

# 1. Violence and Incitement

## I. Violence and Criminal Behavior

### Policy Rationale

We aim to prevent potential offline harm that may be related to content on Facebook. While we understand that people commonly express disdain or disagreement by threatening or calling for violence in non-serious ways, we remove language that incites or facilitates serious violence. We remove content, disable accounts and work with law enforcement when we believe there is a genuine risk of physical harm or direct threats to public safety. We also try to consider the language and context in order to distinguish casual statements from content that constitutes a credible threat to public or personal safety. In determining whether a threat is credible, we may also consider additional information like a person's public visibility and the risks to their physical safety.

In some cases, we see aspirational or conditional threats directed at terrorists and other violent actors (e.g. "Terrorists deserve to be killed"), and we deem those non-credible, absent specific evidence to the contrary.

Do not post:

Threats that could lead to death (and other forms of high-severity violence) targeting people or places where threat is defined as any of the following:

- Statements of intent to commit high-severity violence; or
- Calls for high-severity violence including content where no target is specified but a symbol represents the target and/or includes a visual of an armament to represent violence; or
- Statements advocating for high-severity violence; or
- Aspirational or conditional statements to commit high-severity violence

Content that asks or offers services for hire to kill others (for example, hitmen, mercenaries, assassins) or advocates for the use of a hitman, mercenary or assassin against a target.

Admissions, statements of intent or advocacy, calls to action, or aspirational or conditional statements to kidnap a target.

Threats that lead to serious injury (mid-severity violence) towards private individuals, unnamed specified persons, minor public figures, high risk persons, or high risk groups where threat is defined as any of the following:

- Statements of intent to commit violence; or
- Statements advocating violence; or
- Calls for mid-severity violence including content where no target is specified but a symbol represents the target; or
- Aspirational or conditional statements to commit violence; or

- Content about other target(s) apart from private individuals, minor public figures, high risk persons, or high risk groups and any credible:
  - Statements of intent to commit violence; or
  - Calls for action of violence; or
  - Statements advocating for violence; or
  - Aspirational or conditional statements to commit violence

Threats that lead to physical harm (or other forms of lower-severity violence) towards private individuals (self-reporting required) or minor public figures where threat is defined as any of the following:

- Private individuals (name and/or face match are required) or minor public figures that includes:
  - Statements of intent, calls for action, advocating, aspirational or conditional statements to commit low-severity violence

Imagery of private individuals or minor public figures that has been manipulated to include threats of violence either in text or pictorial (adding bulls eye, dart, gun to head, etc.)

Content that exposes the identity or locations affiliated with any individual who is alleged to be a member of a designated and recognizable at-risk group, share familial and/or romantic relationships with a member of an at-risk group or have performed professional activities in support of an at-risk group (except for political figures).

Instructions on how to make or use weapons if there's evidence of a goal to seriously injure or kill people, through:

- Language explicitly stating that goal, or
- Photos or videos that show or simulate the end result (serious injury or death) as part of the instruction
- Unless the aforementioned content is shared as part of recreational self defense, for military training purposes, commercial video games, or news coverage (posted by Page or with news logo)

Providing instructions on how to make or use explosives:

- Unless there is clear context that the content is for a non-violent purpose (for example part of commercial video games, clear scientific/educational purpose, fireworks, or specifically for fishing)

Any content containing statements of intent, calls for action, conditional or aspirational statements, or advocating for high or mid-severity violence due to voting, voter registration, or the administration of outcome of an election

Misinformation and unverifiable rumors that contribute to the risk of imminent violence or physical harm.

Statements of intent or advocacy, calls to action, or aspirational or conditional statements to bring weapons to locations, including but not limited to places of worship, educational facilities or polling places , or locations used to count votes or administer an election( or encouraging others to do the same).

For the following content, we may require more information and/or context in order to enforce

- Threats against election officials

## **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 organizations or individuals that proclaim a violent mission or are engaged in violence to have a presence on Facebook. We assess these entities based on their behavior both online and offline, most significantly, their ties to violence. Under this policy, we designate individuals, organizations, and networks of people. These designations are divided into three tiers that indicate the level of content enforcement, with Tier 1 resulting in the most extensive enforcement because we believe these entities have the most direct ties to offline harm.

**Tier 1** focuses on entities that engage in serious offline harms - including organizing or advocating for violence against civilians, repeatedly dehumanizing or advocating for harm against people based on protected characteristics, or engaging in systematic criminal operations. Tier 1 entities include terrorist, hate, and criminal organizations. We remove praise, substantive support, and representation of Tier 1 entities as well as their leaders, founders, or prominent members. Tier 1 includes hate organizations; criminal organizations, including those designated by the United States government as Specially Designated Narcotics Trafficking Kingpins (SDNTKs); and terrorist organizations, including entities and individuals designated by the United States government as Foreign Terrorist Organizations (FTOs) or Specially Designated Global Terrorists (SDGTs). We remove praise, substantive support, and representation of Tier 1 entities as well as their leaders, founders, or prominent members.

In addition, we do not allow content that praises, substantively supports, or represents events that Facebook designates as violating violent events - including terrorist attacks, hate events, multiple-victim violence or attempted multiple-victim violence, multiple murders, or hate crimes. Nor do we allow praise, substantive support, or representation of the perpetrator(s) of such attacks. We also remove content that praises, substantively supports or represents ideologies that promote hate, such as nazism and white supremacy.

**Tier 2** focuses on entities that engage in violence against state or military actors but do not generally target civilians -- what we call "Violent Non-State Actors." We remove all substantive support and representation of these entities, their leaders, and their prominent members. We remove any praise of these groups' violent activities.

**Tier 3** focuses on entities that may repeatedly engage in violations of our Hate Speech or Dangerous Organizations policies on-or-off the platform or demonstrate strong intent to engage in offline violence in the near future, but have not necessarily engaged in violence to date or advocated for violence against others based on their protected characteristics. This includes Militarized Social Movements, Violence-Inducing Conspiracy Networks, and individuals and groups banned for promoting hatred. Tier 3 entities may not have a presence or coordinate on our platforms.

