

## **1. Credible Violence**

### **I. Violence and Criminal Behavior**

Do not post:

The following threats:

Credible statements of intent to commit violence against any person, groups of people, or place (city or smaller). We assess credibility based upon the information available to us and generally consider statements credible if the following are present:

A target (person, group of people, or place) and  
Bounty/demand for payment, or  
Mention or image of specific weapon, or  
Sales offer or ask to purchase weapon, or  
Spelled-out address or named building, or

A target and two or more of the following details (can be two of the same detail):

Location  
Timing  
Method

Any statement of intent to commit violence against a vulnerable person (identified by name, title, image, or other reference) or vulnerable group, including (but not limited to) heads-of-state, witnesses and confidential informants, activists, and journalists

Calls for violence or statements advocating violence against the following targets (identified by name, title, image, or other reference)

Any vulnerable person or group including (but not limited to) heads of state, national elected officials, witnesses and confidential informants, activists, and journalists  
Public individuals, if credible as defined above  
Groups of people or unnamed specific person(s), if credible  
Places, if credible  
Where no target is specified but a symbol representing the target or a visual of weapons is included

Aspirational and conditional statements of violence against

- Any vulnerable groups
- Public individuals, if credible (unless the individual is convicted of certain crimes or is a member of a dangerous organization)
- Vulnerable person(s), if credible
- Groups of people or unnamed specific person(s), if credible
- Places, if credible

Any content created for the express purpose of outing an individual as a member of a designated and recognizable at-risk group

Instructions on how to make or use weapons if the goal is to injure or kill people as may be evident from:

- As evident from language explicitly stating that goal, or
- As evident from imagery that shows or simulates the end result (serious injury or death) as part of the instruction
- Unless there is clear context that the content is for an alternative purpose (for example, shared as part of recreational self-defense activities, training by a country's military, commercial video games, or news coverage)

Instructions on how to make or use explosives, unless there is clear context that the content is for a non-violent purpose (for example, clear scientific/educational purpose use or fireworks)

Exposure of vulnerable individuals' identities without their permission

Any content containing statements of intent, calls for action, representation, support or advocating<sup>1</sup> for violence due to the outcome of an election

## **2. Dangerous Individuals and Organizations**

### **I. Violence and Criminal Behavior**

Policy Rationale

In an effort to prevent and disrupt real-world harm, we do not allow any organizations or individuals that are engaged in the following to have a presence on Facebook:

- Terrorist activity
- Organized hate
- Mass or serial murder
- Human trafficking
- Organized violence or criminal activity

---

<sup>1</sup> Note from Facebook's records, 26 April 2019: „Updated May 2018.”

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities.

### **3. Promoting and Publicizing Crime**

+

### **4. Coordinating Harm<sup>2 3</sup>**

## **I. Violence and Criminal Behavior**

### **Policy Rationale**

In an effort to prevent and disrupt offline harm and copycat behavior, we prohibit people from facilitating, organizing, promoting, or admitting to certain criminal or harmful activities targeted at people, businesses, property or animals. We allow people to debate and advocate for the legality of criminal and harmful activities, as well as draw attention to harmful or criminal activity that they may witness or experience as long as they do not advocate for or coordinate harm.

Do not post content that falls into the following categories:

#### **Harm against people**

---

<sup>2</sup> Note added by the Platform Governance Archives: From April 2018 to 30 November 2019, sections 3 (“Promoting and Publicizing Crime”) and 4 (“Coordinating Harm”) appeared to exist separately. However, on 30 November 2019, Facebook merged them (see Facebook original note below). Facebook’s records left no trace of what exactly these two sections contained between April 2018 and 30 November 2019. The Platform Governance Archives decided to use the November 2019 text retro-actively, that is, as if it was the text from April 2018 to 30 November 2019. This is because we understand that having some record of these sections was better than having none, even if inaccurate. Readers should remember that this is only an approximation of these sections original text between April 2018 and 30 November 2019 and, as such, should not be understood as the actual policy that was in place in that time period.

