Implementation Questionnaire

Introduction

Notes/instructions on completing this template
- Please complete all sections and all questions as far as possible
- Where a question or section is not applicable, please mark as N/A
- Where is overlap – or no change – to information previously submitted in company statement of commitments, please simply enter "refer to self-statement"
- URLs or screenshots (with links) are particularly useful in illustrating individual points
- Please add any additional information/data relevant to the submission at the end of the appropriate Principle

1. Name of the company on whose behalf this submission is made:

Facebook Ireland

2. Country or primary markets where products/services are offered (in EU) to which this submission applies In which European markets does your company operate

All European Member States

3. Product(s) or services included within the terms of this submission

Facebook

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4. Nature of activity

☐ *Manufacturers of desktop and laptop computers, mobile phones, tablets, TV set top boxes and gaming consoles*

☐ *Network operators and connectivity providers*

☐ *Online content provider*

■ *Online service provider*

☐ *Other* (please specify): ....

5. Person(s) completing the report

Name: ....Amy McArdle...

Position: .... Safety Policy Manager EMEA..............................

Email: .... amymcardle@fb.com...

Principle 1 – Content

Commitments

Signatories should:

- Indicate clearly where a service they offer may include content considered not to be appropriate for children and display prominently options which are available to control access to the content. This could include, where appropriate for the service, tools to manage access to certain content, advice to users or a recognised system of content labelling.
- Display prominently and in an easily accessible location the Acceptable Use Policy, which should be written in easily-understandable language.
- State clearly any relevant terms of service or community guidelines (i.e. how users are expected to behave and what is not acceptable) with which user generated content must comply.
- Ensure that reporting options are in the relevant areas of the service.
- Provide notice about the consequences for users if they post content which violates terms of service or community guidelines.
- Continue work to provide innovative solutions able to support child safety protection tools and solutions.

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1. Do you provide a mechanism for consumers to _provide feedback, report an issue or file a complaint_ about the appropriateness of a piece of content?

■ *Yes*

☐ *No*

☐ *Not applicable* (please explain): ....

If yes, please provide details:

With over 2 billion people from all over the world using Facebook and billions of pieces of content posted every day, we take the issue of safety on our platform very seriously, especially that of our teen users. It's our most important responsibility.

Our Terms of Service (https://www.facebook.com/legal/terms), Community Standards (https://www.facebook.com/communitystandards/) and related policies aim to find the right balance between giving people a place to express themselves and promoting a safe and welcoming environment for everyone using our platform. Many of our policies provide unique protections for minors.

Reporting: We make reporting easy. You can report almost every piece of content by using the "Report" link that appears when you tap on the downward arrow or "…" next to a post. We have teams of specially trained experts around the world, available 24/7, who review reports in over 50 languages. They will remove content if it violates our Community Standards and depending on the violation, we may show the person educational messages, prevent them from using a specific Facebook feature, or even disable a user. You can check on the status of a report in your Support Inbox, which is where our team provides real-time updates on the status of your report.

Facebook's Help Centre provides online resources further explaining how to report content on our platform (https://www.facebook.com/help/181495968648557/). Our Help Centre (www.facebook.com/help) also includes additional reporting contact forms, for specialized topics such as memorialization requests, IP infringements and many others. In addition, it contains specialized contact forms for people to get in touch with us and highlight potentially abusive content. This is especially useful for people who are not registered on Facebook and wish to report something.

Social Reporting: We partnered with experts from The University of California, Berkeley and the Yale Center for Emotional Intelligence to build social reporting tools. If people see something on Facebook that they don't like, they also can use the report links to send a message to the person who posted it asking them to take it down. In most cases, people will take things off Facebook if a friend asks them to.

Blocking: Facebook offers tools specifically to help deal with bullying. Depending on the seriousness of the situation, a person suffering from bullying can opt to:

- Unfriend the person.
- Block the person.
- Report the person or any abusive content they have post.

2. Do you offer a means *for restricting / blocking access* to potentially inappropriate content for users of your service or product?

■ *Yes*

☐ *No*

☐ *Not applicable* (please explain): ....

If yes, please provide details of mechanisms in place:

We believe young people should be able to access the internet and social media. We are committed to doing what is needed to help keep them safe and protected and we have unique policies and tools in place that provide extra protections for teens on our platform.

Age requirements: Facebook requires everyone to be at least 13 years old before they can create an account (in some jurisdictions, this age limit may be higher). It violates our terms of services to provide a false age when creating an account. If a child indicates that he or she is under 13, Facebook lets the child know we cannot process the registration and if they return later to try again, we let the child know he or she is ineligible to sign up for Facebook. Next to the birth date entry box we also have a link to a dialogue box that explains that we collect birth date to help make sure the user gets the right Facebook experience for his or her age. We encourage everyone to report underage accounts to us and have a dedicated reporting form in the Help Center: https://www.facebook.com/help/contact/209046679279097.

Under GDPR, people between the ages of 13 and 15 in some EU countries need permission from a parent or guardian to allow certain features (e.g. on Facebook these features include seeing ads based on 3rd party data and sensitive data, including religious and political views or "interested in" on your profile).

Tools: We endeavor to put people in control of their own experience and provide them with tools and information to manage the people and content they interact with. For example:

- How to view and adjust your Newsfeed settings: https://www.facebook.com/help/371675846332829
- How to unfriend (https://www.facebook.com/help/172936839431357?helpref=faq_content), block (https://www.facebook.com/help/168009843260943?helpref=faq_content) and report (https://www.facebook.com/help/212722115425932?helpref=faq_content) a person or any abusive content they have posted.

Age-Gating and Content Warnings: We encourage our users to share responsibly as part of our Terms of Service. But responsible sharing doesn't always mean content is suitable for our younger users. We remove content that promotes, glorifies or celebrates the violence, suffering or humiliation of others. We allow graphic content (with some limitations) to be shared by people to help raise awareness about issues. While graphic content shared in this context does not violate our Community Standards, it may not be appropriate for minors. If this content is reported to us, we age-gate it. This means the content will not be visible to 13-17 year olds on the platform. For adults, we apply a warning screen letting them know that if they chose to proceed, the material they will view may be violent or graphic in nature.
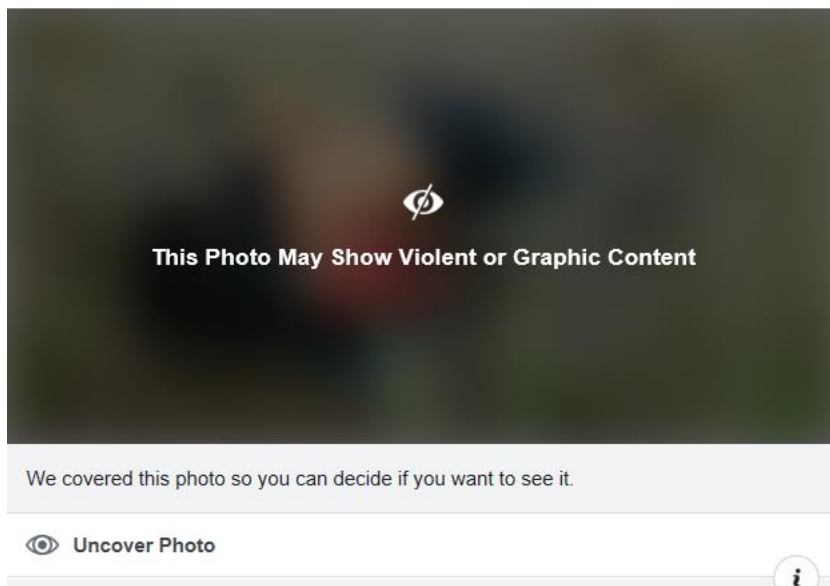
For more detail, please see: https://www.facebook.com/communitystandards/graphic_violence.

