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Content Code of Conduct

Date of Last Revision: May 24, 2007

Facebook is a social utility that connects people with friends and others who work, study and live around them. People use Facebook to keep up with friends, to share links, to share photos and videos of themselves and their friends, and to learn more about the people they meet. We want Facebook to be a place where people respect the rights and feelings of others, including third party intellectual property rights. Therefore, we have established certain rules for using Facebook and for posting messages, photos, video and other content ("Content") on Facebook, which rules are set forth in our Terms of Use and in this User Code of Conduct. WHEN YOU USE FACEBOOK, YOU ARE AGREEING TO ABIDE BY THE USER CODE OF CONDUCT AND THE OTHER RULES SET FORTH IN OUR TERMS OF USE. FAILURE TO ADHERE TO THIS CODE OF CONDUCT AND THE TERMS OF USE MAY RESULT, AMONG OTHER THINGS, IN TERMINATION OF YOUR ACCOUNT AND THE DELETION OF CONTENT THAT YOU HAVE POSTED ON FACEBOOK, WITH OR WITHOUT NOTICE, AS DETERMINED BY FACEBOOK IN ITS SOLE DISCRETION. Please refer to our Terms of Use for more information about the rules applicable to your use of Facebook and the other rights and remedies of Facebook.

Third-Party Content

Facebook allows you to upload and share user generated Content with your friends, such as photographs and videos you upload from your camera, webcam or mobile phone. This means that you may post and share original photographs and video that are of a personal nature that: (i) are of you or your friends, (ii) are taken by you or your friends, or (iii) are original art or animation created by you or your friends. It is not intended as a place for you to post third-party copyrighted content, such as the latest episode of a popular TV show or your favorite music video. In addition, we expect our users to use good judgment and respect the copyrights and other intellectual property rights of others. Therefore, in using Facebook, you may not:

- upload or share any photographs, videos or other Content other than original works that are created by you or another user
- post or share any Content that infringes upon or violates the copyright, trademarks or other rights of any third party
- attempt to circumvent any content filtering techniques we may employ

Inappropriate Content

While we believe users should be able to express themselves and their point of view, certain kinds of speech simply do not belong in a community like Facebook. Therefore, you may not post or share Content that:

- is obscene, pornographic or sexually explicit
- depicts graphic or gratuitous violence
- makes threats of any kind or that intimidates, harasses, or bullies anyone
- is derogatory, demeaning, malicious, defamatory, abusive, offensive or hateful

Unlawful or Harmful Content or Conduct

Although as an online service provider, we are not responsible for the conduct of our users, we want Facebook to be a safe place on the internet. Therefore, in using Facebook, you may not:

- violate any local, state, national or international law or post any Content that would encourage or provide instructions for a criminal offense
- impersonate any person or entity or otherwise misrepresent yourself, your age or your affiliation with any person or entity
- use Facebook to send or make available any unsolicited or unauthorized advertising, solicitations, promotional materials, "junk mail," "spam," "chain letters," "pyramid schemes," or any other form of solicitation
- post or share any personally identifiable or private information of any third party
- solicit passwords or personal information from anyone, including those under 18
- use information or content you obtained on the Facebook website or service in any manner not authorized by the Facebook Code of Conduct or Terms of Use
- post any material that contains software viruses or any other computer code, files or programs designed to interrupt, destroy or limit the functionality of any computer software or hardware or telecommunications equipment

- register for more than one account or use or attempt to use another's account, service or system without authorization or create a false identity on the Service or the Site
- engage in any predatory or stalking conduct

This Content Code of Conduct is subject to change at any time at Facebook's sole discretion.

Facebook Community Standards

Facebook is a global community where millions of people connect with each other. Each of these people represents unique opinions, ideals, and cultural values. Out of consideration for this diversity, we work to foster an environment where everyone can openly discuss issues and express their views, while respecting the rights of others.

When millions of people get together to share things that are important to them, sometimes these discussions and posts include controversial topics and content. We believe this online dialog mirrors the exchange of ideas and opinions that happens throughout people's lives offline, in conversations at home, at work, in cafes, and in classrooms.

As a trusted community of friends, family, coworkers, and classmates, Facebook is largely self-regulated. People who use Facebook can and do report content that they find questionable or offensive. To balance the needs and interests of a global community we ask everyone to respect the following content standards:

Threats	We want our members to feel safe on the site. Any credible threats to harm others will be removed. We may also remove support for violent organizations.
Promoting Self-Harm	Facebook is not a place for self-destructive behavior. To that end we don't allow the promotion of suicide, "cutting," eating disorders, or illegal drug use. We take threats of suicide very seriously and will contact the relevant authorities when we become aware of them.
Bullying & Harassment	As a community, we place a high value on respecting each other, and take reports of harassment very seriously. We take action when private individuals are bullied or persistently contacted against their wishes. While we encourage you to make meaningful new connections, please keep in mind that contacting strangers or people you've never met in person can be a form of harassment.
Hate Speech	Facebook does not tolerate hate speech. Please grant each other mutual respect when you communicate here. While we encourage the discussion of ideas, institutions, events, and practices, it is a serious violation of our terms to single out individuals based on race, ethnicity, national origin, religion, sex, gender, sexual orientation, disability, or disease.
Graphic Violence	While we are a platform for sharing events that take place in your life and around the world, any inappropriately graphic content will be removed when found on the site. Sadistic displays of violence against people or animals, or depictions of sexual assault, are prohibited.
Sex & Nudity	We have a strict "no nudity or pornography" policy. Any content that is inappropriately sexual will be removed. Before posting questionable content, be mindful of the consequences for you and your environment.
Theft, Vandalism, or Fraud	We are trying to make the world a more open, connected, and ultimately better place. Organizing acts that harm others through theft, vandalism, or fraud is a violation of our terms.
Identity & Privacy	Facebook is a community where real people connect and share using their real identities. When you represent yourself accurately on Facebook you are helping to build trust and safety for everyone. Claiming to be someone else, creating multiple accounts, or falsely representing an organization undermines this trust and violates

our terms. Please also refrain from publishing other people's personal information.

Intellectual Property	Before sharing content on Facebook, please be sure you have the right to do so. We ask that you respect copyrights, trademarks, and other legal rights.
Phishing & Spam	We take the safety of our members seriously and work to prevent attempts to compromise their privacy or security. We also ask that you respect our members by not contacting them for commercial purposes without their consent.

Reporting Abuse

If you see something on Facebook that you believe violates our terms, you can report it to us. Please keep in mind that reporting a person, organization, or piece of content doesn't guarantee its removal from the site.

Because of the diversity of our community, it's possible that something could be disagreeable or disturbing to you without meeting the criteria for being removed or blocked. For this reason, we also offer personal controls over what you see, such as the ability to hide or quietly cut ties with people, Pages, or applications that offend you.

Content that does violate our terms may be removed from our site and (in some cases) subject to legal or other action.

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Please review these standards. They will help you understand what type of expression is acceptable, and what type of content may be reported and removed.

Violence and Threats	Safety is Facebook's top priority. You may not credibly threaten to harm others, or organize acts of real-world violence. We remove content and may escalate to law enforcement when we perceive a genuine risk of physical harm, or a direct threat to public safety. We also prohibit promoting, planning or celebrating any of your actions if they have, or could, result in financial harm to others, including theft and vandalism.
Self-Harm	Facebook takes threats of self-harm very seriously. We remove any promotion or encouragement of self-mutilation, eating disorders or hard drug abuse. We also work with suicide prevention agencies around the world to provide assistance for people in distress.
Bullying and Harassment	Facebook does not tolerate bullying or harassment. We allow users to speak freely on matters and people of public interest, but take action on all reports of abusive behavior directed at private individuals. Repeatedly targeting other users with unwanted friend requests or messages is a form of harassment.
Hate Speech	Facebook does not permit hate speech. While we encourage you to challenge ideas, institutions, events, and practices, it is a serious violation to attack a person based on their race, ethnicity, national origin, religion, sex, gender, sexual orientation, disability or medical condition.
Graphic Violence	People use Facebook to share events through photos and videos. We understand that graphic imagery is a regular component of current events, but must balance the needs of a diverse community. Sharing any graphic content for sadistic pleasure is prohibited.
Nudity and Pornography	Facebook has a strict policy against the sharing of pornographic content and imposes limitations on the display of nudity. At the same time, we aspire to respect people's right to share content of personal importance, whether those are photos of a sculpture like Michelangelo's David or family photos of a child breastfeeding.
Identity and Privacy	On Facebook people connect and share using their real identities. This culture creates accountability and builds trust and safety for everyone. Claiming to be another person, creating multiple accounts, or falsely representing an organization undermines community and violates Facebook's. Finally, you may not publish other people's personal information.
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For a better experience on Facebook, enable JavaScript in your browser, or switch to our mobile site.

facebook

Email or Phone | Password | Log In

Keep me logged in | Forgot your password?

Sign Up Connect and share with the people in your life.

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For a better experience on Facebook, enable JavaScript in your browser, or switch to our mobile site.

facebook

Email or Phone

Password

Log In

Keep me logged in

Forgot your password?

Sign Up

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Security	We take the safety of our members seriously and work to prevent attempts to compromise their privacy or security, including those that use fraud or deception. Additionally, we ask that you respect our members by not contacting them for commercial purposes without their consent.

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Hate Speech

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Graphic Content

Facebook has long been a place where people turn to share their experiences and raise awareness about issues important to them. Sometimes, those experiences and issues involve graphic content that is of public interest or concern, such as human rights abuses or acts of terrorism. In many instances, when people share this type of content, it is to condemn it. However, graphic images shared for sadistic effect or to celebrate or glorify violence have no place on our site.

When people share any content, we expect that they will share in a responsible manner. That includes choosing carefully the audience for the content. For graphic videos, people should warn their audience about the nature of the content in the video so that their audience can make an informed choice about whether to watch it.

Nudity and Pornography

Facebook has a strict policy against the sharing of pornographic content and any explicitly sexual content where a minor is involved. We also impose limitations on the display of nudity. We aspire to respect people's right to share content of personal importance, whether those are photos of a sculpture like Michelangelo's David or family photos of a child breastfeeding.

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Violence and Threats	Safety is Facebook's top priority. We remove content and may escalate to law enforcement when we perceive a genuine risk of physical harm, or a direct threat to public safety. You may not credibly threaten others, or organize acts of real-world violence. Organizations with a record of terrorist or violent criminal activity are not allowed to maintain a presence on our site. We also prohibit promoting, planning or celebrating any of your actions if they have, or could, result in financial harm to others, including theft and vandalism.
Self-Harm	Facebook takes threats of self-harm very seriously. We remove any promotion or encouragement of self-mutilation, eating disorders or hard drug abuse. We also work with suicide prevention agencies around the world to provide assistance for people in distress.
Bullying and Harassment	Facebook does not tolerate bullying or harassment. We allow users to speak freely on matters and people of public interest, but take action on all reports of abusive behavior directed at private individuals. Repeatedly targeting other users with unwanted friend requests or messages is a form of harassment.
Hate Speech	Facebook does not permit hate speech, but distinguishes between serious and humorous speech. While we encourage you to challenge ideas, institutions, events, and practices, we do not permit individuals or groups to attack others based on their race, ethnicity, national origin, religion, sex, gender, sexual orientation, disability or medical condition.
Graphic Content	Facebook has long been a place where people turn to share their experiences and raise awareness about issues important to them. Sometimes, those experiences and issues involve graphic content that is of public interest or concern, such as human rights abuses or acts of terrorism. In many instances, when people share this type of content, it is to condemn it. However, graphic images shared for sadistic effect or to celebrate or glorify violence have no place on our site. When people share any content, we expect that they will share in a responsible manner. That includes choosing carefully the audience for the content. For graphic videos, people should warn their audience about the nature of the content in the video so that their audience can make an informed choice about whether to watch it.
Nudity and Pornography	Facebook has a strict policy against the sharing of pornographic content and any explicitly sexual content where a minor is involved. We also impose limitations on the display of nudity. We aspire to respect people's right to share content of personal importance, whether those are photos of a sculpture like Michelangelo's David or family photos of a child breastfeeding.

Identity and Privacy	On Facebook people connect using their real names and identities. We ask that you refrain from publishing the personal information of others without their consent. Claiming to be another person, creating a false presence for an organization, or creating multiple accounts undermines community and violates Facebook's terms.
Intellectual Property	Before sharing content on Facebook, please be sure you have the right to do so. We ask that you respect copyrights, trademarks, and other legal rights.
Regulated Goods	It is not permitted to complete transactions involving regulated goods on our platform. If you post an offer involving firearms, alcohol, tobacco, or adult products, we expect you to make sure you're following all applicable laws and consider carefully the audience for that content. If you are using a Page to connect with your customers and other audiences, you need to abide by our Pages Terms.
Phishing and Spam	We take the safety of our members seriously and work to prevent attempts to compromise their privacy or security. We also ask that you respect our members by not contacting them for commercial purposes without their consent.
Security	We take the safety of our members seriously and work to prevent attempts to compromise their privacy or security, including those that use fraud or deception. Additionally, we ask that you respect our members by not contacting them for commercial purposes without their consent.

Reporting Abuse

If you see something on Facebook that you believe violates our terms, you should report it to us. Please keep in mind that reporting a piece of content does not guarantee that it will be removed from the site.

Because of the diversity of our community, it's possible that something could be disagreeable or disturbing to you without meeting the criteria for being removed or blocked. For this reason, we also offer personal controls over what you see, such as the ability to hide or quietly cut ties with people, Pages, or applications that offend you.

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Facebook Community Standards

Facebook gives people around the world the power to publish their own stories, see the world through the eyes of many other people, and connect and share wherever they go. The conversation that happens on Facebook – and the opinions expressed here – mirror the diversity of the people using Facebook.

To balance the needs and interests of a global population, Facebook protects expression that meets the community standards outlined on this page.

Please review these standards. They will help you understand what type of expression is acceptable, and what type of content may be reported and removed.

Violence and Threats

Safety is Facebook's top priority. We remove content and may escalate to law enforcement when we perceive a genuine risk of physical harm, or a direct threat to public safety. You may not credibly threaten others, or organize acts of real-world violence. Organizations with a record of terrorist or violent criminal activity are not allowed to maintain a presence on our site. We also prohibit promoting, planning or celebrating any of your actions if they have, or could, result in financial harm to others, including theft and vandalism.

Self-Harm

Facebook takes threats of self-harm very seriously. We remove any promotion or encouragement of self-mutilation, eating disorders or hard drug abuse. We also work with suicide prevention agencies around the world to provide assistance for people in distress.

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Facebook does not permit hate speech, but distinguishes between serious and humorous speech. While we encourage you to challenge ideas, institutions, events, and practices, we do not permit individuals or groups to attack others based on their race, ethnicity, national origin, religion, sex, gender, sexual orientation, disability or medical condition.

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Regulated Goods	It is not permitted to complete transactions involving regulated goods on our platform. If you post an offer involving firearms, alcohol, tobacco, or adult products, we expect you to make sure you're following all applicable laws and consider carefully the audience for that content. If you are using a Page to connect with your customers and other audiences, you need to abide by our Pages Terms.
Phishing and Spam	We take the safety of our members seriously and work to prevent attempts to compromise their privacy or security. We also ask that you respect our members by not contacting them for commercial purposes without their consent.
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Community Standards

Our mission is to give people the power to share and make the world more open and connected. Every day, people come to Facebook to share their stories, see the world through the eyes of others and connect with friends and causes. The conversations that happen on Facebook reflect the diversity of a community of more than one billion people.

We want people to feel safe when using Facebook. For that reason, we've developed a set of Community Standards, outlined below. These policies will help you understand what type of sharing is allowed on Facebook, and what type of content may be reported to us and removed. Because of the diversity of our global community, please keep in mind that something that may be disagreeable or disturbing to you may not violate our Community Standards.

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Read a letter from our team

Hello! We lead the teams that create Facebook's content policies and provide support to the community. Our teams work to make Facebook an open and safe environment for people around the world. We'd like to share a few insights into what it's like serving a community of more than a billion people around the world.

When we share information and opinions with our friends, families, communities, and the world around us, that's when we achieve extraordinary things - new ideas, opportunities, friendships, and collaborations. Every day, people around the world share billions of things on Facebook that add value to our lives. But sometimes people share content that can be abusive or harmful to the rest of the community.

That’s why we created Community Standards – to explain what kinds of things shouldn't be shared on Facebook. Our Community Standards aim to find the right balance between giving people a place to express themselves and promoting a welcoming and safe environment for everyone.

As you can imagine, striking the right balance is a tough job that we approach by focusing on a few key principles:

- **Keeping you safe.** We have zero tolerance for any behavior that puts people in danger, whether someone is organizing or advocating real-world violence or bullying other people. Requiring people to use their authentic identity on Facebook helps motivate all of us to act responsibly, since our names and reputations are visibly linked to our words and actions.
- **Encouraging respectful behavior.** We ask people to consider their audience when sharing something that may offend others. We make it easy for everyone to decide who can see the content they share, and we have policies that prohibit sexually explicit, hateful, and violent content.
- **Acknowledging cultural diversity.** To ensure our policies reflect the diversity of our community, we constantly seek and review input from experts around the world, as well as our community. Those insights help us understand the context through which people are sharing, and viewing, content on Facebook.
- **Empowering you with tools to control what you see on Facebook.** Facebook is a place for you to connect with the people and things you care about, so we give you tools to control what you see, report things to us, and reach out to people who post things that you don't like or disagree with.

Our goal is to create an environment where we don't need a lot of rules, and people on Facebook feel motivated and empowered to treat each other with empathy and respect.

Thank you,

Monika Bickert
Head of Global Product Policy

Justin Osofsky
Vice President of Global Operations

Keeping you safe

- **Overview**

- Direct Threats
- Self-Injury
- Dangerous Organizations
- Bullying and Harassment
- Attacks on Public Figures
- Criminal Activity
- Sexual Violence and Exploitation

- Regulated Goods

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. Learn more about how Facebook handles abusive content.

Direct Threats: How we help people who feel threatened by others on Facebook.

We carefully review reports of threatening language to identify serious threats of harm to public and personal safety. We remove credible threats of physical harm to individuals. We also remove specific threats of theft, vandalism, or other financial harm.

We may consider things like a person's physical location or public visibility in determining whether a threat is credible. We may assume credibility of any threats to people living in violent and unstable regions.

Self-Injury: How we work to help prevent self-injury and suicide.

We don’t allow the promotion of self-injury or suicide. We work with organizations around the world to provide assistance for people in distress. We prohibit content that promotes or encourages suicide or any other type of self-injury, including self-mutilation and eating disorders. We don't consider body modification to be self-injury. We also remove any content that identifies victims or survivors of self-injury or suicide and targets them for attack, either seriously or humorously. People can, however, share information about self-injury and suicide that does not promote these things.

Dangerous Organizations: What types of organizations we prohibit on Facebook.

We don’t allow any organizations that are engaged in the following to have a presence on Facebook:

- Terrorist activity, or
- Organized criminal activity.

We also remove content that expresses support for groups that are involved in the violent or criminal behavior mentioned above. Supporting or praising leaders of those same organizations, or condoning their violent activities, is not allowed.

We welcome broad discussion and social commentary on these general subjects, but ask that people show sensitivity towards victims of violence and discrimination.

Bullying and Harassment: How we respond to bullying and harassment.

We don't tolerate bullying or harassment. We allow you to speak freely on matters and people of public interest, but remove content that appears to purposefully target private individuals with the intention of degrading or shaming them. This content includes, but is not limited to:

- Pages that identify and shame private individuals,
- Images altered to degrade private individuals,
- Photos or videos of physical bullying posted to shame the victim,
- Sharing personal information to blackmail or harass people, and
- Repeatedly targeting other people with unwanted friend requests or messages.

We define private individuals as people who have neither gained news attention nor the interest of the public, by way of their actions or public profession.

Attacks on Public Figures: What protection public figures receive on Facebook.

We permit open and critical discussion of people who are featured in the news or have a large public audience based on their profession or chosen activities. We remove credible threats to public figures, as well as hate speech directed at them – just as we do for private individuals.

Criminal Activity: How we handle reports of criminal activity on Facebook.

We prohibit the use of Facebook to facilitate or organize criminal activity that causes physical harm to people, businesses or animals, or financial damage to people or businesses. We work with law enforcement when we believe there is a genuine risk of physical harm or direct threats to public safety.

We also prohibit you from celebrating any crimes you've committed. We do, however, allow people to debate or advocate for the legality of criminal activities, as well as address them in a humorous or satirical way.

Sexual Violence and Exploitation: How we fight sexual violence and exploitation on Facebook.

We remove content that threatens or promotes sexual violence or exploitation. This includes the sexual exploitation of minors, and sexual assault. To protect victims and survivors, we also remove photographs or videos depicting incidents of sexual violence and images shared in revenge or without permissions from the people in the images.

Our definition of sexual exploitation includes solicitation of sexual

material, any sexual content involving minors, threats to share intimate images, and offers of sexual services. Where appropriate, we refer this content to law enforcement. Offers of sexual services include prostitution, escort services, sexual massages, and filmed sexual activity.

Regulated Goods

We prohibit any attempts by unauthorized dealers to purchase, sell, or trade prescription drugs and marijuana. If you post an offer to purchase or sell firearms, alcohol, tobacco, or adult products, we expect you to comply with all applicable laws and carefully consider the audience for that content. We do not allow you to use Facebook's payment tools to sell or purchase regulated goods on our platform.

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Encouraging respectful behavior

- **Overview**
- Nudity
- Hate Speech
- Violence and Graphic Content

People use Facebook to share their experiences and to raise awareness about issues that are important to them. This means that you may encounter opinions that are different from yours, which we believe can lead to important conversations about difficult topics. To help balance the needs, safety, and interests of a diverse community, however, we may remove certain kinds of sensitive content or limit the audience that sees it. Learn more about how we do that here.

Nudity

People sometimes share content containing nudity for reasons like awareness campaigns or artistic projects. We restrict the display of nudity because some audiences within our global community may be sensitive to this type of content - particularly because of their cultural background or age. In order to treat people fairly and respond to reports quickly, it is essential that we have policies in place that our global teams can apply uniformly and easily when reviewing content. As a result, our policies can sometimes be more blunt than we would like and restrict content shared for legitimate purposes. We are always working to get better at evaluating this content and enforcing our standards.

We remove photographs of people displaying genitals or focusing in on fully exposed buttocks. We also restrict some images of female breasts if they include the nipple, but we always allow photos of women actively engaged in breastfeeding or showing breasts with post-mastectomy scarring. We also allow photographs of paintings, sculptures, and other art that depicts nude figures. Restrictions on the display of both nudity and sexual activity also apply to digitally created content unless the content is posted for educational, humorous, or satirical purposes. Explicit images of sexual intercourse are prohibited. Descriptions of sexual acts that go into vivid detail may also be removed.

Hate Speech

Facebook removes hate speech, which includes content that directly attacks people based on their:

- Race,

- Ethnicity,
- National origin,
- Religious affiliation,
- Sexual orientation,
- Sex, gender, or gender identity, or
- Serious disabilities or diseases.

Organizations and people dedicated to promoting hatred against these protected groups are not allowed a presence on Facebook. As with all of our standards, we rely on our community to report this content to us.

People can use Facebook to challenge ideas, institutions, and practices. Such discussion can promote debate and greater understanding. Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others about that hate speech. When this is the case, we expect people to clearly indicate their purpose, which helps us better understand why they shared that content.

We allow humor, satire, or social commentary related to these topics, and we believe that when people use their authentic identity, they are more responsible when they share this kind of commentary. For that reason, we ask that Page owners associate their name and Facebook Profile with any content that is insensitive, even if that content does not violate our policies. As always, we urge people to be conscious of their audience when sharing this type of content.

While we work hard to remove hate speech, we also give you tools to avoid distasteful or offensive content. Learn more about the tools we offer to control what you see. You can also use Facebook to speak up and educate the community around you. Counter-speech

in the form of accurate information and alternative viewpoints can help create a safer and more respectful environment.

Violence and Graphic Content

Facebook has long been a place where people share their experiences and raise awareness about important issues. Sometimes, those experiences and issues involve violence and graphic images of public interest or concern, such as human rights abuses or acts of terrorism. In many instances, when people share this type of content, they are condemning it or raising awareness about it. We remove graphic images when they are shared for sadistic pleasure or to celebrate or glorify violence.

When people share anything on Facebook, we expect that they will share it responsibly, including carefully choosing who will see that content. We also ask that people warn their audience about what they are about to see if it includes graphic violence.

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Keeping your account and personal information secure

- **Overview**
- Using Your Authentic Identity
- Fraud and Spam
- Accounts of Friends or Family Who Have Passed Away

We work hard to help keep your account secure and protect your personal information. By joining Facebook, you agree to use your authentic name and identity. You may not publish the personal information of others without their consent. Learn more about how we work to keep your information safe.

Using Your Authentic Identity: How Facebook's real name requirement creates a safer environment.

People connect on Facebook using their authentic identities. When people stand behind their opinions and actions with their authentic name and reputation, our community is more accountable. If we discover that you have multiple personal profiles, we may ask you to close the additional profiles. We also remove any profiles that impersonate other people.

If you want to create a presence on Facebook for your pet, organization, favorite movie, games character, or another purpose, please create a Page instead of a Facebook Profile. Pages can help you conduct business, reach out to fans, or promote a cause you care about.

Fraud and Spam: How we protect you from fraud and spam.

We work hard to help ensure that the information you share is secure. We investigate any suspected breach of security. Any attempt to compromise the security of a Profile, including fraud, may be referred to law enforcement. Using misleading or inaccurate information to artificially collect likes, followers, or shares is not allowed. We also ask that you respect people by not contacting them for commercial purposes without their consent.

Accounts of Friends or Family Who Have Passed Away: How you can create a place to remember lost loved ones on

Facebook.

Facebook is a place where people come to share their stories and reminisce about friends and family who have passed away. Once we receive proof of death, we secure and memorialize accounts. We do this once we receive sufficient proof of death. Learn more about what happens when we memorialize an account.

Immediate family members can also request that we remove and delete a loved one's profile.

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Protecting your intellectual property

Facebook is a place for you to share the things that are important to you. You own all of the content and information you post on Facebook, and you can control how it is shared through your privacy and application settings. However, before sharing content on Facebook, please be sure you have the right to do so. We ask that you respect copyrights, trademarks, and other legal rights. Learn more about intellectual property rights.

Reporting Abuse

Reporting Abuse Controlling What You SeeCommunication Tools

Our global community is growing every day and we strive to welcome people to an environment free from abusive content. To do this, we rely on people like you. If you see something on Facebook that you believe violates our terms, please report it to us. We have dedicated teams working around the world to review things you report to help make sure Facebook remains safe.