<sup>3</sup> Note from Facebook’s records, 30 November 2019: “Previously, our Community Standards included separate sections for Coordinating Harm and Promoting and Publicizing Crime. The sections overlapped, which created confusion for our content reviewers. As a result, we decided to merge the two sections and more clearly delineate the type of harm that we aim to prevent and disrupt - harm against people, animals, and property, as well as voter and census interference”.

Statements of intent, calls to action, or advocating for harm against people that depicts, admits to, or promotes the following acts committed by you or your associates:

Acts of physical harm against humans, including acts of domestic violence, except when shared in a context of redemption or defense of self or another person  
Swatting  
Encouraging participation in a high risk viral challenge

#### Harm against animals

Statements of intent, calls to action, or advocating for harm against animals that depicts, admits to, or promotes:

Acts of physical harm against animals committed by you or your associates except in cases of hunting, fishing, religious sacrifice, food preparation or processing, pest or vermin, self-defense or redemption  
Staged animal vs. animal fights, including acts committed by a third party

#### Harm against property

Statements of intent, calls to action, or advocating for harm against property that depicts, admits to, or promotes the following acts committed by you or your associates:

Vandalism  
Hacking when the intent is to hijack a domain, corrupt or disrupt cyber systems, seek ransoms, or gain unauthorized access to data systems  
Theft when committed by you or your associates, as well as positive statements about theft when committed by a third party

#### Voter Suppression

Voter suppression, defined as:

Misrepresentation of the dates, locations, and times, and methods for voting or voter registration  
Misrepresentation of who can vote, qualifications for voting, whether a vote will be counted, and what information and/or materials must be provided in order to vote.  
Other misrepresentations related to voting in an official election may be subject to false news standards, as referenced in section 18

**For the following content, we include a label so that people are aware the content may be sensitive:**

Imagery depicting a high risk viral challenge if shared with a caption that condemns or raise awareness of the associated risks

## **5. Regulated Goods**

### **I. Violence and Criminal Behavior**

Do not post:

- Coordinates or encourages others to sell non-medical drugs
- Depicts, admits to, or promotes sales of non-medical drugs by the poster of the content or their associates
- Promotes, encourages, coordinates, or provides instructions for use of non-medical drugs
- Admits, either in writing or verbally, to personal use of non-medical drugs unless posted in a recovery context

Content that depicts the sale or attempt to purchase marijuana and pharmaceutical drugs. This includes content that

- Mentions or depicts marijuana or pharmaceutical drugs
- Makes an attempt to sell or trade, by which we mean any of the following:
  - Explicitly mentioning the product is for sale or trade
  - Asking the audience to buy
  - Listing the price
  - Encouraging contact about the product either by explicitly asking to be contacted or including any type of contact information
  - Attempting to solicit the product, defined as:
    - Stating interest in buying the product, or
    - Asking if anyone has the product for sale/trade

This applies to both individual pieces of content and Pages and Groups primarily dedicated to the sale of marijuana or pharmaceutical drugs

Content that attempts to sell, gift, exchange, or transfer firearms, firearm parts, ammunition, or explosives between private individuals. This includes content that

- Mentions or depicts firearms, firearm parts, ammunition, or explosives and a product unrelated to firearms, and

- Makes an attempt to sell or transfer including any of the following, unless posted by an entity representing a brick-and-mortar store, legitimate website, or brand:

Explicitly mentioning the product is for sale or trade

Asking the audience to buy

Listing the price or noting that the product is free

Encouraging contact about the product either by

Explicitly asking to be contacted

Including any type of contact information

Making an attempt to solicit the item for sale, defined as

Stating that they are interested in buying the good, or

Asking if anyone else has the good for sale/trade

For the following content, we restrict visibility to adults twenty-one years of age and older:

Content posted by a brick-and-mortar store, legitimate website, or brand, which coordinates or promotes the sale or transfer of firearms, firearm parts, ammunition, or explosives. This includes content that

Explicitly mentions the product is for sale or transfer and

Asks the audience to buy the product, or

Lists the price or notes that the product is free, or

Encourages contact about the product either by explicitly asking to be contacted or including any type of contact information

