Cooperative arrangement for complaints handling on social networking sites

Appendix
Facebook

In the interests of transparency, providers supporting the Cooperative Arrangement for Complaints Handling on Social Networking Sites agree to provide information on how they give effect to the Principles in relation to the social networking services they offer, using this form.

1. About the Social Networking Service(s)

At Facebook, we have built a global communications platform embraced by hundreds of millions of people because we give them the power to share and connect, in the ways that they want, with the audiences that they want. People from around the world use Facebook to exchange photos, spread up-to-the-minute news, participate in the democratic process, and create and mobilise communities.

Facebook has also become an engine of economic growth and job creation: a recent study found that Facebook added more than €15 billion in value to the European Union in 2011, supporting more than 230,000 jobs.[1] In the U.S., a similar study found that applications built on Facebook's platform have contributed at least 182,744 new jobs and over $12.9 billion wages.[2] Like their overseas counterparts, Australian entrepreneurs and innovators have also built and expanded their businesses via Facebook. One example of a local entrepreneur is the game developer Halfbrick, who has enjoyed tremendous popularity and reached a large audience via Facebook. Their game "Jetpack Joyride" was listed as one of the top 25 most popular games in 2012 on Facebook.[3] Another example is the Australian fashion entrepreneur MIISKA that built a sustainable business entirely on Facebook, attracting 1,000 unique buyers in the first 6 months and enjoying 100% of revenue being driven exclusively from Facebook.[4]

Nothing is more important to Facebook than keeping people safe. Facebook's mission is to make the world more open and connected. Our commitment to online safety enables us to fulfil that mission. If the experiences people have on Facebook are not positive, then the site will no longer be useful for them to connect and share and we will no longer fulfil our mission.

To support these and many more positive experiences on the site, Facebook promotes safety and security through a combination of policies, tools and awareness-raising initiatives.

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[1] More information can be found in the Deloitte Report: http://www.deloitte.com/assets/Dcom-UnitedKingdom/Local%20Assets/Documents/Industries/TMT/uk-tmt-media-facebook-europe-economic-impact-exec-summary.pdf

[2] More information can be found in the University of Maryland Study: http://www.rhsmith.umd.edu/digits/pdfs_docs/research/2011/AppEconomyImpact091911.pdf

[3] http://newsroom.fb.com/News/545/Top-Rated-Social-Games-of- 2012 http://www.theaustralian.com.au/news/jetpack-joyride-in-facebooks-top-25-games-for-2012/story-e6frg6n6-1226531480564

[4] https://www.facebook.com/miishkafanpage

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One of Facebook's most important safeguards is our real name culture. We always have believed that people online are more likely to adhere to community rules and less likely to engage in negative, dangerous, or criminal behaviour when their real-world friends and families surround them. A culture of authentic identity also makes our service less attractive to predators and other bad actors who rarely use their real names and email addresses when engaging in nefarious activity. To protect this real name culture, creating an account using a fake name is a violation of our policies and is grounds for closing an account. We have tools to detect fake accounts; and we block the registration of accounts under common fake names.

Our real name culture supports and enables the special protections for minors that we have in place to help keep minors safe on our site.[5] Hence our Facebook Safety Center advises teens: *Help us keep the community safe by reporting fake profiles to Facebook if you ever see them.*

We receive tens of thousands of complaints each day from users complaining about inauthentic accounts and we remove those of which we become aware. We also have automated systems to detect obvious behaviours that are inauthentic, like sending a large number of friend requests or messages over a short space of time. In our experience, fake accounts are more likely to be associated with other harmful activity such as prohibited graphic content, spam, harassment and child predation.