Sensitivity Screens: Sensitivity screens are applied to some content meaning that it is not immediately visible to adults or minors.
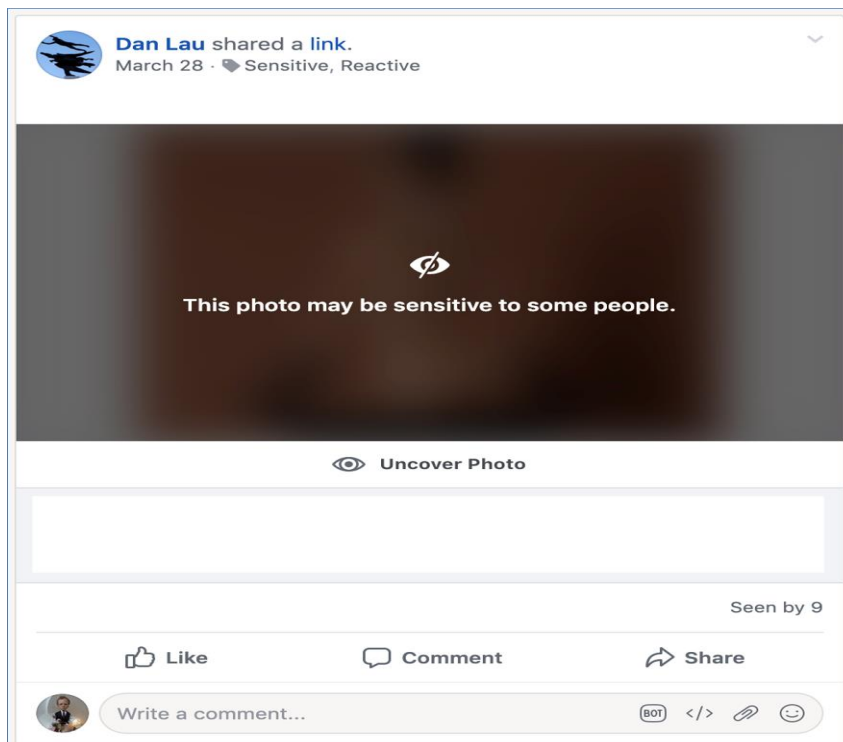
Pages: Page admins are required to clarify the audience that is the most suitable to interact with their page and can ensure their page isn't visible to minors. We ask page admins to follow our guidelines when it comes to content and have clearly stated rules specific to regulated goods or services. Page admins must restrict access to minors when the page in question promotes the private sale of alcohol, tobacco, adult products, firearms etc. Pages promoting the private sale of regulated goods or services (including firearms, alcohol, tobacco, or adult products) must restrict access to a minimum age of 18. For more on Pages, Groups and Events Policies see:
https://www.facebook.com/policies/pages_groups_events/#

Ads: We have strict guidelines when it comes to advertising policies, particularly for content that may be targeting under 18's (https://www.facebook.com/policies/ads/#). Ads that fail to follow our age targeting requirements will be disabled. Apps must be age-gated to 18+ where they involve content unsuitable for minors (section 3.8 of the Statement of Rights and Responsibilities). Extensive information is available to developers on our developers' portal. For more information on developers' policies, please consult:
https://developers.facebook.com/policy.

3. Do you provide any _information, educational resources or advice for users_ in any of the following areas?

(tick as many as apply)

☐ *Content classification or labeling guidelines*

 ■ *How to block or restrict access to content*

 How to report or flag content as inappropriate

 Safe searching

 ■ *Information about your company's content policy in relation to children*

☐ *Not applicable* (please explain): ....

If yes, please provide details including the format of any material provided (video, text, tips, games, FAQs, etc.):

Facebook provides extensive information on how to manage interaction with pages, content and other individuals on Facebook, including: following and unfollowing; unfriending; hiding; or even blocking. Moreover, we have created extensive resources on how to report harmful and abusive content and get help from our team. These resources are available in our Help Centre (www.facebook.com/help), Safety Centre (www.facebook.com/safety), as well as from the Privacy Basics (https://www.facebook.com/about/basics) and Privacy Settings and Tools (https://www.facebook.com/settings?tab=privacy).

While certain service and products may not be advertised to those under the age of 18 e.g. alcohol, tobacco, adult products, firearms etc., we want the ads minors do see to be relevant and to give them control over their experience. We offer comprehensive controls over ads people want to see:

- Ad Preferences, people choose what information is used to show them ads on Facebook.
- With each ad you can find out why you saw it, hide the ad so you won't see it again, or change the interest we use to decide what ads to show.
- We also offer ways for people to opt out of online behavioral advertising.
- Parents are provided with specific information about how to prevent their children's social actions from being paired with ads in our Help Center: https://www.facebook.com/help/116356655118482.

For more on ad preferences and how to adjust them, please see: https://www.facebook.com/help/247395082112892.

Resources are available in multiple formats including: in-app education e.g. reminding minors to only accept friend requests from people they know; Newsfeed education e.g. signposting minors to the Safety Center Youth Portal (https://www.facebook.com/safety/youth) and encouraging users to report content (https://www.facebook.com/help/181495968648557?ref=tos); short videos in our Safety Centre; tips and advice published from the Facebook Safety page (https://www.facebook.com/fbsafety/); and comprehensive FAQs in our Help Centre. These user-friendly resources are made available in more than 50 languages and many are available to download in PDF format.

Safety Center: We launched our new safety center at the end of October 2017. The safety center is one tool we use to help people feel safe and supported on our platform. It walks people through the tools we offer to control their experience on Facebook, as well as numerous tips and resources. It is now mobile friendly, available in over 60 languages, includes step by step videos and resources from about 75 partners around the world. https://www.facebook.com/safety

Bullying Prevention Hub: Developed in partnership with the Yale Center for Emotional Intelligence, the Bullying Prevention Hub is a resource for teens, parents and educators seeking support and help for issues related to bullying and other conflicts. It offers step-by-step plans, including guidance on how to start some important conversations for people being bullied, parents who have had a child being bullied or accused of bullying, and educators who have had students involved with bullying. https://www.facebook.com/safety/bullying

Parents Portal: In 2016, we launched a new "Parent Portal" where caregivers can come to learn some of the basics about Facebook, get tips on how to start a conversation about online safety with their children, and access external expert resources. In addition to the Community Standards, the portal highlights content policies that are specific to minors. https://www.facebook.com/safety/parents

Youth Portal: In 2018, we launched a new youth portal with resources for teens and tweens to empower them with information on the tools and policies in place for their privacy, security and safety on Facebook, as well as advice from their peers on a range of topics including managing negative experiences. https://www.facebook.com/safety/youth

Safe searching: We want to support people in their time of need. For example, when people are posting and searching for suicide and self-harm related content, we are focused on providing resources and directing them to organisations that can help.

We have also created a Facebook shortcut to provide education and additional resources to people who search for terms related to child abuse. These terms have been provided by internal and external experts and when someone searches for them on Facebook, we will have a pop-up that reminds them that content that promotes the sexual exploitation of minors violates our policies.

4. Where is your company's _Acceptable Use Policy_ (AUP) located?

Our Terms of Service govern Facebook's relationship with our users or others who interact with Facebook. For more information, please see: https://www.facebook.com/legal/terms.

5. Does the AUP or separate give clear guidelines with which <u>user generated content</u> must comply (including details about how users are expected to behave and what is not acceptable)?

■ *Yes*
☐ *No*
☐ *Not applicable* (please explain): ....