## **6. Suicide and Self-Injury**

### **II. Safety**

Do not post:

Content that promotes, encourages, coordinates, or provides instructions for

Suicide

Self-injury

Eating disorders

Content about self-injury that contains promotional slogans without clear, anti- self-injury disclaimers

Except in limited situations of newsworthiness, it is against our policies to post content depicting a person who engaged in a suicide attempt or death by suicide

For the following content, we include a warning screen so that people are aware the content may be disturbing:

- Photos or videos depicting a person's death by suicide that are determined to be newsworthy
- Photos or videos depicting a person who engaged in euthanasia/assisted suicide in a medical setting

We provide resources to people who post written or verbal admissions of engagement in self injury, including:

- Suicide
- Euthanasia/assisted suicide
- Self mutilation
- Eating disorders
- Images where more than one cut of self mutilation is present on a body part and the primary subject of the image is one or more unhealed cuts

## **7. Child Nudity and Sexual Exploitation of Children**

### **II. Safety**

Do not post:

Content that depicts participation in or advocates for the sexual exploitation of children, defined as:

- Engaging in any sexual activity involving minors
- Soliciting, displaying, sharing, or viewing imagery of nude, sexualized, or sexual activity with minors
- Arranging real-world sexual encounters or obtaining sexual material from a minor directly
- Adults soliciting minors
- Minors soliciting minors
- Displaying nudity to minors
- Minors soliciting adults
- Using our products and site functionality with the intention of sexualizing minors (e.g., creating a Group or a Page with a sexualized title)

Content (including photos, videos, real-world art, digital content, and text) that depicts

- Any sexual activity involving minors
- Minors in a sexual fetish context
- Minors with sexual elements, including (but not limited to):

Restraints

Focus on genitals

Presence of aroused adult

Presence of sex toys

Sexualized costume

Stripping

Staged environment (for example, on a bed) or professionally shot (quality/focus/angles)

Open-mouth kissing with minor or adult

Content (including photos, videos, real-world art, digital content, and verbal depictions) that shows minors in a sexualized context

Content that depicts child nudity where nudity is defined as

Visible genitalia (even when covered or obscured by transparent clothing)

Visible anus and/or fully nude close-up of buttocks

Uncovered female nipples for children older than toddler-age

No clothes present from neck to knee for children older than toddler-age

Digitally-created depictions of nude minors, unless the image is for health or educational purposes

## **8. Sexual Exploitation of Adults**

### **II. Safety**

Do not post:

Content (including photos, videos, digital content, and verbal depictions) that shows or advocates for any form of crushing, necrophilia, bestiality, or non-consensual sexual touching.

Content that attempts to exploit people by any of the following:

Coercing money, favors, or images from people by threats of exposure of their naked or semi-naked photos/videos

Sharing imagery that fulfills all three of the following conditions:

Image is non-commercial or produced in a private setting



Person in the image is (near) nude, engaged in sexual activity, or in a sexual pose

Lack of consent to share the image is indicated by

Vengeful context (for example, caption, comments, or page title)

Independent sources (for example, media coverage or law enforcement record)

A visible match between the person depicted in the image and the person who has reported the content to us

The person who reported the content to us shares the same name as the person depicted in the image

Sharing images of a real person focusing on sexualized areas of the body such as the breasts, groin, or buttocks (also known as creepshots or upskirts)  
The following elements need to be present:

the focal point is on a sexualized area of the body, and

the person in the image is clearly unaware

Threatening or stating an intent to share private sexual conversations

Attempts to coordinate adult sexual services or engaging in sexual solicitation including (but not limited to)

Escort services

Prostitution

Filmed sexual encounters

Sexualized massage

Requesting rates on images of escorts

Offering contact information with escort images or sexual solicitation slang terms

Arranged marriages with refugees or internally displaced persons

Paid domination service

Offering or soliciting sex or sexual fetish partners

## **9. Bullying<sup>4</sup>**

## **II. Safety**

---

<sup>4</sup> Note added by the Platform Governance Archives: From April 2018 to 26 April 2019, sections 9 (“Bullying”) and 10 (“Harassment”) appeared to exist separately, as in this document. Facebook’s records from 26 April 2019 contain the text of these sections as they read before and display the changes that were made to them between April 2018 and 26 April 2019.