In addition, in their Audit of Facebook Ireland, the entity with whom Australian users contract, the Irish Data Protection Commissioner confirmed Facebook's real name culture was a tool to promote child protection and online safety on the site.[6]

2. How will the company give effect to the complaints handling aspect of the Cooperative Arrangement?

Policies for acceptable use

Everyone who uses Facebook agrees to our Statement of Rights and Responsibility: https://www.facebook.com/terms.php at the time they sign up for the service. This prohibits the posting of content that is harmful, including hate speech, bullying and harassment. For an overview of what is and is not permitted, you can review our Community Standards: https://www.facebook.com/communitystandards

Complaints mechanisms

Our reporting infrastructure leverages the collective experience of the more than 1 billion people on Facebook to keep an eye out for harmful or potentially dangerous content. We make it easy to report harmful or harassing content with "report" links on nearly every page on Facebook. More information about how to report content on Facebook is available here: https://www.facebook.com/report/

To give people better visibility and insight into the reports they make on Facebook, we rolled out the Support Dashboard in the second half of 2012. The Support Dashboard enables people to track their reports and informs them about the actions taken by our review team.[7] We think

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[5] https://www.facebook.com/help/?page=214189648617074
[6] See page 137 http://dataprotection.ie/viewdoc.asp?DocID=1182
[7] https://www.facebook.com/notes/facebook-safety/more-transparency-in-reporting/397890383565083

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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.

Facebook's reporting infrastructure was recently examined as part of the audit conducted by the Irish Data Protection Commissioner (DPC) of Facebook Ireland. As the Irish DPC explained about our reporting infrastructure:

> *"Facebook provides its users with a variety of ways to report abuses on the site. Users can go to the Help Centre and find pages of information about abuses to report. [Facebook Ireland] also has contextual reporting buttons on every page and associated with every piece of content. On every profile, there is a report link; on every photo there is a report link; and on every advertisement there is a way to report it. There is a means to report abuses included on every profile, photo and advertisement."[8]*

The Irish DPA concluded:

> *"We examined the accessibility of options available to a user who wishes to report an issue to Facebook. It is considered that it is straight-forward for a user to locate the 'Report Abuse' options via the 'help' drop down option on the user profile page and within 2 mouse clicks is within the 'Report Abuse or Policy Violations' of the Help Centre'."[9]*

And further:

> *"We are satisfied that [Facebook Ireland Ltd] has appropriate and accessible means in place for users and non-uses to report abuse on the site. We are also satisfied from our examination of the User Operations area that [Facebook Ireland Ltd] is committed to ensuring it meets its obligations in this respect."[10]*

To further assist people in finding the relevant information in our Help Center that can assist them in trouble shooting issues that may arise, we recently redesigned the Help Center so that:

- The homepage now features six major topics, including "See What's New on Facebook" – which links to an overview of our new features and products – and "Learn the Privacy Basics" – which takes you to information about how sharing and control work on Facebook. We can also personalise these topics based on how you are using Facebook. For example, if you're not logged into Facebook, you may see information about how to create an account or tips on resetting your Facebook password.
- We have highlighted a list of popular questions as well as top Facebook Pages people can like to stay up-to-date on our latest tips and feature announcements.
- Along the left there is our new navigation, designed to make it easier for people to browse for the information they are seeking.

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[8] *Irish Data Protection Commissioner*, Report of Audit – Facebook Ireland, 21 December 2011, page 137 (http://dataprotection.ie/viewdoc.asp?DocID=1182).
[9] *Id.*, page 141.
[10] *Id.*, page 139.

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Review processes

There are dedicated teams throughout Facebook working 24 hours a day, seven days a week to handle the reports made to Facebook. Our review process includes systems to prioritise the most serious reports and a trained team of reviewers who respond to reports and escalate them to law enforcement as needed. On a weekly basis, Facebook's internal safety teams review hundreds of thousands of reports globally through both manual and automated means. When people report content, we are quick to respond.

In June 2012, we published a guide to provide more insight in to our reporting process.[11] The guides takes users step-by-step through what happens in each reporting flow that they can initiate on the site, whether for an imposter account, spam or another type of abuse. The guide also provides information about the different actions that our teams can take at each stage of reviewing and assessing the report.

Child abuse material

We have a zero tolerance policy regarding child exploitative material on our platform and employ innovative and industry leading measures to prevent its dissemination. For example, in collaboration with Microsoft and the National Center for Missing and Exploited Children ("NCMEC") in the US, we also utilise a technology called PhotoDNA. PhotoDNA allows us to automatically identify, remove and report known abusive images to NCMEC, which coordinates with law enforcement authorities around the world for potential prosecution.