If yes, please identify relevant policy:

In addition to our Terms of Service, we have also developed more extensive resources around the type of content that is allowed on our platform. Our policies are explained in the Community Standards: www.facebook.com/communitystandards. One of the questions we're asked most often is how we decide what's allowed on Facebook. These decisions are among the most important we make because they're central to ensuring that Facebook is both a safe place and a place to freely discuss different points of view. For years, we've had Community Standards that explain what stays up and what comes down. In April 2018 we went one step further and publishing the internal guidelines we use to enforce those standards. We decided to publish these internal guidelines for two reasons. First, the

guidelines will help people understand where we draw the line on nuanced issues. Second, providing these details makes it easier for everyone, including experts in different fields, to give us feedback so that we can improve the guidelines – and the decisions we make – over time. The Community Standards includes a section on Recent Updates to ensure users are aware of new and updated policies:
https://www.facebook.com/communitystandards/recentupdates/.

The Community Standards are heavily emphasized via our Help Centre and Safety Centre. We also encourage our users to refer to this page when reporting content. Our Community Operations team will often refer people to the Community Standards page to draw their attention to our policies and provide more context for our decisions.

Facebook's Terms of Service, Community Standards and other terms and policies also apply to pages, groups and events:
https://www.facebook.com/policies/pages_groups_events/#

6. Do you provide notice about the _consequences for users_ if they post content which violates terms of service or community guidelines?

■ *Yes*
☐ *No*
☐ *Not applicable* (please explain): ....


If yes, please identify relevant policy:

As part of Facebook's Terms of Service, we require users to share responsibly and strive to educate our community about maintaining a safe and respectful environment. The vast majority of the content posted on Facebook is positive, benign and uncontroversial. We make reporting easy. Anyone can report almost every piece of content by using the "Report" link that appears when they tap on the downward arrow or "…" next to a post. We have teams of specially trained experts around the world, available 24/7, who review reports in over 50 languages. They will remove content if it violates our Community Standards and depending on the violation, we may show the person educational messages, prevent them from using a specific Facebook feature, or even disable a user. For more information see: https://www.facebook.com/help/116393198446749?helpref=page_content

People can check on the status of a report in their Support Inbox (https://www.facebook.com/support), which is where our team provides real-time updates on the status of your report:
https://www.facebook.com/help/338745752851127?helpref=about_content.

Users can appeal decisions for posts that were removed for bullying and harassment, nudity, sexual activity, hate speech or graphic violence and we are working to bring more violation types into the appeals remit.

In a small number of cases and for the most serious violations of our Community Standards e.g. the sharing or threat to share non-consensual intimate images and predatory behaviour towards children, users will be removed from the platform. In certain emergency circumstances, involving the immediate risk of harm, suicide prevention and the recovery of missing children, we may also bring such accounts to the attention of law enforcement.
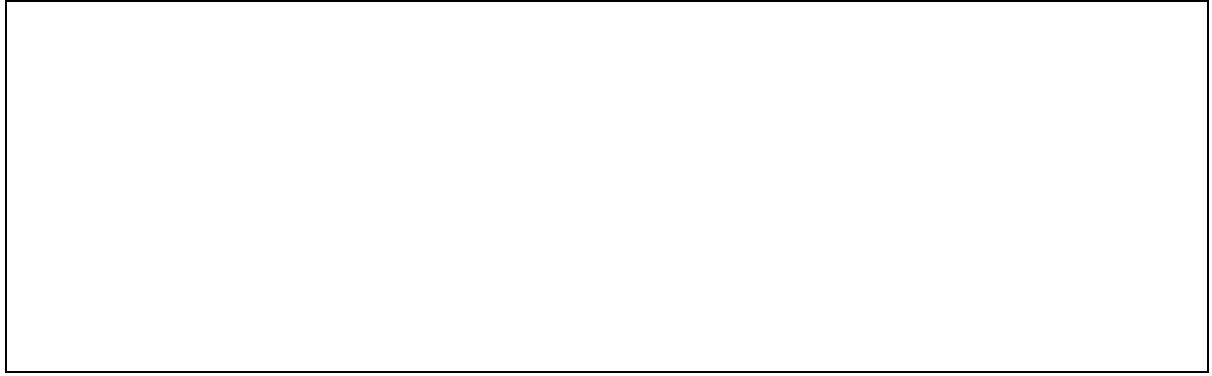
Principle 2 – Parental Controls

Commitments

Signatories should assist parents to limit their children's exposure to potentially inappropriate content and contact.

- Manufacturers should optimise hardware design to provide products which simply and clearly help parents to set appropriate levels of control on devices.
- Network providers should provide necessary tools and settings across their services to enable parents to set appropriate levels of control.
- Service and content providers should make available the necessary tools and settings across their services to enable parents to set appropriate levels of control

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1. Please outline the availability of any _parental control tools and settings_ across your product or service that allows parents to set appropriate levels of control? Include relevant links/ screenshots where available:

Subject to the age of consent under GDPR in individual EU Member States, teenagers have full control over their account. Facebook does not provide parental control mechanisms. Our philosophy is to empower parents to have conversations with their children about safe online use and to promote responsible online behaviour. We have developed dedicated, expert informed resources through the Parents Portal (https://www.facebook.com/safety/parents) and Bullying Prevention Hub (https://www.facebook.com/safety/bullying) in the Safety Center (https://www.facebook.com/safety). This helps parents and caregivers to learn some of the basics about Facebook, get tips on how to start a conversation about online safety with their children and access external expert resources. It is mobile friendly, includes step-by-step videos and is available in over 60 languages. In addition, our summary of FAQs for parents and educators can be found at: https://www.facebook.com/help/441374602560317/.

Our Time Spent tools are another opportunity to foster conversations between parents and teens about the online habits that are right for them and to help make time spent on Facebook intentional, positive and inspiring: https://newsroom.fb.com/news/2018/08/manage-your-time/

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2. If applicable, please describe the features offered by the _parental controls_? E.g. restricting web access, customization, monitoring, other restrictions…..

N/A please see previous answer.

3. In relation to parental controls, which of the following _educational and information resources_ to do you offer?
(tick as many as apply)

▮ *Company policy in relation to use of parental controls*
▮ *Guidance about how to use parental controls*
▮ *Educational or awareness-raising resources about the use of parental controls*
☐ *A promotional or marketing channel for the uptake of parental controls*
☐ *External links to educational material/resources about the use of parental control*

- Tools for parents and educators:
  - https://www.facebook.com/help/441374602560317/
- Tips for parents:
  - www.facebook.com/safety/parents
  - https://www.facebook.com/safety/bullying/parents
- Tips for teens:
  - www.facebook.com/safety/youth
  - https://www.facebook.com/safety/bullying/teens
- Tips for teachers:
  - www.facebook.com/safety/educators
  - https://www.facebook.com/safety/bullying/educators
  -

[Please provide details including links or screenshots as relevant]

4. Please outline any additional safety tools or solutions _not detailed above_ that relate to parental controls, including any planned implementation of new features or procedures?

N/A

Principle 3 – Dealing with abuse/misuse

Requirements

Signatories should:

- Provide a clear and simple process whereby users can report content or behaviour which breaches the service's terms and conditions.
- Implement appropriate procedures for reviewing user reports about images, videos, text and other content or behaviour.
- Provide clear information to users on all available report and review procedures.
- Place and review regularly links to these reporting options in appropriate areas of the service (e.g. where users view user-generated content or interact with other users) and provide guidance on what to report.
- Place links to relevant child welfare organisations or specialist providers of advice (e.g. about anorexia or bullying) and other confidential helplines/support services in appropriate areas.
- Ensure that moderators who review user reports are properly trained to determine or escalate content or behaviour presented to them

1. Please provide details of _company policy relating to abuse_ and misuse (involving images, videos, text and other content or behaviour) on your product or service.