## Policy Rationale

Bullying happens in many places and comes in many different forms from making statements degrading someone's character to posting inappropriate images to threatening someone. We do not tolerate bullying on Facebook because we want the members of our community to feel safe and respected.

We will remove content that purposefully targets private individuals with the intention of degrading or shaming them. We recognize that bullying can be especially harmful to minors, and our policies provide heightened protection for minors because they are more vulnerable and susceptible to online bullying. In certain instances, we require the individual who is the target of bullying to report content to us before removing it.

Our bullying policies do not apply to public figures because we want to allow discourse, which often includes critical discussion of people who are featured in the news or who have a large public audience. Discussion of public figures nonetheless must comply with our Community Standards, and we will remove content about public figures that violates other policies, including hate speech or credible threats.

Our [Bullying Prevention Hub](#) is a resource for teens, parents, and educators seeking support for issues related to bullying and other conflicts. It offers step-by-step guidance, including on how to start important conversations for people being bullied, parents who have a child being bullied or accused of bullying, and educators who have students involved with bullying.

Do not post:

Content about another private individual that reflects

- Claims about sexual activity
- Degrading physical descriptions
- Threats of non-consensual sexual touching
- Sexualized text targeting another individual
- An individual in a context that is intended to degrade, for example, menstruating, urinating, vomiting, or defecating
- Physical bullying where the context further degrades the individual
- Comparison to animals that are culturally perceived as intellectually or physically inferior or to an inanimate object

Content that has been photoshopped to target and demean an individual, including by highlighting specific physical characteristics or threatening violence in text or with imagery

Content that specifies an individual as the target of

- Statements of intent to commit violence

- Calls for action of violence
- Statements advocating violence
- Aspirational and conditional statements of violence
- Physical bullying
- Claims about religious identity or blasphemy<sup>5</sup>

In addition, we may remove Pages or Groups that are dedicated to attacking individual(s) by, for example

- Cursing at an individual or individuals
- Making negative character claims
- Making negative ability claims
- Claims about blasphemy<sup>6</sup>
- Appearing to be first person but is actually posted by a different individual than the person referenced and targets more than one individual<sup>7</sup>

We also remove content that is targeted at minors when it contains:

- Cursing
- Claims about romantic involvement or sexual orientation
- Allegations about criminal or illegal behavior
- Coordinating, advocating, or promoting exclusion
- Negative character claims
- Negative ability claims
- Expressions of contempt or disgust
- Calls for death or serious disease or disability
- Videos of physical bullying or violence against minors in a fight context shared with no caption or a neutral or praising caption

In some cases, content is written in the first person but is actually posted by a different individual than the person referenced in the content. This may be done to target the person in the content with the intention of degrading or shaming them. We remove:

Content that contains the following and is reported by the individual depicted:

- Claims about sexual activity
- Comparisons to animals that are culturally perceived as intellectually or physically inferior or to an inanimate object
- Degrading physical descriptions
- Cursing at a person

---

<sup>5</sup> Note from Facebook's records, 26 April 2019: "Updated May 2018."

<sup>6</sup> Note from Facebook's records, 26 April 2019: "Updated May 2018."

<sup>7</sup> Note from Facebook's records, 26 April 2019: "Updated May 2018."

Claims about romantic involvement or sexual orientation<sup>8</sup>  
Negative character or ability claims

For the following content, we include a warning screen so that people are aware the content may be disturbing:

Videos of physical bullying or violence against minors in a fight context shared with a condemning caption

## **10. Harassment**

### **II. Safety**

#### Policy Rationale

We do not tolerate harassment on Facebook. We want people to feel safe to engage and connect with their community. Our harassment policy applies to both public and private individuals because we want to prevent unwanted or malicious contact on the platform. Context and intent matter, and we allow people to share and re-share posts if it is clear that something was shared in order to condemn or draw attention to harassment. In addition to reporting such behavior and content, we encourage people to use tools available on Facebook to help protect against it.