We recognize that users may share content that includes references to designated dangerous organizations and individuals to report on, condemn, or neutrally discuss them or their activities. Our policies are designed to allow room for these types of discussions while simultaneously limiting risks of potential offline harm. We thus require people to clearly indicate their intent when creating or sharing such content. If a user's intention is ambiguous or unclear, we default to removing content.

In line with international human rights law, our policies allow discussions about the human rights of designated individuals or members of designated dangerous entities, unless the content includes other praise, substantive support, or representation of designated entities or other policy violations, such as incitement to violence.

Please see our [Corporate Human Rights Policy](#) for more information about our commitment to internationally recognized human rights.

We do not allow the following people (living or deceased) or groups to maintain a presence (for example, have an account, Page, Group) on our platform:

Terrorist organizations and terrorists, which include:

- Any non-state actor that:
  - Engages in, advocates, or lends substantial support to purposive and planned acts of violence,
  - Which causes or attempts to cause death, injury or serious harm to civilians, or any other person not taking direct part in the hostilities in a situation of armed conflict, and/or significant damage to property linked to death, serious injury or serious harm to civilians
  - With the intent to coerce, intimidate and/or influence a civilian population, government, or international organization
  - In order to achieve a political, religious, or ideological aim.

Hate organizations and their leaders and prominent members

- A hate organization is defined as:

- Any association of three or more people that is organized under a name, sign, or symbol and that has an ideology, statements, or physical actions that attack individuals based on characteristics, including race, religious affiliation, nationality, ethnicity, gender, sex, sexual orientation, serious disease or disability.

#### Mass and multiple murderers (including attempts)

- We consider a homicide to be a mass murder if it results in three or more deaths in one incident
- We consider an attempted mass murder to be one where an individual uses a weapon or vehicle to attempt mass harm in a public space or against more than one person
- We consider any individual who has committed two or more murders over multiple incidents or locations a multiple murderer

#### Human trafficking groups and their leaders

- Human trafficking groups are organizations responsible for any of the following:
  - Prostitution of others, forced/bonded labor, slavery, or the removal of organs
  - Recruiting, transporting, transferring, detaining, providing, harboring, or receiving a minor, or an adult against their will

#### Criminal organizations and their leaders and prominent members

- A criminal organization is defined as:
  - Any association of three or more people that is united under a name, color(s), hand gesture(s) or recognized indicia, that has engaged in or threatens to engage in criminal activity, including (but not limited to)
    - Homicide
    - Drug trafficking
    - Arms trafficking
    - Identity theft
    - Money laundering
    - Extortion or trafficking
    - Assault
    - Kidnapping
    - Sexual exploitation (covered in [section 7](#) and [section 8](#))

We do not allow symbols that represent any of the above organizations or individuals to be shared on our platform without context that condemns or neutrally discusses the content.

We do not allow content that praises any of the above organizations or individuals or any acts committed by them.

We do not allow coordination of support for any of the above organizations or individuals or any acts committed by them.

We do not allow content that praises, supports, or represents events that Facebook designates as terrorist attacks, hate events, mass murders or attempted mass murders, serial murders, hate crimes and violating events.

We do not allow the following groups to maintain a Page, Group, Event or IG profile on our platform, or to have one maintained on their behalf. The Admins of these Pages, Groups and Events will also be removed:

- Militarized Social Movements (MSM), such as militias or groups that support and organize violent acts amid protests.
- Violence-Inducing Conspiracy Networks, such as QAnon.

Click [here](#) to read more about how we address movements and organizations tied to violence.

### **3. Coordinating Harm and Publicizing Crime**

#### **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**

Depicting, admitting to or promoting 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

Statements of intent, calls to action, representing, supporting, or advocating for, or depicting, admitting to or speaking positively about, the following acts committed by you or your associates:

- Swatting

Depicting, promoting, advocating for or encouraging:

- Participation in a high risk viral challenge

#### Harm against animals

Statements of intent, calls to action, representing, supporting or advocating for, or depicting, admitting to or promoting:

- 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, representing, supporting 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 and/or Census Fraud

- Offers to buy or sell votes with cash or gifts
- Statements that advocate, provide instructions, or show explicit intent to illegally participate in a voting or census process

#### Voter and/or Census Interference

- Misrepresentation of the dates, locations, and times, and methods for voting or voter registration or census participation
- 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.
- Misrepresentation of whether a candidate is running or not
- Misrepresentation of who can participate in the census and what information or materials must be provided in order to participate
- Calls for coordinated interference that would affect an individual's ability to participate in the census or an election
- Content stating that census or voting participation may or will result in law enforcement consequences (e.g., arrest, deportation, imprisonment)

- Content claiming that the U.S. Immigration and Customs Enforcement (ICE) is at a voting location
- Misrepresentation of government involvement in the census, including that an individual's census information will be shared with another government agency.
- Explicit claims that people will be infected by COVID (or another communicable disease) if they participate in the voting process.
- Other misrepresentations related to voting in an official election or census participation may be subject to false news standards, as referenced in [section 20](#)

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

## **4. Regulated Goods**

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

#### **Policy Rationale**

To encourage safety and deter potentially harmful activities, we prohibit attempts by individuals, manufacturers, and retailers to purchase, sell, raffle, gift, transfer or trade certain goods and services on our platform. Brick-and-mortar and online retailers may promote firearms, alcohol, and tobacco items available for sale off of our services; however, we restrict visibility of this content for minors. We allow discussions about the sale of these goods in stores or by online retailers, as well as advocating for changes to regulations of goods and services covered in this policy.

Do not post:

#### **Firearms**

Content that

- Attempts to buy, sell, trade, donate, gift or solicit firearms, firearm parts, ammunition, explosives, or lethal enhancements between private individuals, unless posted by a real brick-and-mortar store, legitimate website, brand or government agency (e.g. police department, fire department)
- Provides access to 3D printing or computer aided manufacturing instructions for firearms or firearms parts even when posted by brick and mortar stores, brands and legitimate websites.

