highlight this statement from the FBI sharing our concerns as well: <https://www.fbi.gov/news/pressrel/press-releases/school-closings-due-to-covid-19-present-potential-for-increased-risk-of-child-exploitation>

We are grateful for Instagram's efforts to provide safer places and hope you'll continue to prioritize this especially now as more kids are on the platform.

Best,

Dawn Hawkins

Vice President & Executive Director | National Center on Sexual Exploitation

O: (202) 393 7245

E: dawn@ncose.com

W: www.EndSexualExploitation.org

On Wed, Mar 25, 2020 at 8:13 AM Haley McNamara <haley@ncose.com> wrote:

Hello Karina,

I hope you, your family, and your team are all staying safe and healthy in these crazy times!

Thank you again for offering us the chance to provide feedback for the Instagram parental guide. We have worked with several other child safety and digital experts, and have coalesced our suggestions into the attached word document. I hope you will find it helpful and know that we are happy to discuss it further!

I also wanted to reach out because, as I'm sure you know, given the closing of many schools it is inevitable that more minors will be using Instagram, and likely for longer periods than before. It is a tragic reality that wherever minors flock, predators flock too, and so now is a particularly important time to consider minors' safety. We've spoken with some other social media platforms, suggesting that they use this time to promote safety features on the app and to promote explanations of the kind of users/posts/messages that are reportable and how to block people, etc. Thankfully, we believe they will soon deploy such promotions. So we are writing to ask if Instagram will also actively promote safety features and reporting/blocking information within its app during this unique influx of users?

And last, but not least, we are writing with a serious concern about the [new Co-Watching function](#) on Instagram. Considering the reality that Instagram does not yet have fully-functioning algorithms to detect grooming patterns in general, let alone over Instagram Live videos which are already a magnet for exploiters, we are surprised that Instagram would deploy this new feature at a time when adolescents are particularly vulnerable given their increased time online. What can you tell us about this? If it is best to schedule a video call to discuss further I'd be happy to schedule one.

Best,

Haley McNamara (*formerly Halverson*)

Vice President of Advocacy and Outreach

National Center on Sexual Exploitation

202-393-7245 | haley@ncose.com

[@HaleyMcNamara](#) | endsexualexploitation.org

On Tue, Feb 11, 2020 at 6:44 PM Karina Newton <[REDACTED]@fb.com> wrote:

Thanks Haley, will let the security desk know!

Karina

From: Haley McNamara <haley@ncose.com>
Date: Tuesday, February 11, 2020 at 9:56 AM
To: Karina Newton <[REDACTED]@fb.com>
Cc: Dawn Hawkins <dawn@ncose.com>
Subject: Re: Concern RE sex trafficking on Instagram platform

Hi Karina,

Also FYI, Dawn is out of town today, but I will bring my colleague Eleanor Gaetan in her stead.

Best,

Haley McNamara (*formerly Halverson*)

Vice President of Advocacy and Outreach

National Center on Sexual Exploitation

202-393-7245 | haley@ncose.com

On Tue, Feb 11, 2020 at 7:53 AM Haley Halverson <haley@ncose.com> wrote:

Fantastic, thank you!

On Feb 11, 2020 at 7:32 AM, <[Karina Newton](#)> wrote:

Thanks Haley.

Yes! They can connect to Blue Jeans at BlueJeans.com from their browser and enter Meeting ID: 970348753

Or via Telephone: +1 (408) 740 7256 (US) and other dial in numbers including international numbers which can be found at <https://www.bluejeans.com/premium-numbers> and enter Meeting ID: 970348753

Karina

From: Haley Halverson <haley@ncose.com>
Sent: Tuesday, February 11, 2020 7:23:32 AM
To: Karina Newton <[\[REDACTED\]@fb.com](#)>
Cc: Dawn Hawkins <dawn@ncose.com>
Subject: Re: Concern RE sex trafficking on Instagram platform

Hi Karina,

Is there a dial in number or link for the Blue Jeans tool? I'll need to check with them to make sure it works for them.

Best,

Haley

On Feb 11, 2020 at 1:36 AM, <[Karina Newton](#)> wrote:

Hi,

I'm headed on the red eye to DC and want to ensure this below works for you all as I'm going to be running around a bit in the morning and want to send the info out before the day gets away from me. If there's an issue with the day/time, it's no problem just let me know.