Governments also sometimes ask us to remove content that violates local laws, but does not violate our Community Standards. If after careful legal review, we find that the content is illegal under local law, then we may make it unavailable only in the relevant country or territory.

Please keep the following in mind:

- We may take action any time something violates the Community Standards outlined here.

- We may ask Page owners to associate their name and Facebook Profile with a Page that contains cruel and insensitive content, even if that content does not violate our policies.
- Reporting something doesn't guarantee that it will be removed because it may not violate our policies.
- Our content reviewers will look to you for information about why a post may violate our policies. If you report content, please tell us why the content should be removed (e.g., is it nudity or hate speech?) so that we can send it to the right person for review.
- Our review decisions may occasionally change after receiving additional context about specific posts or after seeing new, violating content appearing on a Page or Facebook Profile.
- The number of reports does not impact whether something will be removed. We never remove content simply because it has been reported a number of times.
- The consequences for violating our Community Standards vary depending on the severity of the violation and the person's history on Facebook. For instance, we may warn someone for a first violation, but if we continue to see further violations we may restrict a person's ability to post on Facebook or ban the person from Facebook.

Not all disagreeable or disturbing content violates our Community Standards. For this reason, we offer you the ability to customize and control what you see by unfollowing, blocking, and hiding the posts, people, Pages, and applications you don't want to see – and we encourage you to use these controls to better personalize your experience. Learn more. People also often resolve issues they have about a piece of content by simply reaching out to the person who posted it. We've created tools for you to communicate directly with other people when you're unhappy with posts, photos, or other content you see on Facebook.

Community Standards

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Vice President of Global Operations

Helping to Keep you safe

- **Overview**

- Direct Threats
- Self-Injury
- Dangerous Organizations
- Bullying and Harassment
- Attacks on Public Figures
- Criminal Activity
- Sexual Violence and Exploitation

- Regulated Goods

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. Learn more about how Facebook handles abusive content.

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Self-Injury: How we work to help prevent self-injury and suicide.

We don’t allow the promotion of self-injury or suicide. We work with organizations around the world to provide assistance for people in distress. We prohibit content that promotes or encourages suicide or any other type of self-injury, including self-mutilation and eating disorders. We don't consider body modification to be self-injury. We also remove any content that identifies victims or survivors of self-injury or suicide and targets them for attack, either seriously or humorously. People can, however, share information about self-injury and suicide that does not promote these things.

Dangerous Organizations: What types of organizations we prohibit on Facebook.

We don’t allow any organizations that are engaged in the following to have a presence on Facebook:

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Bullying and Harassment: How we respond to bullying and harassment.

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Sexual Violence and Exploitation: How we fight sexual violence and exploitation on Facebook.

We remove content that threatens or promotes sexual violence or exploitation. This includes the sexual exploitation of minors, and sexual assault. To protect victims and survivors, we also remove photographs or videos depicting incidents of sexual violence and images shared in revenge or without permissions from the people in the images.

Our definition of sexual exploitation includes solicitation of sexual

material, any sexual content involving minors, threats to share intimate images, and offers of sexual services. Where appropriate, we refer this content to law enforcement. Offers of sexual services include prostitution, escort services, sexual massages, and filmed sexual activity.

Regulated Goods

We prohibit any attempts by unauthorized dealers to purchase, sell, or trade prescription drugs and marijuana. If you post an offer to purchase or sell firearms, alcohol, tobacco, or adult products, we expect you to comply with all applicable laws and carefully consider the audience for that content. We do not allow you to use Facebook's payment tools to sell or purchase regulated goods on our platform.

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Encouraging respectful behavior

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- Nudity
- Hate Speech
- Violence and Graphic Content

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Nudity

People sometimes share content containing nudity for reasons like awareness campaigns or artistic projects. We restrict the display of nudity because some audiences within our global community may be sensitive to this type of content - particularly because of their cultural background or age. In order to treat people fairly and respond to reports quickly, it is essential that we have policies in place that our global teams can apply uniformly and easily when reviewing content. As a result, our policies can sometimes be more blunt than we would like and restrict content shared for legitimate purposes. We are always working to get better at evaluating this content and enforcing our standards.

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Hate Speech

Facebook removes hate speech, which includes content that directly attacks people based on their:

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- Ethnicity,
- National origin,
- Religious affiliation,
- Sexual orientation,
- Sex, gender, or gender identity, or
- Serious disabilities or diseases.

Organizations and people dedicated to promoting hatred against these protected groups are not allowed a presence on Facebook. As with all of our standards, we rely on our community to report this content to us.

People can use Facebook to challenge ideas, institutions, and practices. Such discussion can promote debate and greater understanding. Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others about that hate speech. When this is the case, we expect people to clearly indicate their purpose, which helps us better understand why they shared that content.

We allow humor, satire, or social commentary related to these topics, and we believe that when people use their authentic identity, they are more responsible when they share this kind of commentary. For that reason, we ask that Page owners associate their name and Facebook Profile with any content that is insensitive, even if that content does not violate our policies. As always, we urge people to be conscious of their audience when sharing this type of content.

While we work hard to remove hate speech, we also give you tools to avoid distasteful or offensive content. Learn more about the tools we offer to control what you see. You can also use Facebook to speak up and educate the community around you. Counter-speech

in the form of accurate information and alternative viewpoints can help create a safer and more respectful environment.

Violence and Graphic Content

Facebook has long been a place where people share their experiences and raise awareness about important issues. Sometimes, those experiences and issues involve violence and graphic images of public interest or concern, such as human rights abuses or acts of terrorism. In many instances, when people share this type of content, they are condemning it or raising awareness about it. We remove graphic images when they are shared for sadistic pleasure or to celebrate or glorify violence.

When people share anything on Facebook, we expect that they will share it responsibly, including carefully choosing who will see that content. We also ask that people warn their audience about what they are about to see if it includes graphic violence.

Next section
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Keeping your account and personal information secure

- **Overview**
- Using Your Authentic Identity
- Fraud and Spam
- Accounts of Friends or Family Who Have Passed Away

We work hard to help keep your account secure and protect your personal information. By joining Facebook, you agree to use your authentic name and identity. You may not publish the personal information of others without their consent. Learn more about how we work to keep your information safe.

Using Your Authentic Identity: How Facebook's real name requirement creates a safer environment.

People connect on Facebook using their authentic identities. When people stand behind their opinions and actions with their authentic name and reputation, our community is more accountable. If we discover that you have multiple personal profiles, we may ask you to close the additional profiles. We also remove any profiles that impersonate other people.

If you want to create a presence on Facebook for your pet, organization, favorite movie, games character, or another purpose, please create a Page instead of a Facebook Profile. Pages can help you conduct business, reach out to fans, or promote a cause you care about.

Fraud and Spam: How we protect you from fraud and spam.

We work hard to help ensure that the information you share is secure. We investigate any suspected breach of security. Any attempt to compromise the security of a Profile, including fraud, may be referred to law enforcement. Using misleading or inaccurate information to artificially collect likes, followers, or shares is not allowed. We also ask that you respect people by not contacting them for commercial purposes without their consent.

Accounts of Friends or Family Who Have Passed Away: How you can create a place to remember lost loved ones on

Facebook.

Facebook is a place where people come to share their stories and reminisce about friends and family who have passed away. Once we receive proof of death, we secure and memorialize accounts. We do this once we receive sufficient proof of death. Learn more about what happens when we memorialize an account.

Immediate family members can also request that we remove and delete a loved one's profile.

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Protecting your intellectual property

Facebook is a place for you to share the things that are important to you. You own all of the content and information you post on Facebook, and you can control how it is shared through your privacy and application settings. However, before sharing content on Facebook, please be sure you have the right to do so. We ask that you respect copyrights, trademarks, and other legal rights. Learn more about intellectual property rights.

Reporting Abuse

Reporting Abuse Controlling What You SeeCommunication Tools

Our global community is growing every day and we strive to welcome people to an environment free from abusive content. To do this, we rely on people like you. If you see something on Facebook that you believe violates our terms, please report it to us. We have dedicated teams working around the world to review things you report to help make sure Facebook remains safe.

Governments also sometimes ask us to remove content that violates local laws, but does not violate our Community Standards. If after careful legal review, we find that the content is illegal under local law, then we may make it unavailable only in the relevant country or territory.

Please keep the following in mind:

- We may take action any time something violates the Community Standards outlined here.

- We may ask Page owners to associate their name and Facebook Profile with a Page that contains cruel and insensitive content, even if that content does not violate our policies.
- Reporting something doesn't guarantee that it will be removed because it may not violate our policies.
- Our content reviewers will look to you for information about why a post may violate our policies. If you report content, please tell us why the content should be removed (e.g., is it nudity or hate speech?) so that we can send it to the right person for review.
- Our review decisions may occasionally change after receiving additional context about specific posts or after seeing new, violating content appearing on a Page or Facebook Profile.
- The number of reports does not impact whether something will be removed. We never remove content simply because it has been reported a number of times.
- The consequences for violating our Community Standards vary depending on the severity of the violation and the person's history on Facebook. For instance, we may warn someone for a first violation, but if we continue to see further violations we may restrict a person's ability to post on Facebook or ban the person from Facebook.

Not all disagreeable or disturbing content violates our Community Standards. For this reason, we offer you the ability to customize and control what you see by unfollowing, blocking, and hiding the posts, people, Pages, and applications you don't want to see – and we encourage you to use these controls to better personalize your experience. Learn more. People also often resolve issues they have about a piece of content by simply reaching out to the person who posted it. We've created tools for you to communicate directly with other people when you're unhappy with posts, photos, or other content you see on Facebook.

Community Standards

Read a letter from our team

Our mission is to give people the power to share and make the world more open and connected. Every day, people come to Facebook to share their stories, see the world through the eyes of others and connect with friends and causes. The conversations that happen on Facebook reflect the diversity of a community of more than one billion people.

We want people to feel safe when using Facebook. For that reason, we've developed a set of Community Standards, outlined below. These policies will help you understand what type of sharing is allowed on Facebook, and what type of content may be reported to us and removed. Because of the diversity of our global community, please keep in mind that something that may be disagreeable or disturbing to you may not violate our Community Standards.

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Read a letter from our team

Hello! We lead the teams that create Facebook's content policies and provide support to the community. Our teams work to make Facebook an open and safe environment for people around the world. We'd like to share a few insights into what it's like serving a community of more than a billion people around the world.

When we share information and opinions with our friends, families, communities, and the world around us, that's when we achieve extraordinary things - new ideas, opportunities, friendships, and collaborations. Every day, people around the world share billions of things on Facebook that add value to our lives. But sometimes

people share content that can be abusive or harmful to the rest of the community.

That’s why we created Community Standards – to explain what kinds of things shouldn't be shared on Facebook. Our Community Standards aim to find the right balance between giving people a place to express themselves and promoting a welcoming and safe environment for everyone.

As you can imagine, striking the right balance is a tough job that we approach by focusing on a few key principles:

- **Keeping you safe.** We have zero tolerance for any behavior that puts people in danger, whether someone is organizing or advocating real-world violence or bullying other people. Requiring people to use their authentic identity on Facebook helps motivate all of us to act responsibly, since our names and reputations are visibly linked to our words and actions.
- **Encouraging respectful behavior.** We ask people to consider their audience when sharing something that may offend others. We make it easy for everyone to decide who can see the content they share, and we have policies that prohibit sexually explicit, hateful, and violent content.
- **Acknowledging cultural diversity.** To ensure our policies reflect the diversity of our community, we constantly seek and review input from experts around the world, as well as our community. Those insights help us understand the context through which people are sharing, and viewing, content on Facebook.
- **Empowering you with tools to control what you see on Facebook.** Facebook is a place for you to connect with the

people and things you care about, so we give you tools to control what you see, report things to us, and reach out to people who post things that you don't like or disagree with.

Our goal is to create an environment where we don't need a lot of rules, and people on Facebook feel motivated and empowered to treat each other with empathy and respect.

Thank you,

Monika Bickert
Head of Global Product Policy

Justin Osofsky
Vice President of Global Operations

Helping to Keep you safe

- **Overview**

- Direct Threats
- Self-Injury
- Dangerous Organizations
- Bullying and Harassment
- Attacks on Public Figures
- Criminal Activity
- Sexual Violence and Exploitation

- Regulated Goods

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. Learn more about how Facebook handles abusive content.

Direct Threats: How we help people who feel threatened by others on Facebook.

We carefully review reports of threatening language to identify serious threats of harm to public and personal safety. We remove credible threats of physical harm to individuals. We also remove specific threats of theft, vandalism, or other financial harm.

We may consider things like a person's physical location or public visibility in determining whether a threat is credible. We may assume credibility of any threats to people living in violent and unstable regions.

Self-Injury: How we work to help prevent self-injury and suicide.

We don’t allow the promotion of self-injury or suicide. We work with organizations around the world to provide assistance for people in distress. We prohibit content that promotes or encourages suicide or any other type of self-injury, including self-mutilation and eating disorders. We don't consider body modification to be self-injury. We also remove any content that identifies victims or survivors of self-injury or suicide and targets them for attack, either seriously or humorously. People can, however, share information about self-injury and suicide that does not promote these things.

Dangerous Organizations: What types of organizations we prohibit on Facebook.

We don’t allow any organizations that are engaged in the following to have a presence on Facebook:

- Terrorist activity, or
- Organized criminal activity.

We also remove content that expresses support for groups that are involved in the violent or criminal behavior mentioned above. Supporting or praising leaders of those same organizations, or condoning their violent activities, is not allowed.

We welcome broad discussion and social commentary on these general subjects, but ask that people show sensitivity towards victims of violence and discrimination.

Bullying and Harassment: How we respond to bullying and harassment.

We don't tolerate bullying or harassment. We allow you to speak freely on matters and people of public interest, but remove content that appears to purposefully target private individuals with the intention of degrading or shaming them. This content includes, but is not limited to:

- Pages that identify and shame private individuals,
- Images altered to degrade private individuals,
- Photos or videos of physical bullying posted to shame the victim,
- Sharing personal information to blackmail or harass people, and
- Repeatedly targeting other people with unwanted friend requests or messages.

We define private individuals as people who have neither gained

news attention nor the interest of the public, by way of their actions or public profession.

Attacks on Public Figures: What protection public figures receive on Facebook.

We permit open and critical discussion of people who are featured in the news or have a large public audience based on their profession or chosen activities. We remove credible threats to public figures, as well as hate speech directed at them – just as we do for private individuals.

Criminal Activity: How we handle reports of criminal activity on Facebook.

We prohibit the use of Facebook to facilitate or organize criminal activity that causes physical harm to people, businesses or animals, or financial damage to people or businesses. We work with law enforcement when we believe there is a genuine risk of physical harm or direct threats to public safety.

We also prohibit you from celebrating any crimes you've committed. We do, however, allow people to debate or advocate for the legality of criminal activities, as well as address them in a humorous or satirical way.

Sexual Violence and Exploitation: How we fight sexual violence and exploitation on Facebook.

We remove content that threatens or promotes sexual violence or exploitation. This includes the sexual exploitation of minors, and sexual assault. To protect victims and survivors, we also remove photographs or videos depicting incidents of sexual violence and images shared in revenge or without permissions from the people

in the images.

Our definition of sexual exploitation includes solicitation of sexual material, any sexual content involving minors, threats to share intimate images, and offers of sexual services. Where appropriate, we refer this content to law enforcement. Offers of sexual services include prostitution, escort services, sexual massages, and filmed sexual activity.

Regulated Goods

We prohibit any attempts by private individuals to purchase, sell, or trade prescription drugs, marijuana, firearms or ammunition. If you post an ofer to purchase or sell alcohol, tobacco, or adult products, we expect you to comply with all applicable laws and carefully consider the audience for that content. We do not allow you to use Facebook's payment tools to sell or purchase regulated goods on our platform.

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Encouraging respectful behavior

- **Overview**
- Nudity
- Hate Speech
- Violence and Graphic Content

People use Facebook to share their experiences and to raise awareness about issues that are important to them. This means that you may encounter opinions that are different from yours, which we believe can lead to important conversations about difficult topics. To help balance the needs, safety, and interests of a diverse

community, however, we may remove certain kinds of sensitive content or limit the audience that sees it. Learn more about how we do that here.

Nudity

People sometimes share content containing nudity for reasons like awareness campaigns or artistic projects. We restrict the display of nudity because some audiences within our global community may be sensitive to this type of content - particularly because of their cultural background or age. In order to treat people fairly and respond to reports quickly, it is essential that we have policies in place that our global teams can apply uniformly and easily when reviewing content. As a result, our policies can sometimes be more blunt than we would like and restrict content shared for legitimate purposes. We are always working to get better at evaluating this content and enforcing our standards.

We remove photographs of people displaying genitals or focusing in on fully exposed buttocks. We also restrict some images of female breasts if they include the nipple, but we always allow photos of women actively engaged in breastfeeding or showing breasts with post-mastectomy scarring. We also allow photographs of paintings, sculptures, and other art that depicts nude figures. Restrictions on the display of both nudity and sexual activity also apply to digitally created content unless the content is posted for educational, humorous, or satirical purposes. Explicit images of sexual intercourse are prohibited. Descriptions of sexual acts that go into vivid detail may also be removed.

Hate Speech

Facebook removes hate speech, which includes content that directly attacks people based on their:

- Race,
- Ethnicity,
- National origin,
- Religious affiliation,
- Sexual orientation,
- Sex, gender, or gender identity, or
- Serious disabilities or diseases.

Organizations and people dedicated to promoting hatred against these protected groups are not allowed a presence on Facebook. As with all of our standards, we rely on our community to report this content to us.

People can use Facebook to challenge ideas, institutions, and practices. Such discussion can promote debate and greater understanding. Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others about that hate speech. When this is the case, we expect people to clearly indicate their purpose, which helps us better understand why they shared that content.

We allow humor, satire, or social commentary related to these topics, and we believe that when people use their authentic identity, they are more responsible when they share this kind of commentary. For that reason, we ask that Page owners associate their name and Facebook Profile with any content that is insensitive, even if that content does not violate our policies. As always, we urge people to be conscious of their audience when sharing this type of content.

While we work hard to remove hate speech, we also give you tools

to avoid distasteful or offensive content. Learn more about the tools we offer to control what you see. You can also use Facebook to speak up and educate the community around you. Counter-speech in the form of accurate information and alternative viewpoints can help create a safer and more respectful environment.

Violence and Graphic Content

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When people share anything on Facebook, we expect that they will share it responsibly, including carefully choosing who will see that content. We also ask that people warn their audience about what they are about to see if it includes graphic violence.

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Keeping your account and personal information secure

- **Overview**

- Using Your Authentic Identity
- Fraud and Spam

- Accounts of Friends or Family Who Have Passed Away

We work hard to help keep your account secure and protect your personal information. By joining Facebook, you agree to use your authentic name and identity. You may not publish the personal information of others without their consent. Learn more about how we work to keep your information safe.

Using Your Authentic Identity: How Facebook's real name requirement creates a safer environment.

People connect on Facebook using their authentic identities. When people stand behind their opinions and actions with their authentic name and reputation, our community is more accountable. If we discover that you have multiple personal profiles, we may ask you to close the additional profiles. We also remove any profiles that impersonate other people.

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Accounts of Friends or Family Who Have Passed Away: How you can create a place to remember lost loved ones on Facebook.

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Immediate family members can also request that we remove and delete a loved one's profile.

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Protecting your intellectual property

Facebook is a place for you to share the things that are important to you. You own all of the content and information you post on Facebook, and you can control how it is shared through your privacy and application settings. However, before sharing content on Facebook, please be sure you have the right to do so. We ask that you respect copyrights, trademarks, and other legal rights. Learn more about intellectual property rights.

Reporting Abuse

Reporting Abuse Controlling What You SeeCommunication Tools

Our global community is growing every day and we strive to welcome people to an environment free from abusive content. To do this, we rely on people like you. If you see something on Facebook that you believe violates our terms, please report it to us. We have dedicated teams working around the world to review things you report to help make sure Facebook remains safe.

Governments also sometimes ask us to remove content that violates local laws, but does not violate our Community Standards. If after careful legal review, we find that the content is illegal under local law, then we may make it unavailable only in the relevant country or territory.

Please keep the following in mind:

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- Reporting something doesn't guarantee that it will be removed because it may not violate our policies.
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Not all disagreeable or disturbing content violates our Community Standards. For this reason, we offer you the ability to customize and control what you see by unfollowing, blocking, and hiding the posts, people, Pages, and applications you don't want to see – and we encourage you to use these controls to better personalize your experience. Learn more. People also often resolve issues they have about a piece of content by simply reaching out to the person who posted it. We've created tools for you to communicate directly with other people when you're unhappy with posts, photos, or other content you see on Facebook.

Community Standards

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We want people to feel safe when using Facebook. For that reason, we've developed a set of Community Standards, outlined below. These policies will help you understand what type of sharing is allowed on Facebook, and what type of content may be reported to us and removed. Sometimes we will allow content if newsworthy, significant or important to the public interest – even if it might otherwise violate our standards. Because of the diversity of our global community, please keep in mind that something that may be disagreeable or disturbing to you may not violate our Community Standards.

Learn more about how it works
Read a letter from our team

Read a letter from our team

Hello! We lead the teams that create Facebook's content policies and provide support to the community. Our teams work to make Facebook an open and safe environment for people around the world. We'd like to share a few insights into what it's like serving a community of more than a billion people around the world.

When we share information and opinions with our friends, families, communities, and the world around us, that's when we achieve extraordinary things - new ideas, opportunities, friendships, and collaborations. Every day, people around the world share billions of things on Facebook that add value to our lives. But sometimes people share content that can be abusive or harmful to the rest of the community.

That’s why we created Community Standards – to explain what kinds of things shouldn't be shared on Facebook. Our Community Standards aim to find the right balance between giving people a place to express themselves and promoting a welcoming and safe environment for everyone.

As you can imagine, striking the right balance is a tough job that we approach by focusing on a few key principles:

- **Keeping you safe.** We have zero tolerance for any behavior that puts people in danger, whether someone is organizing or advocating real-world violence or bullying other people. Requiring people to use their authentic identity on Facebook helps motivate all of us to act responsibly, since our names and reputations are visibly linked to our words and actions.
- **Encouraging respectful behavior.** We ask people to consider their audience when sharing something that may offend others. We make it easy for everyone to decide who can see the content they share, and we have policies that prohibit sexually explicit, hateful, and violent content.
- **Acknowledging cultural diversity.** To ensure our policies reflect the diversity of our community, we constantly seek and review input from experts around the world, as well as our

community. Those insights help us understand the context through which people are sharing, and viewing, content on Facebook.

- **Empowering you with tools to control what you see on Facebook.** Facebook is a place for you to connect with the people and things you care about, so we give you tools to control what you see, report things to us, and reach out to people who post things that you don't like or disagree with.

Our goal is to create an environment where we don't need a lot of rules, and people on Facebook feel motivated and empowered to treat each other with empathy and respect.

Thank you,

Monika Bickert
Head of Global Product Policy

Justin Osofsky
Vice President of Global Operations

Helping to Keep you safe

- **Overview**

- Direct Threats
- Self-Injury
- Dangerous Organizations
- Bullying and Harassment
- Attacks on Public Figures
- Criminal Activity
- Sexual Violence and Exploitation

- Regulated Goods

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. Learn more about how Facebook handles abusive content.

Direct Threats: How we help people who feel threatened by others on Facebook.

We carefully review reports of threatening language to identify serious threats of harm to public and personal safety. We remove credible threats of physical harm to individuals. We also remove specific threats of theft, vandalism, or other financial harm.

We may consider things like a person's public visibility or the likelihood of real world violence in determining whether a threat is credible.

Self-Injury: How we work to help prevent self-injury and suicide.

We don’t allow the promotion of self-injury or suicide. We work with organizations around the world to provide assistance for people in distress. We prohibit content that promotes or encourages suicide or any other type of self-injury, including self-mutilation and eating disorders. We don't consider body modification to be self-injury. We also remove any content that identifies victims or survivors of self-injury or suicide and targets them for attack, either seriously or humorously. People can, however, share information about self-injury and suicide that does not promote these things.

Dangerous Organizations: What types of organizations we prohibit on Facebook.

Dangerous Organizations: What types of organizations we

prohibit on Facebook.

We don’t allow any organizations or individuals that are engaged in the following to have a presence on Facebook:

- Terrorist activity, or
- Organized violence or criminal activity,
- Mass or serial murderers, or
- Organized hate groups.

We also remove content that expresses support for groups that are involved in the violent or criminal behavior mentioned above. Supporting or praising leaders of those same organizations, or condoning their violent activities, is not allowed.

We welcome broad discussion and social commentary on these general subjects, but ask that people show sensitivity towards victims of violence and discrimination.

Bullying and Harassment: How we respond to bullying and harassment.

We don’t tolerate bullying or harassment. We allow you to speak freely on matters and people of public interest, but remove content that appears to purposefully target private individuals with the intention of degrading or shaming them. This content includes, but is not limited to:

- Pages that identify and shame private individuals,
- Images altered to degrade private individuals,
- Photos or videos of physical bullying posted to shame the victim, and
- Repeatedly targeting other people with unwanted friend requests or messages.

We define private individuals as people who have neither gained news attention nor the interest of the public, by way of their actions or public profession.

Attacks on Public Figures: What protection public figures receive on Facebook.

We permit open and critical discussion of people who are featured in the news or have a large public audience based on their profession or chosen activities. We remove credible threats to public figures, as well as hate speech directed at them – just as we do for private individuals.

Criminal Activity: How we handle reports of criminal activity on Facebook.

We prohibit the use of Facebook to facilitate or organize criminal activity that causes physical harm to people, businesses or animals, or financial damage to people or businesses. We work with law enforcement when we believe there is a genuine risk of physical harm or direct threats to public safety.

We also prohibit you from celebrating any crimes you've committed. We do, however, allow people to debate or advocate for the legality of criminal activities, as well as address them in a humorous or satirical way.

Sexual Violence and Exploitation: How we fight sexual violence and exploitation on Facebook.

We remove content that threatens or promotes sexual violence or exploitation. This includes the sexual exploitation of minors, and sexual assault. To protect victims and survivors, we also remove

photographs or videos depicting incidents of sexual violence and images shared in revenge or without permissions from the people in the images.

Our definition of sexual exploitation includes solicitation of sexual material, any sexual content involving minors, threats to share intimate images, and offers of sexual services. Where appropriate, we refer this content to law enforcement. Offers of sexual services include prostitution, escort services, sexual massages, and filmed sexual activity.

Regulated Goods

We prohibit any attempts by private individuals to purchase, sell, or trade prescription drugs, marijuana, firearms or ammunition. We don't permit the individual purchase, sale or trade of firearms or ammunition. Firearm shops and online retailers may promote commercial activity (ex: discussing a gun for sale at their store location) only if they comply with all applicable laws and regulations. We do not allow you to use Facebook's payment tools to sell or purchase regulated goods on our platform.