#### **Non-medical drugs:**



Content that

- Attempts to buy, sell, trade, donate, gift, or solicit non-medical drugs
- Admits to buying or trading non-medical drugs by the poster of the content by themselves or through others
- Admits to personal use without acknowledgment of or reference to recovery, treatment, or other assistance to combat usage
- Speaks positively, encourages, coordinates or provides instructions for use or make of non-medical drugs

**Marijuana and pharmaceutical drugs:**

- Content that attempts to buy, sell, trade, donate, gift, or solicit marijuana or pharmaceutical drugs

**Alcohol / Tobacco:**

- Content that attempts to buy, sell, trade, donate or gift alcohol or tobacco products and is not posted by a Page, Group, or Instagram Profile representing a real brick and mortar store, legitimate website or brand

**Endangered species:**

Content that

- Attempts to buy, sell, trade, donate, gift, or solicit endangered species or their parts
- Admits to poaching, buying or trading of endangered species and their parts committed by the poster of the content either by themselves or through others
- Depicts poaching of endangered species and their parts committed by the poster of the content by themselves or through others
- Speaks positively, coordinates or encourages the poaching of of endangered species and their parts
- Provides instructions to use or make products from endangered species and their parts

**Live non-endangered animals:**

- Content that attempts to buy, sell or trade live non-endangered animals between private individuals.

**Human blood:**

- Content that attempts to buy, sell, or trade human blood
- Content that solicits human blood unless for a donation or a gift

**Weight loss products:**

- Content about weight loss that contains a miracle claim and attempts to buy, sell, trade, donate, or gift weight loss products or supplements

#### **Historical artifacts:**

- Content that attempts to buy, sell, trade, donate, gift or solicit historical artifacts

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

#### **Firearms**

- Content posted by or promoting a brick-and-mortar store, legitimate website, brand, or government agency which attempts to buy, sell, trade, donate or gift firearms, firearm parts, ammunition, explosives, or lethal enhancements.

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

#### **Alcohol / Tobacco:**

- Content posted by or promoting a brick and mortar store, legitimate website or brand, which attempts to buy, sell, trade, donate or gift of alcohol or tobacco products off of Facebook's services

#### **Bladed weapons:**

- Content which attempts to buy, sell, trade, donate or gift bladed weapons.

#### **Weight loss products:**

Content that

- Attempts to buy, sell, trade, donate or gift weight loss products
- Admits to or depicts using a weight loss product, unless in condemnation
- Speaks positively, coordinates, or encourages the use of weight loss products
- Provides instructions to use or make weight loss products

#### **Potentially dangerous cosmetic procedures:**

Content that

- Attempts to buy, sell, trade, donate or gift a potentially dangerous cosmetic procedure
- Admits to or depicts using a potentially dangerous cosmetic procedure, unless in condemnation

- Speaks positively, coordinates, or encourages the use of a potentially dangerous cosmetic procedure
- Provides instructions to use or perform a potentially dangerous cosmetic procedure

## **5. Fraud and Deception**

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

#### **Policy Rationale**

In an effort to prevent and disrupt harmful or fraudulent activity, we remove content aimed at deliberately deceiving people to gain an unfair advantage or deprive another of money, property, or legal right. However, we allow people to raise awareness and educate others as well as condemn these activities using our platform.

Do not post:

Content that engages in, promotes, encourages, facilitates, or admits to the following activities:

Offering, solicitation and trade of:

Goods/property purchased with stolen financial information

Future exam papers or answer sheets where answers are not meant to be widely shared

Educational and professional certificates

Credentials for paid subscription services

Fake user reviews

Fake or manipulated documents, e.g. coupons, medical prescriptions

Fake or counterfeit currency

Offering or selling of personally identifiable information

Coordination or facilitation of betting manipulation, e.g. match fixing

Recruitment of workforce for the purpose of fraudulent activities, e.g. Social Security Number (SSN) scams

Other forms of deception aimed at depriving people of money or property such as:

Confidence schemes, e.g. romance/military impersonation scams

Ponzi schemes or Pyramid schemes

Setting up false businesses or entities

Investment schemes with promise of high rates of return

Bribery

Embezzlement

Money laundering (concealment of the origins of criminally obtained money)

Charity scams or fake fundraising campaigns

Debt Relief or Credit Repair Scam

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

### **II. Safety**

#### **Policy Rationale**

In an effort to promote a safe environment on Facebook, we remove content that encourages suicide or self-injury, including certain graphic imagery, real-time depictions and fictional content that experts tell us might lead others to engage in similar behavior. Self-injury is defined as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another, which is why we allow people to discuss suicide and self-injury.

We work with organizations around the world to provide assistance to people in distress. We also talk to experts in suicide and self-injury to help inform our policies and enforcement. For example, we have been advised by experts that we should not remove live videos of self-injury while there is an opportunity for loved ones and authorities to provide help or resources.

In contrast, we remove any content that identifies and negatively targets victims or survivors of self-injury or suicide seriously, humorously, or rhetorically.

[Learn more about our suicide and self-injury policies and the resources that we provide.](#)

Do not post:

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

Suicide

Self-injury

Eating disorders

Content that depicts graphic self-injury imagery

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

Content that focuses on depiction of ribs, collar bones, thigh gaps, hips, concave stomach, or protruding spine or scapula when shared together with terms associated with eating disorders.

Content that contains instructions for drastic and unhealthy weight loss when shared together with terms associated with eating disorders.

For the following content, we restrict content to adults over the age of 18, and include a sensitivity screen so that people are aware the content may be upsetting:

- 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

For the following content, we include a sensitivity screen so that people are aware the content may be upsetting to some:

- Content that depicts older instances of self-harm such as healed cuts or other non-graphic self-injury imagery in a context of recovery

- Content that depicts ribs, collar bones, thigh gaps, hips, concave stomach, or protruding spine or scapula in a recovery context.