Karina

From: Karina Newton <[\[REDACTED\]@fb.com](#)>

Sent: Monday, February 10, 2020 11:43 AM

To: Dawn Hawkins

Cc: Haley Halverson

Subject: Re: Concern RE sex trafficking on Instagram platform

Hi both,

Looking forward to seeing you tomorrow. I'm just setting up the conference lines and wanted to make sure BlueJeans worked for the folks you were hoping to dial in remotely – there will be both a video (via browser) and audio options (via phone line) if so!

Karina

From: Karina Newton <[REDACTED]@fb.com>
Date: Wednesday, January 22, 2020 at 12:19 PM
To: Dawn Hawkins <dawn@ncose.com>
Cc: Haley Halverson <haley@ncose.com>
Subject: Re: Concern RE sex trafficking on Instagram platform

Perfect — thank you!

Karina

From: Dawn Hawkins <dawn@ncose.com>
Sent: Wednesday, January 22, 2020 12:10:50 PM
To: Karina Newton <[REDACTED]@fb.com>
Cc: Haley Halverson <haley@ncose.com>
Subject: Re: Concern RE sex trafficking on Instagram platform

Karina, answering for Haley as she's out of town, but 2/11 at 4pm does work for us. Thank you!

Best,

Dawn Hawkins

Vice President & Executive Director | National Center on Sexual Exploitation

O: (202) 393 7245

E: dawn@ncose.com

W: www.EndSexualExploitation.org

On Wed, Jan 22, 2020 at 2:45 PM Karina Newton <[REDACTED]@fb.com> wrote:

Hi Haley,

Circling back to see if we can lock in Feb 11th at 4pm ET – I think we can get all of the key people set for that day and time!

Karina

From: Haley Halverson <haley@ncose.com>
Date: Wednesday, January 15, 2020 at 6:58 AM
To: Karina Newton <[REDACTED]@fb.com>
Cc: Dawn Hawkins <dawn@ncose.com>
Subject: Re: Concern RE sex trafficking on Instagram platform

Hi Karina,

We could do either February 11th or 12th if that's better for your team. 4pm sounds like a good timeframe, just let us know what day is best for you! Thank you so much for your time.

Best,

Haley Halverson

Vice President of Advocacy and Outreach

National Center on Sexual Exploitation

202-393-7245 | haley@ncose.com

On Mon, Jan 13, 2020 at 3:06 PM Karina Newton <[REDACTED]@fb.com> wrote:

Hi Haley –

Happy New Year! I'm still working on coordinating on our end a few moving pieces (including my travel schedule) but we absolutely have video conferencing capabilities and can include those two orgs. Perhaps timing wise we should be thinking about something like 4pm so it would work for Australia early morning, Canada, and the west coast where we'll likely have a few people who work on integrity and messaging engineering on our end?

If the 30th doesn't work on this end, would Feb 11th or 12th work? I forgot what the bad week was for you! Regardless we'll get this locked in over the course of the next day or so.

Karina

From: Haley Halverson <haley@ncose.com>
Date: Monday, January 13, 2020 at 10:35 AM
To: Karina Newton <[REDACTED]@fb.com>
Cc: Dawn Hawkins <dawn@ncose.com>
Subject: Re: Concern RE sex trafficking on Instagram platform

Hi Karina,

I'm following up with these below questions, thank you!

I hope you had a happy New Year! January 30th sounds perfect. We would love to also invite an allied group from Canada (Defend Dignity) and another from Australia (Collective Shout) to participate in the discussion, would that be okay? They are the two groups that submitted letters in the last packet we gave you during our meeting. Would there be video-conferencing abilities to loop them in if they are unable to attend in-person?

Haley Halverson

Vice President of Advocacy and Outreach

National Center on Sexual Exploitation

202-393-7245 | haley@ncose.com

On Tue, Jan 7, 2020 at 2:25 PM Haley Halverson <haley@ncose.com> wrote:

Hi Karina,

I hope you had a happy New Year! January 30th sounds perfect. We would love to also invite an allied group from Canada (Defend Dignity) and another from Australia (Collective Shout) to participate in the discussion, would that be okay? They are the two groups that submitted letters in the last packet we gave you during our meeting. Would there be video-conferencing abilities to loop them in if they are unable to attend in-person?