We recognize how important it is for Facebook to be a place where people feel empowered to communicate, and we take our role in keeping abuse off our service seriously. That's why we have developed a set of Community Standards that outline what is and is not allowed on Facebook (https://www.facebook.com/communitystandards). Our Standards apply around the world to all types of content including: images; videos; text; and other content or behaviour and a broad range of harms and abuses such as: direct threats; nudity; graphic content; bullying and harassment; sexual exploitation; fraud; spam; intellectual property infringements; and more.

If someone encounters content that they feel is harmful, abusive or violates our Terms of Service, they can report it to our support teams using the reporting links available throughout the site or the specialized contact forms in the Help Center.

Reports are prioritized based on potential real-world harm and triaged to ensure the most appropriate team reviews them.

2. Please describe the _process or mechanism_ available for users to report abuse/misuse (involving images, videos, text and other content or behaviour) on your product or service).

As previously mentioned, every piece of content published on Facebook can be reported to our support teams for review, via the multiple reporting links available on the site. These reporting links are available across all device types (tablet, desktop, and mobile phones). Users can report a piece of content shown in their newsfeed, report a specific user timeline or report any other piece of content individually (post, comment, photo, video, group, event, page etc.). Our Help Centre offers additional ways for people to report content to us.

Reporting is quick, easy, confidential, and only takes a few seconds. It is important that people report content to us using the option that is the closest to the type of abuse they are seeing. This helps us to prioritize the report and identify the team best placed to deal with it in terms of specialisation, language and market expertise.

We have spent the last fifteen years refining our reporting mechanisms and ensuring the best possible support to our users. We endeavor to respond to all reports within 24 hours and prioritized reports, i.e. where there is potential for real-world harm, more quickly still. Our Support Inbox provides everyone with full transparency on how quickly their individual reports are being reviewed.

Our Community Operations teams are based in several locations across the globe. We employ a follow the sun model to ensure 24/7 cover and support to our community.

We use smart technology to proactively remove content (e.g. fake accounts, financial scams, spam) and/or surface content for human review (e.g. hate speech). User reports are mainly reviewed by a team of real people.

For reporting mechanism see ICT 1.

[Please provide details including links or screenshots as relevant]

3. _Where_ is the reporting button/ mechanism located?
(tick any that apply)

■ *On each page of the website/service*
■ *Close to the point where such content might be reported*
■ *In a separate location such as a safety page*
☐ *In a browser extension*
☐ *In a separate app for a connected device*
☐ *Other* (please specify): ....

4. _Who_ may use such a reporting mechanism?
(tick any that apply)

☐ *Only registered user/profile in which content is located*
☐ *All registered users of the product/service?*
■ *Everyone including non-users, e.g. parents/teachers who are not registered for the service*
☐ *Other* (please explain): ....

Everyone can report a piece of content to our team, whether they are registered on Facebook or not. Dedicated reporting forms for people without a Facebook account can be found in the Help Center. Please see:
https://www.facebook.com/help/contact/274459462613911

5. Which of the following _kinds of content_ can users report?

All content types (individual profiles, groups, events, pages, videos, photos, comments, status updates, messages etc.). Detailed information on how to report, special types of reporting and what happens with reports can be found here:
https://www.facebook.com/help/263149623790594

6. Which of the following information do you provide to users?
(tick any that apply)

Advice about what to report
Advice about how to make a report
Pre-defined categories for making a report
How reports are typically handled
Feedback to users
Other website/external agency for reporting abuse/ misuse content?
☐ _Other_ (please specify): ....

7. Please provide details of any _other means_, in addition to a reporting button/icon, to report content or behavior which breaches your service's terms and conditions

In addition to being able to report any piece of content published on Facebook, people have the ability to go to Facebook's Help Centre which provides our community with detailed online resources further explaining how to report content on our platform:
https://www.facebook.com/help/181495968648557/

The Facebook Help Centre also contains additional dedicated contact forms for people to get in touch with us and highlight potentially abusive content. This is especially useful for people who are not registered on Facebook and wish to report something for the attention of our support teams: https://www.facebook.com/help/contact/274459462613911

[Please provide details including links or screenshots as relevant]

8. Please outline briefly any other procedures or programmes offered by your service _**not detailed above**_ **that relate to abuse /misuse,**

Principle 4 – Child Sexual abuse content or illegal contact

Requirements

Signatories should:

- Co-operate with law enforcement authorities, as provided for in local law, regarding child sexual abuse content or unlawful contact.
- Facilitate the notification of suspected child sexual abuse content to the appropriate law enforcement channels, in accordance with existing laws and data protection rules.
- Ensure the prompt removal of illegal child sexual abuse content (once it has been confirmed as illegal by the relevant public authority) in liaison with national law enforcement.
- Provide relevant additional information and/or links to users so they can make a report or obtain information about appropriate agencies or organisations that users can contact about making a report or obtaining expert advice, at national and EU level (e.g. law enforcement agencies, national INHOPE hotlines and emergency services).

1. Which of the following mechanisms are provided on your product or service to _**facilitate**_ _**the notification or reporting**_ **of suspected child abuse content?**
(tick any that apply)

☐ _Company-own hotline reporting button or telephone number_
∎ _Link or button for external national or regional INHOPE hotline_
Emergency services
Law enforcement agency
Other external agency (please specify): ....

Safety of children is one of our top priorities and most important responsibilities. We have no tolerance for the sexual exploitation of children on Facebook and we use cutting-edge technology to proactively and aggressively remove it. We also make it easy to report, we take child exploitation reports very seriously, we use technology to prioritize them and we move swiftly. We have specially trained teams with backgrounds in law enforcement, online safety, analytics, and forensic investigations review content and report findings to the National Center for Missing and Exploited Children (NCMEC).

NCMEC works with law enforcement agencies around the world to find and help victims. We are committed to both transparency and accountability when it comes to our safety efforts. In 2018, as part of our Transparency Report series, we began releasing numbers on amount of child nudity or sexual exploitation content we remove. Please see our the

Community Standards Enforcement Report for the latest numbers:
https://transparency.facebook.com/community-standards-enforcement

We work closely with our Safety Advisory Board - comprised of leading online safety non-profits - as well as over 400 safety experts and NGOS from around the world, including specialists in the area of combatting child sexual exploitation and aiding its victims.

Technology is our business and we use it to fight child sexual exploitation, both to help us prioritize the most serious reports, like child sexual exploitation, and to proactively find it and remove it. We have been using Microsoft's PhotoDNA technology since 2011. We scan every photo that is uploaded to our site using PhotoDNA to thwart the sharing of known child sexual imagery on our platform. When a photo is found to be of child sexual exploitation, the content is deleted, the account is taken down, and we report to the National Center for Missing and Exploited Children. In turn, NCMEC works with law enforcement agencies around the world to find and help victims.

We also use artificial intelligence and machine learning to proactively detect child nudity and previously unknown child exploitative content when it's uploaded. We're using this and other technology to more quickly identify this content and report it to NCMEC, and also to find accounts that engage in potentially inappropriate interactions with children on Facebook so that we can remove them and prevent additional harm.

We launched AMBER Alerts on Facebook in 2015 to help families and authorities successfully recover missing children and have since expanded the program to over 19 countries. People in a designated search area where local law enforcement has activated an AMBER Alert, will see the alert in their News Feed. The alert includes a photo of the missing child, a description, the location of the abduction, and any other pertinent, available information. Users can share the alert with friends to spread awareness, tapping into an organic desire to help. We know the chances of finding a missing child increase when more people are on the lookout, especially in the critical first hours. Our goal is to help get these alerts out quickly to the people who are in the best position to help.

We also collaborate across industry through organizations like the Tech Coalition, an industry association dedicated solely to eradicating the sexual exploitation of children online; and we hold leadership positions on international multi-stakeholder organizations such as the WePROTECT Global Alliance to end child exploitation.