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

- Suicide

- Euthanasia/assisted suicide

- Self-harm

- Eating disorders

- Eating disorders

## **7. Child Sexual Exploitation, Abuse and Nudity**

### **II. Safety**

Do not post:

Content that depicts participation in or advocates for the sexual exploitation of children, including (but not limited to)

- Engaging in any sexual activity involving minors

- Adults soliciting minors

- Minors soliciting minors

- Minors soliciting adults

- Using our products and site functionality with the intention of sexualizing minors

Content that constitutes or facilitates inappropriate interactions with children, such as

Initiating unsolicited contact with minors (for example, private messages between stranger adults and 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  
Displaying nudity to minors

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

Imagery that depicts non-sexual child abuse regardless of sharing intent  
Content that praises, supports, promotes, advocates for, provides instructions for or encourages participation in non-sexual child abuse

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

## **II. Safety**

## Policy Rationale

We recognize the importance of Facebook as a place to discuss and draw attention to sexual violence and exploitation. In an effort to create space for this conversation and promote a safe environment, we allow victims to share their experiences, but remove content that depicts, threatens or promotes sexual violence, sexual assault, or sexual exploitation. We also remove content that displays, advocates for, or coordinates sexual acts with non-consenting parties to avoid facilitating non-consensual sexual acts.

To protect victims and survivors, we remove images that depict incidents of sexual violence and intimate images shared without the consent of the person(s) pictured. As noted in the introduction, we also work with external safety experts to discuss and improve our policies and enforcement around online safety issues, and we may remove content when they provide information that content is linked to harmful activity. We've written about the [technology we use to protect against intimate images](#) and the [research that has informed our work](#). We've also put together a [guide to reporting and removing intimate images shared without your consent](#).

Do not post:

In instances where content consists of any form of non-consensual sexual touching, crushing, necrophilia or bestiality, or forced stripping, including:

- Depictions (including real photos/videos), or
- Advocacy (including aspirational and conditional statements), or
- Statements of intent, or
- Calls for action, or
- Threatening, soliciting, or stating an intent to share imagery, or
- Admitting participation, or
- Mocking victims of any of the above

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, threatening, stating an intent to share, offering or asking for imagery known as "Revenge Porn" or "Non-Consensual Intimate Images" 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, law enforcement record) including entertainment media (for example, leak of images confirmed by media)

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

Secretly taken non-commercial imagery of a real person's commonly sexualized body parts (breasts, groin, buttocks, or thighs) or of a real person engaged in sexual activity. This imagery is commonly known as "creepshots" or "upskirts" and includes photos or videos that mocks, sexualizes or exposes the person depicted in the imagery.

Threatening or stating an intent to share private sexual conversations that meets the following criteria:

Lack of consent is indicated by:

Vengeful context and/or threatening context, or

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

Attempting to coordinate adult commercial sexual services or prostitution activities, such as requesting or offering or asking for rates for escort services and paid sexual fetish or domination services.

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

Narratives and statements that contain a depiction of non-consensual sexual touching (written or verbal) that includes details beyond mere naming or mentioning the act if:

Shared by the victim, or

Shared by a third party (other than the victim) in support of victim or condemnation of act or for general awareness to be determined by context/caption

Content mocking the concept of non-consensual sexual touching

## **9. Bullying and Harassment**

### **II. Safety**

#### **Policy Rationale**



Bullying and harassment happen in many places and come in many different forms, from making threats to releasing personally identifiable information, to sending threatening messages, and making unwanted malicious contact. We do not tolerate this kind of behavior because it prevents people from feeling safe and respected on Facebook.

We distinguish between public figures and private individuals because we want to allow discussion, which often includes critical commentary of people who are featured in the news or who have a large public audience. For public figures, we remove attacks that are severe as well as certain attacks where the public figure is directly tagged in the post or comment. For private individuals, our protection goes further: we remove content that's meant to degrade or shame, including, for example, claims about someone's sexual activity. We recognize that bullying and harassment can have more of an emotional impact on minors, which is why our policies provide heightened protection for users between the ages of 13 and 18.

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 bullying and harassment. In certain instances, we require self-reporting because it helps us understand that the person targeted feels bullied or harassed. In addition to reporting such behavior and content, we encourage people to use tools available on Facebook to help protect against it.

We also have a Bullying Prevention Hub, which 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 information on how to start important conversations about bullying. Learn more about what we're doing to protect people from bullying and harassment here.

Do not:

Repeatedly contact someone in a manner that is:

- Unwanted or
- Sexually harassing or
- Directed at a large number of individuals with no prior solicitation

Target anyone maliciously by:

- Calling for, or making statements of intent to engage in, bullying and/or harassment
  - Attacking them based on their status as a victim of sexual assault, sexual exploitation, or domestic abuse
  - Calling for self-injury or suicide of a specific person, or group of people
  - Attacking them through derogatory terms related to sexual activity (e.g. whore, slut)
  - Posting content about a violent tragedy, or victims of violent tragedies that include claims that a violent tragedy did not occur

Posting content about victims or survivors of violent tragedies by name or by image, with claims that they are

- Acting/pretending to be a victim of an event

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

Threatening to release an individual's private phone number, residential address, or email address

Making statements of intent to engage in a sexual activity or advocating for them to engage in a sexual activity

Creating Pages or Groups that are dedicated to attacking individual(s) by:

- Calling for death or serious disease , epidemic disease, or disability

- Making statements of intent of advocating to engage in sexual activity

- Making claims that the individual has or may have a sexually transmitted disease

Sending messages that contain the following attacks when aimed at an individual or group of individuals in the thread

- Targeted cursing

- Calls for death, serious disease, or disability, epidemic disease, or physical harm

Target another private individual, or public figure who is a minor, with:

- Calls for death or serious disease or disability

- Female-gendered cursing terms when used in a derogatory way

- Claims about sexual activity or sexually transmitted diseases

- Pages or Groups created to attack through:

- Targeted cursing

- Negative physical descriptions

- Claims about religious identity or blasphemy

- Expressions of contempt or disgust

- Female-gendered cursing terms when used in a derogatory way

Target public figures by purposefully exposing them to:

- For adults

- Calls for death serious disease, epidemic disease, or disability

- Claims about sexually transmitted disease

- Female-gendered cursing terms when used in a derogatory way

- Content that praises, celebrates, or mocks their death

- For minors

Comparisons to animals or insects that are culturally perceived as intellectually or physically inferior or to an inanimate object ("cow," "monkey" "potato")

Content manipulated to highlight, circle, or otherwise negatively draw attention to specific physical characteristics (nose, ear, etc.)