And thank you so much for the Parents Guide, we are reviewing it now and sending it to a few key allies in the digital safety and anti-trafficking space as well.

Best,

Haley Halverson

Vice President of Advocacy and Outreach

National Center on Sexual Exploitation

202-393-7245 | haley@ncose.com

[@HaleyCHalverson](https://www.facebook.com/HaleyCHalverson) | endsexualexploitation.org

On Fri, Dec 20, 2019 at 7:00 PM Karina Newton <[REDACTED]@fb.com> wrote:

Hi Haley and Dawn,

It was wonderful being able to sit down with you both and I really appreciate our continuing dialogue!

I've synced with our team and we have four dates that look good: Jan 30, Jan 31st, Feb 3rd, Feb 4th. Is there one day that would be better over another?

Attached is our parent's guide from last year and I would love your feedback. We are looking to revise early next year and do a section on problematic/violating content (along with unwanted comments/messages) so parents can be armed with how to talk with their teens and what they should be aware of.

I hope you both have wonderful holidays! I'm going to be off until New Year's but will be checking email for anything urgent.

Karina

From: Haley Halverson <haley@ncose.com>
Date: Wednesday, December 18, 2019 at 9:34 AM
To: Karina Newton <[REDACTED]@fb.com>
Cc: Dawn Hawkins <dawn@ncose.com>
Subject: Re: Concern RE sex trafficking on Instagram platform

Hello Karina,

Thank you again for meeting with myself and Dawn earlier this month. We thought our conversation was productive and we look forward to more collaboration in the pursuit of a safe Instagram environment. I believe you mentioned during our meeting that you would like us to meet again, including some of your product team members, the last week of January or the first week of February. Do you have any further clarity on that timeline? We have some expert allies from different regions and countries, and we would like to coordinate with and bring to the meeting either physically or by video, if possible.

You also mentioned that we could review Instagram's Parent's Guide in case we had any suggestions/additions. Could you send us the most recent version of that document?

I hope you and your family are preparing for a happy holiday!

Best,

Haley Halverson

Vice President of Advocacy and Outreach

National Center on Sexual Exploitation

202-393-7245 | halley@ncose.com

On Mon, Dec 2, 2019 at 2:25 PM Karina Newton <[REDACTED]@fb.com> wrote:

Hi Haley,

Yes — confirmed, see you on Friday.

Karina

From: Haley Halverson <halley@ncose.com>
Sent: Monday, December 2, 2019 10:47:35 AM
To: Dawn Hawkins <dawn@ncose.com>
Cc: Karina Newton <[REDACTED]@fb.com>
Subject: Re: Concern RE sex trafficking on Instagram platform

Hello Karina,

I'm writing to confirm that we are set to meet at 2:00 pm ET this Friday at this address? 575 Seventh St. NW in Washington, D.C.

Thank you,

Haley Halverson

Vice President of Advocacy and Outreach

National Center on Sexual Exploitation

On Tue, Nov 26, 2019 at 4:16 PM Dawn Hawkins <dawn@ncose.com> wrote:

2pm is better for me. I look forward to discussing these matters again with you.

Best,

Dawn Hawkins

Vice President & Executive Director | National Center on Sexual Exploitation

O: (202) 393 7245

E: dawn@ncose.com

W: www.EndSexualExploitation.org

On Tue, Nov 26, 2019 at 11:56 AM Karina Newton <[REDACTED]@fb.com> wrote:

Thanks Haley – how is 10am or 2pm?

In the meantime, hope you have a wonderful Thanksgiving,

Karina

From: Haley Halverson <haley@ncose.com>
Date: Monday, November 25, 2019 at 12:16 PM
To: Karina Newton <[REDACTED]@fb.com>
Cc: Dawn Hawkins <dawn@ncose.com>
Subject: Re: Concern RE sex trafficking on Instagram platform

Hi Karina,

Yes, we can be available to meet on December 6th at any time that is convenient for you, just let us know.

Best,

Haley Halverson

Vice President of Advocacy and Outreach

National Center on Sexual Exploitation

On Fri, Nov 22, 2019 at 2:08 PM Karina Newton <[REDACTED]@fb.com> wrote:

Hi Haley,

Thanks for your email. I am 95% likely going to be in DC on Friday, December 6th (and can confirm early next week) -- would that by any chance be a good time to catch you up on all that we've been working on and doing since our last meeting?