We were excited for all industry to come together to set up an international program to collect, hash, and block child sexual exploitation images – building on a national program we helped set up in the US and have been a part of for quite a while now. Our cross-industry efforts include building out the capacity of small companies to develop systems to fight child sexual exploitation on their platforms. We lead and support numerous cross-industry initiatives, including our annual Child Safety Hackathon, the Tech Coalition's annual policy hackathon, and Microsoft's 360 Hackathon.

2. Please outline briefly the procedures to be followed if illegal content were to be discovered on your service.

We make illegal content easy to report, we take child exploitation reports very seriously and we move swiftly. We make it easy for people to use the 'report' button to report violations of our policy, and we prioritize reports of child sexual exploitation. People can report instances of child exploitation content using any reporting flow on our site. All our teams are trained to recognize this content and pass it to our team of child safety experts.

We have specially trained teams with backgrounds in law enforcement, online safety, analytics, and forensic investigations, which review this content and report findings to the National Center for Missing and Exploited Children (NCMEC). In turn, NCMEC works with law enforcement agencies around the world to help victims. Furthermore, this team manually investigates accounts that have been disabled based on PhotoDNA to ensure that illegal material that is not already included in the DNA database is added to the DNA database.

In addition, when we become aware of newly generated CEI based on reports or otherwise, the content is hashed to prevent further sharing, reported to NCMEC, and deleted; and the account is taken down. As is always the case, if we have reason to believe a child is in immediate/imminent danger, we may proactively refer a case to local law enforcement (as well as report it to NCMEC), to make sure the child is immediately safeguarded.

We have developed a streamlined online process through which we respond to all legal requests from law enforcement and have a team dedicated to building strong relationships with the likes of NCMEC, ICMEC, CEOP, Interpol, Europol, the FBI, and numerous other local, federal and international law enforcement organizations and departments to ensure they have the information and training needed to make the best use of this process and we are supporting efforts to improve these processes (Cloud Act).

3. Do you provide links to any of the following to enable users gain _additional information_ in relation to child sexual abuse content or illegal contact?
(tick any that apply)

█ *Links to relevant child welfare organizations/specialist providers of advice*
Other confidential helplines/support services
Law enforcement agencies
INHOPE
☐ *Other* (please specify): ……………..

Links to relevant child welfare organizations, confidential helplines and hotlines can be found throughout our Safety Centre (www.facebook.com/safety) and Help Centre (www.facebook.com/help). We are continuously working to improve all of these resources and make them as user friendly as possible, in multiple languages.

Information, for example on the amount of child nudity or sexual exploitation content we remove is available in our Community Standards Enforcement Report:
https://transparency.facebook.com/community-standards-enforcement

4. Please outline briefly any additional procedure in place within your company _not detailed above_ to ensure that you comply with local and/ or international laws with regard to child sexual abuse and other illegal content?

Principle 5 – Privacy and Control

Requirements

Signatories should:

- Manage privacy settings appropriate for children and young people in ways that ensure they are as safe as is reasonably possible.
- Offer a range of privacy setting options that encourage parents, children and young people to make informed decisions about their use of the service and the information they post and share with others online. These options should be easy to understand, prominently placed, user friendly and accessible.
- Take steps, where appropriate and in accordance with legal obligations, to raise user awareness of different privacy controls enabled by services or devices and enable users to use these as appropriate.
- Make reasonable efforts to raise awareness among all parties, service, content, technology and application providers, including public bodies, of industry good practice in relation to the protection of children and young people online

1. Please provide details of your company's published *privacy policy* in relation access, collection, sharing and further use of data from minors under the age of 18 when utilizing your product or service?

This information is contained in our Data Policy (https://www.facebook.com/about/privacy), which describes the information we process to support Facebook, Instagram, Messenger and other products and features offered by Facebook (https://www.facebook.com/help/1561485474074139?ref=dp) You can find additional tools and information in the Facebook settings: https://www.facebook.com/settings.

2. Are *distinct privacy settings* deployed to prevent access to information on for users under the age of 18?

■ *Yes*
☐ *No*
☐ *Not applicable (please explain)*: ....

If yes, please briefly outline available age-appropriate privacy settings (Provide details including relevant links/ screenshots on your website)

At Facebook, we work hard to keep young people safe online through our policies, help and support, partnerships and feedback, and tools. Giving children an age-appropriate online experience is very important to us. We have implemented enhanced privacy and safety features to protect young people who use our services. For example:

- Stricter default privacy settings for teenagers and additional behind-the-scenes protection.
- We've designed many of our features to remind them of who they're sharing with and to limit interactions with strangers.
- Messages sent to minors from unconnected adults (who are not friends or friends of the minor's friends) are filtered out of the minor's inbox.
- We take steps to remind minors that they should only accept friend requests from people they know.
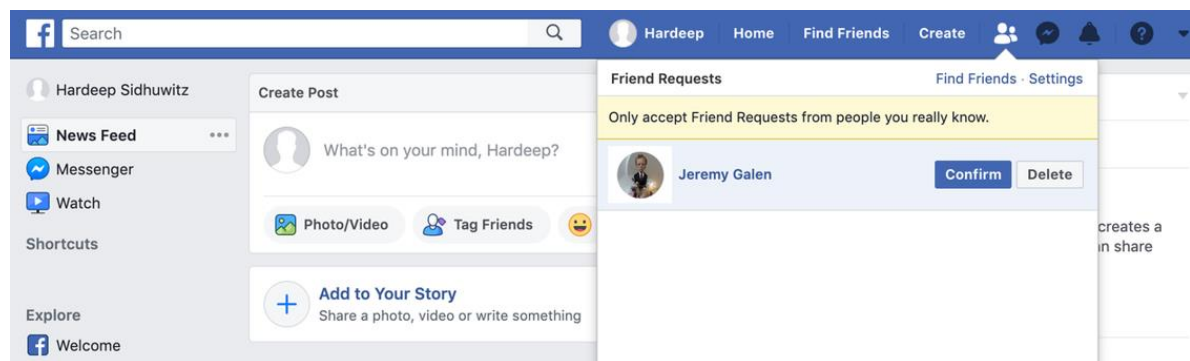
- New minor users are automatically defaulted to share with 'friends' only and their default audience options for posts do not include "public." If a minor wants to share publicly, the first time they go to do so they must go to their settings to enable the option and we remind them about the meaning of posting publicly.
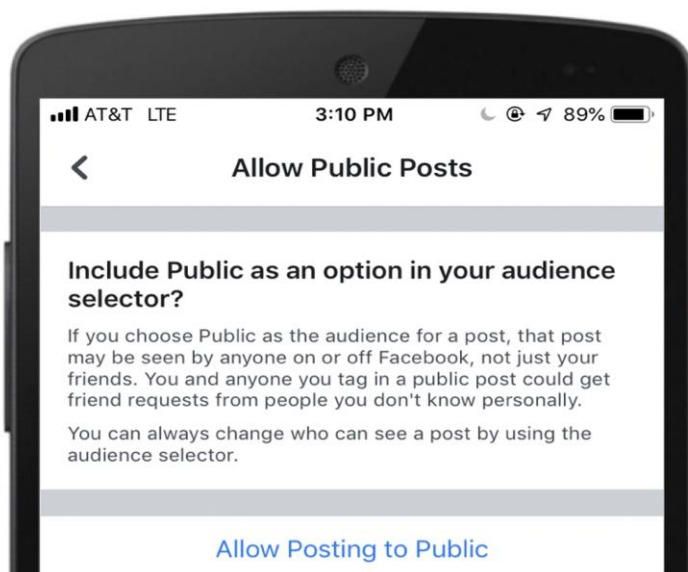
- The tool for controlling which posts other people can tag you in is switched on by default for children.
- Our facial recognition products are not available to anyone under 18.
- Because it's particularly important for children to think before they share their location, location sharing is turned off for them by default. When a teen turns on location sharing, we include a consistent indicator as a reminder that they're sharing their location.
- Children's profiles cannot be found on search engines off Facebook because we prohibit them from being indexed.
- We protect their sensitive information such contact info, school or birthday appearing in search to a public audience, including unconnected adults.