Target private individuals or involuntary minor public figures with:

Comparisons to animals or insects that are culturally perceived as intellectually or physically inferior or to an inanimate object ("cow," "monkey" "potato")

Content manipulated to highlight, circle, or otherwise negatively draw attention to specific physical characteristics (nose, ear, etc.)

Attacks through negative physical descriptions

Content that ranks individuals on physical appearance or personality

Content sexualizing another adult

Content that depicts others in the process of, or right after menstruating, urinating, vomiting, or defecating where context further degrades the individual or contains an expression of disgust

Physical bullying where the context further degrades the individual

Content that praises, celebrates, or mocks their death

In addition to the above, attacks through Pages or Groups:

Negative character or ability claims

Self-referential bullying; Only if the Object targets more than 1 private individual

Target private adults (who must self-report) or any private minors or involuntary minor public figures with:

Targeted cursing

Claims about romantic involvement, sexual orientation or gender identity

Coordination, advocacy, or promotion of exclusion

Negative character or ability claims, except in the context of criminal allegations against adults

Expressions of contempt or disgust, except in the context of criminal allegations against adults

Target private individuals who are minors with:

Allegations about criminal or illegal behavior

Videos of physical bullying or violence against minors in a fight context shared in a non-condemning context

Target private individuals (who must self-report) with:

Self-referential bullying

Unwanted manipulated imagery  
Comparison to other public, fictional or private individuals on the basis of physical appearance  
Claims about religious identity or blasphemy, except in at-risk countries where the Violence and Incitement policy should be applied  
Comparisons to animals or insects that are not culturally perceived as intellectually or physically inferior ("tiger," "lion")  
Neutral or positive physical descriptions  
Non-negative character or ability claims  
Any bullying or harassment violation, when shared in an endearing context  
Attacks through derogatory terms related to a lack of sexual activity

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. Human Exploitation**

### **II. Safety**

#### **Policy Rationale**

In an effort to disrupt and prevent harm, we remove content that facilitates or coordinates the exploitation of humans, including human trafficking. We define human trafficking as the business of depriving someone of liberty for profit. It is the exploitation of humans in order to force them to engage in commercial sex, labor, or other activities against their will. It relies on deception, force and coercion, and degrades humans by depriving them of their freedom while economically or materially benefiting others.

Human trafficking is multi-faceted and global; it can affect anyone regardless of age, socioeconomic background, ethnicity, gender, or location. It takes many forms, and any given trafficking situation can involve various stages of development. By the coercive nature of this abuse, victims cannot consent.

While we need to be careful not to conflate human trafficking and smuggling, the two can be related and exhibit overlap. The United Nations defines human smuggling as the procurement or facilitation of illegal entry into a state across international borders. Without necessity for coercion or force, it may still result in the exploitation of vulnerable individuals who are trying to leave their country of origin, often in pursuit of a better life. Human smuggling is a crime against a state, relying on movement, and human trafficking is a crime against a person, relying on exploitation.

Do not post:

Content or exhibit behavior that may lead to human exploitation, which includes any of the following:

- Sex Trafficking, covering minors and adults
- The sale of children for illegal adoption
- Orphanage Trafficking and Orphanage Volun-tourism
- Forced Marriages
- Labor Exploitation (incl. bonded labor)
- Domestic Servitude
- Non-regenerative Organ Trafficking
- Forced Criminal Activity (e.g. forced begging, forced drug trafficking)
- Recruitment of Child Soldiers

Content geared towards the:

- Recruitment of potential victims through force, fraud, coercion, enticement, deception, blackmail or other non-consensual acts.
- Facilitation of human exploitation by coordinating, transporting, transferring, harboring or brokering of victims prior or during the exploitation.
- Exploitation of humans by promoting, depicting, or advocating for it.

Content that offers or assists in smuggling of humans

## **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
- Government IDs
- School and education IDs featuring two of the following: (1) name, (2) photo, or (3) ID number
- Digital identities, including passwords

Content that contains medical/psychological, biometric, or genetic records or official documentation of others

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**

Policy Rationale

Policy Rationale

We believe that people use their voice and connect more freely when they don't feel attacked on the basis of who they are. That is why we don't allow hate speech on Facebook. It creates an environment of intimidation and exclusion, and in some cases may promote offline violence.

We define hate speech as a direct attack against people — rather than concepts or institutions— on the basis of what we call protected characteristics: race, ethnicity, national origin, disability, religious affiliation, caste, sexual orientation, sex, gender identity and serious disease. We define attacks as violent or dehumanizing speech, harmful stereotypes, statements of inferiority, expressions of contempt, disgust or dismissal, cursing and calls for exclusion or segregation. We also prohibit the use of harmful stereotypes, which we define as dehumanizing comparisons that have historically been used to attack, intimidate, or exclude specific groups, and that are often linked with offline violence. We consider age a protected characteristic when referenced along with another protected characteristic. We also protect refugees, migrants, immigrants and asylum seekers from the most severe attacks, though we do allow commentary and criticism of immigration policies. Similarly, we provide some protections for characteristics like occupation, when they're referenced along

with a protected characteristic. Sometimes, based on local nuance, we consider certain words or phrases as code words for PC groups.

We recognize that people sometimes share content that includes someone else's hate speech to condemn it or raise awareness. In other cases, speech that might otherwise violate our standards can be used self-referentially or in an empowering way. Our policies are designed to allow room for these types of speech, but we require people to clearly indicate their intent. If the intention is unclear, we may remove content.