Thanks,

Karina

From: Haley Halverson <haley@ncose.com>
Date: Friday, November 22, 2019 at 9:31 AM
To: Karina Newton <[REDACTED]@fb.com>
Cc: Dawn Hawkins <dawn@ncose.com>
Subject: Re: Concern RE sex trafficking on Instagram platform

Hello Karina,

As you may have heard, our organization launched a [joint international campaign](#) with Collective Shout (Australia) and Defend Dignity (Canada) to raise awareness about the sex trafficking, child abuse, and pedophile-like comments on minors' photos, on Instagram.

It has begun generating [press](#), and we have also alerted interested members of the U.S. House and Senate about the problems we are seeing on Instagram.

This is all material we shared with you earlier, and we are disappointed that these matters have not been addressed.

We hope this campaign will re-open our dialogue to protect children online and re-focus Instagram on these key improvements:

- 1) Instagram must change its settings so that strangers cannot direct message minors, and Instagram should invest in other age-based safety settings on matters such as account discoverability and geo-tagging, etc.
- 2) Instagram must fix its algorithm to proactively remove sexualizing or sexually graphic comments on minor's photos,
- 3) Instagram must update its reporting system so that if someone is reporting a sexual comment on a minor's post it can be reported as such. The "harassment/bullying" selection does not capture the fact that these comments come from adults who are grooming/sexualizing/harassing a child.

Respectfully,

Haley Halverson

Vice President of Advocacy and Outreach

National Center on Sexual Exploitation

202-393-7245 | haley@ncose.com

[@HaleyCHalverson](#) | endsexualexploitation.org

On Mon, Sep 30, 2019 at 1:50 PM Haley Halverson <haley@ncose.com> wrote:

Hello Karina,

We have not heard back from Instagram since our July 8th meeting, despite repeated attempts to follow-up with you, and your initial assurances that you would be in touch regarding the sexual grooming, sex trafficking, and more occurring on Instagram.

Further, we've been alerted by Collective Shout, an Australian allied organization, that there's a troubling trend of adults commenting in sexual ways on photos of minors. Instagram's algorithms are not catching these, leaving it up to users to report on an individual basis. Further, it appears that Instagram's policies do not recognize sexually contexted emojis as violations when placed under a minor's photos. (Some examples below.)

In a measure of good faith, we are bringing these new and continued concerns to you first. However, if we do not hear back, we will bring these concerns to the public eye and to members of Congress with vested interests in online safety.

Comment on an 11-year-old's photo that was reported and Instagram said it did not violate their policies.



This comment on the picture of an 11 year old girl does not violate Instagram's policies

Examples of some comments on a 14-year-old's photo:



I have also attached this message as a PDF, which is being sent to you as a letter in the mail today. We hope to hear from you soon.

Respectfully,

Haley Halverson

Vice President of Advocacy and Outreach

National Center on Sexual Exploitation

202-393-7245 | halley@ncose.com

On Wed, Sep 25, 2019 at 4:45 PM Haley Halverson <halley@ncose.com> wrote:

Hello Karina,

We are glad to see the news that Instagram is tightening its rules on diet and cosmetic surgery posts targeting young people. Has any progress been made regarding the grooming for sex trafficking on Instagram, that we discussed?

We would welcome a follow-up meeting with any relevant team members, or to provide additional materials as needed. The memo of our concerns from our meeting is attached here.

I understand you have a hectic schedule, is there an assistant or another staff member we could be cc-ing on communications to ensure these efforts do not fall through the cracks?

All the best,

Haley Halverson

Vice President of Advocacy and Outreach

National Center on Sexual Exploitation

202-393-7245 | halley@ncose.com

On Mon, Aug 5, 2019 at 12:19 PM Haley Halverson <haley@ncose.com> wrote:

Hello Karina,

I'm emailing again to touch base about coordinating future meetings and dialogue regarding our last meeting about sex trafficking on Instagram.

When we spoke last, you mentioned that you were bringing many of our concerns to internal teams who could examine solutions, such as our concerns regarding grooming via direct messages, the ability to "find" private accounts via their likes or comments on public accounts, the ability for Instagram to recognize who a user is on a device level in order to enforce more strict bans on abusive persons or persons on the sex offender registry, educating users on examples of sexual harassment/grooming, etc so they can report more accurately, etc.

