

-Draft Template-

## Statement Facebook

### Commitments – CEO Coalition to make the Internet a Better Place for Children

Following an invitation from Vice-President Kroes of the European Commission, Facebook signed up in December 2011 to join the CEO Coalition to make the Internet a Better Place for Children. Following the Statement of Purpose we have together with the other 30 signatories worked towards concrete measures on 5 Actions in 2011-2012.

In the last 12 months the CEO Coalition has worked on 5 Actions and has extensively discussed and analysed the areas of action. In the course of this work, and with consultation of civil society, Coalition members have delivered concrete outcomes and identified sets of good practices which serve as recommendations to the ICT Industry. Based on these recommendations, Facebook commits to/declares following concrete steps:

**Facebook is the online home for hundreds of millions of people. Nothing is more important to us than ensuring they can use our service safely. We seek to innovate in safety by building features that leverage the social nature of our service. We empower and educate our users and we seek to enable a global conversation with our users and stakeholders.**

**We are very proud to have been part of this coalition that brought together industry leaders from across the ICT value chain to exchange best practices and learn from each other. The coalition was instrumental in bringing together policymakers and industry leaders to help children and parents make the best and safest use of the Internet, working with civil society. It certainly pushed us to listen more closely to the stakeholders and roll out features to improve our practices.**

#### Action 1 Simple and robust reporting tools for users

- Facebook has already

**Facebook has been co-leading the work of the reporting tools working group within the coalition along with Telefonica and Google.**

**Facebook offers one of the most robust reporting mechanisms on the web today.** Our reporting system enables the 1 billion people that use Facebook to **report content** that may breach our Statement of Rights and Responsibilities, **from nearly every page and every piece of content posted on the site.** We prioritise the most serious reports (such as those involving sexual abuse or harassment) and have a trained team of analysts who respond and can escalate them to law enforcement, NGOs and hotlines as appropriate.

For details on the categories and other information about our reporting tool:

<https://www.facebook.com/help/181495968648557/>

At Facebook we also encourage **social reporting**. Social reporting is a unique and innovative feature of the reporting tool that helps people resolve issues with posts, profiles or other content on the site. If they are reporting content they don't like but that doesn't violate the Facebook terms, we make it easy for them to communicate with the person who posted it. Equally, in cases of bullying or

harassment where the person doesn't feel comfortable reaching out to the person directly, they can use social reporting to get help from a parent, teacher or trusted friend either through Facebook or via e-mail.

Social reporting seeks to **replicate the offline world social interaction**, removing the need for Facebook to be involved. This unique system serves as a communication resource for young people to get help and open a conversation with the people in their lives most equipped to solve what can sometimes be a larger problem.

As part of Social Reporting, during the past year, we've worked with academics and researchers to better identify the exact language that people will respond to. To this end we recently also started testing new language in our reporting system specifically for young teenagers, since academic research indicated that some of our reporting language was not working for them.

During the past year we launched a new feature called the **Support Dashboard**, which aims to **provide feedback to users for their reports** and gives people much better visibility and insight into the reports they make on Facebook. The Support Dashboard enables people to track their reports and inform them about the actions taken by our User Operations team. We think this will help people better understand the reporting process and will educate them about how to resolve their issues. As people see which of their reports result in a removal of content, we believe users will be better equipped to make actionable reports.

The feature is currently available for the types of content that are most commonly reported - photos and Timelines.

**In April 2012 this feature has been rolled out to users globally. The coalition has helped us to listen to the demands from NGOs for providing feedback to users and we acted upon those.**

- Facebook will in 2013

Seek to better understand how the support dashboard impacts reports and explore possibilities for rolling it out to more types of content reports.

We will also continue to explore features that will help users who have posted content in violation of our Statement of Rights and Responsibilities better understand our Community Standards.

All this will be done in close conjunction with our Safety Advisory board and our safety partners globally.

## **Action 2 Age appropriate privacy settings**

- Facebook has already

**Facebook has been leading the work on this issue within the coalition.**

Facebook meets the best practices recommendations that resulted from this work-stream.

Our recommended initial settings are chosen to allow people easily to find and connect with their friends while protecting more sensitive information.

We believe that every person should have control over the content they share and choose the audience with whom they are sharing it. Our inline, contextual settings (i.e. at the moment the content is posted) make it easy to understand who can see photos, tags, wall posts and other content.

The **activity log** feature is one of the most innovative offerings in the social media industry and clearly demonstrates Facebook's commitment to integrating transparency and control over data into the Facebook experience.

The activity log presents users with a detailed and comprehensive look at all of their Facebook activity since the beginning of their accounts. It further provides them with the ability to change the visibility of their activity, remove it from the timeline or delete it altogether.