Do not:

Repeatedly contact a single person despite that person's clear desire and action to prevent that contact

Repeatedly contact large numbers of people with no prior solicitation

Send messages to any individual that contain

- Cursing aimed at an individual or group of individuals in the thread
- Calls for death, serious disease or disability, or physical harm aimed at an individual or group of individuals in the thread
- Bullying policy violations
- Claims that a victim of a violent tragedy is lying about being a victim, acting/pretending to be a victim of a verified event, or otherwise is paid or employed to mislead people about their role in the event when sent directly to a survivor and/or immediate family member of a survivor or victim

Send messages to a group that contain any bullying policy violations, regardless of whether the person being targeted is a public or private individual

---

<sup>8 8</sup> Note from Facebook's records, 26 April 2019: "Entire section, beginning with "In some cases, content is written..." and ending in "Negative character or ability claims," added in May 2018."

Target anyone maliciously, including public figures, by

- Attacking them based on their status as a victim of sexual assault or sexual exploitation

- Threatening any participant in public discourse with violence in an attempt to intimidate or silence them

- Calling for self-injury or suicide of a specific person, or group of people

Target victims or survivors of violent tragedies by name or by image, with claims that they are

- Lying about being a victim of an event

- Acting/pretending to be a victim of an event

- Otherwise paid or employed to mislead people about their role in the event

Target a minor who is a public figure with:

- Claims about sexual activity or sexually transmitted disease(s)

- Content has been photoshopped to include threats of violence either in text or image (for example, adding bullseye, dart, gun to head)

- Calls for death or serious disease or disability

- Statements of intent to commit violence or low severity harm in an attempt to silence someone

- Objects created to attack through:

  - Cursing

  - Degrading physical description<sup>17</sup>

  - Claims about blasphemy

  - Expressions of contempt

  - Expressions of disgust<sup>9</sup>

## **11. Privacy Violations and Image Privacy Rights**

### **II. Safety**

Do not post:

Content that facilitates identity theft by posting or soliciting personally identifiable information, including (but not limited to)

- National identification numbers, Social Security numbers, passport numbers, or exam numbers

---

<sup>9</sup> Note from Facebook's records, 26 April 2019: "Entire section, beginning with "Target a minor..." and ending in "Expressions of disgust," added in May 2018."

Government IDs

School and education IDs featuring two of the following: (1) name, (2) photo, or (3) ID number

Digital identities, including passwords

Medical/psychological, biometric, or genetic details

Content that facilitates identity theft by sharing personally identifiable information via an external link

Content that facilitates identity theft by sharing private financial information of an organization or business

Content that facilitates identity theft by disclosing the following personal financial information (of either the self or others)

Bank account and/or card information

Financial records paired with account information

Content that facilitates identity theft by sharing the private contact information of others defined as

Private phone numbers or addresses

Email, Messenger, and chat identities

The above information may be shared to promote charitable causes, non-violating services, or to facilitate finding missing people or animals

Except in limited cases of newsworthiness, content claimed or confirmed to come from a hacked source, regardless of whether the affected person is a public figure or a private individual.

Content that identifies individuals by name and depicts their personal information, including:

Driver's licenses, Government IDs other than driver's licenses, Green Cards, or immigration papers

Marriage, birth, and name change certificates

Digital identities, including passwords

License plates

Content that includes photographs that display the external view of private residences if the following conditions apply:

The residence is a single-family home, or the resident's unit number is identified in the image/caption

The city or neighborhood is identified

A resident is mentioned or depicted

That same resident objects to the exposure of their private residence

Content that exposes the undercover status of law enforcement personnel if

The content contains the agent's full name or other explicit identification and explicitly mentions their undercover status, or

The content contains images identifying the faces of the law enforcement personnel and explicitly mentions their undercover status