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Encouraging respectful behavior

- **Overview**
  - Adult Nudity & Sexual Activity
- Hate Speech
- Violence and Graphic Content

People use Facebook to share their experiences and to raise awareness about issues that are important to them. This means that you may encounter opinions that are different from yours, which we believe can lead to important conversations about difficult topics. To help balance the needs, safety, and interests of a diverse community, however, we may remove certain kinds of sensitive content or limit the audience that sees it. Learn more about how we do that here.

Adult Nudity & Sexual Activity

People sometimes share content containing nudity for reasons like awareness campaigns or artistic projects. We restrict the display of nudity and sexual activity because some audiences within our global community may be sensitive to this type of content - particularly because of their cultural background or age. In order to treat people fairly and respond to reports quickly, it is essential that we have policies in place that our global teams can apply uniformly and easily when reviewing content. As a result, our policies can sometimes be more blunt than we would like and restrict content shared for legitimate purposes. We are always working to get better at evaluating this content and enforcing our standards.

We remove photographs of people displaying genitals or focusing in on fully exposed buttocks. We also restrict some images of female breasts if they include the nipple, but our intent is to allow images that are shared for medical or health purposes. We also allow photos of women actively engaged in breastfeeding or showing breasts with post-mastectomy scarring. We also allow photographs of paintings, sculptures, and other art that depicts nude figures. Restrictions on the display of sexual activity also apply to digitally created content unless the content is posted for educational, humorous, or satirical purposes. Explicit images of sexual intercourse are prohibited. Descriptions of sexual acts that go into vivid detail may also be removed.

Hate Speech

Facebook removes hate speech, which includes content that directly attacks people based on their:

- Race,
- Ethnicity,
- National origin,
- Religious affiliation,
- Sexual orientation,
- Sex, gender, or gender identity, or
- Serious disabilities or diseases.

Organizations and people dedicated to promoting hatred against these protected groups are not allowed a presence on Facebook.

People can use Facebook to challenge ideas, institutions, and practices. Such discussion can promote debate and greater understanding. Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others about that hate speech. When this is the case, we expect people to clearly indicate their purpose, which helps us better understand why they shared that content.

We allow humor, satire, or social commentary related to these topics, and we believe that when people use their authentic identity, they are more responsible when they share this kind of commentary. For that reason, we ask that Page owners associate their name and Facebook Profile with any content that is particularly cruel or insensitive, even if that content does not violate our policies. As always, we urge people to be conscious of their audience when sharing this type of content.

While we work hard to remove hate speech, we also give you tools to avoid distasteful or offensive content. Learn more about the tools we offer to control what you see. You can also use Facebook to speak up and educate the community around you. Counter-speech in the form of accurate information and alternative viewpoints can help create a safer and more respectful environment.

Violence and Graphic Content

Facebook has long been a place where people share their experiences and raise awareness about important issues. Sometimes, those experiences and issues involve violence and graphic images of public interest or concern, such as human rights abuses or acts of terrorism. In many instances, when people share this type of content, they are condemning it or raising awareness about it. We remove graphic images when they are shared for sadistic pleasure or to celebrate or glorify violence.

When people share anything on Facebook, we expect that they will share it responsibly, including carefully choosing who will see that content. We also ask that people warn their audience about what they are about to see if it includes graphic violence. With that said, there is also certain extreme graphic content that we recognize may be disturbing and we add a warning screen to it so that people are aware before they see it.

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Keeping your account and personal information secure

- **Overview**
- Using Your Authentic Identity
- Fraud and Spam
- Accounts of Friends or Family Who Have Passed Away

We work hard to help keep your account secure and protect your personal information. By joining Facebook, you agree to use your authentic name and identity. You may not publish the personal information of others without their consent. Learn more about how we work to keep your information safe.

Using Your Authentic Identity: How Facebook's authentic identity policy creates a safer environment.

People connect on Facebook using their authentic identities. When people stand behind their opinions and actions with their authentic name and reputation, our community is more accountable. If we discover that you have multiple personal profiles, we may ask you to close the additional profiles. We also remove any profiles that impersonate other people.

If you want to create a presence on Facebook for your pet, organization, favorite movie, games character, or another purpose, please create a Page instead of a Facebook Profile. Pages can help you conduct business, reach out to fans, or promote a cause you care about.

Fraud and Spam: How we protect you from fraud and spam.

We work hard to help ensure that the information you share is secure. We investigate any suspected breach of security. Any attempt to compromise the security of a Profile, including fraud, may be referred to law enforcement. Using misleading or inaccurate information to artificially collect likes, followers, or shares is not allowed. We also ask that you respect people by not contacting them for commercial purposes without their consent.

Accounts of Friends or Family Who Have Passed Away:

What happens to your account when you pass away?

Facebook is a place where people can come to share their stories

and reminisce about friends and family who have passed away. Once we become aware that a person has passed away, we secure and memorialize accounts. We do this once we receive sufficient proof of death. Let us know if you want a loved one to manage your account after you are gone and learn more about what happens when we memorialize an account.

Immediate family members can also request that we remove and delete a loved one's profile.

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Protecting your intellectual property

Facebook is a place for you to share the things that are important to you. You own all of the content and information you post on Facebook, and you can control how it is shared through your privacy and application settings. However, before sharing content on Facebook, please be sure you have the right to do so. We ask that you respect copyrights, trademarks, and other legal rights. Learn more about intellectual property rights.

Reporting Abuse

Our global community is growing every day and we strive to welcome people to an environment free from abusive content. To do this, we rely on people like you. If you see something on Facebook that you believe violates our terms, please report it to us. We have dedicated teams working around the world to review things you report to help make sure Facebook remains safe.

Governments also sometimes ask us to remove content that violates local laws, but does not violate our Community Standards. If after careful legal review, we find that the content is illegal under local law, then we may make it unavailable only in the relevant country or territory.

Please keep the following in mind:

- We may take action any time something violates the Community Standards outlined here.
- We may ask Page owners to associate their name and Facebook Profile with a Page that contains cruel and insensitive content, even if that content does not violate our policies.

- Reporting something doesn't guarantee that it will be removed because it may not violate our policies.
- Our content reviewers will look to you for information about why a post may violate our policies. If you report content, please tell us why the content should be removed (e.g., is it nudity or hate speech?) so that we can send it to the right person for review.
- Our review decisions may occasionally change after receiving additional context about specific posts or after seeing new, violating content appearing on a Page or Facebook Profile.
- The number of reports does not impact whether something will be removed. We never remove content simply because it has been reported a number of times.
- The consequences for violating our Community Standards vary depending on the severity of the violation and the person's history on Facebook. For instance, we may warn someone for a first violation, but if we continue to see further violations we may restrict a person's ability to post on Facebook or ban the person from Facebook.

Not all disagreeable or disturbing content violates our Community Standards. For this reason, we offer you the ability to customize and control what you see by unfollowing, blocking, and hiding the posts, people, Pages, and applications you don't want to see – and we encourage you to use these controls to better personalize your experience. Learn more. People also often resolve issues they have about a piece of content by simply reaching out to the person who posted it. We've created tools for you to communicate directly with other people when you're unhappy with posts, photos, or other content you see on Facebook.

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 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

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

3. Promoting and Publicizing Crime

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4. Coordinating Harm[1] [2]

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:

<u>Harm against people</u>

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

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[1] 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.

[2] 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”.

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 where the focal point is crotch, chest, buttocks, or up-skirt and either. [Needs to be present:]

[Person] apparently not aware the image is being taken

it would be impossible to determine whether the person is aware

Threatening or stating an intent to share intimate imagery without consent

Soliciting intimate imagery to view or share without consent

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[3]

II. Safety

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.

[3] 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.

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

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

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
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

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

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

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
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 for death/disease/harm
Dehumanizing speech 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 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, including (but not limited to)

"I hate"

"I don't like"

"X are the worst"

Expressions of disgust, 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 live animal by a person
Acts of torture by a person committed against animals
Repeated biting of live animal by a person for abusive purposes
Repeated animal biting in staged fights that leads to severe wounds
Videos of 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 when they depict the deceased body

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

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

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][4] 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
  - 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

[4] 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.

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

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[1] 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

[1] 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

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4. Coordinating Harm[2] [3]

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

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[2] 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.

[3] 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[4]

II. Safety

[4] 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[5]

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[6]
Appearing to be first person but is actually posted by a different individual than the person referenced and targets more than one individual[7]

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

[5] Note from Facebook's records, 26 April 2019: "Updated May 2018."
[6] Note from Facebook's records, 26 April 2019: "Updated May 2018."
[7] Note from Facebook's records, 26 April 2019: "Updated May 2018."

Claims about romantic involvement or sexual orientation[8]
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

[8] [8] 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[17]
  - Claims about blasphemy
  - Expressions of contempt
  - Expressions of disgust[9]

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

[9] 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, knifes, 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][10] 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

[10] 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

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 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

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[1] [2]

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:

<u>Harm against people</u>

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

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[1] 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.

[2] 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”.

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, (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

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[3]

II. Safety

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

[3] 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.

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

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
Appearing to be first person but is actually posted by a different individual than the person referenced and targets more than one individual

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
Claims about romantic involvement or sexual orientation
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

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:[15]

- 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[17]

Claims about blasphemy

Expressions of contempt

Expressions of disgust

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

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, knifes, 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 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 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 or sexual activity, unless posted in an attempt at humor or satire, or is educational in nature

15. Cruel and Insensitive

III. Objectionable Content

Do not post:

Content that depicts real people and [makes fun of][4] 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
  - 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

[4] 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.

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
Mislead people to conceal or enable the violation of other policies under the Community Standards.

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

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 for violence due to the outcome of an election

Misinformation that contributes to imminent violence or physical harm[1]

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

[1] Note from Facebook's records, 26 April 2019: "Updated July 2018."

Organized violence or criminal activity

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[2] [3]

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

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[2] 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.

[3] 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, (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

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
Paid domination service
Offering or soliciting sex or sexual fetish partners

9. Bullying[4]

II. Safety

[4] 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

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
Appearing to be first person but is actually posted by a different individual than the person referenced and targets more than one individual

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
Claims about romantic involvement or sexual orientation
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

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:[15]

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[17]

Claims about blasphemy

Expressions of contempt

Expressions of disgust

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 other

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. Violence and Graphic Content[5]

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

Videos that show child abuse, defined as[6]

- 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

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[5] Note from Facebook's records, 27 July 2018: "When we updated our policies to account for depiction of fetuses on the platform, we recognized that "Graphic Violence" was no longer an appropriate characterization of the types of content included in this section. As such, we updated the title of the section to "Violence and Graphic Content," which more accurately reflect the policies included within."

[6] Note from Facebook's records, 27 July 2018: "This content was previously placed behind a warning screen on grounds that it may increase awareness of and put an end to specific instances of child abuse.

Upon reviewing this policy and consulting with child safety experts, we found that the risk of leaving this content on the site outweighed the likelihood that we could help the child depicted. As such, we changed our policy on non-sexual child abuse imagery to remove this type of content when shared neutrally or with no caption. If we're able to identify the country from which this abusive content came, we report it to law enforcement."

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

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 or photos that show child abuse, defined above, when accompanied by captions or context condemning or raising awareness about the abuse

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, knifes, nails) involuntarily inserted or stuck inside people or animals causing grievous injury

Videos of charred or burning people in the context of cremation

For the following content, we include a label so that people are aware the content may be sensitive:[7]

Imagery of fetuses that show:

- Dismemberment
- An abortion or abandonment context
- Imagery of newborn babies in an abandonment context

Photos and videos of animals in a ritual slaughter context showing dismemberment, or visible innards, or charring and burning

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[7] Note from Facebook's records, 27 July 2018: "This policy change provides clarity on the treatment of content depicting fetuses, which hadn't previously been defined as distinct from "humans." We know that this content is an important part of public discourse and it's one that we want to foster and encourage in a way that's safe for people on Facebook.

In making the policy change, we consulted with external organizations and safety experts who advised us to place these images behind a label informing viewers that the content they're about to see may be sensitive."

It's also worth noting that the depiction of fetuses in utero or in the context of a pregnancy loss, bereavement or miscarriage are also allowed on the platform and are not placed behind the same label."

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 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
- Content meets the definition of implied sexual activity.

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

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

15. Cruel and Insensitive

III. Objectionable Content

Do not post:

Content that depicts real people and [makes fun of][8] 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:

[8] 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 to reconstruct what was the likely meaning of the text before July 2019.

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

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 assuming to be or speak for another person or entity for whom the user is not authorized to do so.

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

Accounts that are fake
Accounts that have fake names
Accounts that participate, , or claim to engage in 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
Mislead people to conceal or enable the violation of other policies under the Community Standards.

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

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 for violence due to the outcome of an election

Misinformation that contributes to imminent violence or physical harm

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

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

3. Promoting and Publicizing Crime

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4. Coordinating Harm[1] [2]

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

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[1] 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.

[2] 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, attempts purchase, 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 or delivery

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 or delivery

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

Content that attempts to sell, gift, exchange, transfer, promote or otherwise provide access to instructions for 3D printing or computer-aided manufacturing of firearms or firearm parts.

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 or videos 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:

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

Depictions (including real photos/videos), or
Advocacy (including aspirational and conditional statements), or

Statements of intent, or
Calls for action, or
Participation by yourself or others to engage in any form of the above mentioned sexual acts

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, (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

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
Paid domination service
Offering or soliciting sex or sexual fetish partners

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 a 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

9. Bullying[3]

II. Safety

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,

[3] 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.

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
- High-severity physical descriptions[4]
- Ranking individuals on physical appearance or personality[5]
- 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

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
- Appearing to be first person but is actually posted by a different individual than the person referenced and targets more than one individual

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

- Cursing

[4] Note from Facebook's records, 26 April 2019: „Updated August 2018."
[5] Note from Facebook's records, 26 April 2019: "Updated August 2018."

Claims about romantic involvement or sexual orientation
Allegations about criminal or illegal behavior
Coordinating, advocating, or promoting exclusion
Negative character 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
High-severity physical descriptions[6]
Ranking individuals on physical appearance or personality[7]
Cursing at a person
Claims about romantic involvement or sexual orientation
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

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[6] Note from Facebook's records, 26 April 2019: "Updated August 2018."

[7] Note from Facebook's records, 26 April 2019: "Updated August 2018."

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

- Targeted cursing aimed at an individual or group of individuals in the thread[8]
- 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

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:[15]

- 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

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[8] Note from Facebook's records, 26 April 2019: "Updated August 2018."

Statements of intent to commit violence or low severity harm in an attempt to silence someone
Objects created to attack through:

Targeted cursing[9]

High-severity physical description[10]

Claims about blasphemy

Expressions of contempt

Expressions of disgust

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

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[9] Note from Facebook's records, 26 April 2019: "Updated August 2018."

[10] Note from Facebook's records, 26 April 2019: "Updated August 2018."

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[11]

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, caste sexual orientation, sex, gender, gender identity, and serious disability or disease. We also provide some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, and calls for exclusion or segregation. Attacks are separated into three tiers of severity, described below.

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 such as reference or comparison to:

Insects

Animals that are culturally perceived as intellectually or physically inferior

Filth, bacteria, disease and feces

[11] Note added by the Platform Governance Archives: The first time this “Policy Rationale” appears in Facebook’s records is 31 August 2018. Yet, the records do not mark them as new (i.e., highlighted in green). It is therefore possible that this excerpt had been in place before 31 August 2018.

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’”)

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. Violent and GraphicContent

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

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

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 or photos that show child abuse, defined above, when accompanied by captions or context condemning or raising awareness about the abuse

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, knifes, nails) involuntarily inserted or stuck inside people or animals causing grievous injury

Videos of charred or burning people in the context of cremation

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

Imagery of fetuses that show:

Dismemberment
An abortion or abandonment context
Imagery of newborn babies in an abandonment context

Photos and videos of animals in a ritual slaughter context showing dismemberment, or visible innards, or charring and burning

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 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
- Content meets the definition of implied sexual activity.

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

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

15. Cruel and Insensitive

III. Objectionable Content

Do not post:

Content that depicts real people and [makes fun of][12] of their implied or premature death, serious or fatal disease or disability, non-consensual sexual touching, or serious physical injury

16. Spam

[12] 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.

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
  - 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 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.

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

Accounts that are fake
Accounts that have fake names
Accounts that participate, , or claim to engage in 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
Mislead people to conceal or enable the violation of other policies under the Community Standards.

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

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 for violence due to voting, voter registration, or[1] the outcome of an election[2]

Misinformation that contributes to imminent violence or physical harm

2. Dangerous Individuals and Organizations

I. Violence and Criminal Behavior

Policy Rationale

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[1] Note from Facebook's records, 26 April 2019: "Updated October 2018 with the following annotation: "For more information on this specific update to our policy, please visit the blog post we put out on expanding our voter suppression policies: Expanding Our Policies on Voter Suppression"
[2] Note from Facebook's records, 15 October 2018: "For more information on this specific update to our policy, please visit the blog post we put out on expanding our voter suppression policies: Expanding Our Policies on Voter Suppression"

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

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

3. Promoting and Publicizing Crime

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4. Coordinating Harm[3] [4]

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

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[3] 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.

[4] 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”.

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

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, attempts purchase, 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 or delivery

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 or delivery
  - 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
- Content that attempts to sell, gift, exchange, transfer, promote or otherwise provide access to instructions for 3D printing or computer-aided manufacturing of firearms or firearm parts.

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 or videos 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[5]

[5] Note from Facebook's records, 15 October 2018: "This policy, which disallows sexual solicitation, has long been in place under the headings of "Sexual Exploitation of Adults" and "Adult Nudity and Sexual Activity" (Section 14). We know sexual solicitation isn't necessarily exploitative, and that the language we use and their organization under our Community Standards matter a lot. We also heard from our review teams that the policy as previously written wasn't clear, so we sought to

II. Safety

Do not post:

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

- Depictions (including real photos/videos), or
- Advocacy (including aspirational and conditional statements), or
- Statements of intent, or
- Calls for action, or
- Participation by yourself or others to engage in any form of the above mentioned sexual acts

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 imagery of people or a person focusing on sexualized areas of the body such as the breasts, groin, (also known as creepshots or upskirts) or focusing on people engaged in sexual activity. The following elements need to be present:

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distinguish the solicitation policy with its own heading (See Section 15: Sexual Solicitation) and removed this language from the Sexual Exploitation of Adults section of our Community Standards.

This policy change went through our formal policy process in 2018, which included getting external input from a number of stakeholders".

the focal point is on a sexualized area of the body or sexual activity, and
the person in the image is clearly

Threatening or stating an intent to share private sexual conversations

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

9. Bullying[6]

II. Safety

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:

[6] 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.

Content about another private individual that reflects

- Claims about sexual activity
- High-severity physical descriptions
- Ranking individuals on physical appearance or personality
- 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

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
- Appearing to be first person but is actually posted by a different individual than the person referenced and targets more than one individual

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
- 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
- High-severity physical descriptions
- Ranking individuals on physical appearance or personality
- Cursing at a person
- Claims about romantic involvement or sexual orientation
- 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

- Targeted 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

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:[15]

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:

Targeted cursing

High-severity physical description

Claims about blasphemy

Expressions of contempt

Expressions of disgust

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

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, caste sexual orientation, sex, gender, gender identity, and serious disability or disease. We also provide some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, and calls for exclusion or segregation. Attacks are separated into three tiers of severity, described below.

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 such as reference or comparison to:

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’”)

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. Violent and Graphic Content

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

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

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 or photos that show child abuse, defined above, when accompanied by captions or context condemning or raising awareness about the abuse

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, knifes, nails) involuntarily inserted or stuck inside people or animals causing grievous injury

Videos of charred or burning people in the context of cremation

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

Imagery of fetuses that show:

Dismemberment
An abortion or abandonment context
Imagery of newborn babies in an abandonment context

Photos and videos of animals in a ritual slaughter context showing dismemberment, or visible innards, or charring and burning

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

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

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

15. Sexual Solicitation[7]

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:

Content that attempts to coordinate or recruit 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

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[7] Note from Facebook's records, 15 October 2018: "This policy, which disallows sexual solicitation, has long been in place under the headings of "Sexual Exploitation of Adults" and "Adult Nudity and Sexual Activity" (Section 14). We know sexual solicitation isn't necessarily exploitative, and that the language we use and their organization under our Community Standards matter a lot. We also heard from our review teams that the policy as previously written wasn't clear, so we sought to distinguish the solicitation policy with its own heading (See Section 15: Sexual Solicitation) and removed this language from the Sexual Exploitation of Adults section of our Community Standards.

This policy change went through our formal policy process in 2018, which included getting external input from a number of stakeholders.

The policy covers 1) coordination and recruitment of sexual activities, 2) explicit > sexual solicitation, and 3) implicit sexual solicitation, 4) offers or asks for pornography or sexual partners, and 5) sexually explicit language."

Content that engages in explicit sexual solicitation by, including but not limited to the following, offering or asking for:

Sex or sexual partners
Sex chat or conversations
Nude images

Content that engages in implicit sexual solicitation, which can be identified by mentioning a sexual act and other suggestive elements such as any of the following:

Vague suggestive statements, such as “looking for a good time tonight”
Sexualized slang
Using sexual hints such as mentioning sexual roles, sex positions, fetish scenarios, sexual preference/sexual partner preference, state of arousal, act of sexual intercourse or activity (sexual penetration or self-pleasuring), commonly sexualized areas of the body such as the breasts, groin, or buttocks, state of hygiene of genitalia or buttocks
Content (hand drawn, digital, or real-world art) that may depict explicit sexual activity or suggestively posed person(s)

Content that offers or asks for other adult activities such as:

Commercial pornography
Partners who share fetish or sexual interests

Sexually explicit language that adds details and goes beyond mere naming or mentioning of:

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

16. Cruel and Insensitive

III. Objectionable Content

Do not post:

Content that depicts real people and [makes fun of][8] of their implied or premature death, serious or fatal disease or disability, non-consensual sexual touching, or serious physical injury

[8] 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.

17. 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
  - 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

18. 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 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.

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

Accounts that are fake
Accounts that have fake names
Accounts that participate, , or claim to engage in 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
Mislead people to conceal or enable the violation of other policies under the Community Standards.

19. 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

20. 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.

21. 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

22. 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

23. 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

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 for violence due to voting, voter registration, or the outcome of an election

Misinformation that contributes to imminent violence or physical harm

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

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

3. Promoting and Publicizing Crime

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4. Coordinating Harm[1] [2]

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

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[1] 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.

[2] 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:

Content about non-medical drugs (other than alcohol or tobacco) that

- Coordinates or encourages others to sell non-medical drugs
- Depicts, admits to, attempts purchase, 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 or delivery
  - 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 or delivery

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

Content that attempts to sell, gift, exchange, transfer, promote or otherwise provide access to instructions for 3D printing or computer-aided manufacturing of firearms or firearm parts.

Content that depicts the trade (buying or selling) of human organs and/or blood where trade is defined as:

Mentioning or depicting the human organs and/or blood, and
Indicating that human organs and/or blood are available for selling or buying, or
Listing a price or expressing willingness to discuss price

Content that encourages contact to facilitate the trade of human organs and/or blood

Content that coordinates or supports the poaching or selling of endangered species and their parts

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 or videos 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:

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

Depictions (including real photos/videos), or
Advocacy (including aspirational and conditional statements), or
Statements of intent, or
Calls for action, or
Participation by yourself or others to engage in any form of the above mentioned sexual acts

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 imagery of people or a person focusing on sexualized areas of the body such as the breasts, groin, (also known as creepshots or upskirts) or focusing on people engaged in sexual activity. The following elements need to be present:

the focal point is on a sexualized area of the body or sexual activity, and
the person in the image is clearly

Threatening or stating an intent to share private sexual conversations

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

9. Bullying[3]

[3] 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

II. Safety

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
- High-severity physical descriptions
- Ranking individuals on physical appearance or personality
- Threats of non-consensual sexual touching
- Sexualized text targeting another individual
- Attacks through derogatory terms related to sexual activity (e.g. whore, slut)[4]
- 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

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sections as they read before and display the changes that were made to them between April 2018 and 26 April 2019.

[4] Note from Facebook's records, 26 April 2019: "Updated November 2018."

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

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
- Appearing to be first person but is actually posted by a different individual than the person referenced and targets more than one individual

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
- 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
Claims about romantic involvement or sexual orientation
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

Targeted 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

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
Attacking them through derogatory terms related to sexual activity (e.g. whore, slut)[5]

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:[15]

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:

Targeted cursing

High-severity physical description

Claims about blasphemy

Expressions of contempt

Expressions of disgust

Post content about anyone, including a public figure, that contains a name, photo, or video of the individual and:

Any statements of intent to commit lethal violence, or
Any calls for action of lethal violence, or
Any statements advocating lethal violence[6]

11. Privacy Violations and Image Privacy Rights

[5] Note from Facebook's records, 26 April 2019: "Updated November 2018."
[6] Note from Facebook's records, 26 April 2019: "Entire section, beginning with "Post content about anyone..." and ending in "Any statements advocating lethal violence," added in November 2018."

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 documentationof others [7]

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.

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[7] Note added by the Platform Governance Archives: In Facebook's records, the changes in this provision appear as made on 30 November 2018. However, the same vocabulary (without the term "details" and with "records and official documentation") had already been introduced in on 29 June 2018, also per Facebook's records.

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

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, caste sexual orientation, sex, gender, gender identity, and serious disability or disease. We also provide some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, and calls for exclusion or segregation. Attacks are separated into three tiers of severity, described below.

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 such as reference or comparison to:

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’”)

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. Violent and GraphicContent

III. Objectionable Content

Policy Rationale[8]

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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

[8] Note added by the Platform Governance Archives: The first time this “Policy Rationale” appears in Facebook’s records is 30 November 2018. Yet, the records do not mark them as new (i.e., highlighted in green). It is therefore possible that this excerpt had been in place before 30 November 2018.

people under the age of eighteen and so that people are aware of the graphic or violent nature before they click to see it.