We would welcome a follow-up meeting to explain our concerns to other team members who may be working on specific aspects of these problems, or if you or other team members have specific follow up questions or any requests for additional materials, I am happy to facilitate that.

I also attached a PDF of the memo with concerns that we first gave you in our meeting, in case that is helpful.

Best,

Haley Halverson

Vice President of Advocacy and Outreach

National Center on Sexual Exploitation

202-393-7245 | haley@ncose.com

On Tue, Jul 23, 2019 at 1:55 PM Haley Halverson <haley@ncose.com> wrote:

Hi Karina,

Thank you so much again for our meeting a few weeks ago. We were encouraged by our discussion regarding the grooming and sex trafficking of minors on Instagram, in addition to more general efforts on Instagram's part to improve policies for the platform's safety.

You mentioned that we would be in touch for further dialogue and potentially future meetings to discuss these issues with different team members. I'm checking in to see what the next step should be; do you want to set another date for a meeting or do you have any follow-up questions we could answer before we set that date?

Best,

Haley Halverson

Vice President of Advocacy and Outreach

National Center on Sexual Exploitation

202-393-7245 | halley@ncose.com

On Mon, Jul 8, 2019 at 9:11 AM Dawn Hawkins <dawn@ncose.com> wrote:

Thank you, Karina. It will be Dawn Hawkins, Haley Halverson, and Tina Frundt.

Best,

Dawn Hawkins

Vice President & Executive Director | National Center on Sexual Exploitation

O: (202) 393 7245

E: dawn@ncose.com

W: www.EndSexualExploitation.org

On Mon, Jul 8, 2019 at 9:04 AM Karina Newton <[REDACTED]@instagram.com> wrote:

Hi Dawn,

Looking forward to seeing you this afternoon at 3. Could you please send me the names of all attending as I would like to pre-register you all for visiting our office (there's a sign in process at our office building). Thanks!

Karina

From: Karina Newton <[REDACTED]@instagram.com>
Sent: Thursday, June 27, 2019 7:26 PM
To: Dawn Hawkins
Cc: Haley Halverson; Tina Frundt
Subject: Re: Concern RE sex trafficking on Instagram platform

Yes – 3pm is wonderful. We have an office and can send an official invite but for planning it's 575 Seventh St. NW in Washington, D.C.

Thanks for making the 8th work!

Karina

From: Dawn Hawkins <dawn@ncose.com>
Date: Thursday, June 27, 2019 at 3:46 PM
To: Karina Newton <[REDACTED]@instagram.com>
Cc: Haley Halverson <haley@ncose.com>, Tina Frundt <tfrundt@courtneyshouse.org>
Subject: Re: Concern RE sex trafficking on Instagram platform

Karina, can you meet at 3pm? Do you have offices here where we can meet?

Thank you!

Best,

Dawn Hawkins

Vice President & Executive Director | National Center on Sexual Exploitation

O: (202) 393 7245

E: dawn@ncose.com

W: www.EndSexualExploitation.org

On Thu, Jun 27, 2019 at 6:33 PM Karina Newton <[\[REDACTED\]@instagram.com](#)> wrote:

Thanks Dawn – July 8th will work! I would be taking a red eye to DC, so anytime after 10am would be preferable.

Karina

From: Dawn Hawkins <dawn@ncose.com>
Date: Thursday, June 27, 2019 at 3:30 PM
To: Karina Newton <[REDACTED]@instagram.com>
Cc: Haley Halverson <haley@ncose.com>, Tina Frundt <tfrundt@courtneyshouse.org>
Subject: Re: Concern RE sex trafficking on Instagram platform

Dear Karina, thank you for your quick response. Does July 8th or July 12th work to meet in-person that week?

Best,

Dawn Hawkins

Vice President & Executive Director | National Center on Sexual Exploitation

O: (202) 393 7245

E: dawn@ncose.com

W: www.EndSexualExploitation.org

On Wed, Jun 26, 2019 at 5:07 PM Karina Newton <[REDACTED]@instagram.com> wrote:

Dawn,

I am so embarrassed – my travel plans changed quickly for personal reasons and it is my fault for not circling back to find another time ASAP. I can make any time tomorrow or Friday work remotely over VC. I can also come out to DC the week of July 8th on a day of your choosing. Please let me know what works best for you and we'll make it happen.