Content that exposes information about safe houses by sharing any of the below, unless the safe house is actively promoting its location, contact information, or the type of service and protection it offers through comments, posts, Pages or Groups:

Actual address of the safe house (post box only is allowed),

Images of the safe house,

Identifiable city/neighborhood of the safe house, or

Information outing residents of the safe house

The following content also may be removed

A reported photo or video of people where the person depicted in the image is:

A minor under thirteen years old, and the content was reported by the minor or a parent or legal guardian,

A minor between thirteen and eighteen years old, and the content was reported by the minor,

An adult, where the content was reported by the adult from outside the United States and applicable law may provide rights to removal

Any person who is incapacitated and unable to report the content on their own

## **12. Hate Speech**

### **III. Objectionable Content**

Do not post:

**Tier 1** attacks, which target a person or group of people who share one of the above-listed characteristics or immigration status (including all subsets except those described as having carried out violent crimes or sexual offenses), where attack is defined as

Any violent speech or support in written or visual form

Dehumanizing speech or imagery including (but not limited to):

Reference or comparison to filth, bacteria, disease, or feces

Reference or comparison to animals that are culturally perceived as intellectually or physically inferior

Reference or comparison to subhumanity

Mocking the concept, events or victims of hate crimes even if no real person is depicted in an image

Designated dehumanizing comparisons in both written and visual form

**Tier 2** attacks, which target a person or group of people who share any of the above-listed characteristics, where attack is defined as

Statements of inferiority or an image implying a person's or a group's physical, mental, or moral deficiency

Physical (including but not limited to “deformed,” “undeveloped,” “hideous,” “ugly”)

Mental (including but not limited to “retarded,” “cretin,” “low IQ,” “stupid,” “idiot”)

Moral (including but not limited to “slutty,” “fraud,” “cheap,” “free riders”)

Expressions of contempt or their visual equivalent, including (but not limited to)

"I hate"

"I don't like"

"X are the worst"

Expressions of disgust or their visual equivalent, including (but not limited to)

"Gross"

"Vile"

"Disgusting"

Cursing at a person or group of people who share protected characteristics

**Tier 3** attacks, which are calls to exclude or segregate a person or group of people based on the above-listed characteristics. We do allow criticism of immigration policies and arguments for restricting those policies.

**Content that describes or negatively targets people with slurs**, where slurs are defined as words commonly used as insulting labels for the above-listed characteristics.



## 13. Graphic Violence

### III. Objectionable Content

Do not post:

Imagery of violence committed against real people or animals with comments or captions by the poster that contain

- Enjoyment of suffering
- Enjoyment of humiliation
- Erotic response to suffering
- Remarks that speak positively of the violence; or
- Remarks indicating the poster is sharing footage for sensational viewing pleasure

Videos of dying, wounded, or dead people if they contain

- Dismemberment unless in a medical setting
- Visible internal organs
- Charred or burning people
- Victims of cannibalism

For the following content, we include a warning screen so that people are aware the content may be disturbing. We also limit the ability to view the content to adults, ages eighteen and older:

Imagery featuring mutilated people if it contains the following in a medical setting

- Dismemberment
- Visible internal organs
- Charred or burning people
- Victims of cannibalism
- Throat-slitting

Videos of self-immolation when that action is a form of political speech or newsworthy

Photos of wounded or dead people if they show

- Dismemberment
- Visible internal organs
- Charred or burning people
- Victims of cannibalism
- Throat-slitting

Imagery featuring animals that shows

Dismemberment  
Visible internal organs  
Charred or burning animals

Videos of animal abuse, defined as:

Repeated kicking or beating of an animal by a person  
Acts of torture by a person committed against animals  
Biting an animal for abusive purposes  
Animal-to-animal attacks  
Animals being killed in a hunting, manufacturing, or food preparation/processing context

Videos that show child abuse, defined as

Repeated kicking, beating, slapping, or stepping on by an adult or animal  
Strangling or suffocating by an adult or animal  
Drowning by an adult or animal  
Biting through skin by an adult or animal  
Poisoning by an adult  
Forcible restraint by an adult  
Inflicting of burn or cut wounds by an adult  
Forcible smoking  
Tossing, rotating, or shaking of an infant (too young to stand) by their wrists/ankles, arms/legs, or neck