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 unless in the context of cremation or self-immolation when that action is a form of political speech or newsworthy
- Victims of cannibalism

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

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, , 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
- 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:

- Imagery of animal fights when visible innards or dismemberment is visible, unless in the wild
- 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 or photos that show child abuse, defined above, when accompanied by captions or context condemning or raising awareness about the abuse

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, knifes, nails) involuntarily inserted or stuck inside people or animals causing grievous injury

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

Imagery of fetuses that show:

- Dismemberment
- An abortion or abandonment context

Imagery of newborn babies in an abandonment context

Photos and videos of animals in a ritual slaughter context showing dismemberment, or visible innards, or charring and burning

Imagery of visible innards in a birthing context

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

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

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

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:

Content that attempts to coordinate or recruit 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

Content that engages in explicit sexual solicitation by, including but not limited to the following, offering or asking for:

Sex or sexual partners
Sex chat or conversations
Nude images

Content that engages in implicit sexual solicitation, which can be identified by mentioning a sexual act and other suggestive elements such as any of the following:

Vague suggestive statements, such as “looking for a good time tonight”
Sexualized slang
Using sexual hints such as mentioning sexual roles, sex positions, fetish scenarios, sexual preference/sexual partner preference, state of arousal, act of sexual intercourse or activity (sexual penetration or self-pleasuring), commonly sexualized areas of the body such as the breasts, groin, or buttocks, state of hygiene of genitalia or buttocks
Content (hand drawn, digital, or real-world art) that may depict explicit sexual activity or suggestively posed person(s)

Content that offers or asks for other adult activities such as:

Commercial pornography
Partners who share fetish or sexual interests

Sexually explicit language that adds details and goes beyond mere naming or mentioning of:

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

16. Cruel and Insensitive

III. Objectionable Content

Do not post:

Content that depicts real people and [makes fun of][9] of their implied or premature death, serious or fatal disease or disability, non-consensual sexual touching, or serious physical injury

17. 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
  - 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

18. Misrepresentation

IV. Integrity and Authenticity

[9] 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.

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 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.

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

- Accounts that are fake
- Accounts that have fake names
- Accounts that participate, , or claim to engage in 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
    - Mislead people to conceal or enable the violation of other policies under the Community Standards.

19. 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

20. 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.

21. 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

22. 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

23. 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

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 for violence for violence due to voting, voter registration, or the outcome of an election

Misinformation that contributes to imminent violence or physical harm

2. Dangerous Individuals and Organizations[1]

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[1] Note from Facebook's records, 28 December 2018: "We updated the rationale for our dangerous individuals & organizations policy to clarify our position. We have always taken a definitional approach to groups banned under this policy - we don't want to be a platform that enables or contributes to violence, so we prohibit those who proclaim a violent mission or are engaging in violence from maintaining a presence on Facebook.

This change did not prompt a change in enforcement. That said, it is worth noting that while our policy against dangerous individuals & organizations remains the

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 proclaim a violent mission or are engaged in violence, from having a presence on Facebook. This includes organizations or individuals involved n the following:

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

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

3. Promoting and Publicizing Crime

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4. Coordinating Harm[2] [3]

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same, we regularly evaluate individuals, organizations, domains, events and bands that may be dangerous and designate them accordingly."

[2] 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.

[3] 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

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

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

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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”.

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:

Content about non-medical drugs (other than alcohol or tobacco) that
Coordinates or encourages others to sell non-medical drugs
Depicts, admits to, attempts purchase, 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 or delivery

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 or delivery

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

Content that attempts to sell, gift, exchange, transfer, promote or otherwise provide access to instructions for 3D printing or computer-aided manufacturing of firearms or firearm parts.

Content that depicts the trade (buying or selling) of human organs and/or blood where trade is defined as:

Mentioning or depicting the human organs and/or blood, and
Indicating that human organs and/or blood are available for selling or buying, or

Listing a price or expressing willingness to discuss price
Content that encourages contact to facilitate the trade of human organs and/or blood
Content that coordinates or supports the poaching or selling of endangered species and their parts

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 or videos 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
- Adults soliciting minors
- Minors soliciting 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 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

8. Sexual Exploitation of Adults

II. Safety

Do not post:

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

Depictions (including real photos/videos), or
Advocacy (including aspirational and conditional statements), or
Statements of intent, or
Calls for action, or
Participation by yourself or others to engage in any form of the above mentioned sexual acts

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 imagery of people or a person focusing on sexualized areas of the body such as the breasts, groin, (also known as creepshots or upskirts) or focusing on people engaged in sexual activity. The following elements need to be present:

the focal point is on a sexualized area of the body or sexual activity, and
the person in the image is clearly

Threatening or stating an intent to share private sexual conversations

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

9. Bullying[4]

II. Safety

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

[4] 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.

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
- High-severity physical descriptions
- Ranking individuals on physical appearance or personality
- Threats of non-consensual sexual touching
- Sexualized text targeting another individual
- Attacks through derogatory terms related to sexual activity (e.g. whore, slut)
- 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

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
- Appearing to be first person but is actually posted by a different individual than the person referenced and targets more than one individual

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
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
Claims about romantic involvement or sexual orientation
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

- Targeted 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

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
- Attacking them through derogatory terms related to sexual activity (e.g. whore, slut)

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:[15]

- 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:

Targeted cursing

High-severity physical description

Claims about blasphemy

Expressions of contempt

Expressions of disgust

Post content about anyone, including a public figure, that contains a name, photo, or video of the individual and:

Any statements of intent to commit lethal violence, or
Any calls for action of lethal violence, or
Any statements advocating lethal violence

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 documentationof 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

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, caste sexual orientation, sex, gender, gender identity, and serious disability or disease. We also provide some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, and calls for exclusion or segregation. Attacks are separated into three tiers of severity, described below.

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 such as reference or comparison to:

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’”)

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. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

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

allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

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 unless in the context of cremation or self-immolation when that action is a form of political speech or newsworthy
- Victims of cannibalism

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

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, 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
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:

Imagery of animal fights when visible innards or dismemberment is visible, unless in the wild
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 or photos that show child abuse, defined above, when accompanied by captions or context condemning or raising awareness about the abuse

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, knifes, nails) involuntarily inserted or stuck inside people or animals causing grievous injury

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

Imagery of fetuses that show:

Dismemberment
An abortion or abandonment context
Imagery of newborn babies in an abandonment context

Photos and videos of animals in a ritual slaughter context showing dismemberment, or visible innards, or charring and burning

Imagery of visible innards in a birthing context

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

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

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

15. Sexual Solicitation[5]

[5] Note from Facebook's records, 28 December 2018: "Recent media coverage and online conversation has revealed that our Sexual Solicitation policy is not entirely clear and has led to confusion and concern.

To that end, we have revised the language to clarify our policy. Under the policy, implicit sexual solicitation is not allowed. We define implicit sexual solicitation as an offer or ask to engage paired with at least one suggestive element, which would not violate on its own.

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 which we define as offering or requesting things, including but not limited to the following:

Sex or sexual partners
Sex chat or conversations
Nude images

Implicit sexual solicitation, which we define as an offer or request to engage paired with at least one of the following elements, none of which violate our Community Standards on their own:

Vague suggestive statements, such as “looking for a good time tonight”
Sexualized slang
Using sexual hints such as mentioning sexual roles, sex positions, fetish scenarios, sexual preference/sexual partner preference, state of arousal, act of sexual intercourse or activity (sexual penetration or self-pleasuring), commonly sexualized areas of the body such as the breasts, groin, or buttocks, state of hygiene of genitalia or buttocks[6]

Deciding where to draw the line is always a challenge and we welcome feedback on how we can continue to improve and update our policies. Our approach has been to ensure Facebook is not a place for coordinating sexual activity.”

[6] Note added by the Platform Governance Archives: According to Facebook’s records, the paragraph starting with “Vague suggestive…” to “… exercising fetish

An offer or ask for other adult activities such as: [7]

Commercial pornography
Partners who share fetish or sexual interests

Sexually explicit language that adds details and goes beyond mere naming or mentioning of:

A state of sexual arousal (wetness or erection)
An act of sexual intercourse

16. Cruel and Insensitive

III. Objectionable Content

Do not post:

Content that depicts real people and [makes fun of][8] of their implied or premature death, serious or fatal disease or disability, non-consensual sexual touching, or serious physical injury

17. 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:

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scenarios" was first added on 15 October 2018. However, it appears on 28 December 2018 again as "new" (i.e., in green).

[7] Note added by the Platform Governance Archives: According to Facebook's records, the exact wording of this sentence was changed on 28 December 2018 – from "Content that offers or asks for…" to "An offer or ask for…". In Facebook's records, the deleted words are not marked as such, i.e. in red and stroke through.

[8] 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.

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

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

18. 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 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.

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

Accounts that are fake
Accounts that have fake names
Accounts that participate, , or claim to engage in 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
Mislead people to conceal or enable the violation of other policies under the Community Standards.

19. 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

20. 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.

21. 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

22. 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

23. 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

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. This includes content where a symbol represents the target and/or includes a visual of an armament or method to represent violence
- 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 or method that represents violence
- Statements advocating for high-severity violence
- 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.

Content that depicts abductions or kidnappings if it is clear the content is not being shared by a victim or their family as a plea for help, or shared for informational, condemnation or awareness raising purposes

Threats of high-severity violence using digitally produced or altered imagery to target living people with armaments, methods of violence or dismemberment.

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

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

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 violence due to voting, voter registration or the administration or outcome of an election

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 polling places, or locations used to count votes or administer an election (or encouraging others to do the same).

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

Do not post:

- Content that puts LGBTQI+ people at risk by revealing their sexual identity against their will or without permission
- Content that puts unveiled women at risk by revealing their images without veil against their will or without permission
- Violent threats against law enforcement officers
- Violent threats against people accused of a crime. We remove this content when we have reason to believe that the content is intended to cause physical harm
- Misinformation and unverifiable rumors that contribute to the risk of imminent violence or physical harm
    - Additionally, we have specific rules and guidance regarding content related to COVID-19 and vaccines. To see these specific rules please click here.
- Coded statements where the method of violence or harm is not clearly articulated, but the threat is veiled or implicit. Facebook looks at the below signals to determine whether there is a threat of harm in the content.
    - Shared in a retaliatory context (e.g., expressions of desire to do something harmful to others in response to a grievance or threat that may be real, perceived or anticipated)
    - References to historical or fictional incidents of violence (e.g., content that threatens others by referring to known historical incidents of violence that have been executed throughout history or in fictional settings)
    - Acts as a threatening call to action (e.g., content inviting or encouraging others to carry out harmful acts or to join in carrying out the harmful acts)
    - Indicates knowledge of or shares sensitive information that could expose others to harm (e.g., content that either makes note of or implies awareness of personal information that might make a threat of physical violence more credible. This includes implying knowledge of a person's residential address, their place of employment or education, daily commute routes, or current location)
    - Local context or subject matter expertise confirms that the statement in question could be threatening, and/or could lead to imminent violence or physical harm.
    - The subject of the threat reports the content to us.
- Threats against election officials
- Implicit statements of intent or advocacy, calls to action, or aspirational or conditional statements to bring armaments to locations, including but not limited to places of worship, educational facilities, polling places, or locations used to count votes or administer an election (or encouraging others to do the same). We may also restrict calls to bring armaments to certain locations

where there are temporarily signals of a heightened risk of violence or offline harm. This may be the case, for example, when there's a known protest and counter-protest planned or violence broke out at a protest in the same city within the last 7 days

2. Dangerous Individuals and Organizations[1]

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, mass murders or attempted mass murders, 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.

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[1] Note from Facebook's records, 26 August 2021: "For the sake of transparency we've added specific language about our sanctions obligations related to United States Government designated Specially Designated Narcotics Trafficking Kingpins (SDNTKs), Foreign Terrorist Organizations (FTOs), and Specially Designated Global Terrorists (SDGTs)."

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, but we require people to clearly indicate their intent. If the intention is unclear, we may remove content.

We Remove:

We remove Praise, Substantive Support, and Representation of various Dangerous Organizations. These concepts apply to the organizations themselves, their activities, and their members. These concepts do not proscribe peaceful advocacy for particular political outcomes.

Praise, defined as any of the below:

- Speak positively about a designated entity or event;
    - E.g., “The fighters for the Islamic State are really brave!”
- Give a designated entity or event a sense of achievement;
    - E.g., “Timothy McVeigh is a martyr.”
- Legitimizing the cause of a designated entity by making claims that their hateful, violent, or criminal conduct is legally, morally, or otherwise justified or acceptable;
    - E.g., “Hitler did nothing wrong.”
- Aligning oneself ideologically with a designated entity or event.
    - E.g., “I stand with Brenton Tarrant.”

We remove Praise of Tier 1 entities and designated events. We will also remove praise of violence carried out by Tier 2 entities.

Substantive Support, defined as any of the below:

- Any act which improves the financial status of a designated entity - including funnelling money towards, or away from a designated entity;
    - E.g., “Donate to the KKK!”
- Any act which provides material aid to a designated entity or event;

    - E.g., “If you want to send care packages to the Sinaloa Cartel, use this address:”
- Putting out a call to action on behalf of a designated entity or event;
    - E.g., “Contact the Atomwaffen Division - (XXX) XXX-XXXX”
- Recruiting on behalf of a designated entity or event;
    - E.g., “If you want to fight for the Caliphate, DM me”
- Channeling information or resources, including official communications, on behalf of a designated entity or event
    - E.g., Directly quoting a designated entity without caption that condemns, neutrally discusses, or is a part of news reporting.

We remove Substantive Support of Tier 1 and Tier 2 entities and designated events.

Representation, defined as any of the below:

- Stating that you are a member of a designated entity, or are a designated entity;
    - E.g., “I am a grand dragon of the KKK.”
- Creating a Page, Profile, Event, Group, or other Facebook entity that is or purports to be owned by a Designated Entity or run on their behalf, or is or purports to be a designated event.
    - E.g., A Page named “American Nazi Party.”

We remove Representation of Tier 1 and 2 Designated Organizations, Hate-Banned Entities, and designated events.

Types and Tiers of Dangerous Organizations

Tier 1: Terrorism, organized hate, large-scale criminal activity, mass and multiple murderers, and violating violent events

We do not allow individuals or organizations involved in organized crime, including those designated by the United States government as specially designated narcotics trafficking kingpins (SDNTKs); hate; or terrorism, including entities designated by the United States government as Foreign Terrorist Organizations (FTOs) or Specially Designated Global Terrorists (SDGTs), to have a presence onthe platform. We also don't allow other people to represent these entities. We do not allow leaders or prominent members of these organizations to have a presence on the platform, symbols that represent them to be used on the platform, or content that praises them or their acts. In addition, we remove any coordination of substantive support for these individuals and organizations.

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

We also do not allow Praise, Substantive Support, or Representation of designated hateful ideologies.

Terrorist organizations and individuals, defined as a 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, defined as an association of three or more people that:

- is organized under a name, sign, or symbol; and
- has an ideology, statements, or physical actions that attack individuals based on characteristics, including race, religious affiliation, national origin, disability, ethnicity, gender, sex, sexual orientation, or serious disease.

Criminal Organizations, defined as an association of three or more people that:

- is united under a name, color(s), hand gesture(s) or recognized indicia; and
- has engaged in or threatens to engage in criminal activity such as homicide, drug trafficking, or kidnapping.

Mass and Multiple Murderers

- We consider an event to be a mass murder or an attempted mass murder if it results in three or more casualties in one incident, defined as deaths or serious injuries. Any Individual who has committed such an attack is considered to be a mass murderer or an attempted mass murderer.
- We consider any individual who has committed two or more murders over multiple incidents or locations a multiple murderer.

Hateful Ideologies

- While our designations of organizations and individuals focus on behavior, we also recognize that there are certain ideologies and beliefs that are inherently tied to violence and attempts to organize people around calls for violence or exclusion of others based on their protected characteristics. In these cases, we designate the ideology itself and remove content that supports this ideology from our platform. These ideologies include:
    - Nazism
    - White Supremacy
    - White Nationalism
    - White Separatism
- We remove explicit Praise, Substantive Support, and Representation of these ideologies, and remove individuals and organizations that ascribe to one or more of these hateful ideologies.

Tier 2: Violent Non-State Actors

Organizations and individuals designated by Facebook as Violent Non-state Actors are not allowed to have a presence on Facebook, or have a presence maintained by others on their behalf. As these groups are actively engaged in violence, substantive support of these entities is similarly not allowed. We will also remove praise of violence carried out by these entities.

Violent Non-State Actors, defined as any non-state actor that:

- engages in purposive and planned acts of violence primarily against a government military or other armed groups; and
- that causes or attempts to
    - cause death to persons taking direct part in hostilities in an armed conflict, and/or
    - deprive communities of access to vital infrastructure and natural resources, and/or bring significant damage to property, linked to death, serious injury or serious harm to civilians

Tier 3: Militarized Social Movements, Violence-Inducing Conspiracy Networks, and Hate Banned Entities

Pages, Groups, Events, and Profiles or other Facebook entities that are - or claim to be - maintained by, or on behalf of, Militarized Social Movements and Violence-Inducing Conspiracy Networks are prohibited. Admins of these pages, groups and events will also be removed.

Click here to read more about how we address movements and organizations tied to violence.

We do not allow Representation of Organizations and individuals designated by Facebook as Hate-Banned Entities.

Militarized Social Movements (MSMs), which include:

- **Militia Groups**, defined as non-state actors that use weapons as a part of their training, communication, or presence; and are structured or operate as unofficial military or security forces and:
    - Coordinate in preparation for violence or civil war; or
    - Distribute information about the tactical use of weapons for combat; or
    - Coordinate militarized tactical coordination in a present or future armed civil conflict or civil war.
- **Groups supporting violent acts amid protests**, defined as non-State actors that repeatedly:
    - Coordinate, promote, admit to or engage in:
    - Acts of street violence against civilians or law enforcement; or
    - Arson, Looting, or other destruction of property; or
    - Threaten to violently disrupt an election process; or
    - Promote bringing weapons to a location when the stated intent is to intimidate people amid a protest.

Violence-Inducing Conspiracy Networks (VICNs), defined as a Non-State Actor that:

- Organizes under a name, sign, mission statement, or symbol; and
- Promote theories that attribute violent or dehumanizing behavior to people or organizations that have been debunked by credible sources; and
- Has inspired multiple incidents of real-world violence by adherents motivated by the desire to draw attention to or redress the supposed harms promoted by these debunked theories.

Hate-Banned Entities, defined as entities that engage in repeated hateful conduct or rhetoric, but do not rise to the level of a Tier 1 entity because they have not engaged in or explicitly advocated for violence, or because they lack sufficient connections to previously designated organizations or figures.

3. Coordinating Harm and Promoting 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:

<u>Harm against people</u>

- Depicting, admitting to or promoting acts of physical harm against people, including acts of domestic violence - except when shared in the context of redemption or defense.
- Swatting - specifically statements of intent, calls to action, representing, supporting, advocating for, depicting, admitting to or speaking positively about it.
- Depicting, promoting, advocating for or encouraging participation in a high risk viral challenge.
- Promoting or advocating for harmful miracle cures for health issues.
- Coordinating, depicting, admitting to or promoting active and deliberate spread of communicable diseases by you or your associates

<u>Harm against animals</u>

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 who can participate in the census and what information or materials must be provided in order to participate
- Content claiming that the U.S. Immigration and Customs Enforcement (ICE) is at a voting location
- Explicit claims that people will be infected by COVID (or another communicable disease) if they participate in the voting process.

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

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

Do not post:

- Content revealing the identity of someone as a witness, informant, activist, or individuals whose identity or involvement in a legal case has been restricted from public disclosure
- Imagery that is likely to deceive the public as to its origin if:
    - The entity depicted or an authorized representative objects to the imagery, and
    - The imagery has the potential to cause harm to members of the public
- Other misrepresentations related to voting in an official election or census participation may be subject to false news standards, as referenced in section 20
- Misrepresentation of whether a candidate is running or not
- Calls for coordinated interference that would affect an individual's ability to participate in an official census or election
- Content stating that census or voting participation may or will result in law enforcement consequences (for example, arrest, deport or imprisonment)
- Misrepresentation of government involvement in the census, including, where applicable, that an individual's census information will be shared with another (non-census) government agency
- Statements of intent, support, or advocacy to go to an election site, voting location, or vote counting location when the purpose of going to the site is to monitor or watch voters or election officials' activity using militaristic language (e.g. "war," "army," or "soldier") or an expressed goal to intimidate, exert control or display power (e.g. "let's show them who's boss!," "if they're scared, they won't vote!")
- Content coordinating interference with the administration of the COVID-19 vaccine
- Content calling to action, advocating, or promoting that others not get the COVID-19 vaccine

4. Restricted Goods and Services[2]

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.

[2] Note from Facebook's records, 26 August 2021: "The policy has been updated to refine the definition of promotion, improve references to "solicit," and clarify certain aspects of the policy. It also reorganizes sections to mirror internal documentation."

Do not post:

Firearms

Content that:

- Attempts to donate or gift firearms, firearm parts, ammunition, explosives, or lethal enhancements except when posted in the following contexts:
    - Donating, trading in or buying back firearms and ammunition by a Page, Group or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites, brands or government agencies, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
    - An auction or raffle of firearms by legitimate brick-and-mortar entities, including retail businesses, government-affiliated organizations or non-profits, or private individuals affiliated with or sponsored by legitimate brick-and-mortar entities.
- Asks for firearms, firearm parts, ammunition, explosives, or lethal enhancements
- Sells, gifts, exchanges, transfers, coordinates, promotes (by which we mean speaks positively about, encourages the use of) or provides access to 3D printing or computer-aided manufacturing instructions for firearms or firearms parts regardless of context or poster.

Non-medical drugs

Content that:

- Attempts to buy, sell, trade, donate,or gift or asks for 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. This content may not speak positively about, encourage use of, coordinate or provide instructions to make or use non-medical drugs.
- Coordinates or promotes (by which we mean speaks positively about, encourages the use of, or provides instructions to use or make) non-medical drugs.

Pharmaceutical drugs

Content that:

- Attempts to buy, sell or trade pharmaceutical drugs except when:
    - Listing the price of vaccines in an explicit education or discussion context.
    - Offering delivery when posted by legitimate healthcare e-commerce businesses.
    - Attempts to donate or gift pharmaceutical drugs

    - Asks for pharmaceutical drugs except when content discusses the affordability, accessibility or efficacy of pharmaceutical drugs in a medical context

Marijuana

Content that attempts to buy, sell, trade, donate or gift or asks for marijuana.
Endangered species (wildlife and plants):

Content that:

- Attempts to buy, sell, trade, donate, or gift or asks for endangered species or their parts.
- Admits to poaching, buying or trading of endangered species or their parts committed by the poster of the content either by themselves or their associatesthrough others. This does not include depictions of poaching by strangers.
- Depicts poaching of endangered species or their parts committed by the poster of the content by themselves or their associates.
- Shows coordination or promotion (by which we mean speaks positively about, encourages the poaching of, or provides instructions to use or make products from endangered species or their parts)

Live non-endangered animals excluding livestock

- Content that attempts to buy, sell or trade live non-endangered animals except when:
    - Posted by a Page, Group or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, legitimate websites, brands, or rehoming shelters, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
    - Posted in the context of donating or rehoming live non-endangered animals, including rehoming fees for peer-to-peer adoptions, selling an animal for a religious offering, or offering a reward for lost pets.

Human blood

- Content that attempts to buy, sell or trade human blood.
- Content that asks for human blood except for a donation or gift.

Alcohol / tobacco

Content that:

- Attempts to buy, sell or trade alcohol or tobacco except when:
    - Posted by a Page, Group, or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites or brands, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.

- Content refers to alcohol/tobacco that will be exchanged or consumed on location at an event, restaurant, bar, party and so on.
- Attempts to donate or gift alcohol or tobacco except when posted by a Page, Group, or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites or brands, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
- Asks for alcohol or tobacco

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 or gift or asks for historical artifacts.

Except when any of the above occurs in a fictional or documentary context

For the following content, we restrict visibility to adults 21 years of age and older:

Firearms

- Content posted by or promoting legitimate brick-and-mortar entities, including retail businesses websites, brands, or government agencies which attempts to buy, sell, trade, donate or gift (including in the context of an auction or a raffle) firearms, firearm parts, ammunition, explosives, or lethal enhancements.

For the following content, we restrict visibility to adults 18 years of age and older:

Alcohol/tobacco

- Content posted by or promoting legitimate brick-and-mortar entities, including retail businesses websites or brands, which attempts to buy, sell, trade, donate or gift of alcohol or tobacco products off of Facebook's services.

Bladed weapons

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

Weight loss products and potentially dangerous cosmetic procedures

Content that

- Attempts to buy, sell, trade, donate or gift weight loss products or potentially dangerous cosmetic procedures.
- Admits to or depicts using a weight loss product, or potentially dangerous cosmetic procedures, except when admitting to use in a disapproval context.

- Shows coordination or promotion (by which we mean speaks positively, encourages the use of or provides instructions to use or make a diet product or perform dangerous cosmetic procedures).

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.

Sex toys and sexual enhancement products

- Content that attempts to buy, sell, trade, donate or gift sex toys and sexual enhancement products

5. Fraud and Deception[3]

I. Violence and Criminal Behavior

Policy Rationale

In an effort to prevent fraudulent activity that can harm people or businesses, we remove content that purposefully deceives, willfully misrepresents or otherwise defrauds or exploits others for money or property. This includes content that seeks to coordinate or promote these activities using our services.

We allow people to raise awareness and educate others as well as condemn these activities unless this includes content that contains sensitive information, such as personally identifiable information.

[3] Note from Facebook's records, 26 August 2021: "This update clarifies that people are allowed to raise awareness and condemn fraudulent or deceptive activities but they may not include sensitive information or personally identifiable information when doing so."

Do not post:

Content that provides instructions on, engages in, promotes, coordinates, encourages, facilitates, admits to, recruits for, or admits to the offering or solicitation of any of the following activities:

- Deceiving others to generate a financial or personal benefit to the detriment of a third party or entity through:
    - Investment or financial scams:
        - Loan scams
        - Advance fee scams.
        - Gambling scams
        - Ponzi or pyramid schemes.
        - Money or cash flips or money muling.
        - Investment scams with promise of high rates of return.
    - Inauthentic identity scams:
        - Charity scams.
        - Romance or impersonation scams
        - Establishment of false businesses or entities.
    - Product or rewards scams:
        - Grant and benefits scams.
        - Tangible, spiritual or illuminati scams.
        - Insurance scams, including ghost broking
        - Fake jobs, work from home or get-rich-quick scams.
        - Debt relief or credit repair scams.

- Engaging with others to generate a financial or personal benefit at a loss for a third party, such as people, businesses or organisations through:
    - Fake documents or financial instruments by:
        - Creating, selling or buying of:
            - Fake or forged documents.
            - Fake or counterfeit currency or vouchers.
            - Fake or forged educational and professional certificates.
    - Stolen information, goods, or services by:
        - Credit card fraud and goods or property purchases with stolen financial information
        - Trading, selling or buying of:
            - Personal Identifiable Information.
            - Fake and misleading user reviews or ratings.
            - Future exam papers or answer sheets.
            - Credentials for subscription services.
        - Betting manipulation (for example match fixing).
        - Manipulation of measuring devices such as electricity or water meters in order to bypass their authorised or legal use.

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

Do not post:

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

- Bribery.
- Embezzlement.
- Money laundering (concealment of the origins of criminally obtained money).