Identified contact person

Facebook has a confirmed contact person with whom the Australian Government can discuss issues and any appropriate messaging to the community and media in response to issues as they arise. This includes issues of public interest and similar issues that require prompt attention. It also allows Facebook to ensure that the Australian Government continues to receive up-to-date information about Facebook features, policies and initiatives.

Education and awareness raising

In November 2012, we partnered with headspace and PROJECT ROCKIT to launch the anti-bullying campaign – Be Bold Stop Bullying.[12] The goal of the campaign is to ignite a national conversation to educate parents, teachers and young people about the small, yet powerful, steps that we can all take to stand up to bullying.

Recording artist and DJ Ruby Rose and the Minister for Education, the Hon. Peter Garrett, as well as the Minister for Mental Health, the Hon. Mark Butler, officially launched the campaign at Matraville Sports High School on Friday 2 November 2012. The Prime Minister also delivered a video message at the launch.

The campaign consists of a range of different materials to ensure that it is useful for and speaks to different audiences:

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[11] Facebook Safety, "What happens after you click 'report'" 20 June 2012
https://www.facebook.com/notes/facebook-safety/what-happens-after-you-click-report/432670926753695
[12] https://www.facebook.com/beboldstopbullyingau

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- The pledge for kids/adults to take and then share with their friends.
- A heat map that allows people to see how many others have taken the pledge in different regions of the country. The map allows you to see, by postcode and state, how many people have taken the pledge and invited their friends to take the pledge (all data is anonymised and aggregated).
- A resource centre that provides additional support and information for kids/parents/teachers on ways to prevent bullying, including the new Bullying Prevention Page as part of the Facebook Safety Centre.
- An easy-to-use widget that allows other groups to imbed the pledge on their websites.
- Information about how to create Groups to share information and ideas about staying safe online.
- Information Sheets for parents and young people about how to help stand up to and deal with bullying and a wallet card with tips abut how to take action against bullying on Facebook and safety conversation starters.

The campaign has achieved considerable reach and raised extensive awareness about anti-bullying messages both online and offline and in local school communities in the first three weeks since launch. In the first three months since the campaign's launch: more than half a million people have seen anti-bullying messages associated with the campaign on Facebook thanks to the social actions of their friends; over 36,000 people have Liked the Be Bold Stop Bullying Page, confirming that they are keen to hear more from the campaign; and, over 3,100 Australians have taken the pledge to be a role model and stand up and speak out if they see bullying occur.

We also provide educational materials through our Family Safety Center and offer detailed and helpful advice to help support parents and teachers in these conversations.[13] In 2012, we added a new set of resources as a "Bullying Prevention Page" to the Safety Center. This features tips to prevent and address bullying, a video on social resolution, and a story about how a high school community which used Facebook to speak up for a student in need.[14]

We maintain the Facebook Safety Page. Over 911,000 people have "Liked" our Safety Page,[15] which allows them to receive the latest in safety education directly in their Facebook News Feeds. We regularly post information, tips, articles, features, and dialogues about digital citizenship, as well as links to useful content from third-party experts. For example, we posted an interview about the CyberSmart initiative run by the Australian Communications and Media Authority (ACMA).[16]

We believe online safety is a shared responsibility, which is why we partner with organisations globally to create the most robust and effective safety environment possible. We regularly engage with safety experts and non-profits that work to promote online safety to support their initiatives and to ensure that they have relevant information about Facebook's tools and policies to empower them in their own community engagement. For example, over the past two years, we have been partnering with researchers in the field of social and emotional learning to

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[13] Facebook, Family Safety Center, http://www.facebook.com/safety.
[14] https://www.facebook.com/safety/bullying
[15] Facebook, Facebook Safety, www.facebook.com/fbsafety
[16] https://www.facebook.com/note.php?note_id=360022794018509

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explore how people communicate, and to build tools to enable conflict resolution. Insights and learnings from this collaboration are shared at our annual Compassion Research Days.[17]

Facebook regularly engages directly with parents, teachers, and teens around Australia to provide them with information about our policies, tools and materials. We have developed a program to deliver safety demonstrations for these audiences, as well as members of government, and have already presented to several hundred teachers in different parts of the country.