Karina

From: Dawn Hawkins <dawn@ncose.com>

Date: Wednesday, June 26, 2019 at 1:25 PM

To: Haley Halverson <haley@ncose.com>

Cc: Karina Newton <[REDACTED]@instagram.com>, Tina Frundt <tfrundt@courtneyshouse.org>

Subject: Re: Concern RE sex trafficking on Instagram platform

Dear Karina,

We are quite disappointed that the meeting scheduled for May 29th did not take place. Sex trafficking on your platform is a common occurrence. Our president just raised this issue at the White House in a meeting on sex trafficking.

As I mentioned to you in my previous email, many teen victims of sex trafficking have indicated to us that they were sold on Instagram. We shared with a group of them that we were arranging a meeting with you on this. Recently, three teen victims of sex trafficking, who were sold on your platform, followed up with us to ask about how the meeting went. They were so encouraged when we told them you were very open to discussing these issues and that we thought you were open to developing some solutions to this huge problem. They are now feeling quite devastated that you have failed to follow through on your promise of a meeting.

We are also extremely disappointed to read articles like [this](#) (or this [tweet](#)) commenting on how your team is meeting with and working to alleviate concerns by individuals advocating for prostitution and sexual exploitation, yet your team is ignoring the devastation happening to countless children on your platform - such as the unsolicited pornography, as well as the predatory targeting, grooming, sex trafficking so many of your minor users are experiencing.

We hope that you will choose to be on the side of curbing sexual exploitation and listening to survivors. A good first step would be meeting with us.

With hopes of hearing from you soon,

Dawn Hawkins

Vice President & Executive Director | National Center on Sexual Exploitation

O: (202) 393 7245

E: dawn@ncose.com

W: www.EndSexualExploitation.org

On Thu, May 23, 2019 at 9:33 AM Haley Halverson <haley@ncose.com> wrote:

Hi Karina,

Does next Wednesday at 11am still work for you to meet? Or should we reschedule?

Best,

Haley Halverson

On May 20, 2019 at 8:26 AM, <[Haley Halverson](#)> wrote:

Hi Karina,

Just bumping this up for you, would May 29th at 11 am or 2 pm ET work? If you have a DC office or working location that's best for you, we'd be happy to meet there.

Best,

Haley Halverson

Vice President of Advocacy and Outreach

National Center on Sexual Exploitation

202-393-7245 | haley@ncose.com

[@HaleyCHalverson](#) | endsexualexploitation.org

On Wed, Apr 24, 2019 at 5:26 PM Haley Halverson <haley@ncose.com> wrote:

Hi Karina,

Wonderful, could May 29th at 11 am or 2 pm ET work? Do you have an office that we could meet you at for your convenience?

Best,

Haley Halverson

Vice President of Advocacy and Outreach

National Center on Sexual Exploitation

202-393-7245 | haley@ncose.com

On Mon, Apr 22, 2019 at 3:04 PM Karina Newton <[\[REDACTED\]@instagram.com](#)> wrote:

Hi Haley,

Yes, can make any time on either of those dates work.

Thanks!

Karina

From: Haley Halverson <haley@ncose.com>
Date: Monday, April 22, 2019 at 11:20 AM
To: Karina Newton <[REDACTED]@instagram.com>
Cc: Dawn Hawkins <dawn@ncose.com>, Tina Frundt <tfrundt@courtneyshouse.org>
Subject: Re: Concern RE sex trafficking on Instagram platform

Hi Karina,

Thank you so much for working to ensure this meeting happens! Unfortunately, tomorrow doesn't work for us, but would you be available to meet any time May 29th or 30th?

All the best,

Haley Halverson

Vice President of Advocacy and Outreach

National Center on Sexual Exploitation

On Mon, Apr 22, 2019 at 9:30 AM Karina Newton <[REDACTED]@instagram.com> wrote:

Hi Dawn, apologies for my delay as schedules were sorting. It may be too last minute but on the off chance that it will work, I have a last minute trip to DC for the day tomorrow (Tuesday, April 23rd....on the red eye tonight from SF) and can be flexible between 9-10am and 2-4pm ET.