[Learn more about our approach to hate speech.](#)

Do not post:

### **Tier 1**

Content targeting a person or group of people (including all subsets except those described as having carried out violent crimes or sexual offenses) on the basis of their aforementioned protected characteristic(s) or immigration status with:

- Violent speech or support in written or visual form
- Dehumanizing speech or imagery in the form of comparisons, generalizations, or unqualified behavioral statements (in written or visual form) to or about:
  - Insects
  - Animals that are culturally perceived as intellectually or physically inferior
  - Filth, bacteria, disease and feces
  - Sexual predator
  - Subhumanity
  - Violent and sexual criminals
  - Other criminals (including but not limited to “thieves,” “bank robbers,” or saying “All [protected characteristic or quasi-protected characteristic] are ‘criminals’”)
  - Statements denying existence
- Mocking the concept, events or victims of hate crimes even if no real person is depicted in an image
- Designated dehumanizing comparisons, generalizations, or behavioral statements (in written or visual form)- that include:
  - Black people and apes or ape-like creatures
  - Black people and farm equipment
  - Caricatures of Black people in the form of blackface
  - Jewish people and rats
  - Jewish people running the world or controlling major institutions such as media networks, the economy or the government
  - Denying or distorting information about the Holocaust
  - Muslim people and pigs
  - Muslim person and sexual relations with goats or pigs
  - Mexican people and worm like creatures



- Women as household objects or referring to women as property or "objects"
- Transgender or non-binary people referred to as "it"

## Tier 2

Content targeting a person or group of people on the basis of their protected characteristic(s) with:

- Generalizations that state inferiority (in written or visual form) in the following ways:
  - Physical deficiencies are defined as those about:
    - Hygiene, including but not limited to: filthy, dirty, smelly
    - Physical appearance, including but not limited to: ugly, hideous
  - Mental deficiencies are defined as those about:
    - Intellectual capacity, including but not limited to: dumb, stupid, idiots
    - Education, including but not limited to: illiterate, uneducated
    - Mental health, including but not limited to: mentally ill, retarded, crazy, insane
  - Moral deficiencies are defined as those about:
    - Character traits culturally perceived as negative, including but not limited to: coward, liar, arrogant, ignorant
    - Derogatory terms related to sexual activity, including but not limited to: whore, slut, perverts
- Other statements of inferiority, which we define as:
  - Expressions about being less than adequate, including but not limited to: worthless, useless
  - Expressions about being better/worse than another protected characteristic, including but not limited to: "I believe that males are superior to females."
  - Expressions about deviating from the norm, including but not limited to: freaks, abnormal
- Expressions of contempt (in written or visual form), which we define as:
  - Self-admission to intolerance on the basis of a protected characteristics, including but not limited to: homophobic, islamophobic, racist
  - Expressions that a protected characteristic shouldn't exist
  - Expressions of hate, including but not limited to: despise, hate
- Expressions of dismissal, including but not limited to: don't respect, don't like, don't care for
- Expressions of disgust (in written or visual form), which we define as:

- Expressions that suggest the target causes sickness, including but not limited to: vomit, throw up
- Expressions of repulsion or distaste, including but not limited to: vile, disgusting, yuck
- Cursing, defined as:
  - Referring to the target as genitalia or anus, including but not limited to: cunt, dick, asshole
  - Profane terms or phrases with the intent to insult, including but not limited to: fuck, bitch, motherfucker
  - Terms or phrases calling for engagement in sexual activity, or contact with genitalia, anus, feces or urine, including but not limited to: suck my dick, kiss my ass, eat shit

### **Tier 3**

Content targeting a person or group of people on the basis of their protected characteristic(s) with any of the following:

- Calls for segregation
- Explicit Exclusion which includes but is not limited to "expel" or "not allowed".
- Political Exclusion defined as denial of right to political participation.
- Economic Exclusion defined as denial of access to economic entitlements and limiting participation in the labour market,
- Social Exclusion defined as including but not limited to denial of opportunity to gain access to spaces (incl. online) and social services.

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 that are inherently offensive and used as insulting labels for the above-listed characteristics.

## **13. Violent and Graphic Content**

### **III. Objectionable Content**

#### **Policy Rationale<sup>1</sup>**

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We

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<sup>1</sup> Note from Facebook's records, 28 October 2020: "As part of the deprecation of the Cruel and Insensitive policy, policy language regarding sadism has been moved to the Violent and Graphic Content policy"

allow graphic content (with some limitations) to help people raise awareness about these issues.

We know that people value the ability to discuss important issues like human rights abuses or acts of terrorism. We also know that people have different sensitivities with regard to graphic and violent content. For that reason, we add a warning label to especially graphic or violent content so that it is not available to people under the age of 18 and so people are aware of the graphic or violent nature before they click to see it.

Do not post:

### **Imagery of people**

Videos of people or dead bodies in non-medical settings if they depict

- Dismemberment.
- Visible internal organs; partially decomposed bodies.
- Charred or burning people unless in the context of cremation or self-immolation when that action is a form of political speech or newsworthy.
- Victims of cannibalism.
- Throat-slitting.

Live streams of capital punishment of a person

### **Sadistic Remarks**

- Sadistic remarks towards imagery that is deleted or put behind a warning screen under this policy, unless there is a self-defense context or explicit educational context in a medical setting.
- Sadistic remarks towards imagery of one or more persons subjected to violence and/or humiliating acts by one or more uniformed personnel doing a police function.
- Offering or soliciting imagery that is deleted or put behind a warning screen under this policy, when accompanied by sadistic remarks.
- Explicit sadistic remarks towards the suffering of animals depicted in the imagery.

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 18 and older:

### **Imagery of people**

Videos of people or dead bodies in a medical setting if they depict:

- Dismemberment.
- Visible internal organs; partially decomposed bodies.
- Charred or burning people, including cremation or self-immolation when that action is a form of political speech or newsworthy.

- Victims of cannibalism.
- Throat-slitting.

Photos of wounded or dead people if they show:

- Dismemberment.
- Visible internal organs; partially decomposed bodies.
- Charred or burning people.
- Victims of cannibalism.
- Throat-slitting.

Imagery that shows the violent death of a person or people by accident or murder

Imagery that shows capital punishment of a person

Imagery that shows acts of torture committed against a person or people

Imagery of non-medical foreign objects (such as metal objects, knives, nails) involuntarily inserted or stuck into people causing grievous injury

### **Imagery of animals**

The following content involving animals:

- Videos depicting humans killing animals if there is no explicit manufacturing, hunting, food consumption, processing or preparation context.
- Imagery of animal to animal fights, when there are visible innards or dismemberment of non-regenerating body, unless in the wild.
- Imagery of humans committing acts of torture or abuse against live animals.
- Imagery of animals showing wounds or cuts that render visible innards or dismemberment, if there is no explicit manufacturing, hunting, taxidermy, medical treatment, rescue or food consumption, preparation or processing context, or the animal is already skinned or with its outer layer fully removed.