6. Suicide and Self-Injury

II. Safety

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide assistance to people in distress.

While we don't allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if someone is at immediate risk of harming themselves, we will contact local emergency services to get them help.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long

as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

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

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

We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g., government agencies, NGOs).

7. Child Sexual Exploitation, Abuse and Nudity

II. Safety

Policy Rationale

We do not allow content that sexually exploits or endangers children. When we become aware of apparent child exploitation, we report it to the National Center for Missing and Exploited Children (NCMEC), in compliance with applicable law. We know that sometimes people share nude images of their own children with good intentions; however, we generally remove these images because of the potential for abuse by others and to help avoid the possibility of other people reusing or misappropriating the images.

We also work with external experts, including the Facebook Safety Advisory Board, to discuss and improve our policies and enforcement around online safety issues, especially with regard to children. Learn more about the technology we're using to fight against child exploitation.

Do not post:

Child sexual exploitation

Content that threatens, depicts, praises, supports, provides instructions for, makes statements of intent, admits participation in or shares links of the sexual exploitation of children (real or non-real minors, toddlers or babies), including but not limited to:

- Sexual intercourse
    - Explicit sexual intercourse or oral sex, 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 or oral sex, including when contact is imminent or not directly visible.

        - Stimulation of genitals or anus, including when activity is imminent or not directly visible.
        - Presence of by-products of sexual activity.
        - Any of the above involving an animal.
    - Children with sexual elements, including but not limited to:
        - Restraints.
        - Focus on genitals.
        - Presence of aroused adult.
        - Presence of sex toys.
        - Sexualised costume.
        - Stripping.
        - Staged environment (for example, on a bed) or professionally shot (quality/focus/angles).
        - Open-mouth kissing.
    - Content of children in a sexual fetish context.
    - Content that supports, promotes, advocates or encourages participation in pedophilia unless it is discussed neutrally in an academic or verified health context.
    - Content that identifies or mocks alleged victims of child sexual exploitation by name or image.

Solicitation

Content that solicits

- Imagery of child sexual exploitation
- Nude imagery of children
- Sexualized imagery of children
- Real-world sexual encounters with children

Inappropriate interactions with children

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

- Arranging or planning real-world sexual encounters with children
- Purposefully exposing children to sexually explicit language or sexual material
- Engaging in implicitly sexual conversations in private messages with children
- Obtaining or requesting sexual material from children in private messages

Exploitative intimate imagery and sextortion

Content that attempts to exploit minors by:

- Coercing money, favors or intimate imagery with threats to expose intimate imagery or information.
- Sharing, threatening or stating an intent to share private sexual conversations or intimate imagery.

Sexualization of children

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children

- Content (including photos, videos, real-world art, digital content, and verbal depictions) that shows children in a sexualized context.
- Groups, Pages and profiles targeted to sexualizing children.

Child nudity

Content that depicts child nudity where nudity is defined as:

- Close-ups of children's genitalia
- Real nude toddlers, showing:
    - Visible genitalia, even when covered or obscured by transparent clothing.
    - Visible anus and/or fully nude close-up of buttocks.
- Real nude minors, showing:
    - Visible genitalia (including genitalia obscured only by pubic hair or transparent clothing)
    - Visible anus and/or fully nude close-up of buttocks.
    - Uncovered female nipples.
    - No clothes from neck to knee - even if no genitalia or female nipples are showing.
- Digitally-created depictions of nude minors, toddlers or babies unless the image is for health or educational purposes.

Non-sexual child abuse

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.

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

- Videos or photos that depict police officers or military personnel committing non-sexual child abuse.
- Imagery of non-sexual child abuse, when law enforcement, child protection agencies, or trusted safety partners request that we leave the content on the platform for the express purpose of bringing a child back to safety.

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

- Videos or photos of violent immersion of a child in water in the context of religious rituals.

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

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

- Imagery posted by a news agency that depicts child nudity in the context of famine, genocide, war crimes, or crimes against humanity, unless accompanied by a violating caption or shared in a violating context, in which case the content is removed.

8. Adult Sexual Exploitation

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 have 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:

- Sextortion: Coercing money, favors or intimate imagery from people with threats to expose their intimate imagery or intimate information
- Sharing, threatening, stating an intent to share, offering or asking for imagery known as "revenge porn" or “non-consensual intimate images” that fulfills all 3 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 mock, sexualize or expose 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.

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 the victim or condemnation of the act or for general awareness to be determined by context/caption.

Content mocking the concept of non-consensual sexual touching

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

We may restrict visibility to people over the age of 18 and include a warning label on certain fictional videos (e.g., digital and hand-drawn imagery, film and TV show scenes, comic books, music videos) that depict non-consensual sexual touching.

In addition to our at-scale policy of removing content that threatens or advocates rape or other non-consensual sexual touching, we may also disable the posting account.

9. Bullying and Harassment

II. Safety

Policy Rationale

Bullying and harassment happen in many places and come in many different forms from making threats and 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 personal 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 post and share 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 are doing to protect people from bullying and harassment here.

Note: This policy does not apply to individuals who are part of designated organizations under the Dangerous Organizations and Individuals policy or individuals who died prior to 1900.

Do not:

Tier 1: Target anyone maliciously by:

- Repeatedly contacting someone in a manner that is:
    - Unwanted, or
    - Sexually harassing, or
    - Directed at a large number of individuals with no prior solicitation.

- Attacking someone based on their status as a victim of sexual assault, sexual exploitation, sexual harassment, or domestic abuse.
- Calling for self-injury or suicide of a specific person, or group of people.
- Attacking someone 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 or terrorist attacks 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 to contract or develop a medical condition.
    - Making statements of intent of advocating to engage in sexual activity.
    - Calling for, or making statements of intent to engage in, bullying and/or harassment.
    - 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:
    - Attacks referenced in Tier 1, 2 and 4 of this policy.
    - Targeted cursing.
    - Calls for death, serious disease, disability, epidemic disease or physical harm.

Tier 2: Target private individuals, involuntary public figures or public figures who are minors with:

- Calls for death, or to contract or develop a medical condition.

- Female-gendered cursing terms when used in a derogatory way.
- Claims about sexual activity or sexually transmitted diseases except in the context of criminal allegations against adults about non-consensual sexual touching. .
- 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.

Tier 3: Target public figures by purposefully exposing them to:

- For adults:
    - Calls for death, or to contract or develop a medical condition.
    - Claims about sexually transmitted disease
    - Female-gendered cursing terms when used in a derogatory way.
    - Content that praises, celebrates or mocks their death or medical condition.

- 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 and so on).

Tier 4: Target private individuals or involuntary 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 and so on).
- Attacks through negative physical descriptions.
- Content that ranks individuals on physical appearance or personality.
- Content sexualizing another adult.
- Content that further degrades or expresses disgust toward individuals who are depicted menstruating, urinating, vomiting, or defecating.
- Content that further degrades individuals who are depicted being physically bullied except in self-defense and fight-sport contexts..
- Content that praises, celebrates, or mocks their death or serious physical injury.
- In addition to the above, attacks through Pages or Groups:
    - Negative character or ability claims.
    - First-person voice bullying only if the object targets more than one private individual.

Tier 5: 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 and business reviews against adults. We allow criminal allegations so that people can draw attention to personal experiences or offline events. In cases in which criminal allegations pose off-line harm to the named individual, however, we may remove them.
- Expressions of contempt or disgust, except in the context of criminal allegations against adults.

Tier 6: Target private individuals who are minors with:

- Allegations about criminal or illegal behavior.
- Videos of physical bullying shared in a non-condemning context.

Tier 7: Target private individuals (who must self-report) with:

- First-person voice bullying.
- Unwanted manipulated imagery.
- Comparison to other public, fictional or private individuals on the basis of physical appearance
- Claims about religious identity or blasphemy.
- 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.

We add a cover to this content so people can choose whether to see it:

Videos of physical bullying against minors shared in a condemning context

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

Do not:

- Post content that targets private individuals through unwanted Pages, Groups and Events. We remove this content when it is reported by the victim or an authorized representative of the victim.
- Create accounts to contact someone who has blocked you.
- Post attacks that use derogatory terms related to female gendered cursing. We remove this content when the victim or an authorized representative of the victim informs us of the content, even if the victim has not reported it directly.
- Post content that would otherwise require the victim to report the content or an indicator that the poster is directly targeting the victim (for example the victim is tagged in the post or comment). We will remove this content if we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.

- Post content praising, celebrating or mocking anyone's death. We also remove content targeting a deceased individual that we would normally require the victim to report.
- Post content calling for or stating an intent to engage in behavior that would qualify as bullying and harassment under our policies. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Engage in mass harassment against individuals that targets them based on their decision to take or not take the COVID-19 vaccine with:
    - Statements of mental or moral inferiority based on their decision, or
    - Statements that advocate for or allege a negative outcome as a result of their decision, except for widely proven and/or accepted COVID-19 symptoms or vaccine side effects.
- Remove directed mass harassment, when:
    - Targeting, via any surface, ‘individuals at heightened risk of offline harm’, defined as:
        - Human rights defenders
        - Minors
        - Victims of violent events/tragedies
        - Opposition figures in at-risk countries during election periods
        - Government dissidents who have been targeted based on their dissident status
        - Ethnic and religious minorities in conflict zones
        - Member of a designated and recognizable at-risk group
    - Targeting any individual via personal surfaces, such as inbox or profiles, with:
        - Content that violates the bullying and harassment policies for private individuals or,
        - Objectionable content that is based on a protected characteristic
- Disable accounts engaged in mass harassment as part of either
    - State or state-affiliated networks targeting any individual via any surface.
    - Adversarial networks targeting any individual via any surface with:
        - Content that violates the bullying and harassment policies for private individuals or,
        - Content that targets them based on a protected characteristic, or,
        - Content or behavior otherwise deemed to be objectionable in local context

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 engagein 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

Policy Rationale

Privacy and the protection of personal information are fundamentally important values for Facebook. We work hard to safeguard your personal identity and information and we do not allow people to post personal or confidential information about yourself or of others.

We remove content that shares, offers or solicits personally identifiable information or other private information that could lead to physical or financial harm, including financial, residential, and medical information, as well as private information obtained from illegal sources.

We also provide people ways to report imagery that they believe to be in violation of their privacy rights.

Do not post:

Content that shares or solicits any of the following private information, either on Facebook or through external links:

Personally identifiable information about yourself or others

- Personal identity: identifying individuals through government-issued numbers
  - National identification number (for example Social Security Numbers (SSN), Passport Number, National Insurance/Health Service Number, Personal Public Service Number (PPS), Individual Taxpayer Identification Numbers (ITINs))
  - Government IDs of law enforcement, military, or security personnel
- Personal information: directly identifying an individual, by indicating the ID number or registration information and the individual's name
  - Records or official documentation of civil registry information (marriage, birth, death, or name change, gender recognition, and so on)
  - Immigration and work status documents (for example, green cards, work permits, visas, or immigration papers)
  - Driver's licenses or license plates
  - Credit Privacy Number (CPN)
- Digital identity: authenticating access to an online identity
  - Email addresses with passwords
  - Digital identities with passwords

Passwords, pins, or codes to access private information

Personal contact information of others such as phone numbers, addresses and email addresses

Other Private Information

Financial information

Personal financial information about yourself or others, including:

Non-public financial records or statements

Bank account numbers with security or pin codes

Digital payment method information with log-in details, security or pin codes

Credit or debit card information with validity dates or security pins or codes

Financial information about businesses or organizations, including:

Financial records or statements except when the financial records of the business are publicly available (for example listed on stock exchanges, regulatory agencies, and so on)

Bank account numbers accompanied by security or pin codes

Digital payment method information accompanied by log-in details, security or pin codes

Residential information

Imagery that display the external view of private residences if all of 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/neighborhood or GPS pins (for example, a pin from Google Maps) are identified

The content identifies the resident(s)

That same resident objects to the exposure of their private residence or there is context of organizing protests against the resident (this does not include embassies that also serve as residences)

Content that exposes information about safe houses by sharing any of the below, unless the safe house is actively promoting information about their facility

Actual address (note: 'Post Box only' is allowed)

Images of the safe house

Identifiable city/neighborhood of the safe house

Information exposing the identity of the safe house residents

Medical information

Records or official documentation displaying medical, psychological, biometric, or genetic hereditary of others

Information obtained from hacked sources

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

Status or occupation related information

Content that exposes the undercover status of law enforcement, military, or security personnel if:

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

The imagery identifies the faces of the law enforcement personnel and explicitly mentions their undercover status

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

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

We remove:

Content that puts a defector at risk by outing the individual with personally identifiable information when the content is reported by credible government channels
Depictions of someone in a medical or health facility if reported by the person pictured or an authorized representative

12. Hate Speech

III. Objectionable Content

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.

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".
    - Dalits, scheduled caste or ‘lower caste’ people as menial laborers.

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:

- Segregation in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting segregation.

- Exclusion in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting, defined as
    - Explicit exclusion, which means things like expelling certain groups or saying they are not allowed.
    - Political exclusion, which means denying the right to right to political participation.
    - Economic exclusion, which means denying access to economic entitlements and limiting participation in the labour market.
    - Social exclusion, which means things like denying access to spaces (physical and online)and social services.

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 characteristics.

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

Do not post:

- Content explicitly providing or offering to provide products or services that aim to change people's sexual orientation or gender identity.
- Content attacking concepts, institutions, ideas, practices, or beliefs associated with protected characteristics, which are likely to contribute to imminent physical harm, intimidation or discrimination against the people associated with that protected characteristic. Facebook looks at a range of signs to determine whether there is a threat of harm in the content. These include but are not limited to: content that could incite imminent violence or intimidation; whether there is a period of heightened tension such as an election or ongoing conflict; and whether there is a recent history of violence against the targeted protected group. In some cases, we may also consider whether the speaker is a public figure or occupies a position of authority.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that 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

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 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, or 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

Policy Rationale[4]

We restrict the display of nudity or sexual activity because some people in our community may be sensitive to this type of content. Additionally, we default to removing sexual imagery to prevent the sharing of non-consensual or underage content. Restrictions on the display of sexual activity also apply to digitally created content unless it is posted for educational, humorous, or satirical purposes.

Our nudity policies have become more nuanced over time. We understand that nudity can be shared for a variety of reasons, including as a form of protest, to raise awareness about a cause, or for educational or medical reasons.

Where such intent is clear, we make allowances for the content. For example, while we restrict some images of female breasts that include the nipple, we allow other images, including those depicting acts of protest, women actively engaged in breast-feeding and photos of post-mastectomy scarring. For images depicting visible genitalia or the anus in the context of birth and after-birth moments or health-related situations we include a warning label so that people are aware that the content may be sensitive. We also allow photographs of paintings, sculptures, and other art that depicts nude figures.

Do not post:

Imagery of

- Real nude adults, if it depicts:
    - Visible genitalia except in the context of birth giving and after-birth moments or health-related situations (for example, gender confirmation surgery, 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

[4] Note from Facebook's records, 26 August 2021: "These edits reflect how we enforce this policy and are being added to the Community Standards for transparency."

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 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 female breasts, defined as a grabbing motion with curved fingers that shows both marks and clear shape change of the breasts. We allow squeezing in breastfeeding contexts.
    - 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, except when posted in an educational or scientific context, or when it meets one of the criteria below and shown only to individuals 18 years and older.
- Extended audio of sexual activity

We only show this content to individuals 18 and older:

- Real world art that depicts sexual activity.
- Posting photographs or videos of objects that depict sexual activity in real-world art.
- Implied sexual activity in advertisements.
- Implied sexual activity in recognized fictional images or with indicators of fiction.
- Digital content that meets our definition of sexual activity, where:
    - The sexual activity (intercourse or other sexual activities) isn't directly visible.
    - The content was posted in a satirical or humorous context.
    - 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 or commercial sexual services between adults such as prostitution or escort services. We do this to avoid facilitating transactions that may involve trafficking, coercion, and non-consensual sexual acts. 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:

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.

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[5]

III. Objectionable Content

Policy Rationale

We believe that people share and connect more freely when they do not feel targeted based on their vulnerabilities. As such, we have higher expectations for

[5] Note from the Platform Governance Archive: Section 16 was removed from the Community Standards at some point between 8 August 2021 and 14 September 2021. We know this from records of the site on the Internet Archive's Wayback Machine because Facebook's records do not show that or when exactly it was removed. It might have therefore not been part of this version of the Community Standards anymore. However, we have only removed it in the version from 30 September 2021 because that's when we can safely say that it had been removed.

content that we call cruel and insensitive, which we define as content that targets victims of serious physical or emotional harm.

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 serious physical injury, starvation, or serious or fatal disease or disability.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. Account Integrity and Authentic Identity

IV. Integrity and Authenticity

Policy Rationale

Authenticity is the cornerstone of our community. We believe that authenticity helps create a community where people are accountable to each other, and to Facebook, in meaningful ways. We want to allow for the range of diverse ways that identity is expressed across our global community, while also preventing impersonation and identity misrepresentation. That is why we require people to connect on Facebook using the name they go by in everyday life. Our authenticity policies are intended to create a safe environment where people can trust and hold one another accountable.

In order to maintain a safe environment and empower free expression, we remove accounts that are harmful to the community, including those that compromise the security of other accounts and our services. We have built a combination of automated and manual systems to block and remove accounts that are used to persistently or egregiously abuse our Community Standards.

Because account level removal is a severe action, whenever possible, we aim to give our community a chance to learn our rules and follow our Community Standards. Penalties, including account disables, are designed to be proportionate to

the severity of the violation and the risk of harm posed to the community. Continued violations, despite repeated warnings and restrictions, or violations that pose severe safety risks will lead to an account being disabled.

We do not allow the use of our services and will disable accounts if you:

- Severely violate our Community Standards.
- Persistently violate our Community Standards.
- Represent Dangerous Individuals or Organizations.
- Create or use an account that demonstrates an intent to violate our Community Standards.
- Create an account, Page, Group or Event to evade our enforcement actions, including creating an account to bypass a restriction or after we have disabled your previous account, Page, Group or Event.
- Impersonate others by:
    - Using their photos with the explicit aim to deceive others.
    - Creating an account assuming to be or speak 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.
- Are under 13 years old.
- Are a convicted sex offender.
- Are prohibited from receiving our products, services or software under applicable laws.

In certain cases, such as those outlined below, we will seek further information about an account before taking actions ranging from temporarily restricting accounts to permanently disabling them.

- Accounts misrepresenting their identity (Facebook and Messenger only) by:
    - Using a name that does not abide by our name policies.
    - Providing a false date of birth.
    - Creating a single account that represents or is used by more than one person.
    - Maintaining multiple accounts as a single user.
- Compromised accounts.
- Empty accounts with prolonged dormancy.

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 usin g 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 includes the security of their personal information and accounts, profiles, and other Facebook entities they may manage, as well as our products and services more broadly. Attempts to gather sensitive personal information or engage in unauthorized access 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 or engage in unauthorized accessthe abuse of our platform and products, or services.

Do not:

Attempt to compromise user accounts, profiles, or other Facebook entities, abuse our products or services, gather sensitive information through deceptive means, or attempt to engage in unauthorized access, including:

- Gaining access to accounts , profiles, Facebook, Inc. entities, or user data other than your ownthrough deceptive means or without explicit permission from the account, profile, or entity owner.
- Encouraging or deceiving users to download or run files or programs that will compromise a user's online or data security, including through malicious software or websites.. Such files and programs will be deemed malicious software or "malware" if they harm or gain unauthorized access to a computer, device, or network.
- Attempting to obtain, acquire or request another user's login credentialsor other sensitive information, , 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)or the use of malicious software or websites..
- Publicly sharing your own or others' login information, either on platform or through a third party service.
- Creating, sharing, or hosting malicious software browser extensions and mobile applications, on or off platform that put our users or products and services at risk.
- 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.

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

Do not post:

> Videos that have 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:

A subject of the video said words that they did not say, AND

The video 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 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.

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

When brought to our attention by the legacy contact or a family member of the deceased, we will:

- Remove violating comments on a memorialized profile, which would typically require the individual to self report so that we know that they are unwanted
- 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

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

We may remove content created for the purpose of identifying a private minor if there may be a risk to the minor's safety when requested

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 vulnerability.

Do not post:

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

> Statements of intent to commit high-severity violence; or
> Calls for high-severity violence (unless the target is an organization or individual covered in the Dangerous Individuals and Organizations policy) 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 (unless the target is an organization or individual covered in the Dangerous Individuals and Organizations policy); or
> Aspirational or conditional statements to commit high-severity violence (unless the target is an organization or individual covered in the Dangerous Individuals and Organizations policy)

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

> Statements of intent to commit violence; or
> Statements advocating violence (unless the target is an adult public figure convicted or accused of certain crimes or is a member of a dangerous organization); or
> Calls for mid-severity violence (unless the target is a member of a dangerous organization) including content where no target is specified but a symbol represents the target; or
> Aspirational or conditional statements to commit violence (unless the target is an adult public figure convicted or accused of certain crimes or is a member of a dangerous organization); or

Other target(s) apart from private individuals, minor public figures, vulnerable persons, or vulnerable 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 (unless the target is convicted of certain crimes or is a member of a dangerous organization)

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.)

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 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 simulates 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)

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 proclaim a violent mission or are engaged in violence, from having a presence on Facebook. This includes organizations or individuals involved n the following:

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

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

3. Promoting and Publicizing Crime

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4. Coordinating Harm[1] [2]

I. Violence and Criminal Behavior

Policy Rationale

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[1] 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.

[2] 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".

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

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:

Content about non-medical drugs (other than alcohol or tobacco) that
- Coordinates or encourages others to sell non-medical drugs
- Depicts, admits to, attempts purchase, or promotes sales of non-medical drugs by the poster of the content or their associates
- Promotes, encourages, coordinates, or provides instructions for use or make 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 or delivery
  - 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 or delivery
  - 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

Content that attempts to sell, gift, exchange, transfer, promote or otherwise provide access to instructions for 3D printing or computer-aided manufacturing of firearms or firearm parts.

Content that depicts the trade (buying or selling) of human organs and/or blood where trade is defined as:

- Mentioning or depicting the human organs and/or blood, and
- Indicating that human organs and/or blood are available for selling or buying, or
- Listing a price or expressing willingness to discuss price

Content that encourages contact to facilitate the trade of human organs and/or blood

Content that attempts to sell live animals between private individuals.

Content that coordinates or supports the poaching or selling of endangered species and their parts

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

Content posted by or promoting 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

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 and real-time depictions 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

For the following content, we restrict content to adults over the age of 18, andinclude 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

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

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
- Adults soliciting minors
- Minors soliciting 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 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

8. Sexual Exploitation of Adults

II. Safety

Do not post:

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

Depictions (including real photos/videos), or
Advocacy (including aspirational and conditional statements), or
Statements of intent, or
Calls for action, or
Participation by yourself or others to engage in any form of the above mentioned sexual acts

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 imagery of people or a person focusing on sexualized areas of the body such as the breasts, groin, (also known as creepshots or upskirts) or focusing on people engaged in sexual activity. The following elements need to be present:

- the focal point is on a sexualized area of the body or sexual activity, and
- the person in the image is clearly

- Threatening or stating an intent to share private sexual conversations

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

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.

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

Target anyone maliciously by:

- 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
- Creating or posting content to Pages or Groups that are dedicated to attacking individual(s) by, for example
    - Calling for death or serious disease or disability

Making statements of intent of advocating to engage in sexual activity

Claims about sexually transmitted diseases

Sending messages to any individual that contain

Targeted 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

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

Calls for death or serious disease or disability
Claims about sexual activity or sexually transmitted diseases
Pages or Groups created to attack through:

Targeted cursing

High-severity physical descriptions

Claims about religious identity or blasphemy

Expressions of contempt or disgust

Target public figures by purposefully exposing them to:

For adults

Calls for death or serious disease or disability

Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity

Claims about sexually transmitted disease

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 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 high-severity physical descriptions
Content that ranks individuals on physical appearance or personality

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
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 with:

Targeted cursing
Claims about romantic involvement, sexual orientation or gender identity
Content questioning hygiene
Coordination, advocation, 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")
Low-severity 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

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 documentationof 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

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We also provide some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

We allow humor and social commentary related to these topics. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and learn more about our approach to hate speech.

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 such as reference or comparison to:
  - 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’”)

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. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

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 unless in the context of cremation or self-immolation when that action is a form of political speech or newsworthy
- Victims of cannibalism

Videos or photos that depict non-sexual 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 and photos showing violent death of persons can be removed if requested by a family member.

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, 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
- 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 of an animal for abusive purposes
- Imagery of animal fights when visible innards or dismemberment is visible, unless in the wild
- Animals being killed or showing animal mutilation in a hunting, manufacturing, or food preparation/processing context

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, knifes, nails) involuntarily inserted or stuck inside people or animals causing grievous injury

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

Imagery of fetuses that show:

Dismemberment
An abortion or abandonment context
Imagery of newborn babies in an abandonment context

Photos and videos of animals in a ritual slaughter context showing dismemberment, or visible innards, or charring and burning

Imagery of visible innards in a birthing context

Imagery of non-medical foreign objects voluntarily inserted or stuck inside human through skin in religious or cultural context

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 which we define as offering or requesting things, including but not limited to the following:

- Sex or sexual partners
- Sex chat or conversations
- Nude images

Implicit sexual solicitation, which we define as an offer or request to engage paired with at least one of the following elements, none of which violate our Community Standards on their own:

- Vague suggestive statements, such as “looking for a good time tonight”
- Sexualized slang
- Using sexual hints such as mentioning sexual roles, sex positions, fetish scenarios, sexual preference/sexual partner preference, state of arousal, act of sexual intercourse or activity (sexual penetration or self-pleasuring), commonly sexualized areas of the body such as the breasts, groin, or buttocks, state of hygiene of genitalia or buttocks

An offer or ask for other adult activities such as:

- Commercial pornography
- Partners who share fetish or sexual interests

Sexually explicit language that adds details and goes beyond mere naming or mentioning of:

- A state of sexual arousal (wetness or erection)
- An act of sexual intercourse

16. Cruel and Insensitive

III. Objectionable Content

Do not post:

Content that depicts real people and [makes fun of][3] of their implied or premature death, serious or fatal disease or disability, non-consensual sexual touching, or serious physical injury

17. 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
  - 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

[3] 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.

Using another person’s login credentials or personally identifiable information

Promise non-existent Facebook features

18. 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 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.

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

Accounts that are fake
Accounts that have fake names
Accounts that participate, , or claim to engage in 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
Mislead people to conceal or enable the violation of other policies under the Community Standards.

19. 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

20. Memorialization

IV. Integrity and Authenticity

Policy Rationale

,When someone passes away, friends and family can request
that 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.