Advertisers are not allowed to show ads to minors that "promote products, services, or content that are inappropriate, illegal, or unsafe, or that exploit, mislead, or exert undue pressure on the age groups targeted." This would include, for example, ads for alcohol.

We require Page administrators to clarify the audience suitable for their page. They can also restrict access to under 18s depending on content. We ask that Page admins age-gate their pages when they promote regulated goods such as alcohol, tobacco, or products aimed at an 18+ audience.

For more information on minors and privacy, please see:
https://www.facebook.com/help/www/473865172623776?rdrhc

Please identify default settings for each _age category_ of under 18s, as relevant:

We have one age category for teens, which is 13-17 years old.

Please identify any steps you have taken to ensure that these settings are _easy to understand, prominently placed, user friendly and accessible_.

The above settings apply to minors by default.

3. Where are users able to view and change or update their privacy status? tick any that apply)

▮ *On each page of the website/service*
At each point where content may be posted
▮ *In separate location such as a settings/safety/privacy page*
☐ *In a browser extension*
☐ *In a separate app for a connected device*
☐ *Other (please specify):* ....

[Please provide details including links or screenshots as relevant]

Privacy Basics: https://www.facebook.com/about/basics/
Privacy Check-Up: https://www.facebook.com/privacy/checkup
Security Check-Up: https://www.facebook.com/security/checkup

Know Your Audience: Every time a person posts a status update, photo or video, they can choose who can see it. Use the menu at the top of the post to choose your audience. If you accidentally share a post with the wrong audience, you can always change it.

Tag Review and Timeline Review: These are options that help people control who sees what they post and what posts appear on their timeline. Tag review lets people approve or dismiss tags that friends add to their posts. If a person shares a photo with their friends, other people can tag themselves (or others) in their photo. By turning on tag review, the person can approve or dismiss these tags before they appear. People can also add tags to any piece of content, and the same rules apply. Timeline review lets people choose whether posts they are tagged in appear on their timeline. When people they are not friends with tag them in a post, they automatically go to Timeline review.

View As: This tool helps you see what your profile looks like to other people. People can see what their profile looks to the public or how their profile appears to a specific person, like a friend or colleague. To use this tool, people can click on the '…' next to the "Activity Log" button on their Timeline.

Activity Log: The Activity Log is a private list of a person's posts and activity on Facebook, from stories and photos they've been tagged in to connections they've made – such as when they've like a Page or added someone as a friend. Activity Log also enables people to change the audience for their posts, untag themselves in photos, and delete or hide information they've shared.

Access Your Information: People can access their Facebook information at any time, including their account, photos and videos, and friend list. When they click Settings on the top-right corner of Facebook, they will see their information categorized by topic. They can also choose to download their information if they would like a copy of it. For more information on accessing and downloading information, please see:
https://www.facebook.com/help/1701730696756992

4. Which of the following _information, resources or help features_ (if any) are provided to encourage users to make informed decisions about their privacy or the information they share?

▌*Tips/advice to users at the point of setting privacy options*
▌*FAQs*
▌*Help or educational resources in a separate location of service*
☐ *Links to any external NGO agencies offering education or awareness-raising related to privacy*
☐ *Links to governmental or EC agencies (Office of Data Protection Commissioner, ENISA etc.) in relation to privacy and data protection*
☐ *Other (please specify):* ....

[Please provide details including links or screenshots as relevant]

Privacy Basics: Our Privacy Basics (https://www.facebook.com/about/basics/), helps people manage their information on Facebook through a series of interactive modules. The modules are based on the top questions people ask in the Help Centre, and are grouped into the following top topics:

Facebook Privacy Basics is designed to be a colorful, engaging, user-friendly experience. It layers on top of our Help Centre, which provides additional details around how to use and benefit from our privacy controls: https://www.facebook.com/help/.

Privacy Checkup: Privacy Checkup (https://www.facebook.com/privacy/checkup) walks people through a few quick steps to help make sure they're sharing information with the people they want.

Security Checkup: We think everyone should understand how to keep their Facebook account secure. Our Security checkup (https://www.facebook.com/security/checkup) aims to give people a quick overview of their security settings and suggest some additional features.
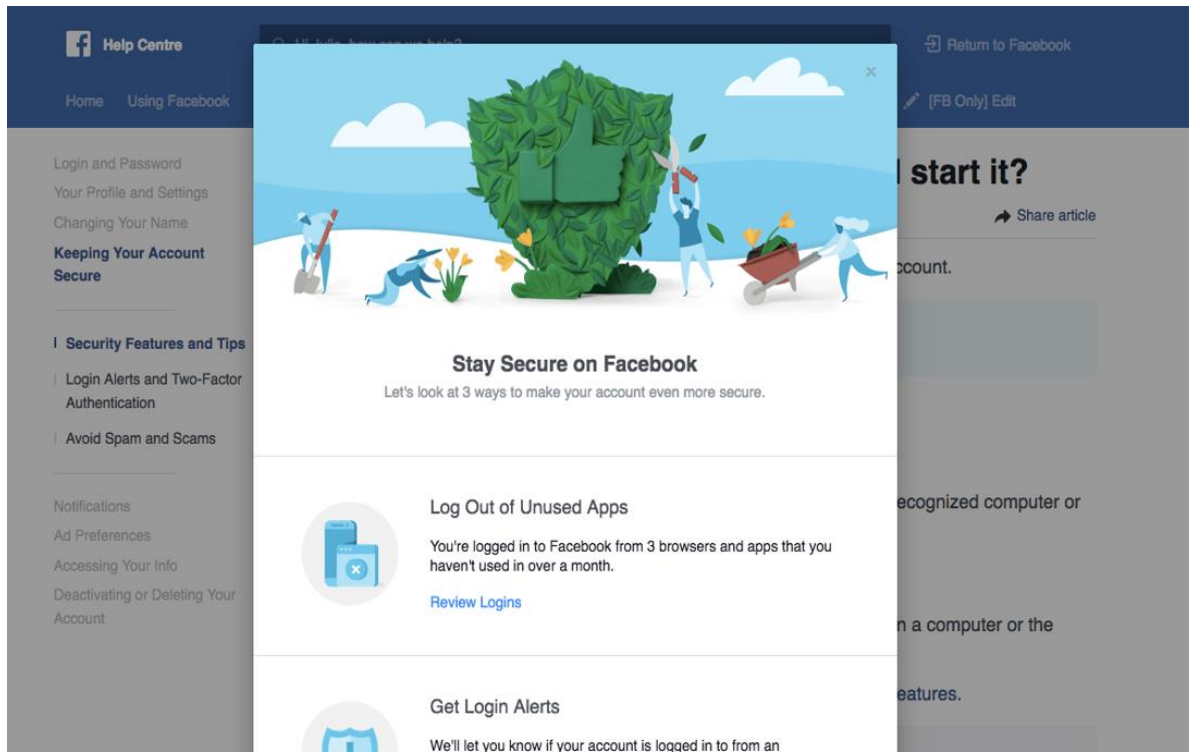
Youth Portal: We recognise our responsibility to reach and communicate with young people differently. Our Youth Portal in the Safety Center has a dedicated section on Facebook Basics, where young people can learn more about Facebook, security, safety and privacy (https://www.facebook.com/safety/youth/facebook-basics)

| Get to know Facebook | Ensure your security | Define your network | Share mindfully |

Regards privacy, young people can learn how to customize your privacy settings so they can confidently share what they want, with the audience they want to see it.