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

Imagery of non-medical foreign objects voluntarily inserted into people through skin in religious or cultural context

Imagery of visible innards in a birthing context

Imagery of fetuses and newborn babies that show:

- Dismemberment.
- Visible innards.

- An abortion or abandonment context.

Imagery of newborn babies in an abandonment context

Imagery of animals in a ritual slaughter context showing dismemberment, or visible innards, or charring or burning

For the following Community Standards, we require additional information and/or context to enforce:

We remove:

- Videos and photos that show the violent death of someone when a family member requests its removal.

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

### **III. Objectionable Content**

Do not post:

Images of

- Real nude adults, where nudity is defined as
  - Visible genitalia except in the context of birth giving and after-birth moments or health-related situations (for example, gender confirmation surgery, genitalia self-examination for cancer or disease prevention/assessment)
  - 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-related situations (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, snot, menstruation, or vomit

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

- Content where the sexual activity (intercourse or other sexual activities) is not directly visible
- 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

## 15. Sexual Solicitation

### III. Objectionable Content

#### Policy Rationale

As noted in Section 8 of our Community Standards ([Sexual Exploitation of Adults](#)), people use Facebook to discuss and draw attention to sexual violence and exploitation. We recognize the importance of and want to allow for this discussion. We draw the line, however, when content facilitates, encourages or coordinates sexual encounters between adults. We also restrict sexually explicit language that may lead to solicitation because some audiences within our global community may be sensitive to this type of content and it may impede the ability for people to connect with their friends and the broader community.

Do not post:

Attempted coordination of or recruitment for adult sexual activities, including but not limited to:

- Filmed sexual activities
- Pornographic activities, strip club shows, live sex performances, erotic dances
- Sexual, erotic, or tantric massages

Explicit sexual solicitation by, including but not limited to the following, offering or asking for:

- Sex or sexual partners
- Sex chat or conversations
- Nude photos/videos/imagery

Content that is implicitly or indirectly offering or asking for sexual solicitation and meets both of the following criteria. If both criteria are not met, it is not deemed to be violating. For example, if content is a hand-drawn image depicting sexual activity but does not ask or offer sexual solicitation, it is not violating:

Criteria 1: Offer or Ask

Content implicitly or indirectly\* (typically through providing a method of contact) offers or asks for:

- Nude imagery, or
- Sex or sexual partners, or
- Sex chat conversations

Criteria 2: Suggestive Elements

Content makes the aforementioned offer or ask using one of the following sexually suggestive elements:

- Contextually specific and commonly sexual emojis or emoji strings, or
- Regional sexualized slang, or
- Mentions or depictions of sexual activity (including hand drawn, digital, or real world art) such as: sexual roles, sex positions, fetish scenarios, state of arousal, act of sexual intercourse or activity (sexual penetration or self-pleasuring), or
- Imagery of real individuals with nudity covered by human parts, objects, or digital obstruction, including long shots of fully nude butts

An offer or ask for pornographic material (including, but not limited to, sharing of links to external pornographic websites)

Sexually explicit language that goes into graphic detail beyond mere reference to:

A state of sexual arousal (wetness or erection) or  
An act of sexual intercourse (sexual penetration, self-pleasuring or exercising  
fetish scenarios)

## **16. Cruel and Insensitive**

### **III. Objectionable Content**

#### **Policy Rationale**

Content that depicts real people and laughs at or makes fun of their implied or premature death, serious or fatal disease or disability, non-consensual sexual touching, domestic violence, or serious physical injury

We remove explicit attempts to mock victims and mark as cruel implicit attempts, many of which take the form of memes and GIFs.

Do not post:

Content that depicts real people and laughs at or makes fun of their premature death, serious or fatal disease or disability, starvation, physical violence, domestic violence, or serious physical injury

Content that contains sadistic remarks and any visual or written depiction of real people experiencing premature death, serious physical injury, physical violence or domestic violence.

Imagery that depicts real animals that are visibly experiencing and being laughed at, made fun of, or contain sadistic remarks for any of the following (except staged animal vs. animal fights or animal fights in the wild):

- premature death
- serious physical injury (including mutilation)
- physical violence from a human

## **17. Misrepresentation**

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

Do not:

Misrepresent your identity by

- Using a name that does not abide by our [name policies](#) (not applicable to Instagram)
- Providing a false date of birth



Misuse our products by

- Creating a profile for someone under thirteen years old
- Maintaining multiple accounts (not applicable to Instagram)
- Creating inauthentic profiles
- Sharing an account with any other person (not applicable to Instagram)
- Creating another Facebook or Instagram account after being banned from the site
- Creating or Managing a Page, Group, Event or Instagram Profile because the previous Page, Group, Event or Instagram Profile was removed 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 assuming to be or speak for another person or entity for whom the user is not authorized to do so.
- Posting imagery that is likely to deceive the public as to the content's origin, if:
  - The entity or an authorized representative objects to the content, and
  - Can establish a risk of harm to members of the public.

## **18. Spam**

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

Policy Rationale

We work hard to limit the spread of spam because we do not want to allow content that is designed to deceive, or that attempts to mislead users to increase viewership. This content creates a negative user experience and detracts from people's ability to engage authentically in online communities. We also aim to prevent people from abusing our platform, products, or features to artificially increase viewership or distribute content en masse for commercial gain.

Do not:

- Post, share, engage with content, or create accounts, groups, pages, events or other assets, either manually or automatically, at very high frequencies.
- Attempt to or successfully sell, buy, or exchange site privileges or product features, such as accounts, admin roles, permission to post, pages, groups, likes, etc., except in the case of clearly identified branded content, as defined by our [Branded Content Policy](#).

- Require or claim that users are required to engage with content (e.g. liking, sharing) before they are able to view or interact with promised content.

Encourage likes, shares, follows, clicks, or the use of apps or websites under false pretenses, such as:

Offering false or non-existent services or functionality (e.g., “Get a ‘Dislike’ button!”)

Failing to direct to promised content (e.g., “Click here for a discount code at Nordstrom”; false play buttons)

Directing users off of Facebook through the deceptive or misleading use of URLs, defined as:

**Cloaking:** Presenting different content to Facebook users and Facebook crawlers or tools.

**Misleading content:** Content contains a link that promises one type of content but delivers something substantially different.