21. 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

22. 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

23. 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

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 vulnerability.

Do not post:

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

- Statements of intent to commit high-severity violence; or
- Calls for high-severity violence (unless the target is an organization or individual covered in the Dangerous Individuals and Organizations policy, or is described as having carried out violent crimes or sexual offenses, wherein criminal/predator status has been established by media reports, market knowledge of news event, etc.)
- 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 (unless the target is an organization or individual covered in the Dangerous Individuals and Organizations policy, or is described as having carried out violent crimes or sexual offenses, wherein criminal/predator status has been established by media reports, market knowledge of news event, etc.); or
- Aspirational or conditional statements to commit high-severity violence (unless the target is an organization or individual covered in the Dangerous Individuals and Organizations policy, or is described as having carried out violent crimes or sexual offenses, wherein criminal/predator status has been established by media reports, market knowledge of news event, etc.)

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.

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

- Statements of intent to commit violence; or
- Statements advocating violence (unless the target is an organization or individual covered in the Dangerous Individuals and Organizations policy, or is described as having carried out violent crimes or sexual offenses, wherein criminal/predator status has been established by media reports, market knowledge of news event, etc.); or
- Calls for mid-severity violence (unless the target is a member of a dangerous organization, or is described as having carried out violent crimes or sexual offenses, wherein criminal/predator status has been established by media reports, market knowledge of news event, etc.) including content where no target is specified but a symbol represents the target;; or
- Aspirational or conditional statements to commit violence (unless the target is is a member of a dangerous organization, or is described as having carried out violent crimes or sexual offenses, wherein criminal/predator status has been established by media reports, market knowledge of news event, etc.); or
- Other target(s) apart from private individuals, minor public figures, vulnerable persons, or vulnerable 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 (unless the target is a member of a dangerous organization, or is described as having carried out violent crimes or sexual offenses, wherein criminal/predator status has been established by media reports, market knowledge of news event, etc.)

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.)

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 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, or advocating for high or mid-severity violence due to voting, voter registration, or the outcome of an election.

Misinformation that contributes to imminent violence or physical harm

Calls to action, statements of intent to bring armaments to a vulnerable location, or encouraging others to do the same

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 proclaim a violent mission or are engaged in violence, from having a presence on Facebook. This includes organizations or individuals involved n the following:

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

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

3. Promoting and Publicizing Crime

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4. Coordinating Harm[1] [2]

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

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

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[1] 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.

[2] 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 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:

Content about non-medical drugs (other than alcohol or tobacco) that

- Coordinates or encourages others to sell non-medical drugs

- Depicts, admits to, attempts purchase, or promotes sales of non-medical drugs by the poster of the content or their associates
- Promotes, encourages, coordinates, or provides instructions for use or make 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 or delivery
    - 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 offer, sell, gift, exchange, or transfer firearms, firearm parts, ammunition, or explosives between private individuals, unless posted by a Page representing a real brick-and-mortar store, legitimate website, brand or government agency (e.g. police department, fire department). This includes content that

- Mentions or depicts firearms, firearm parts, ammunition, explosives, 3D gun printing files of any of the above, 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 trade, by which we mean:
    - Explicitly mentioning the product is for sale or trade or deliveryor
    - Asking the audience to buy, or
    - 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

Content that attempts to sell, gift, exchange, transfer, promote or otherwise provide access to instructions for 3D printing or computer-aided manufacturing of firearms or

firearm parts, unless posted by a Page representing a real brick-and-mortar store, legitimate website, brand or government agency (e.g. police department, fire department). This includes content that:

- Mentions or depicts 3D gun printing files or any of the above and a product unrelated to firearms, and
- Makes an attempt to sell or trade, by which we mean:
    - Explicitly mentioned the product is for sale or trade, or
    - Asking the audience to buy, or
    - Listing price or noting 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

Content that depicts the trade (buying or selling) of human organs and/or blood where trade is defined as:

- Mentioning or depicting the human organs and/or blood, and
- Indicating that human organs and/or blood are available for selling or buying, or
- Listing a price or expressing willingness to discuss price

Content that encourages contact to facilitate the trade of human organs and/or blood

Content that attempts to sell live animals between private individuals.

Content that coordinates or supports the poaching or selling of endangered species and their parts

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

Content posted by or promoting 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

Content that depicts the sale or attempt to purchase knives which includes content that

- Mentions or depicts a knife or bladed weapon, and
- Explicitly mentions the product is for sale or trade or delivery, or
- Asks the audience to buy, or
- Lists the price, or
- Asks or gives away the product for free between private individuals, 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

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 and real-time depictions 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

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
Adults soliciting minors
Minors soliciting 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 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

8. Sexual Exploitation of Adults

II. Safety

Do not post:

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

- Depictions (including real photos/videos), or
- Advocacy (including aspirational and conditional statements), or
- Statements of intent, or
- Calls for action, or
- Participation by yourself or others to engage in any form of the above mentioned sexual acts.

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
- Secretly taken imagery of a real person's commonly sexualized body parts (such as the breasts, groin, or buttocks) or of a real person engaged in sexual activity. This imagery is commonly known as "creepshots" or "upskirts" and includes photos or videos:
    - Threatening or stating an intent to share intimate imagery without consent
    - Soliciting intimate imagery to view or share without consent
    - Threatening or stating an intent to share private sexual conversations

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

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.

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

Target anyone maliciously by:

- 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

- Threaten to release an individual's private phone number, residential address, or email address
- Creating or posting content to Pages or Groups that are dedicated to attacking individual(s) by, for example
    - Calling for death or serious disease or disability
    - Making statements of intent of advocating to engage in sexual activity
    - Claims about sexually transmitted diseases

- Sending messages to any individual that contain
    - Targeted 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

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

- Calls for death or serious disease or disability
- Claims about sexual activity or sexually transmitted diseases
- Pages or Groups created to attack through:
    - Targeted cursing
    - High-severity physical descriptions
    - Claims about religious identity or blasphemy
    - Expressions of contempt or disgust

Target public figures by purposefully exposing them to:

- For adults
    - Calls for death or serious disease or disability

        - Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity
        - Claims about sexually transmitted disease

- 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 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 high-severity physical descriptions
- Content that ranks individuals on physical appearance or personality
- 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
- 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 with:

- Targeted cursing
- Claims about romantic involvement, sexual orientation or gender identity
- Content questioning hygiene
- Coordination, advocation, 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")
- Low-severity 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

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 documentationof 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

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We also provide some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

We allow humor and social commentary related to these topics. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and learn more about our approach to hate speech.

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 such as reference or comparison to:
    - 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’”)
- 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, where exclusion is defined as:

- 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 commonly used as insulting labels for the above-listed characteristics.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

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 unless in the context of cremation or self-immolation when that action is a form of political speech or newsworthy
- Victims of cannibalism

Videos or photos that depict non-sexual 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 and photos showing violent death of persons can be removed if requested by a family member.

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, 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
- Charred or burning people
- Victims of cannibalism
- Throat-slitting

Imagery featuring animals that shows

- Dismemberment
- Visible internal organs
- Charred or burning animals

Animal abuse, defined as

- Repeated kicking or beating of an animal by a person
- Acts of torture by a person committed against animals
- Biting of an animal for abusive purposes
- Imagery of animal fights when visible innards or dismemberment is visible, unless in the wild
- Animals being killed or showing animal mutilation in a hunting, manufacturing, or food preparation/processing context

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, knifes, nails) involuntarily inserted or stuck inside people or animals causing grievous injury

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

Imagery of fetuses that show:

- Dismemberment
- An abortion or abandonment context
- Imagery of newborn babies in an abandonment context

Photos and videos of animals in a ritual slaughter context showing dismemberment, or visible innards, or charring and burning

Imagery of visible innards in a birthing context

Imagery of non-medical foreign objects voluntarily inserted or stuck inside human through skin in religious or cultural context

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 which we define as offering or requesting things, including but not limited to the following:

Sex or sexual partners
Sex chat or conversations
Nude images

Implicit sexual solicitation, which we define as an offer or request to engage paired with at least one of the following elements, none of which violate our Community Standards on their own:

Vague suggestive statements, such as “looking for a good time tonight”
Sexualized slang
Using sexual hints such as mentioning sexual roles, sex positions, fetish scenarios, sexual preference/sexual partner preference, state of arousal, act of sexual intercourse or activity (sexual penetration or self-pleasuring), commonly sexualized areas of the body such as the breasts, groin, or buttocks, state of hygiene of genitalia or buttocks

An offer or ask for other adult activities such as:

Commercial pornography
Partners who share fetish or sexual interests

Sexually explicit language that adds details and goes beyond mere naming or mentioning of:

A state of sexual arousal (wetness or erection)
An act of sexual intercourse

16. Cruel and Insensitive

III. Objectionable Content

Do not post:

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

17. 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

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

18. 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 products 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 Facebook 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.

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

- Accounts that are fake

- Accounts that have fake names
- Accounts that participate in, or claim to engage 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
    - Mislead people to conceal or enable the violation of other policies under the Community Standards

19. 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

20. Memorialization

IV. Integrity and Authenticity

Policy Rationale

,When someone passes away, friends and family can request
that 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.

21. 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

22. 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

23. 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

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 vulnerability.

Do not post:

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

- Statements of intent to commit high-severity violence; or
- Calls for high-severity violence (unless the target is an organization or individual covered in the Dangerous Individuals and Organizations policy, or is described as having carried out violent crimes or sexual offenses, wherein criminal/predator status has been established by media reports, market knowledge of news event, etc.)
- 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 (unless the target is an organization or individual covered in the Dangerous Individuals and Organizations policy, or is described as having carried out violent crimes or sexual offenses, wherein criminal/predator status has been established by media reports, market knowledge of news event, etc.); or
- Aspirational or conditional statements to commit high-severity violence (unless the target is an organization or individual covered in the Dangerous Individuals and Organizations policy, or is described as having carried out violent crimes or sexual offenses, wherein criminal/predator status has been established by media reports, market knowledge of news event, etc.)

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.

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

- Statements of intent to commit violence; or
- Statements advocating violence (unless the target is an organization or individual covered in the Dangerous Individuals and Organizations policy, or is described as having carried out violent crimes or sexual offenses, wherein criminal/predator status has been established by media reports, market knowledge of news event, etc.); or
- Calls for mid-severity violence (unless the target is a member of a dangerous organization, or is described as having carried out violent crimes or sexual offenses, wherein criminal/predator status has been established by media reports, market knowledge of news event, etc.) including content where no target is specified but a symbol represents the target;; or
- Aspirational or conditional statements to commit violence (unless the target is is a member of a dangerous organization, or is described as having carried out violent crimes or sexual offenses, wherein criminal/predator status has been established by media reports, market knowledge of news event, etc.); or
- Other target(s) apart from private individuals, minor public figures, vulnerable persons, or vulnerable 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 (unless the target is a member of a dangerous organization, or is described as having carried out violent crimes or sexual offenses, wherein criminal/predator status has been established by media reports, market knowledge of news event, etc.)

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.)

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 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, or advocating for high or mid-severity violence due to voting, voter registration, or the outcome of an election.

Misinformation that contributes to imminent violence or physical harm

Calls to action, statements of intent to bring armaments to a vulnerable location, or encouraging others to do the same

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 proclaim a violent mission or are engaged in violence, from having a presence on Facebook. This includes organizations or individuals involved n the following:

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

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

3. Promoting and Publicizing Crime

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4. Coordinating Harm[1] [2]

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

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

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[1] 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.

[2] 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 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:

Content about non-medical drugs that

- Coordinates or encourages others to sell non-medical drugs
- Depicts, admits to, attempts purchase, or promotes sales of non-medical drugs by the poster of the content or their associates
- Promotes, encourages, coordinates, or provides instructions for use or make 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 or delivery
    - 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 offer, sell, gift, exchange, or transfer firearms, firearm parts, ammunition, or explosives between private individuals, unless posted by a Page representing a real brick-and-mortar store, legitimate website, brand or government agency (e.g. police department, fire department). This includes content that:

- Mentions or depicts firearms, firearm parts, ammunition, or explosives, 3D gun printing files of any of the above, and a product unrelated to firearms, and
- Makes an attempt to sell or trade, by which we mean:
    - Explicitly mentioning the product is for sale or trade, or
    - Asking the audience to buy, or
    - 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

Content that attempts to sell, gift, exchange, transfer, promote or otherwise provide access to instructions for 3D printing or computer-aided manufacturing of firearms or firearm parts, unless posted by a Page representing a real brick-and-mortar store,

legitimate website, brand or government agency (e.g. police department, fire department). This includes content that:

- Mentions or depicts 3D gun printing files of any of the above and a product unrelated to firearms, and
- Makes an attempt to sell or trade, by which we mean:
    - Explicitly mentioned the product is for sale or trade, or
    - Asking the audience to buy, or
    - Listing price or noting 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

Content that depicts the trade (buying or selling) of human organs and/or blood where trade is defined as:

- Mentioning or depicting the human organs and/or blood, and
- Indicating that human organs and/or blood are available for selling or buying, or
- Listing a price or expressing willingness to discuss price

Content that encourages contact to facilitate the trade of human organs and/or blood

Content that attempts to sell live animals between private individuals.

Content that coordinates or supports the poaching or selling of endangered species and their parts

Content that attempts to offer, sell, gift, exchange, or transfer alcohol or tobacco products between private individuals. This includes content that:

- Mentions or depicts alcohol or tobacco, and
    - Makes an attempt to sell or trade, by which we mean:
        - Explicitly mentions the product is for sale or trade, or
        - Asks the audience to buy, or
        - Lists price or notes product is free
        - And is not posted by a Page representing a real brick-and-mortar store, legitimate website or brand

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

Content posted by or promoting 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

Content that depicts the sale or attempt to purchase knives, which includes content that

- Mentions or depicts a knife or bladed weapon, and
- Explicitly mentions the product is for sale or trade or delivery, or
- Asks the audience to buy, or
- Lists the price, or
- Asks or gives away the product for free between private individuals, or
- Encourages contact about the product either by:
    - Explicitly asking to be contacted, or
    - Including any type of contact information

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

Content posted by or promoting a brick and mortar store, legitimate website or brand, which coordinates or promotes the sale or transfer of alcohol or tobacco products off of Facebook's services. This includes content that:

- Mentions or depicts alcohol or tobacco, and
    - Explicitly mentions the product is for sale or trade, or
    - Asks the audience to buy, or
    - Lists the price or notes 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

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 and real-time depictions 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

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
Adults soliciting minors
Minors soliciting 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 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

8. Sexual Exploitation of Adults

II. Safety

Do not post:

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

- Depictions (including real photos/videos), or
- Advocacy (including aspirational and conditional statements), or
- Statements of intent, or
- Calls for action, or
- Participation by yourself or others to engage in any form of the above mentioned sexual acts.

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
    - Secretly taken imagery of a real person's commonly sexualized body parts (such as the breasts, groin, or buttocks) or of a real person engaged in sexual activity. This imagery is commonly known as "creepshots" or "upskirts" and includes photos or videos:
        - Threatening or stating an intent to share intimate imagery without consent
        - Soliciting intimate imagery to view or share without consent
        - Threatening or stating an intent to share private sexual conversations

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

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.

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

Target anyone maliciously by:

- 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

- Threaten to release an individual's private phone number, residential address, or email address
- Creating or posting content to Pages or Groups that are dedicated to attacking individual(s) by, for example
    - Calling for death or serious disease or disability
    - Making statements of intent of advocating to engage in sexual activity
    - Claims about sexually transmitted diseases

- Sending messages to any individual that contain
    - Targeted 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

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

- Calls for death or serious disease or disability
- Claims about sexual activity or sexually transmitted diseases
- Pages or Groups created to attack through:
    - Targeted cursing
    - High-severity physical descriptions
    - Claims about religious identity or blasphemy
    - Expressions of contempt or disgust

Target public figures by purposefully exposing them to:

- For adults
    - Calls for death or serious disease or disability
    - Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity
    - Claims about sexually transmitted disease

- 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 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 high-severity physical descriptions
- Content that ranks individuals on physical appearance or personality

- 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
- 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 with:

- Targeted cursing
- Claims about romantic involvement, sexual orientation or gender identity
- Content questioning hygiene
- Coordination, advocation, 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")
- Low-severity 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

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 documentationof 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

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We also provide some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

We allow humor and social commentary related to these topics. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and learn more about our approach to hate speech.

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 such as reference or comparison to:
    - 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’”)
    - 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, where exclusion is defined as:

- 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 commonly used as insulting labels for the above-listed characteristics.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

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 unless in the context of cremation or self-immolation when that action is a form of political speech or newsworthy
- Victims of cannibalism

Videos or photos that depict non-sexual 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 and photos showing violent death of persons can be removed if requested by a family member.

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, 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
- Charred or burning people
- Victims of cannibalism
- Throat-slitting

Imagery featuring animals that shows

- Dismemberment
- Visible internal organs
- Charred or burning animals

Animal abuse, defined as

- Repeated kicking or beating of an animal by a person
- Acts of torture by a person committed against animals
- Biting of an animal for abusive purposes
- Imagery of animal fights when visible innards or dismemberment is visible, unless in the wild
- Animals being killed or showing animal mutilation in a hunting, manufacturing, or food preparation/processing context

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, knifes, nails) involuntarily inserted or stuck inside people or animals causing grievous injury

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

Imagery of fetuses that show:

- Dismemberment
- An abortion or abandonment context
- Imagery of newborn babies in an abandonment context

Photos and videos of animals in a ritual slaughter context showing dismemberment, or visible innards, or charring and burning

Imagery of visible innards in a birthing context

Imagery of non-medical foreign objects voluntarily inserted or stuck inside human through skin in religious or cultural context

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 which we define as offering or requesting things, including but not limited to the following:

Sex or sexual partners
Sex chat or conversations
Nude images

Implicit sexual solicitation, which we define as an offer or request to engage paired with at least one of the following elements, none of which violate our Community Standards on their own:

Vague suggestive statements, such as “looking for a good time tonight”
Sexualized slang
Using sexual hints such as mentioning sexual roles, sex positions, fetish scenarios, sexual preference/sexual partner preference, state of arousal, act of sexual intercourse or activity (sexual penetration or self-pleasuring), commonly sexualized areas of the body such as the breasts, groin, or buttocks, state of hygiene of genitalia or buttocks

An offer or ask for other adult activities such as:

Commercial pornography
Partners who share fetish or sexual interests

Sexually explicit language that adds details and goes beyond mere naming or mentioning of:

A state of sexual arousal (wetness or erection)
An act of sexual intercourse

16. Cruel and Insensitive

III. Objectionable Content

Do not post:

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

17. 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
  - 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

18. 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 products 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 Facebook 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.

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

- Accounts that are fake
- Accounts that have fake names
- Accounts that participate in, or claim to engage 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
    - Mislead people to conceal or enable the violation of other policies under the Community Standards

19. 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

20. Memorialization

IV. Integrity and Authenticity

Policy Rationale

,When someone passes away, friends and family can request
that 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.

21. 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

22. 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

23. 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

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 vulnerability.

Do not post:

Threats that could lead to death (and other forms of high-severity violence) of any target(s) 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, minor public figures, vulnerable persons, or vulnerable 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, vulnerable persons, or vulnerable 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.)

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 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, or advocating for high or mid-severity violence due to voting, voter registration, or the outcome of an election.

Misinformation that contributes to imminent violence or physical harm.

Calls to action, statements of intent to bring armaments to locations, including but not limited to places of worship, or encouraging others to do the same.

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 proclaim a violent mission or are engaged in violence, from having a presence on Facebook. This includes organizations or individuals involved n the following:

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

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

3. Promoting and Publicizing Crime

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4. Coordinating Harm[1] [2]

I. Violence and Criminal Behavior

Policy Rationale

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[1] 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.

[2] 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".

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

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:

Content about non-medical drugs that

- Coordinates or encourages others to sell non-medical drugs
- Depicts, admits to, attempts purchase, or promotes sales of non-medical drugs by the poster of the content or their associates
- Promotes, encourages, coordinates, or provides instructions for use or make 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 or delivery
    - 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 offer, sell, gift, exchange, or transfer firearms, firearm parts, ammunition, or explosives between private individuals, unless posted by a Page representing a real brick-and-mortar store, legitimate website, brand or government agency (e.g. police department, fire department). This includes content that:

- Mentions or depicts firearms, firearm parts, ammunition, explosives, or 3D gun printing files of any firearm or its parts[3], and
- Makes an attempt to sell or trade, by which we mean:
    - Explicitly mentioning the product is for sale or trade, or
    - Asking the audience to buy, or
    - 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
- [4]3D gun printing files or instructions to manufacture firearms using 3D printers or CNC milling machines, including links to websites where such files or instructions are made available, may not be shared by anyone. A Page representing a real brick-and-mortar store, legitimate website or brand can otherwise post content that may promote these items only for sale off of our services and as long as those retailers comply with all applicable laws and regulations.

Content that depicts the trade (buying or selling) of human organs and/or blood where trade is defined as:

- Mentioning or depicting the human organs and/or blood, and
- Indicating that human organs and/or blood are available for selling or buying, or
- Listing a price or expressing willingness to discuss price

Content that encourages contact to facilitate the trade of human organs and/or blood

Content that attempts to sell live animals between private individuals.

Content that coordinates or supports the poaching or selling of endangered species and their parts

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[3] Note from Facebook's records, 30 July 2019: "The updates reflected here are not changes to our policy, but are continued attempts to clarify policy language."
[4] [4] Note from Facebook's records, 30 July 2019: "The updates reflected here are not changes to our policy, but are continued attempts to clarify policy language."

Content that attempts to offer, sell, gift, exchange, or transfer alcohol or tobacco products between private individuals. This includes content that:

- Mentions or depicts alcohol or tobacco, and
    - Makes an attempt to sell or trade, by which we mean:
        - Explicitly mentions the product is for sale or trade, or
        - Asks the audience to buy, or
        - Lists price or notes product is free
        - And is not posted by a Page representing a real brick-and-mortar store, legitimate website or brand

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

Content posted by or promoting 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

Content that depicts the sale or attempt to purchase knives, which includes content that

- Mentions or depicts a knife or bladed weapon, and
- Explicitly mentions the product is for sale or trade or delivery, or
- Asks the audience to buy, or
- Lists the price, or
- Asks or gives away the product for free between private individuals, or
- Encourages contact about the product either by:
    - Explicitly asking to be contacted, or
    - Including any type of contact information

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

Content posted by or promoting a brick and mortar store, legitimate website or brand, which coordinates or promotes the sale or transfer of alcohol or tobacco products off of Facebook's services. This includes content that:

- Mentions or depicts alcohol or tobacco, and
    - Explicitly mentions the product is for sale or trade, or
    - Asks the audience to buy, or
    - Lists the price or notes 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

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 and real-time depictions 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

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
Adults soliciting minors
Minors soliciting 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 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

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 have 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, 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
- Participation by yourself or others to engage in any form of the above mentioned sexual acts.

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 known as "Revenge Porn" 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 imagery of a real person's commonly sexualized body parts such as the breasts, groin, or buttocks or of a real person engaged in sexual activity. This imagery is commonly known as "creepshots" or "upskirts" and includes photos or videos:
    - Threatening or stating an intent to share intimate imagery without consent
    - Soliciting intimate imagery to view or share without consent
    - 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

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.

Do not:

Repeatedly contact someone in a manner than is:

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

Target anyone maliciously by:

- 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

- Threaten to release an individual's private phone number, residential address, or email address
- Creating or posting content to Pages or Groups that are dedicated to attacking individual(s) by, for example
    - Calling for death or serious disease or disability
    - Making statements of intent of advocating to engage in sexual activity
    - Claims about sexually transmitted diseases

- 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, or physical harm

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

- Calls for death or serious disease or disability
- Claims about sexual activity or sexually transmitted diseases
- Pages or Groups created to attack through:
    - Targeted cursing
    - High-severity physical descriptions
    - Claims about religious identity or blasphemy
    - Expressions of contempt or disgust

Target public figures by purposefully exposing them to:

- For adults
    - Calls for death or serious disease or disability
    - Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity
    - Claims about sexually transmitted disease

- 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 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 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
- 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 with:

- Targeted cursing
- Claims about romantic involvement, sexual orientation or gender identity
- Content questioning hygiene
- Coordination, advocation, 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

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 documentationof 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

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We also provide some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

We allow humor and social commentary related to these topics. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and learn more about our approach to hate speech.

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 such as reference or comparison to:
    - 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’”)
    - 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 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:
        - Culturally perceived negative character trait, 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 or their visual equivalent, 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 or their visual equivalent, 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 at a person or group of people who share protected characteristics, such 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 or anus, or with feces or urine, including but not limited to: suck my dick, kiss my ass, eat shit

For more information on the refinements we made to Tier 2 of our hate speech policies, read through the <u>notes from the meeting</u> where the policy proposal was discussed and adopted.
Tier 3 attacks, which are calls to exclude or segregate a person or group of people based on the above-listed characteristics, where exclusion is defined as:

- 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 commonly used as insulting labels for the above-listed characteristics.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

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

allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

Do not post:

Imagery of violence committed against real people or animals with comments or captions by the poster or comments under such imagery 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; 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

Videos or photos that depict non-sexual 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 and photos showing violent death of persons can be removed if requested by a family member.

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; 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 featuring animals that shows

- Dismemberment
- Visible internal organs
- Charred or burning animals

Animal abuse, defined as

- Repeated kicking or beating of an animal by a person
- Acts of torture by a person committed against animals
- Biting of an animal for abusive purposes
- Imagery of animal fights when visible innards or dismemberment is visible, unless in the wild
- Animals being killed or showing animal mutilation in a hunting, manufacturing, or food preparation/processing context

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, knifes, nails) involuntarily inserted or stuck inside people or animals causing grievous injury

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

Imagery of fetuses that show:

- Dismemberment

- An abortion or abandonment context
- Imagery of newborn babies in an abandonment context

Photos and videos of animals in a ritual slaughter context showing dismemberment, or visible innards, or charring and burning

Imagery of visible innards in a birthing context

Imagery of non-medical foreign objects voluntarily inserted or stuck inside human through skin in religious or cultural context

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 (Adult Sexual Exploitation), people use Facebook to discuss and draw attention to sexual violence and exploitation. We recognize the importance of and allow for this discussion.We also allow for the discussion of sex worker rights advocacy and sex work regulation. We draw the line, however, when content facilitates, encourages or coordinates sexual encounters or commercial sexual services between adults. We do this to avoid facilitating transactions that may involve trafficking, coercion and non-consensual sexual acts.