Collaboration with Government on education and awareness raising initiatives

We are proud of our participation in various government initiatives to promote safety and privacy online. For example, we are a member of the Australian Government's Consultative Working Group to improve online safety. We also partnered in National Consumer Fraud Awareness Week for 2012, in Privacy Awareness Week for 2012 and in National Cybersafety Awareness Week 2012 – all initiatives organised by Australian government agencies -- by posting security and privacy tips to the Facebook Australia Page and by participating in various awareness-raising events held as part of these initiatives.

Continued innovation

Facebook continually innovates to improve our ability to create a space that empowers people to engage via the platform. For example, in the second half of 2012, we rolled out the Support Dashboard, the redesigned Help Center, the Be Bold Stop Bullying Campaign, the reporting transparency guide and hosted our third Compassion Research Day.

An additional safety innovation is our social reporting tool. Facebook believes in offering teens many options to manage their reputations, and to seek help should they ever encounter abuse on the site. A new tool we have pioneered called "Social Reporting" allows minors to directly notify others of content they want removed from Facebook, such as an unflattering or embarrassing photo posted by a friend. In cases where teens may feel threatened by posted content, the Social Reporting feature gives them the option to report the content to Facebook, to send a copy of the content to a trusted adult, or to block the person who posted it. More information about social reporting is included here: https://www.facebook.com/note.php?note_id=196124227075034

- **Other actions taken on implementation of these arrangements**

We offer a number of additional tools to ensure that individuals have a positive experience when using our site, including:

- **Inline privacy settings.** According to a recent Yahoo! study, 81 percent of teens use privacy controls when setting up an online profile.[2] This is consistent with the findings from a survey undertaken by the Asia Pacific Privacy Authorities, in which over 80% of respondents said that they had used the privacy settings on their social networking site.[18] Facebook gives people the ability to choose the audience for the content they share via inline privacy settings, meaning that the settings can be adjusted at the point

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[17] https://www.facebook.com/fbsafety/posts/477467742289806
[18] http://www.privacyawarenessweek.org/2011/survey_media_release.html

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where the user decides to share a particular piece of information. We made the icons for each of the different privacy settings prominent and easy to identify, so that users can easily understand whom they are sharing with at that moment.

- **Age-appropriate sharing and visibility settings.** Facebook's privacy and visibility settings take into account the unique needs of people between the ages of 13 and 17, and are more restrictive than the settings for adults in nearly all cases. For example, a minor's sharing is automatically restricted to no more than the minor's friends and friends of those friends, or their networks, which are typically associated with their schools. Minors never have listings created for them in search engines off of Facebook, and the ability to share their location is automatically defaulted to "off." Unlike adults, minors can only be "tagged" on Facebook by their friends or the friends of those friends. Facebook's "Tag Review" feature, which is a privacy option that allows people to approve or reject tags that others add to their posts, is automatically turned "on" for minors.

- **Enhanced controls:** in December 2012, we rolled out enhanced privacy tools to help people more easily manage who can see what they share on Facebook. These include:
  - *Privacy shortcuts*: allows people to more easily get to the key privacy settings from the toolbar on their Facebook home page;
  - *Updated Activity Log:* Activity Log makes it easy for people to see the things they have posted on Facebook, make changes to the audience of past photos and other posts, and choose what appears on their timeline. The updated Activity Log has new navigation, so that people can easily review their own activity on Facebook, such as their likes and comments, photos of them, and posts they have been tagged in. It also has new ways to sort information, for example: Now people can quickly see public photos they are tagged in and have hidden from their timeline, but which still appear in other places on Facebook.
  - *New Request and Removal Tool:* within the updated Activity Log, there is now a Request and Removal tool for taking action on multiple photos a person is tagged in. If people spot things they don't want on Facebook, now it's even easier to ask the people who posted them to remove them.

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