Videos that show the violent death of a person or people by accident or murder

Still images depicting the violent death of a person or people

Videos that show acts of torture committed against a person or people

Videos of physical bullying or violence against minors in a fight context shared with a condemning caption

Photos and videos of non-medical foreign objects (such as metal objects, knives, nails) involuntarily inserted or stuck inside people or animals causing grievous injury

Videos of charred or burning people in the context of cremation

## **14. Adult Nudity and Sexual Activity**

### III. Objectionable Content

Do not post:

Images of

- Real nude adults, where nudity is defined as
  - Visible genitalia
  - Visible anus and/or fully nude close-ups of buttocks unless photoshopped on a public figure
  - Uncovered female nipples except in the context of breastfeeding, birth giving and after-birth moments, health (for example, post-mastectomy, breast cancer awareness, or gender confirmation surgery), or an act of protest
- Sexual activity, including
  - Sexual intercourse
    - Explicit sexual intercourse, defined as mouth or genitals entering or in contact with another person's genitals or anus, where at least one person's genitals are nude
    - Implied sexual intercourse, defined as mouth or genitals entering or in contact with another person's genitals or anus, even when the contact is not directly visible, except in cases of a sexual health context, advertisements, and recognized fictional images or with indicators of fiction
    - Implied stimulation of genitalia/anus, defined as stimulating genitalia/anus or inserting objects into genitalia/anus, even when the activity is not directly visible, except in cases of sexual health context, advertisements, and recognized fictional images or with indicators of fiction
  - Other sexual activities including (but not limited to)
    - Erections
    - Presence of by-products of sexual activity
    - Stimulating genitals or anus, even if above or under clothing
    - Use of sex toys, even if above or under clothing
    - Stimulation of naked human nipples
    - Squeezing naked female breast except in breastfeeding context
  - Fetish content that involves
    - Acts that are likely to lead to the death of a person or animal
    - Dismemberment
    - Cannibalism
    - Feces, urine, spit, menstruation, or vomit

Digital content that meets our definition of sexual activity unless any of the following conditions exist

- Content was posted in a satirical or humorous context
- Content was posted in an educational or scientific context
- Imagery is not sufficiently detailed and only body shapes or contours are visible

Sexually explicit language, defined as description that goes beyond mere mention of

- A state of sexual arousal
- An act of sexual intercourse unless posted in an attempt at humor or satire, or if educational in nature

## **15. Cruel and Insensitive**

### **III. Objectionable Content**

Do not post:

Content that depicts real people and [makes fun of]<sup>10</sup> of their implied or premature death, serious or fatal disease or disability, non-consensual sexual touching, or serious physical injury

## **16. Spam**

### **IV. Integrity and Authenticity**

Policy Rationale

We work hard to limit the spread of commercial spam to prevent false advertising, fraud, and security breaches, all of which detract from people's ability to share and connect. We do not allow people to use misleading or inaccurate information to collect likes, followers, or shares.

Do not:

Artificially increase distribution for financial gain  
Create or use fake accounts or compromise other people's accounts to

---

<sup>10</sup> Note added by the Platform Governance Archives: Per Facebook's records, the first change to this section happens occurred in July 2019. However, merely subtracting the new content added in July 2019 leaves this excerpt truncated. Therefore, the expression "makes fun of" was added by us as attempt to reconstruct what was the likely meaning of the text before July 2019.