Privacy Education: We also include privacy education in-product, so people have relevant information, at the time they need it, to make meaningful choices about how to share their information on Facebook. For example, we remind people who have been posting privately for some time that they are, in fact, posting publicly— and to make sure they're sharing with their intended audience.
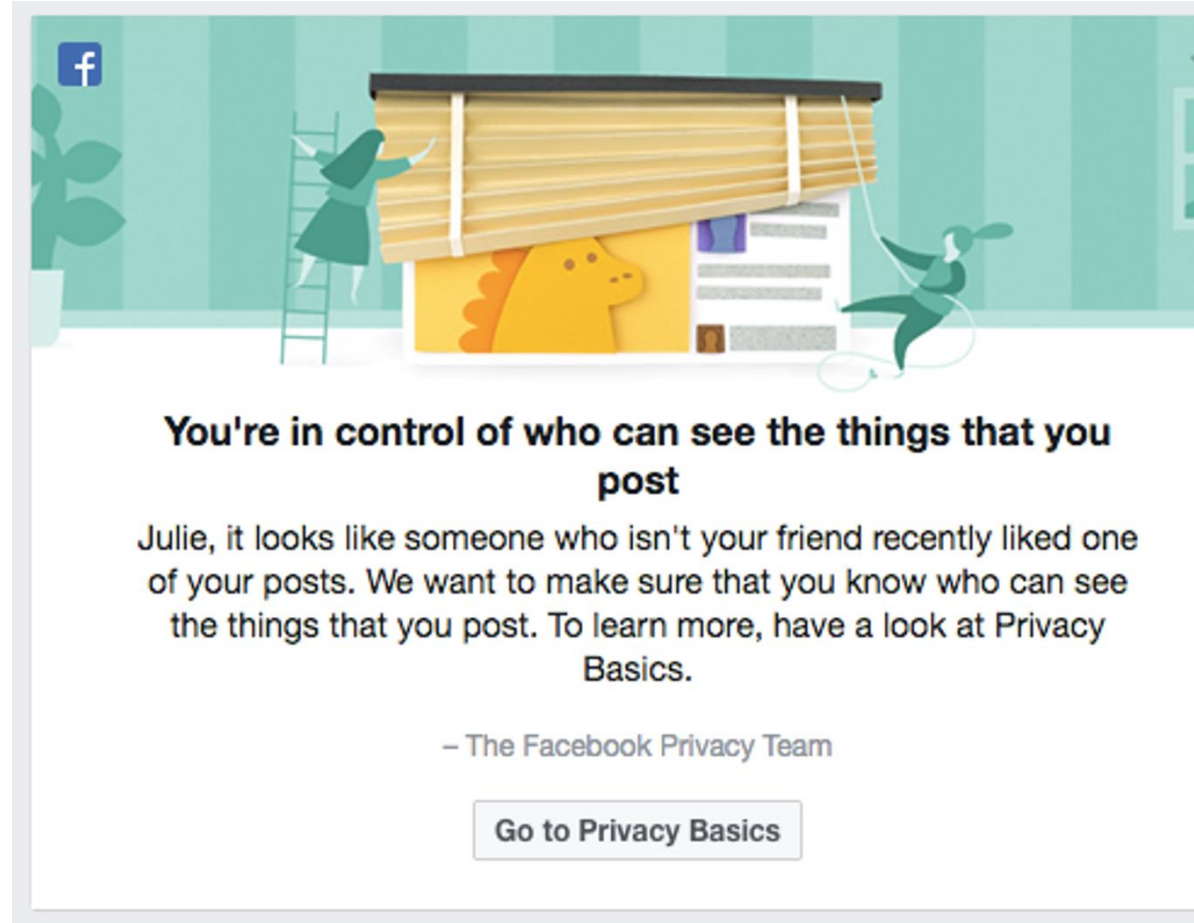
5. Please outline briefly any additional policies or activities (existing or proposed), _not detailed above_, to ensure that personal information is protected, using reasonable safeguards appropriate to the sensitivity of the information.

Principle 6 – Education and Awareness

Requirements

Signatories should:

- Educate children and young people and give them up to date information to manage their access and settings in relation to content, services and applications, adding support where possible to existing initiatives and partnerships.
- Provide advice about features of the service or functionality that are available to allow parents to improve the protection of children, such as tools to prevent access to certain types of content or service.
- Provide links to other sources of relevant, independent and authoritative advice for parents and carers, teachers, and for children.
- Provide access to information that will help educate parents, carers, teachers and children about media literacy and ethical digital citizenship, and help them think critically about the content consumed and created on the internet.
- Encourage parents and teachers to use this information and talk to their children/pupils about the issues arising from the use of online services, including such topics as bullying, grooming and, where relevant, cost management

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1. Does your company provide its own _educational resources_ aimed at any of the following groups?

☐ Younger children, i.e. under 13s

■ Teenagers <18s

■ Parents and carers

■ Teachers and other adults

☐ Others (please specify): ....

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2. Which of the following _topics_ are included within your own company educational materials?
(tick any that apply)

■ Online safe behaviour

■ Privacy issues

■ Cyberbullying

■ Download and copyright issues

☐ Safe use of mobile phones

■ Contact with strangers

☐ Other topics (please specify) ....

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3. With reference to any educational material you provide, *which of the following methods do you use*?
(tick any as apply)

☐ Documentation provided with product/contract on purchase/first registration
☐ A required presentation by salesperson completing sale
☐ Displays/leaflets positioned prominently in stores
■ Notification by email / on-screen statement / other means when product or contract is purchased or first registered
■ Prominent notifications, resources or pop ups on website
■ Helpdesk (telephone or online)
☐ Other (please specify): ....

All our safety educational resources can be found in the Facebook Safety Center.

Safety Center: We launched the Facebook Safety Center in October 2017. The Safety Center walks people through the tools we offer to control their experience on Facebook, as well as numerous tips and resources. It is mobile friendly, available in over 60 languages, includes step by step videos and resources from over 75 expert NGO partners around the world.

Parents Portal: In November 2017, we launched a new "Parent Portal" where caregivers can come to learn some of the basics about Facebook, get tips on how to start a conversation about online safety with their children, and access external expert resources. The portal responds to feedback we have received from parents for more education around our safety policies, tools and resources. And just like our new Safety Center, one of its key strengths is the access it offers to external expert safety partners.

Online Wellbeing: We launched an "Online Wellbeing" section in the Safety Center in 2018 to provide people with more information on where to get more help regarding suicide prevention, where we work with people and organizations around the world to develop support options for people posting about suicide on Facebook, including reaching out to a friend, contacting help lines and reading tips about things they can do in that moment and social resolution.

Youth Portal: In May 2018, we launched a new youth portal with resources for teens and tweens to empower them with information on the tools and policies they have for staying safe on Facebook as well as advice from their peers on a range of topics including managing negative experiences.

Digital Literacy Library: Launched in August last year (2018), the DLL is a collection of lesson plans to help young people think critically and share thoughtfully online. The first set of ready-to-use lessons in the library were developed by the Youth and Media researchers at the Berkman Klein Center for Internet & Society at Harvard University under a Creative Commons license. Developed for educators of youth ages 11 to 18, the lessons incorporate over 10 years of academic research by the Youth and Media team, and they reflect the diverse voices of young people from around the world. The lessons address topics like reputation management, identity exploration, cybersecurity and privacy.