We also restrict sexually-explicit language that may lead to sexual 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 images

Content that meets both of the following criteria:

- Criteria 1: Offer or Ask
    - Content implicitly or indirectly[5] (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
        - Content that mentions or depicts hints of sexual activity such as: sexual roles, sex positions, fetish scenarios, state of arousal, act of sexual intercourse or activity (sexual penetration or self-pleasuring), or
        - Including content (hand drawn, digital, or real world art) that depicts sexual activity (explicit or implicit), or
        - Including imagery of real individuals with nudity covered by human parts, objects, or digital obstruction, including long shots of fully nude butts

Content must meet Criteria 1 (offer or ask) and be implicitly or indirectly offering or asking for sexual solicitation in order to be deemed violating.

[5] Note from Facebook's records, 30 July 2019: "The updates reflected here are not changes to our policy, but are continued attempts to clarify policy language."

For example, if content is a hand-drawn image depicting sexual activity but does not ask or offer sexual solicitation, it is not violating.

An offer or ask for other adult activities such as:

- Commercial pornography
- Nude images, unless modeling context is clear

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

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

16. Cruel and Insensitive

III. Objectionable Content

Do not post:

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

17. 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

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

18. 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 products 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 Facebook 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.

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

- Accounts that are fake
- Accounts that have fake names
- Accounts that participate in, or claim to engage 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
    - Mislead people to conceal or enable the violation of other policies under the Community Standards

19. 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

20. Memorialization

IV. Integrity and Authenticity

Policy Rationale

,When someone passes away, friends and family can request that 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.

21. 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

22. 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

23. 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

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 vulnerability.

Do not post:

Threats that could lead to death (and other forms of high-severity violence) of any target(s) 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, minor public figures, vulnerable persons, or vulnerable 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, vulnerable persons, or vulnerable 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.)

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 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, or advocating for high or mid-severity violence due to voting, voter registration, or the outcome of an election.

Misinformation that contributes to imminent violence or physical harm.

Calls to action, statements of intent to bring armaments to locations, including but not limited to places of worship, or encouraging others to do the same.

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 proclaim a violent mission or are engaged in violence, from having a presence on Facebook. This includes organizations or individuals involved n the following:

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

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

3. Promoting and Publicizing Crime

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4. Coordinating Harm[1] [2]

I. Violence and Criminal Behavior

Policy Rationale

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[1] 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.

[2] 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".

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

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:

Content about non-medical drugs that

- Coordinates or encourages others to sell non-medical drugs
- Depicts, admits to, attempts purchase, or promotes sales of non-medical drugs by the poster of the content or their associates
- Promotes, encourages, coordinates, or provides instructions for use or make 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 or delivery
    - 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 offer, sell, gift, exchange, or transfer firearms, firearm parts, ammunition, or explosives between private individuals, unless posted by a Page representing a real brick-and-mortar store, legitimate website, brand or government agency (e.g. police department, fire department). This includes content that:

- Mentions or depicts firearms, firearm parts, ammunition, explosives, or 3D gun printing files of any firearm or its parts, and
- Makes an attempt to sell or trade, by which we mean:
    - Explicitly mentioning the product is for sale or trade, or
    - Asking the audience to buy, or
    - 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
- 3D gun printing files or instructions to manufacture firearms using 3D printers or CNC milling machines, including links to websites where such files or instructions are made available, may not be shared by anyone. A Page representing a real brick-and-mortar store, legitimate website or brand can otherwise post content that may promote these items only for sale off of our services and as long as those retailers comply with all applicable laws and regulations.

Content that depicts the trade (buying or selling) of human organs and/or blood where trade is defined as:

- Mentioning or depicting the human organs and/or blood, and
- Indicating that human organs and/or blood are available for selling or buying, or
- Listing a price or expressing willingness to discuss price

Content that encourages contact to facilitate the trade of human organs and/or blood

Content that attempts to sell live animals between private individuals.

Content that coordinates or supports the poaching or selling of endangered species and their parts

Content that attempts to offer, sell, gift, exchange, or transfer alcohol or tobacco products between private individuals. This includes content that:

- Mentions or depicts alcohol or tobacco, and
    - Makes an attempt to sell or trade, by which we mean:
        - Explicitly mentions the product is for sale or trade, or

- Asks the audience to buy, or
- Lists price or notes product is free
- And is not posted by a Page representing a real brick-and-mortar store, legitimate website or brand

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

Content posted by or promoting 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

Content that depicts the sale or attempt to purchase knives, which includes content that

- Mentions or depicts a knife or bladed weapon, and
- Explicitly mentions the product is for sale or trade or delivery, or
- Asks the audience to buy, or
- Lists the price, or
- Asks or gives away the product for free between private individuals, or
- Encourages contact about the product either by:
    - Explicitly asking to be contacted, or
    - Including any type of contact information

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

Content posted by or promoting a brick and mortar store, legitimate website or brand, which coordinates or promotes the sale or transfer of alcohol or tobacco products off of Facebook's services. This includes content that:

- Mentions or depicts alcohol or tobacco, and
    - Explicitly mentions the product is for sale or trade, or
    - Asks the audience to buy, or
    - Lists the price or notes 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

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 and real-time depictions 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

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
Adults soliciting minors
Minors soliciting 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 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

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 have 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, 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
- Participation by yourself or others to engage in any form of the above mentioned sexual acts.

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 known as "Revenge Porn" 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 imagery of a real person's commonly sexualized body parts such as the breasts, groin, or buttocks or of a real person engaged in sexual activity. This imagery is commonly known as "creepshots" or "upskirts" and includes photos or videos:
    - Threatening or stating an intent to share intimate imagery without consent

- Soliciting intimate imagery to view or share without consent
- 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

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.

Do not:

Repeatedly contact someone in a manner than is:

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

Target anyone maliciously by:

- 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

- Threaten to release an individual's private phone number, residential address, or email address
- Creating or posting content to Pages or Groups that are dedicated to attacking individual(s) by, for example
    - Calling for death or serious disease or disability
    - Making statements of intent of advocating to engage in sexual activity
    - Claims about sexually transmitted diseases

- 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, or physical harm

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

- Calls for death or serious disease or disability
- Claims about sexual activity or sexually transmitted diseases
- Pages or Groups created to attack through:
    - Targeted cursing
    - High-severity physical descriptions
    - Claims about religious identity or blasphemy
    - Expressions of contempt or disgust

Target public figures by purposefully exposing them to:

- For adults
    - Calls for death or serious disease or disability
    - Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity
    - Claims about sexually transmitted disease

- 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 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 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
- 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 with:

- Targeted cursing
- Claims about romantic involvement, sexual orientation or gender identity
- Content questioning hygiene
- Coordination, advocation, 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

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 documentationof 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

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We also provide some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

We allow humor and social commentary related to these topics. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and learn more about our approach to hate speech.

Under our hate speech policies, we prohibit attacks, including generalizations, based on a person's protected or quasi-protected characteristics. The line between generalizations about a person or group of people and statements about their behavior, however, isn't always clear. The refinements you see here are an attempt to distinguish between generalizations and statements about behavior. For more information about the policy proposal adopted (and the options that were considered but not adopted), see here.

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 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’”)
    - Mocking the concept, events or victims of hate crimes even if no real person is depicted in an image
    - Designated dehumanizing comparisons , generalizations, or unqualified behavioral statements (in written or visual form).

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:
        - Culturally perceived negative character trait, 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 or their visual equivalent, 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 or their visual equivalent, 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, such 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 or anus, or with 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 commonly used as insulting labels for the above-listed characteristics.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about

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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

Do not post:

Imagery of violence committed against real people or animals with comments or captions by the poster or comments under such imagery 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; 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

Videos or photos that depict non-sexual 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 and photos showing violent death of persons can be removed if requested by a family member.

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; 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 featuring animals that shows

- Dismemberment
- Visible internal organs
- Charred or burning animals

Animal abuse, defined as

- Repeated kicking or beating of an animal by a person
- Acts of torture by a person committed against animals
- Biting of an animal for abusive purposes
- Imagery of animal fights when visible innards or dismemberment is visible, unless in the wild
- Animals being killed or showing animal mutilation in a hunting, manufacturing, or food preparation/processing context

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, knifes, nails) involuntarily inserted or stuck inside people or animals causing grievous injury

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

Imagery of fetuses that show:

- Dismemberment

- An abortion or abandonment context
- Imagery of newborn babies in an abandonment context

Photos and videos of animals in a ritual slaughter context showing dismemberment, or visible innards, or charring and burning

Imagery of visible innards in a birthing context

Imagery of non-medical foreign objects voluntarily inserted or stuck inside human through skin in religious or cultural context

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 (Adult Sexual Exploitation), people use Facebook to discuss and draw attention to sexual violence and exploitation. We recognize the importance of and allow for this discussion.We also allow for the discussion of sex worker rights advocacy and sex work regulation. We draw the line, however, when content facilitates, encourages or coordinates sexual encounters or commercial sexual services between adults. We do this to avoid facilitating transactions that may involve trafficking, coercion and non-consensual sexual acts.

We also restrict sexually-explicit language that may lead to sexual 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 or imagery

Content that meets both of the following criteria:

- 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

Content must meet Criteria 1 (offer or ask) and be implicitly or indirectly offering or asking for sexual solicitation in order to be deemed 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.

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

Do not post:

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

17. 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

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

18. 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 products 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 Facebook 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.

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

- Accounts that are fake
- Accounts that have fake names

- Accounts that participate in, or claim to engage 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
    - Mislead people to conceal or enable the violation of other policies under the Community Standards

19. 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

20. Memorialization

IV. Integrity and Authenticity

Policy Rationale

,When someone passes away, friends and family can request

that 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.

21. 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

22. 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

23. 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

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 vulnerability.

Do not post:

Threats that could lead to death (and other forms of high-severity violence) of any target(s) 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, minor public figures, vulnerable persons, or vulnerable 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, vulnerable persons, or vulnerable 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.)

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 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, or advocating for high or mid-severity violence due to voting, voter registration, or the outcome of an election.

Misinformation that contributes to imminent violence or physical harm.

Calls to action, statements of intent to bring armaments to locations, including but not limited to places of worship, or encouraging others to do the same.

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 proclaim a violent mission or are engaged in violence, from having a presence on Facebook. This includes organizations or individuals involved n the following:

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

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

3. Promoting and Publicizing Crime

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4. Coordinating Harm[1] [2]

I. Violence and Criminal Behavior

Policy Rationale

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[1] 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.

[2] 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".

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

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:

Content about non-medical drugs that

- Coordinates or encourages others to sell non-medical drugs
- Depicts, admits to, attempts purchase, or promotes sales of non-medical drugs by the poster of the content or their associates
- Promotes, encourages, coordinates, or provides instructions for use or make 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 or delivery
    - 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 offer, sell, gift, exchange, or transfer firearms, firearm parts, ammunition, or explosives between private individuals, unless posted by a Page representing a real brick-and-mortar store, legitimate website, brand or government agency (e.g. police department, fire department). This includes content that:

- Mentions or depicts firearms, firearm parts, ammunition, explosives, or 3D gun printing files of any firearm or its parts, and
- Makes an attempt to sell or trade, by which we mean:
    - Explicitly mentioning the product is for sale or trade, or
    - Asking the audience to buy, or
    - 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
- 3D gun printing files or instructions to manufacture firearms using 3D printers or CNC milling machines, including links to websites where such files or instructions are made available, may not be shared by anyone. A Page representing a real brick-and-mortar store, legitimate website or brand can otherwise post content that may promote these items only for sale off of our services and as long as those retailers comply with all applicable laws and regulations.

Content that depicts the trade (buying or selling) of human organs and/or blood where trade is defined as:

- Mentioning or depicting the human organs and/or blood, and
- Indicating that human organs and/or blood are available for selling or buying, or
- Listing a price or expressing willingness to discuss price

Content that encourages contact to facilitate the trade of human organs and/or blood

Content that attempts to sell live animals between private individuals.

Content that coordinates or supports the poaching or selling of endangered species and their parts

Content that attempts to offer, sell, gift, exchange, or transfer alcohol or tobacco products between private individuals. This includes content that:

- Mentions or depicts alcohol or tobacco, and
    - Makes an attempt to sell or trade, by which we mean:
        - Explicitly mentions the product is for sale or trade, or

- Asks the audience to buy, or
- Lists price or notes product is free
- And is not posted by a Page representing a real brick-and-mortar store, legitimate website or brand

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

Content posted by or promoting 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

Content that depicts the sale or attempt to purchase knives, which includes content that

- Mentions or depicts a knife or bladed weapon, and
- Explicitly mentions the product is for sale or trade or delivery, or
- Asks the audience to buy, or
- Lists the price, or
- Asks or gives away the product for free between private individuals, or
- Encourages contact about the product either by:
    - Explicitly asking to be contacted, or
    - Including any type of contact information

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

Content posted by or promoting a brick and mortar store, legitimate website or brand, which coordinates or promotes the sale or transfer of alcohol or tobacco products off of Facebook's services. This includes content that:

- Mentions or depicts alcohol or tobacco, and
    - Explicitly mentions the product is for sale or trade, or
    - Asks the audience to buy, or
    - Lists the price or notes 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

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 and real-time depictions 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

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
Adults soliciting minors
Minors soliciting 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 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

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 have 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:

- Sextortion: Coercing money, favors, or intimate imagery from people by threats of exposure of their intimate imagery or intimate information
- 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.

Do not:

Repeatedly contact someone in a manner than is:

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

Target anyone maliciously by:

- 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

- Threaten to release an individual's private phone number, residential address, or email address
- Creating or posting content to Pages or Groups that are dedicated to attacking individual(s) by, for example
    - Calling for death or serious disease or disability
    - Making statements of intent of advocating to engage in sexual activity
    - Claims about sexually transmitted diseases

- 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, or physical harm

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

- Calls for death or serious disease or disability
- Claims about sexual activity or sexually transmitted diseases
- Pages or Groups created to attack through:
        - Targeted cursing
        - High-severity physical descriptions
        - Claims about religious identity or blasphemy
        - Expressions of contempt or disgust

Target public figures by purposefully exposing them to:

- For adults
        - Calls for death or serious disease or disability
        - Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity
        - Claims about sexually transmitted disease

- 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 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 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
- 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 with:

- Targeted cursing
- Claims about romantic involvement, sexual orientation or gender identity
- Content questioning hygiene
- Coordination, advocation, 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

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 documentationof 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

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We also provide some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

We allow humor and social commentary related to these topics. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and learn more about our approach to hate speech.

Under our hate speech policies, we prohibit attacks, including generalizations, based on a person's protected or quasi-protected characteristics. The line between generalizations about a person or group of people and statements about their behavior, however, isn't always clear. The refinements you see here are an attempt to distinguish between generalizations and statements about behavior. For more information about the policy proposal adopted (and the options that were considered but not adopted), see here.

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 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’”)
    - Mocking the concept, events or victims of hate crimes even if no real person is depicted in an image
    - Designated dehumanizing comparisons , generalizations, or unqualified behavioral statements (in written or visual form).

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:
        - Culturally perceived negative character trait, 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 or their visual equivalent, 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 or their visual equivalent, 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, such 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 or anus, or with 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 commonly used as insulting labels for the above-listed characteristics.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about

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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

Do not post:

Imagery of violence committed against real people or animals with comments or captions by the poster or comments under such imagery 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; 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

Videos or photos that depict non-sexual 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 and photos showing violent death of persons can be removed if requested by a family member.

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; 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 featuring animals that shows

- Dismemberment
- Visible internal organs
- Charred or burning animals

Animal abuse, defined as

- Repeated kicking or beating of an animal by a person
- Acts of torture by a person committed against animals
- Biting of an animal for abusive purposes
- Imagery of animal fights when visible innards or dismemberment is visible, unless in the wild
- Animals being killed or showing animal mutilation in a hunting, manufacturing, or food preparation/processing context

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, knifes, nails) involuntarily inserted or stuck inside people or animals causing grievous injury

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

Imagery of fetuses that show:

- Dismemberment

- An abortion or abandonment context
- Imagery of newborn babies in an abandonment context

Photos and videos of animals in a ritual slaughter context showing dismemberment, or visible innards, or charring and burning

Imagery of visible innards in a birthing context

Imagery of non-medical foreign objects voluntarily inserted or stuck inside human through skin in religious or cultural context

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 (Adult Sexual Exploitation), people use Facebook to discuss and draw attention to sexual violence and exploitation. We recognize the importance of and allow for this discussion.We also allow for the discussion of sex worker rights advocacy and sex work regulation. We draw the line, however, when content facilitates, encourages or coordinates sexual encounters or commercial sexual services between adults. We do this to avoid facilitating transactions that may involve trafficking, coercion and non-consensual sexual acts.

We also restrict sexually-explicit language that may lead to sexual 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 or imagery

Content that meets both of the following criteria:

- 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

Content must meet Criteria 1 (offer or ask) and be implicitly or indirectly offering or asking for sexual solicitation in order to be deemed 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.

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

Do not post:

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

17. 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

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

18. 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 products 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 Facebook 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.

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

- Accounts that are fake
- Accounts that have fake names
- Accounts that participate in, or claim to engage 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
    - Mislead people to conceal or enable the violation of other policies under the Community Standards

19. 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

20. Memorialization

IV. Integrity and Authenticity

Policy Rationale

,When someone passes away, friends and family can request
that 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.

21. 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

22. 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

23. 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

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 vulnerability.

Do not post:

Threats that could lead to death (and other forms of high-severity violence) of any target(s) 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, minor public figures, vulnerable persons, or vulnerable 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, vulnerable persons, or vulnerable 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.)

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 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, or advocating for high or mid-severity violence due to voting, voter registration, or the outcome of an election.

Misinformation that contributes to imminent violence or physical harm.

Calls to action, statements of intent to bring armaments to locations, including but not limited to places of worship, or encouraging others to do the same.

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 proclaim a violent mission or are engaged in violence, from having a presence on Facebook. This includes organizations or individuals involved n the following:

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

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

3. Promoting and Publicizing Crime

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4. Coordinating Harm[1] [2]

I. Violence and Criminal Behavior

Policy Rationale

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[1] 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.

[2] 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".

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

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:

Content about non-medical drugs that

- Coordinates or encourages others to sell non-medical drugs
- Depicts, admits to, attempts purchase, or promotes sales of non-medical drugs by the poster of the content or their associates
- Promotes, encourages, coordinates, or provides instructions for use or make 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 or delivery
    - 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 offer, sell, gift, exchange, or transfer firearms, firearm parts, ammunition, or explosives between private individuals, unless posted by a Page representing a real brick-and-mortar store, legitimate website, brand or government agency (e.g. police department, fire department). This includes content that:

- Mentions or depicts firearms, firearm parts, ammunition, explosives, or 3D gun printing files of any firearm or its parts*, and
- Makes an attempt to sell or trade, by which we mean:
    - Explicitly mentioning the product is for sale or trade, or
    - Asking the audience to buy, or
    - 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
- * 3D gun printing files or instructions to manufacture firearms using 3D printers or CNC milling machines, including links to websites where such files or instructions are made available, may not be shared by anyone. A Page representing a real brick-and-mortar store, legitimate website or brand can otherwise post content that may promote these items only for sale off of our services and as long as those retailers comply with all applicable laws and regulations.

Content that depicts the trade (buying or selling) of human organs and/or blood where trade is defined as:

- Mentioning or depicting the human organs and/or blood, and
- Indicating that human organs and/or blood are available for selling or buying, or
- Listing a price or expressing willingness to discuss price

Content that encourages contact to facilitate the trade of human organs and/or blood

Content that attempts to sell live animals between private individuals.

Content that coordinates or supports the poaching or selling of endangered species and their parts

Content that attempts to offer, sell, gift, exchange, or transfer alcohol or tobacco products between private individuals. This includes content that:

- Mentions or depicts alcohol or tobacco, and
    - Makes an attempt to sell or trade, by which we mean:
        - Explicitly mentions the product is for sale or trade, or

        - Asks the audience to buy, or
        - Lists price or notes product is free
        - And is not posted by a Page representing a real brick-and-mortar store, legitimate website or brand

- Content promoting weight loss products that include a miracle claim with a commercial offer

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

Content posted by or promoting 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

Content that depicts the sale or attempt to purchase knives, which includes content that

- Mentions or depicts a knife or bladed weapon, and
- Explicitly mentions the product is for sale or trade or delivery, or
- Asks the audience to buy, or
- Lists the price, or
- Asks or gives away the product for free between private individuals, or
- Encourages contact about the product either by:
    - Explicitly asking to be contacted, or
    - Including any type of contact information

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

Content posted by or promoting a brick and mortar store, legitimate website or brand, which coordinates or promotes the sale or transfer of alcohol or tobacco products off of Facebook's services. This includes content that:

- Mentions or depicts alcohol or tobacco, and
    - Explicitly mentions the product is for sale or trade, or
    - Asks the audience to buy, or
    - Lists the price or notes product is free or
    - Encourages contact about the product either by:
        - Explicitly asking to be contacted, or
        - Including any type of contact information

- Promotes the use or depicts the sale of weight loss products
    - Mentions or depicts a weight loss product or supplement and
    - Promotes, encourages, coordinates, or provides instructions for use or
    - Explicitly mentioning the product is for donation or sale or trade or delivery or
    - Asking the audience to buy or
    - Listing the price or
    - Giving away the product for free

- Promotes the use or depicts the sale of a potentially dangerous cosmetic procedure
    - Mentions or depicts the cosmetic procedure and
    - Promotes, encourages, coordinates, or provides instructions for the procedure or
    - Explicitly mentioning the procedure is for sale or
    - Asking the audience to purchase the procedure or
    - Listing the price of the procedure or
    - Giving away the procedure for free

6. Fraud and Deception[3]

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:

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[3] Note from Facebook's records, 4 Seotember 2019: "We've long had policies on fraud and deception, but they have historically been dispersed throughout our Community Standards, many of them falling under the headings "Coordinating Harm" and "Privacy Violations and Image Privacy Rights." By creating a new section, included in full below, dedicated to fraud and deception we hope to make it easier to find and understand policies that have the same underlying intent - to prevent and disrupt harmful and fraudulent activity."

        - 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
        - Counterfeit currency

- Offering or selling of personally identifiable information
- Coordination or facilitation of fixed betting
- 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)

7. 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 and real-time depictions 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

8. 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
- Adults soliciting minors
- Minors soliciting 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 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

9. 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 have 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:

- Sextortion: Coercing money, favors, or intimate imagery from people by threats of exposure of their intimate imagery or intimate information
- 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

10. 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.

Do not:

Repeatedly contact someone in a manner than is:

- Unwanted or
- Sexually harassing or

- Directed at a large number of individuals with no prior solicitation

Target anyone maliciously by:

- 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

- Threaten to release an individual's private phone number, residential address, or email address
- Creating or posting content to Pages or Groups that are dedicated to attacking individual(s) by, for example
    - Calling for death or serious disease or disability
    - Making statements of intent of advocating to engage in sexual activity
    - Claims about sexually transmitted diseases

- 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, or physical harm

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

- Calls for death or serious disease or disability
- Claims about sexual activity or sexually transmitted diseases
- Pages or Groups created to attack through:
    - Targeted cursing
    - High-severity physical descriptions
    - Claims about religious identity or blasphemy
    - Expressions of contempt or disgust

Target public figures by purposefully exposing them to:

- For adults
    - Calls for death or serious disease or disability
    - Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity
    - Claims about sexually transmitted disease

- 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 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 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
- 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 with:

- Targeted cursing
- Claims about romantic involvement, sexual orientation or gender identity
- Content questioning hygiene
- Coordination, advocation, 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

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 documentationof 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

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We also provide some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

We allow humor and social commentary related to these topics. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and learn more about our approach to hate speech.

Under our hate speech policies, we prohibit attacks, including generalizations, based on a person's protected or quasi-protected characteristics. The line between generalizations about a person or group of people and statements about their behavior, however, isn't always clear. The refinements you see here are an attempt to distinguish between generalizations and statements about behavior. For more information about the policy proposal adopted (and the options that were considered but not adopted), see here.

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 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’”)
- Mocking the concept, events or victims of hate crimes even if no real person is depicted in an image
- Designated dehumanizing comparisons , generalizations, or unqualified behavioral statements (in written or visual form).

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:
        - Culturally perceived negative character trait, 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 or their visual equivalent, 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 or their visual equivalent, 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, such 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 or anus, or with 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 commonly used as insulting labels for the above-listed characteristics.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

Do not post:

Imagery of violence committed against real people or animals with comments or captions by the poster or comments under such imagery 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; 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

Videos or photos that depict non-sexual 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 and photos showing violent death of persons can be removed if requested by a family member.

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; 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 featuring animals that shows

- Dismemberment
- Visible internal organs
- Charred or burning animals

Animal abuse, defined as

- Repeated kicking or beating of an animal by a person
- Acts of torture by a person committed against animals
- Biting of an animal for abusive purposes
- Imagery of animal fights when visible innards or dismemberment is visible, unless in the wild
- Animals being killed or showing animal mutilation in a hunting, manufacturing, or food preparation/processing context

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, knifes, nails) involuntarily inserted or stuck inside people or animals causing grievous injury

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

Imagery of fetuses that show:

- Dismemberment
- An abortion or abandonment context
- Imagery of newborn babies in an abandonment context

Photos and videos of animals in a ritual slaughter context showing dismemberment, or visible innards, or charring and burning

Imagery of visible innards in a birthing context

Imagery of non-medical foreign objects voluntarily inserted or stuck inside human through skin in religious or cultural context

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 (Adult Sexual Exploitation), people use Facebook to discuss and draw attention to sexual violence and exploitation. We recognize the importance of and allow for this discussion.We also allow for the discussion of sex worker rights advocacy and sex work regulation. We draw the line, however, when content facilitates, encourages or coordinates sexual encounters or commercial sexual services between adults. We do this to avoid facilitating transactions that may involve trafficking, coercion and non-consensual sexual acts.

We also restrict sexually-explicit language that may lead to sexual 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 or imagery

Content that meets both of the following criteria:

- 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

Content must meet Criteria 1 (offer or ask) and be implicitly or indirectly offering or asking for sexual solicitation in order to be deemed 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.

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

Do not post:

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

17. 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

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

18. 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 products 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 Facebook 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.

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

- Accounts that are fake
- Accounts that have fake names
- Accounts that participate in, or claim to engage 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
    - Mislead people to conceal or enable the violation of other policies under the Community Standards

19. 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

20. Memorialization

IV. Integrity and Authenticity

Policy Rationale

,When someone passes away, friends and family can request
that 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.

21. 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

22. 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

23. 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

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 vulnerability.

Do not post:

Threats that could lead to death (and other forms of high-severity violence) of any target(s) 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, minor public figures, vulnerable persons, or vulnerable 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, vulnerable persons, or vulnerable 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.)

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 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, or advocating for high or mid-severity violence due to voting, voter registration, or the outcome of an election.

Misinformation that contributes to imminent violence or physical harm.

Calls to action, statements of intent to bring armaments to locations, including but not limited to places of worship, or encouraging others to do the same.