Impersonate or pretend to be a business, organization, public figure, or private individual

Attempt to create connections, create content, or message people

Restrict access to content by requiring people to like, share, or recommend before viewing

Encourage likes, shares, or clicks under false pretenses

Maliciously use login credentials or personally identifiable information by:

Attempting to gather or share login credentials or personally identifiable information

Using another person's login credentials or personally identifiable information

Promise non-existent Facebook features

## **17. Misrepresentation**

### **IV. Integrity and Authenticity**

Do not:

Misrepresent your identity by

Using a name that does not abide by our [name policies](#)

Providing a false date of birth

Misuse our profiles product by

Creating a profile for someone under thirteen years old

Maintaining multiple accounts

Creating inauthentic profiles

Sharing an account with any other person

Creating another account after being banned from the site

Evading the registration requirements outlined in our [Terms of Service](#)

Impersonate others by

Using their images with the explicit aim to deceive people

Creating a profile assuming the persona of or speaking for another person or entity

Creating a Page that speaks for another person or entity without authorization when the authorized party objects to the content

Engage in inauthentic behavior, which includes creating, managing, or otherwise perpetuating

Accounts that are fake  
Accounts that have fake names  
Accounts that participate in coordinated inauthentic behavior, meaning that multiple accounts are working together to do any of the following:

Mislead people about the origin of content  
Mislead people about the destination of links off our services (for example, providing a display URL that does not match the destination URL)  
Mislead people in an attempt to encourage shares, likes, or clicks

## **18. False news**

### **IV. Integrity and Authenticity**

#### Policy rationale

Reducing the spread of false news on Facebook is a responsibility that we take seriously. We also recognise that this is a challenging and sensitive issue. We want to help people stay informed without stifling productive public discourse. There is also a fine line between false news and satire or opinion. For these reasons, we don't remove false news from Facebook, but instead significantly reduce its distribution by showing it lower in the News Feed. Learn more about our work to reduce the spread of false news [here](#).

We are working to build a more informed community and reduce the spread of false news in a number of different ways, namely by

Disrupting economic incentives for people, Pages and domains that propagate misinformation  
Using various signals, including feedback from our community, to inform a machine learning model that predicts which stories may be false  
Reducing the distribution of content rated as false by independent third-party fact-checkers  
Empowering people to decide for themselves what to read, trust and share by informing them with more context and promoting news literacy  
Collaborating with academics and other organisations to help solve this challenging issue

## **19. Memorialization**

### **IV: Integrity and Authenticity**

When we learn that someone has passed away, we [memorialize](#) the account by adding "Remembering" above the name on the person's profile. This makes it clear that the account is now a memorial site and protects against attempted logins and fraudulent activity. We do not remove, update, or change anything about the profile or the account because we want to respect the choices someone made while still alive. We have also made it possible for people to identify a [legacy contact](#) to look after their account after they pass away. People can let us know in advance if they want their account permanently deleted when they die. We may delete profiles when the next of kin tells us that the person who passed would have preferred that we

delete the account rather than memorialize it. Visit [Hard Questions](#) for more information about our memorialization policy and process.

## **20. Intellectual property**

### **V. Respecting Intellectual Property**

#### Policy rationale

Facebook takes intellectual property rights seriously and believes that they are important to promoting expression, creativity and innovation in our community. You own all of the content and information that you post on Facebook, and you control how it is shared through your privacy and application settings. However, before sharing content on Facebook, please make sure that you have the right to do so. We ask that you respect other people's copyrights, trademarks and other legal rights. We are committed to helping people and organisations promote and protect their intellectual property rights. Facebook's Terms of Service do not allow people to post content that violates someone else's intellectual property rights, including copyright and trademark. We publish information about the intellectual property reports that we receive in our bi-annual Transparency Report, which can be accessed at <https://transparency.facebook.com/>

Upon receipt of a report from a rights holder or an authorised representative, we will remove or restrict content that engages in:

- Copyright infringement
- Trademark infringement

## **21. User requests**

### **VI. Content-Related Requests and Decisions**

We comply with:

- User requests for removal of their own account
- Requests for removal of a deceased user's account from a verified immediate family member or executor
- Requests for removal of an incapacitated user's account from an authorised representative

## **22. Additional Protection of Minors**

### **VI. Content-Related Requests and Decisions**

We comply with:

Requests for removal of an underage account

Government requests for removal of child abuse imagery depicting, for example, beating by an adult or strangling or suffocating by an adult

Legal guardian requests for removal of attacks on unintentionally famous minors