The next time I will be in DC is later in May (week of May 27th) as I'm SF based, but can plan the date around your schedule/availability.

Hope one of these times will work!

Karina

From: Dawn Hawkins <dawn@ncose.com>
Date: Thursday, April 4, 2019 at 6:53 AM
To: Karina Newton <[REDACTED]@instagram.com>
Cc: haley <haley@ncose.com>, Tina Frundt <tfrundt@courtneyshouse.org>
Subject: Re: Concern RE sex trafficking on Instagram platform

Karina, will you be in DC anytime soon? Ideally, we hope to meet in-person.

Best,

Dawn Hawkins

Vice President & Executive Director | National Center on Sexual Exploitation

O: (202) 393 7245

E: dawn@ncose.com

W: www.EndSexualExploitation.org

On Thu, Apr 4, 2019 at 9:48 AM Karina Newton <[\[REDACTED\]@instagram.com](#)> wrote:

Hi Dawn (and Haley and Tina wonderful to be connected as well),

On the 18th I'm flexible from 11:30am-2pm PT (2:30pm-5pm ET). Does something in that window work for you all?
I'll be in San Francisco on the 18th but I can send a BlueJeans/online video conference link.

Thanks so much,

Karina

From: Dawn Hawkins <dawn@ncose.com>
Date: Thursday, April 4, 2019 at 6:40 PM
To: Karina Newton <[REDACTED]@instagram.com>
Cc: haley <haley@ncose.com>, Tina Frundt <tfrundt@courtneyshouse.org>
Subject: Re: FW: Concern RE sex trafficking on Instagram platform

Dear Karina, thank you for your quick response and for the seriousness with which you are taking these concerns. Unfortunately, we are out of town on the dates you propose. Might April 18th or 22nd work for you? I'm adding my colleague, Haley Halverson, and our ally, Tina Frundt with Courtney's House in DC, to this email as we hope to meet with you together.

We wish safe travels!

Best,

Dawn Hawkins

Vice President & Executive Director | National Center on Sexual Exploitation

O: (202) 393 7245

E: dawn@ncose.com

W: www.EndSexualExploitation.org

On Wed, Apr 3, 2019 at 5:28 AM Karina Newton <[REDACTED]@instagram.com> wrote:

Hi Dawn,

Thank you so much for your email and letter which was forwarded to me – we unfortunately didn't receive your prior correspondence. I would love to sit down and understand better the experiences that you are learning about. I'm currently travelling in India this week and next but could you send a time or two that would work for you immediately upon my return on Monday, April 15th or Tuesday, April 16th?

Thank you and look forward to working together to stop this atrocious behavior,

Karina

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Karina Newton

Head of Public Policy, Instagram

[REDACTED]@instagram.com | +1 650.739.9443

Begin forwarded message:

From: Dawn Hawkins <dawn@ncose.com>

Date: March 27, 2019 at 7:18:17 PM GMT

To: [REDACTED]@fb.com

Cc: PATRICK TRUEMAN <patrick@ncose.com>, haley <haley@ncose.com>

Subject: Concern RE sex trafficking on Instagram platform

Dear Mr. Leathern,

We are hoping that you might be able to help or direct us to the correct folks at Facebook and Instagram to discuss an alarming trend we are seeing where Instagram is used to groom and then to sell minors for sex acts.

We sent a letter to corporate headquarters a few months ago, but it went unanswered. Surely, it is lost in the piles of correspondence you receive. We sent the attached letter today.

Last December, I was asked to meet with three survivors of domestic minor sex trafficking here in DC, the oldest being just 15 years old, because they wanted us to understand what happened to them. They hoped we could reach out to Instagram and help get this problem solved. Their abuse and exploitation were greatly facilitated using your platform. They showed us message after message they were still getting from strangers asking them for sex. We could hardly believe what they were telling us is a trend. We have since reached out to a number of other survivor-serving organizations and are hearing the same things about the prevalence of Instagram used to recruit, groom, and then sell young people.

We request a meeting with Instagram to discuss this further and possible solutions. We applaud the platform for many great policies and efforts already underway to address sexual exploitation.

Best,

Dawn Hawkins

Vice President & Executive Director | National Center on Sexual Exploitation

O: (202) 393 7245

E: dawn@ncose.com

W: www.EndSexualExploitation.org