Facebook also believes in **empowering people with robust information** which includes tool tips, tours and confirmation dialogs at registration and the first time they share, which helps to ensure that they are sharing with the people they want and that they know how to adjust their settings for the future.

For example, the first time a user posts a status update, the user is given a tour of the settings and features in status updates, including the icons for the visibility options of 'public', 'friends of friends', 'friends', 'only me' and custom.

Our **privacy shortcuts** are now embedded into our Toolbar and also easily accessible through our Help Center. They now enable users to seamlessly change their privacy settings without having to interrupt their navigation.

Specifically for minors (aged 13-17) the recommended initial settings are naturally stronger:

- They automatically limit minor's sharing to a much smaller subset of people which substantially reduces their visibility.
- Minors can't have public search listings, so their profiles don't show up in public search engines until they've turned 18.
- The location feature on the composer is turned off by default for minors.
- Contact details are not visible to non-friends

Our **Family Safety Center provides tailored information**, tips and advice for teens, parents, teachers and law enforcement. See: <https://www.facebook.com/safety>

- Facebook will in 2013

Our on-going commitment to privacy means that we will continue to improve our privacy settings.

We will also continue to innovate in the way we provide notifications and information to users on how to best control their privacy settings.

We also commit to provide periodic information to keep the database of company practices up to date upon request from NGOs and others.

### **Action 3 Wider Use of Content Classification**

- Facebook has already

At Facebook, we place strict obligations on page owners, advertisers and app developers to age-restrict content that contains alcohol-related, dating or other mature content.

Pages must be age gated to 18+ where it involves adult content. We require that the Page administrator take this action under the [Pages Terms](#) (section 1.D). When a Page fails to do so and the Page is reported to us, a member of our Pages operations team can take action to age-gate a Page to bring it into compliance.

Ads that fail to follow our age targeting requirements will be disabled.

Apps must be gated to 18+ where they involve adult content - section 3.8 of the [Statement of Rights and Responsibilities](#)

See also section 1 above on reporting which is very closely related to this action. As explained, users are provided with detailed information on how to report content which is deemed to violate our community standards.

- Facebook will in 2013

Continue to explore effective ways by which content can be age-gated on the site.

### **Action 4 Wider Availability and use of parental controls**

- Facebook has already
- Facebook will in 2013

*or instead state clearly why and how the measures under Action 4 is not relevant for Company X.*

Though not directly relevant to Facebook, we recognise the positive aspects of deploying parental controls on hardware.

At Facebook we encourage parents to start a conversation about safety and the use of technology with their children. We have dedicated resources and advice directed for parents in our Safety Centre and dedicated tools available for them.

We support the Family Online Safety Institute's 'Platform for Good', which leverages social media, search, mobile, and cable to help keep kids become responsible digital citizens. Among the initiatives of the platform is an effort aimed at helping parents teach children digital citizenship.

There is a wide variety of ways in which parental controls can be deployed. There is general consensus that users should have good controls to deploy on their personal devices but other methods such as network level controls are much more contentious because of censorship concerns.

### Action 5 Effective takedown of child abuse material

- Facebook has already

Nothing is more important to Facebook than the safety of the people that use our site and child abuse material has absolutely no place on Facebook. We have zero tolerance for child abuse material and are extremely active in preventing and removing child exploitive content as well as reporting it and the people responsible for it to law enforcement. We've built complex technical systems that either block the creation of this content or flag it for quick review by our team of investigations professionals.

We have created **effective partnerships** around the world for effective take down:

- We have strong partnerships with **CEOP** in the UK, **NCMEC**, the International Center for Missing and Exploited Children (**ICMEC**), and relationships with **law enforcement agencies** around the world that are focused on child protection.
- We have a partnership in place with NCMEC and the Dept. of Justice where we created **Amber Alert** pages for all 50 US states, which has been a great way to virally distribute life-saving alerts in child abduction cases.
- We work closely with hotlines dedicated to the removal of Child Exploitation Materials. We have created a direct escalation channel for networks such as INHOPE, INSAFE and ECPAT to quickly bring cases to our attention.

We effectively use **photoDNA** to prevent the upload of the worst of the worst of child abuse images.

- We currently run the NCMEC hash list (codes that can identify known child abuse images) as well as our own hash list on every photo uploaded on the side. We are able to block image hash matches upon upload and send those users directly to NCMEC. This has had an ongoing effect at disrupting the activities of people seeking to distribute this kind of material.
- Facebook will in 2013

Continue to work in establishing effective cooperation with Hotlines and Law Enforcement Agencies in Europe and elsewhere, and continue improving our prevention tools.

We are a highly innovative company and expect to be at the forefront of developments in this important area of child protection.