Guides: We have worked with partners around the world to create guides. Please search the resources by country, and for the full list refer to the Global tab. Examples of resources include:

- **Think Before You Share:** Together with MediaSmarts in Canada, we developed the Think Before You Share Guide that is designed for young people and contains tips about thinking before you post, not sharing passwords and how to resolve online issues.
- **Help A Friend In Need:** Together with the Jed Foundation and the Clinton, we developed the Help A Friend In Need Guides contains information about what to look out for on social media when your friend may be feeling down and how to get help.
- **Be Kind Online:** In partnership with Stonewall UK, Trevor Project and GLSEN we developed a guide to support LGBTIQ teens to encourage kindness online.

We work closely with stakeholders, schools and NGOs to promote digital literacy.

We create regular videos for young people to raise awareness about all our safety tools which we share with partners.

We also provide additional education and signposting in the Help Center:

Examples of FAQs:
- How do I report suicidal content to Facebook?
- I'm having thoughts about self-harm or suicide
- I need to find a suicide hotline for myself or a friend
- How do I help an LGBT person who has posted suicidal content on Facebook?
- I'm worried about someone after seeing content they've shared about suicide or self-harm. What can I do?

4. Please provide details of any links to other _external organisations_, or relevant, independent and authoritative advice for parents/carers, teachers, and for children?

We work closely with our Safety Advisory Board - comprised of leading online safety non-profits - as well as over 400 safety experts and NGOS from around the world. Facebook's educational resources are designed for parents/carers, teachers and children and are developed in collaboration with external experts across multiple disciplines, including: child development, children's media, and online safety.

Please see previous answer for detail.

5. Please provide details of any campaigns, or active involvement in _industry partnerships_ on specific topics to raise public awareness of digital safety for children and young people?

- ICT Coalition
- UK Council for Child Internet Safety (UKCCIS)
- Alliance to Better Protect Children Online
- WeProtect Global Alliance

6. Please provide details of any partnerships with _NGO, civil society or other educational agencies_ or campaigns to raise public awareness of digital safety for children and young people.

We work closely with our Safety Advisory Board - comprised of leading online safety non-profits - as well as over 400 safety experts and NGOS throughout Europe and across the world.

The following is a snapshot of the global and European organisations we have listed in the Safety Center, for a full list please consult the country specific dropdown menu in our Safety Center Resources: https://www.facebook.com/safety/resources

Global resources:
- FOSI, Child Helpline International
- INHOPE/INSAFE
- National Centre to End Domestic Violence

Austria:
- Safer Internet.at

Belgium:
- Child Focus

Bulgaria:
- Safenet.bg

Cyprus:
- Safer Internet CyberEthics

Czech Republic:
- Czech Safer Internet Centre

Denmark:
- Borns Vilkar
- Red Barnet

Estonia:
- Estonian Union for Child Welfare

France:
- Protection e-Enfance
- AFPI
- Internet Sans Crainte

Germany:
- FSM
- Jugendschutz
- Klicksafe

Greece:
- SaferInternet4kids
- Hamogelo Smile of a Child

Ireland:
- Webwise
- Spunout.ie
- The National Anti-Bullying Research and Resource Centre

Italy:
- Telefono Azzurro
- Save the Children

Luxembourg:
- BEE Secure

Portugal:
- MiudosSegurosNa.net
- IAC (Child Support Institute)
- Internet Segura

Spain:
- Pantallas Amigas, Fundacion ANAR
- Alia2
- GSIA
- Padres 2.0

UK:
- The Diana Award
- Childnet
- UK Safer Internet Centre
- Stonewall
- Internet Matters
- NSPCC

The following serves as a few examples, among many, of current campaigns and initiatives we are supporting to raise public awareness of digital safety for children and young people in Europe.

Ireland:
Facebook's flagship partnership in Ireland is with the National Anti-Bullying Centre (NABC). FUSE, which began in February 2019 as a pilot to 14 post primary schools (ages 12-16), will be officially offered to an estimated 800 post primary schools across Ireland between September 2019 and September 2021.

UK:
In 2017, we made our biggest commitment to online safety in the UK. The UK Digital Ambassador Programme offers every secondary school dedicated digital safety ambassadors in partnership with Childnet International and The Diana Award. This means

that every UK school has been offered the benefit from young people who are trained to provide peer-to-peer support and lead online safety initiatives in the classroom.

Project deSHAME:
Project deSHAME is a collaboration between Facebook, Childnet (UK), Kek Vonal (Hungary), Save the Children (Denmark) and UCLan (UK), and co-financed by the European Union. The objective of Project deSHAME (Digital Exploitation and Sexual Harassment Among Minors in Europe) is to increase understanding and reporting of online sexual harassment among minors, an emerging area of gendered violence against children, through developing and evaluating youth-led and multi-sector interventions in 3 EU Member States (Bulgaria, Denmark and UK), and then to transfer this learning throughout Europe.

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7. Please outline briefly any of your own company initiatives in _media literacy and ethical digital citizenship_, designed to help children and young people to think critically about the content consumed and created on the internet.

Digital Literacy Library: Launched in August last year (2018), the DLL is a collection of lesson plans to help young people think critically and share thoughtfully online. The first set of ready-to-use lessons in the library were developed by the Youth and Media researchers at the Berkman Klein Center for Internet & Society at Harvard University under a Creative Commons license. Developed for educators of youth ages 11 to 18, the lessons incorporate over 10 years of academic research by the Youth and Media team, and they reflect the diverse voices of young people from around the world. The lessons address topics like reputation management, identity exploration, cybersecurity and privacy.

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8. Please provide details of any advice and supports _to encourage parents or teachers to talk to their children_/ pupils about the opportunities and risks arising from their use of the internet.

- Tips for parents:
    - www.facebook.com/safety/parents
    - https://www.facebook.com/safety/bullying/parents
- Tips for teens:
    - www.facebook.com/safety/youth
    - https://www.facebook.com/safety/bullying/teens
- Tips for teachers:
    - www.facebook.com/safety/educators
    - https://www.facebook.com/safety/bullying/educators

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9. Please outline any additional activities or initiatives _not detailed above_ that relate to education and awareness-raising offered by your service or product.

In addition to information submitted related to implementation of the ICT Principles, the following supplementary information supplied in either written form or in discussion with companies provides valuable context and information about the functioning and effectiveness of child safety provision.

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1. In respect of ICT Principle 1, that companies should "continue work to provide innovative solutions able to support child safety protection tools and solutions", please elaborate on company investment in child safety measures, including research. Elaborate also, where possible, on planned future implementations.

2. Any further data that companies may be able to provide regarding the functioning of child safety features would be an extremely valuable outcome of this assessment.

Where possible, please provide any available summary data in respect of the following elements. (Stipulate where data should only be presented in anonymised form).

Take up or frequency of use of parental control tools on your product or service?

Incidence of reporting use/misuse, categorization and frequency of reports on your product or service? How many? By whom? Which problem?

Kinds of actions taken by the provider for different categories of reports. What was the outcome?
Community Standards Enforcement Report
To track our progress and demonstrate our continued commitment to make Facebook safe and inclusive, we regularly release our Community Standards Enforcement Report: https://transparency.facebook.com/community-standards-enforcement. This report shares metrics on how Facebook is performing on preventing and removing content that goes against our Community Standards.

How do you evaluate the effectiveness of response to reports?
Our support teams are constantly evaluating whether or not Facebook is able to provide a high-quality answer to people who need our help, and within a reasonable turnaround time. These ongoing checks continuously inform our support operations to ensure our community is happy with the service provided.

Privacy settings: the percentage of children who have private profiles, and those who have changed default privacy settings (and how/what did they change), by age, gender and country

Use of location-based services by children

Take up and use of education and awareness raising activities undertaken for your product or service?

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3. Please detail any additional measures adopted to evaluate the effectiveness of child safety features.