**Deceptive Pop-up websites:** Websites that require an action (captcha, watch ad, click here) in order to view the expected landing page content and the domain name of the URL changes after the required action is complete.

**Like / Share-Gating:** Landing pages that require users to like, share, or otherwise engage with content before gaining access to off-Facebook content.

**Deceptive Landing Page Functionality:** Websites that have a misleading user interface, which results in accidental traffic being generated (pop-ups/unders, clickjacking, etc.)

**Impersonation:** The website pretends to be a reputable brand or service by using a name, domain, or content featuring typos, misspellings, or other means to impersonate well-known brands (e.g. www.faceb00k.com, www.face\_book.com, using a landing page similar to another, trusted site to mislead visitors).

And other behaviors that are substantially similar to those listed above.

## 19. Cybersecurity

### IV. Integrity and Authenticity

#### Policy Rationale

We recognize that the safety of our users extends to the security of their personal information. Attempts to gather sensitive personal information by deceptive or invasive methods are harmful to the authentic, open, and safe atmosphere that we want to foster. Therefore, we do not allow attempts to gather sensitive user information through the abuse of our platform and products.

Do not:

Attempt to compromise user accounts or gather sensitive information through unauthorized means, defined as:

Gaining access to any account or user data other than your own without explicit permission from the account owner.

Encouraging or deceiving users and entities to download or run files or programs that will compromise a user's online or data security. Such files and programs will be deemed malicious software or "malware" if they harm or gain unauthorized access to a computer, device, or network.

Acquiring or requesting another user's login credentials, whether explicitly or through deceptive means such as phishing (e.g. fake surveys designed to capture log-in info or links to fake login pages or impostor websites).

Attempting to obtain the sensitive information of others such as usernames, passwords, or other personal information, through deceptive means or the use of malicious software or websites.

Publicly sharing your own or others' login information on platform or through a third party service.

Creating, sharing, or hosting malicious software or malicious browser extensions to compromise accounts or gain access to user data.

Providing online infrastructure, including Web Hosting Services, Domain Name System servers, and ad networks that enables abusive links such that a majority of those links on Facebook or Instagram violate the Spam or Cybersecurity sections of the Community Standards.

## **20. Inauthentic Behavior**

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

#### **Policy Rationale**

In line with our commitment to authenticity, we don't allow people to misrepresent themselves on Facebook, use fake accounts, artificially boost the popularity of content, or engage in behaviors designed to enable other violations under our Community Standards. This policy is intended to create a space where people can trust the people and communities they interact with.

Do not:

Use multiple Facebook accounts or share accounts between multiple people

Misuse Facebook or Instagram reporting systems to harass others

Conceal a Page's purpose by misleading users about the ownership or control of that Page

Engage in or claim to engage in Inauthentic Behavior, which is defined as the use of Facebook or Instagram assets (accounts, pages, groups, or events), to mislead people or Facebook:

- about the identity, purpose, or origin of the entity that they represent
- about the popularity of Facebook or Instagram content or assets
- about the purpose of an audience or community
- about the source or origin of content
- to evade enforcement under our Community Standards

Engage in, or claim to engage in Coordinated Inauthentic Behavior, defined as the use of multiple Facebook or Instagram assets, working in concert to engage in Inauthentic Behavior (as defined above), where the use of fake accounts is central to the operation

Engage in or claim to engage in Foreign or Government Interference, which is Coordinated Inauthentic Behavior conducted on behalf of a foreign or government actor.

## **21. 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

## 22. Manipulated Media

### IV. Integrity and Authenticity

#### Policy Rationale

Media, including image, audio, or video, can be edited in a variety of ways. In many cases, these changes are benign, like a filter effect on a photo. In other cases, the manipulation isn't apparent and could mislead, particularly in the case of video content. We aim to remove this category of manipulated media when the criteria laid out below have been met.

In addition, we will continue to invest in partnerships (including with journalists, academics and independent fact-checkers) to help us reduce the distribution of false news and misinformation, as well as to better inform people about the content they encounter online.

#### Do not post:

##### Video

that has been edited or synthesized, beyond adjustments for clarity or quality, in ways that are not apparent to an average person, and would likely mislead an average person to believe that a subject of the video said words that they did not say AND

is the product of artificial intelligence or machine learning, including deep learning techniques (e.g., a technical deepfake), that merges, combines, replaces, and/or superimposes content onto a video, creating a video that appears authentic.

This policy does not extend to content that is parody or satire or is edited to omit words that were said or change the order of words that were said.

## 23. Memorialization

### IV. Integrity and Authenticity

#### Policy Rationale

When someone passes away, friends and family can request that we memorialize the Facebook account. Once memorialized, the word "Remembering" appears above the name on the person's profile to help make it clear that the account is now a memorial site and protects against attempted logins and fraudulent activity. To respect the choices someone made while alive, we aim to preserve their account after they pass away. We have also made it possible for people to identify a legacy contact to look after their account after they pass away. To

support the bereaved, in some instances we may remove or change certain content when the legacy contact or family members request it.

Visit [Hard Questions](#) for more information about our memorialization policy and process. And see our [Newsroom](#) for the latest tools we're building to support people during these difficult times.

For victims of murder and suicide we will remove the following content if it appears on the deceased's profile photo, cover photo, or among recent timeline posts when requested by a legacy contact or family member of the deceased:

- Visual depiction of the object used in the deceased's death
- Imagery of the convicted or alleged murderer of the deceased
- Content related to the deceased's death

For victims of murder, we will also remove the convicted or alleged murderer from the deceased's profile if referenced in relationship status or among friends.

When we have additional context provided by the legacy contact or a family member of the deceased, we may:

- Remove bullying or harassment violations on a memorialized profile, which normally require the individual to self-report
- Remove praise or support for the death, disease, or harm of the deceased person on a memorialized profile
- Change the deceased's individual's privacy settings from public to friends-only when there is harmful content on the profile
- Change a violating account name on the profile of the deceased individual

## **24. 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

## **25. 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

## **26. 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