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 proclaim a violent mission or are engaged in violence, from having a presence on Facebook. This includes organizations or individuals involved n the following:

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

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

3. Promoting and Publicizing Crime

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4. Coordinating Harm[1] [2]

I. Violence and Criminal Behavior

Policy Rationale

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[1] 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.

[2] 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".

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

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:

Content about non-medical drugs that

- Coordinates or encourages others to sell non-medical drugs
- Depicts, admits to, attempts purchase, or promotes sales of non-medical drugs by the poster of the content or their associates
- Promotes, encourages, coordinates, or provides instructions for use or make 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 or delivery
    - 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 offer, sell, gift, exchange, or transfer firearms, firearm parts, ammunition, or explosives between private individuals, unless posted by a Page representing a real brick-and-mortar store, legitimate website, brand or government agency (e.g. police department, fire department). This includes content that:

- Mentions or depicts firearms, firearm parts, ammunition, explosives, or 3D gun printing files of any firearm or its parts*, and
- Makes an attempt to sell or trade, by which we mean:
    - Explicitly mentioning the product is for sale or trade, or
    - Asking the audience to buy, or
    - 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
- * 3D gun printing files or instructions to manufacture firearms using 3D printers or CNC milling machines, including links to websites where such files or instructions are made available, may not be shared by anyone. A Page representing a real brick-and-mortar store, legitimate website or brand can otherwise post content that may promote these items only for sale off of our services and as long as those retailers comply with all applicable laws and regulations.

Content that depicts the trade (buying or selling) of human organs and/or blood where trade is defined as:

- Mentioning or depicting the human organs and/or blood, and
- Indicating that human organs and/or blood are available for selling or buying, or
- Listing a price or expressing willingness to discuss price

Content that encourages contact to facilitate the trade of human organs and/or blood

Content that attempts to sell live animals between private individuals.

Content that coordinates or supports the poaching or selling of endangered species and their parts

Content that attempts to offer, sell, gift, exchange, or transfer alcohol or tobacco products between private individuals. This includes content that:

- Mentions or depicts alcohol or tobacco, and
    - Makes an attempt to sell or trade, by which we mean:
        - Explicitly mentions the product is for sale or trade, or

        - Asks the audience to buy, or
        - Lists price or notes product is free
        - And is not posted by a Page representing a real brick-and-mortar store, legitimate website or brand

- Content promoting weight loss products that include a miracle claim with a commercial offer

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

Content posted by or promoting 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

Content that depicts the sale or attempt to purchase knives, which includes content that

- Mentions or depicts a knife or bladed weapon, and
- Explicitly mentions the product is for sale or trade or delivery, or
- Asks the audience to buy, or
- Lists the price, or
- Asks or gives away the product for free between private individuals, or
- Encourages contact about the product either by:
    - Explicitly asking to be contacted, or
    - Including any type of contact information

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

Content posted by or promoting a brick and mortar store, legitimate website or brand, which coordinates or promotes the sale or transfer of alcohol or tobacco products off of Facebook's services. This includes content that:

- Mentions or depicts alcohol or tobacco, and
    - Explicitly mentions the product is for sale or trade, or
    - Asks the audience to buy, or
    - Lists the price or notes product is free or
    - Encourages contact about the product either by:
        - Explicitly asking to be contacted, or
        - Including any type of contact information

- Promotes the use or depicts the sale of weight loss products
    - Mentions or depicts a weight loss product or supplement and
    - Promotes, encourages, coordinates, or provides instructions for use or
    - Explicitly mentioning the product is for donation or sale or trade or delivery or
    - Asking the audience to buy or
    - Listing the price or
    - Giving away the product for free

- Promotes the use or depicts the sale of a potentially dangerous cosmetic procedure
    - Mentions or depicts the cosmetic procedure and
    - Promotes, encourages, coordinates, or provides instructions for the procedure or
    - Explicitly mentioning the procedure is for sale or
    - Asking the audience to purchase the procedure or
    - Listing the price of the procedure or
    - Giving away the procedure for free

- Content that promotes the use or depicts the sale of weight loss products
    - Mentions or depicts a weight loss product or supplement, and
        - Promotes, encourages, coordinates, or provides instructions for use, or
        - Explicitly mentions the product is for donation or sale or trade or delivery, or
        - Asks the audience to buy, or
        - Lists the price, or
        - Gives away the product for free

- Promotes the use or depicts the sale of a potentially dangerous certain cosmetic procedures such as those involving body enhancement:
    - Mentions or depicts the cosmetic procedure, and
        - Promotes, encourages, coordinates, or provides instructions for the procedure, or
        - Explicitly mentions the procedure is for sale, or
        - Asks the audience to purchase the procedure, or
        - Lists the price of the procedure, or
        - Gives away the procedure for free

6. 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
    - Counterfeit currency

- Offering or selling of personally identifiable information
- Coordination or facilitation of fixed betting
- 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)

7. 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 and real-time depictions 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

8. 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
Adults soliciting minors
Minors soliciting 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 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

9. 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 have 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:

- Sextortion: Coercing money, favors, or intimate imagery from people by threats of exposure of their intimate imagery or intimate information
- 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

10. 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.

Do not:

Repeatedly contact someone in a manner than is:

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

Target anyone maliciously by:

- 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

- Threaten to release an individual's private phone number, residential address, or email address
- Creating or posting content to Pages or Groups that are dedicated to attacking individual(s) by, for example
    - Calling for death or serious disease or disability
    - Making statements of intent of advocating to engage in sexual activity
    - Claims about sexually transmitted diseases

- 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, or physical harm

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

- Calls for death or serious disease or disability

- Claims about sexual activity or sexually transmitted diseases
- Pages or Groups created to attack through:
    - Targeted cursing
    - High-severity physical descriptions
    - Claims about religious identity or blasphemy
    - Expressions of contempt or disgust

Target public figures by purposefully exposing them to:

- For adults
    - Calls for death or serious disease or disability
    - Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity
    - Claims about sexually transmitted disease

- 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 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 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
- 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 with:

- Targeted cursing
- Claims about romantic involvement, sexual orientation or gender identity
- Content questioning hygiene
- Coordination, advocation, 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

11. Human Exploitation

II. Safety

Policy Rationale

After consulting with outside experts from around the world, we are consolidating several existing exploitation policies, that were previously housed in different sections of the Community Standards into one dedicated section that focuses on human exploitation and captures a broad range of harmful activities that may manifest on our platform. Experts think and talk about these issues under one umbrella human exploitation.

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 engagein 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, they 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 exhibited behavior that may lead to human exploitation, which includes any of the following:

- Sex trafficking, covering minors and adults.
- Sales of children or illegal adoption.
- Orphanage trafficking and orphanage volun-tourism.
- Forced marriages.
- Labor exploitation (including 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 to provide or facilitate human smuggling

12. 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 documentationof 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

13. Hate Speech

III. Objectionable Content

Policy Rationale

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We also provide some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

We allow humor and social commentary related to these topics. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and learn more about our approach to hate speech.

Under our hate speech policies, we prohibit attacks, including generalizations, based on a person's protected or quasi-protected characteristics. The line between generalizations about a person or group of people and statements about their behavior, however, isn't always clear. The refinements you see here are an attempt to distinguish between generalizations and statements about behavior. For more information about the policy proposal adopted (and the options that were considered but not adopted), see here.

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 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’”)
    - Mocking the concept, events or victims of hate crimes even if no real person is depicted in an image
    - Designated dehumanizing comparisons , generalizations, or unqualified behavioral statements (in written or visual form).

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:
        - Culturally perceived negative character trait, 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 or their visual equivalent, 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 or their visual equivalent, 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, such 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 or anus, or with 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 commonly used as insulting labels for the above-listed characteristics.

14. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

Do not post:

Imagery of violence committed against real people or animals with comments or captions by the poster or comments under such imagery 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; 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

Videos or photos that depict non-sexual 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 and photos showing violent death of persons can be removed if requested by a family member.

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; 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 featuring animals that shows

- Dismemberment
- Visible internal organs
- Charred or burning animals

Animal abuse, defined as

- Repeated kicking or beating of an animal by a person
- Acts of torture by a person committed against animals
- Biting of an animal for abusive purposes
- Imagery of animal fights when visible innards or dismemberment is visible, unless in the wild
- Animals being killed or showing animal mutilation in a hunting, manufacturing, or food preparation/processing context

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, knifes, nails) involuntarily inserted or stuck inside people or animals causing grievous injury

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

Imagery of fetuses that show:

- Dismemberment
- An abortion or abandonment context
- Imagery of newborn babies in an abandonment context

Photos and videos of animals in a ritual slaughter context showing dismemberment, or visible innards, or charring and burning

Imagery of visible innards in a birthing context

Imagery of non-medical foreign objects voluntarily inserted or stuck inside human through skin in religious or cultural context

15. 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

16. Sexual Solicitation

III. Objectionable Content

Policy Rationale

As noted in Section 8 of our Community Standards (Adult Sexual Exploitation), people use Facebook to discuss and draw attention to sexual violence and exploitation. We recognize the importance of and allow for this discussion.We also allow for the discussion of sex worker rights advocacy and sex work regulation. We draw the line, however, when content facilitates, encourages or coordinates sexual encounters or commercial sexual services between adults. We do this to avoid facilitating transactions that may involve trafficking, coercion and non-consensual sexual acts.

We also restrict sexually-explicit language that may lead to sexual 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 or imagery

Content that meets both of the following criteria:

- 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

Content must meet Criteria 1 (offer or ask) and be implicitly or indirectly offering or asking for sexual solicitation in order to be deemed 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.

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)

17. Cruel and Insensitive

III. Objectionable Content

Do not post:

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

18. 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

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

19. 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 products 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 Facebook 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.

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

- Accounts that are fake
- Accounts that have fake names
- Accounts that participate in, or claim to engage 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
    - Mislead people to conceal or enable the violation of other policies under the Community Standards

20. 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

21. Memorialization

IV. Integrity and Authenticity

Policy Rationale

,When someone passes away, friends and family can request
that 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.

22. 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

23. 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

24. 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

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 vulnerability.

Do not post:

Threats that could lead to death (and other forms of high-severity violence) of any target(s) 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, minor public figures, vulnerable persons, or vulnerable 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, vulnerable persons, or vulnerable 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.)

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 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, or advocating for high or mid-severity violence due to voting, voter registration, or the outcome of an election.

Misinformation that contributes to imminent violence or physical harm.

Calls to action, statements of intent to bring armaments to locations, including but not limited to places of worship, or encouraging others to do the same.

2. Dangerous Individuals and Organizations[1]

I. Violence and Criminal Behavior

Policy Rationale

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 serial murderers

- We consider a homicide to be a mass murder if it results in four or more deaths in one incident
- We consider any individual who has committed two or more murders over multiple incidents or locations a serial murderer

[1] Note from Facebook's records. 27 September 2019: "We've updated how we define terrorist organizations in order to provide more clarity around our guidelines. The revised definition still focuses on behavior, not ideology and recognizes that the threat of violence, and the intention to coerce and intimidate particularly civilian populations to achieve a political or ideological agenda, are equally critical when considering what terrorism is. More detail on our updated definition and recent efforts to combat hate and extremism are available here."

- We make these assessments based upon the information available to us and will generally apply this policy to a mass or serial murderer who meets any of the following criteria:
    - They were convicted of mass or serial murder.
    - They were killed by law enforcement during commission of the mass or serial murder or during subsequent flight.
    - They killed themselves at the scene or in the aftermath of the mass or serial murder.
    - They were identified by law enforcement with images from the crime.

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.

3. Promoting and Publicizing Crime

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4. Coordinating Harm[2] [3]

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:

<u>Harm against people</u>

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

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[2] 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.

[3] 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”.

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:

Content about non-medical drugs that

- Coordinates or encourages others to sell non-medical drugs
- Depicts, admits to, attempts purchase, or promotes sales of non-medical drugs by the poster of the content or their associates
- Promotes, encourages, coordinates, or provides instructions for use or make 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 or delivery
    - 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 offer, sell, gift, exchange, or transfer firearms, firearm parts, ammunition, or explosives between private individuals, unless posted by a Page representing a real brick-and-mortar store, legitimate website, brand or government agency (e.g. police department, fire department). This includes content that:

- Mentions or depicts firearms, firearm parts, ammunition, explosives, or 3D gun printing files of any firearm or its parts*, and
- Makes an attempt to sell or trade, by which we mean:
    - Explicitly mentioning the product is for sale or trade, or
    - Asking the audience to buy, or
    - 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

- * 3D gun printing files or instructions to manufacture firearms using 3D printers or CNC milling machines, including links to websites where such files or instructions are made available, may not be shared by anyone. A Page representing a real brick-and-mortar store, legitimate website or brand can otherwise post content that may promote these items only for sale off of our services and as long as those retailers comply with all applicable laws and regulations.

Content that depicts the trade (buying or selling) of human organs and/or blood where trade is defined as:

- Mentioning or depicting the human organs and/or blood, and
- Indicating that human organs and/or blood are available for selling or buying, or
- Listing a price or expressing willingness to discuss price

Content that encourages contact to facilitate the trade of human organs and/or blood

Content that attempts to sell live animals between private individuals.

Content that coordinates or supports the poaching or selling of endangered species and their parts

Content that attempts to offer, sell, gift, exchange, or transfer alcohol or tobacco products between private individuals. This includes content that:

- Mentions or depicts alcohol or tobacco, and
    - Makes an attempt to sell or trade, by which we mean:
        - Explicitly mentions the product is for sale or trade, or
        - Asks the audience to buy, or
        - Lists price or notes product is free
        - And is not posted by a Page representing a real brick-and-mortar store, legitimate website or brand

- Content promoting weight loss products that include a miracle claim with a commercial offer

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

Content posted by or promoting 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

Content that depicts the sale or attempt to purchase knives, which includes content that

- Mentions or depicts a knife or bladed weapon, and
- Explicitly mentions the product is for sale or trade or delivery, or
- Asks the audience to buy, or
- Lists the price, or
- Asks or gives away the product for free between private individuals, or
- Encourages contact about the product either by:
    - Explicitly asking to be contacted, or
    - Including any type of contact information

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

Content posted by or promoting a brick and mortar store, legitimate website or brand, which coordinates or promotes the sale or transfer of alcohol or tobacco products off of Facebook's services. This includes content that:

- Mentions or depicts alcohol or tobacco, and
    - Explicitly mentions the product is for sale or trade, or
    - Asks the audience to buy, or
    - Lists the price or notes product is free or
    - Encourages contact about the product either by:
        - Explicitly asking to be contacted, or
        - Including any type of contact information

- Promotes the use or depicts the sale of weight loss products
    - Mentions or depicts a weight loss product or supplement and
    - Promotes, encourages, coordinates, or provides instructions for use or
    - Explicitly mentioning the product is for donation or sale or trade or delivery or
    - Asking the audience to buy or
    - Listing the price or
    - Giving away the product for free

- Promotes the use or depicts the sale of a potentially dangerous cosmetic procedure
    - Mentions or depicts the cosmetic procedure and
    - Promotes, encourages, coordinates, or provides instructions for the procedure or
    - Explicitly mentioning the procedure is for sale or
    - Asking the audience to purchase the procedure or
    - Listing the price of the procedure or
    - Giving away the procedure for free

- Content that promotes the use or depicts the sale of weight loss products
    - Mentions or depicts a weight loss product or supplement, and
        - Promotes, encourages, coordinates, or provides instructions for use, or
        - Explicitly mentions the product is for donation or sale or trade or delivery, or
        - Asks the audience to buy, or
        - Lists the price, or
        - Gives away the product for free

- Promotes the use or depicts the sale of a potentially dangerous certain cosmetic procedures such as those involving body enhancement:
    - Mentions or depicts the cosmetic procedure, and
        - Promotes, encourages, coordinates, or provides instructions for the procedure, or
        - Explicitly mentions the procedure is for sale, or
        - Asks the audience to purchase the procedure, or
        - Lists the price of the procedure, or
        - Gives away the procedure for free

6. 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
    - Counterfeit currency

- Offering or selling of personally identifiable information

- Coordination or facilitation of fixed betting
- 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)

7. 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 and real-time depictions 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

8. 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
Adults soliciting minors

Minors soliciting 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 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

9. 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 have 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:

- Sextortion: Coercing money, favors, or intimate imagery from people by threats of exposure of their intimate imagery or intimate information
- 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

10. 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.

Do not:

Repeatedly contact someone in a manner than is:

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

Target anyone maliciously by:

- 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

- Threaten to release an individual's private phone number, residential address, or email address
- Creating or posting content to Pages or Groups that are dedicated to attacking individual(s) by, for example
        - Calling for death or serious disease or disability
        - Making statements of intent of advocating to engage in sexual activity
        - Claims about sexually transmitted diseases

- 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, or physical harm

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

- Calls for death or serious disease or disability
- Claims about sexual activity or sexually transmitted diseases
- Pages or Groups created to attack through:
        - Targeted cursing
        - High-severity physical descriptions
        - Claims about religious identity or blasphemy
        - Expressions of contempt or disgust

Target public figures by purposefully exposing them to:

- For adults
        - Calls for death or serious disease or disability
        - Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity
        - Claims about sexually transmitted disease

- 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 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 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
- 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 with:

- Targeted cursing
- Claims about romantic involvement, sexual orientation or gender identity
- Content questioning hygiene
- Coordination, advocation, 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

11. Human Exploitation

II. Safety

Policy Rationale

After consulting with outside experts from around the world, we are consolidating several existing exploitation policies, that were previously housed in different sections of the Community Standards into one dedicated section that focuses on human exploitation and captures a broad range of harmful activities that may manifest on our platform. Experts think and talk about these issues under one umbrella human exploitation.

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 engagein 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, they 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 exhibited behavior that may lead to human exploitation, which includes any of the following:

- Sex trafficking, covering minors and adults.
- Sales of children or illegal adoption.
- Orphanage trafficking and orphanage volun-tourism.
- Forced marriages.
- Labor exploitation (including 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 to provide or facilitate human smuggling

12. 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 documentationof 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

13. Hate Speech

III. Objectionable Content

Policy Rationale

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We also provide some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

We allow humor and social commentary related to these topics. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and learn more about our approach to hate speech.

Under our hate speech policies, we prohibit attacks, including generalizations, based on a person's protected or quasi-protected characteristics. The line between generalizations about a person or group of people and statements about their behavior, however, isn't always clear. The refinements you see here are an attempt to distinguish between generalizations and statements about behavior. For more

information about the policy proposal adopted (and the options that were considered but not adopted), see here.

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 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’”)
- Mocking the concept, events or victims of hate crimes even if no real person is depicted in an image
- Designated dehumanizing comparisons , generalizations, or unqualified behavioral statements (in written or visual form).

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:

        - Culturally perceived negative character trait, 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 or their visual equivalent, 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 or their visual equivalent, 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, such 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 or anus, or with 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 commonly used as insulting labels for the above-listed characteristics.

14. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

Do not post:

Imagery of violence committed against real people or animals with comments or captions by the poster or comments under such imagery 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; 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

Videos or photos that depict non-sexual 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 and photos showing violent death of persons can be removed if requested by a family member.

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; 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 featuring animals that shows

- Dismemberment
- Visible internal organs
- Charred or burning animals

Animal abuse, defined as

- Repeated kicking or beating of an animal by a person
- Acts of torture by a person committed against animals
- Biting of an animal for abusive purposes

- Imagery of animal fights when visible innards or dismemberment is visible, unless in the wild
- Animals being killed or showing animal mutilation in a hunting, manufacturing, or food preparation/processing context

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, knifes, nails) involuntarily inserted or stuck inside people or animals causing grievous injury

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

Imagery of fetuses that show:

- Dismemberment
- An abortion or abandonment context
- Imagery of newborn babies in an abandonment context

Photos and videos of animals in a ritual slaughter context showing dismemberment, or visible innards, or charring and burning

Imagery of visible innards in a birthing context

Imagery of non-medical foreign objects voluntarily inserted or stuck inside human through skin in religious or cultural context

15. 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

16. Sexual Solicitation

III. Objectionable Content

Policy Rationale

As noted in Section 8 of our Community Standards (Adult Sexual Exploitation), people use Facebook to discuss and draw attention to sexual violence and exploitation. We recognize the importance of and allow for this discussion.We also allow for the discussion of sex worker rights advocacy and sex work regulation. We draw the line, however, when content facilitates, encourages or coordinates sexual encounters or commercial sexual services between adults. We do this to avoid facilitating transactions that may involve trafficking, coercion and non-consensual sexual acts.

We also restrict sexually-explicit language that may lead to sexual 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 or imagery

Content that meets both of the following criteria:

- 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

Content must meet Criteria 1 (offer or ask) and be implicitly or indirectly offering or asking for sexual solicitation in order to be deemed 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.

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)

17. Cruel and Insensitive

III. Objectionable Content

Do not post:

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

18. 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

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

19. 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 products 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 Facebook 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.

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

- Accounts that are fake
- Accounts that have fake names
- Accounts that participate in, or claim to engage 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
    - Mislead people to conceal or enable the violation of other policies under the Community Standards

20. 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

21. Memorialization

IV. Integrity and Authenticity

Policy Rationale

,When someone passes away, friends and family can request
that 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.

22. 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

23. 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

24. 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

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) of any target(s) 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, 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.)

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 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, or advocating for high or mid-severity violence due to voting, voter registration, or the outcome of an election.

Misinformation that contributes to imminent violence or physical harm.

Calls to action, statements of intent to bring armaments to locations, including but not limited to places of worship, or encouraging others to do the same.

2. Dangerous Individuals and Organizations

I. Violence and Criminal Behavior

Policy Rationale

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 serial murderers

- We consider a homicide to be a mass murder if it results in four or more deaths in one incident
- We consider any individual who has committed two or more murders over multiple incidents or locations a serial murderer
- We make these assessments based upon the information available to us and will generally apply this policy to a mass or serial murderer who meets any of the following criteria:
    - They were convicted of mass or serial murder.
    - They were killed by law enforcement during commission of the mass or serial murder or during subsequent flight.
    - They killed themselves at the scene or in the aftermath of the mass or serial murder.
    - They were identified by law enforcement with images from the crime.

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.

3. Promoting and Publicizing Crime

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4. Coordinating Harm[1] [2]

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

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

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[1] 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.

[2] 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 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:

Content about non-medical drugs that

- Coordinates or encourages others to sell non-medical drugs
- Depicts, admits to, attempts purchase, or promotes sales of non-medical drugs by the poster of the content or their associates
- Promotes, encourages, coordinates, or provides instructions for use or make 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 or delivery
    - 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 offer, sell, gift, exchange, or transfer firearms, firearm parts, ammunition, or explosives between private individuals, unless posted by a Page representing a real brick-and-mortar store, legitimate website, brand or government agency (e.g. police department, fire department). This includes content that:

- Mentions or depicts firearms, firearm parts, ammunition, explosives, or 3D gun printing files of any firearm or its parts*, and
- Makes an attempt to sell or trade, by which we mean:
    - Explicitly mentioning the product is for sale or trade, or
    - Asking the audience to buy, or
    - 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
- * 3D gun printing files or instructions to manufacture firearms using 3D printers or CNC milling machines, including links to websites where such files or instructions are made available, may not be shared by anyone. A Page representing a real brick-and-mortar store, legitimate website or brand can otherwise post content that may promote these items only for

sale off of our services and as long as those retailers comply with all applicable laws and regulations.

Content that depicts the trade (buying or selling) of human organs and/or blood where trade is defined as:

- Mentioning or depicting the human organs and/or blood, and
- Indicating that human organs and/or blood are available for selling or buying, or
- Listing a price or expressing willingness to discuss price

Content that encourages contact to facilitate the trade of human organs and/or blood

Content that attempts to sell live animals between private individuals.

Content that coordinates or supports the poaching or selling of endangered species and their parts

Content that attempts to offer, sell, gift, exchange, or transfer alcohol or tobacco products between private individuals. This includes content that:

- Mentions or depicts alcohol or tobacco, and
    - Makes an attempt to sell or trade, by which we mean:
        - Explicitly mentions the product is for sale or trade, or
        - Asks the audience to buy, or
        - Lists price or notes product is free
        - And is not posted by a Page representing a real brick-and-mortar store, legitimate website or brand

- Content promoting weight loss products that include a miracle claim with a commercial offer

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

Content posted by or promoting 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

Content that depicts the sale or attempt to purchase knives, which includes content that

- Mentions or depicts a knife or bladed weapon, and
- Explicitly mentions the product is for sale or trade or delivery, or
- Asks the audience to buy, or
- Lists the price, or
- Asks or gives away the product for free between private individuals, or
- Encourages contact about the product either by:
    - Explicitly asking to be contacted, or
    - Including any type of contact information

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

Content posted by or promoting a brick and mortar store, legitimate website or brand, which coordinates or promotes the sale or transfer of alcohol or tobacco products off of Facebook's services. This includes content that:

- Mentions or depicts alcohol or tobacco, and
    - Explicitly mentions the product is for sale or trade, or
    - Asks the audience to buy, or
    - Lists the price or notes product is free or
    - Encourages contact about the product either by:
        - Explicitly asking to be contacted, or
        - Including any type of contact information

- Promotes the use or depicts the sale of weight loss products
    - Mentions or depicts a weight loss product or supplement and
    - Promotes, encourages, coordinates, or provides instructions for use or
    - Explicitly mentioning the product is for donation or sale or trade or delivery or
    - Asking the audience to buy or
    - Listing the price or
    - Giving away the product for free

- Promotes the use or depicts the sale of a potentially dangerous cosmetic procedure
    - Mentions or depicts the cosmetic procedure and
    - Promotes, encourages, coordinates, or provides instructions for the procedure or
    - Explicitly mentioning the procedure is for sale or
    - Asking the audience to purchase the procedure or
    - Listing the price of the procedure or
    - Giving away the procedure for free

- Content that promotes the use or depicts the sale of weight loss products
    - Mentions or depicts a weight loss product or supplement, and

            - Promotes, encourages, coordinates, or provides instructions for use, or
            - Explicitly mentions the product is for donation or sale or trade or delivery, or
            - Asks the audience to buy, or
            - Lists the price, or
            - Gives away the product for free

- Promotes the use or depicts the sale of a potentially dangerous certain cosmetic procedures such as those involving body enhancement:
        - Mentions or depicts the cosmetic procedure, and
            - Promotes, encourages, coordinates, or provides instructions for the procedure, or
            - Explicitly mentions the procedure is for sale, or
            - Asks the audience to purchase the procedure, or
            - Lists the price of the procedure, or
            - Gives away the procedure for free

6. 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
        - Counterfeit currency

- Offering or selling of personally identifiable information
- Coordination or facilitation of fixed betting

- 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)

7. 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 and real-time depictions 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

8. 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
Adults soliciting minors

Minors soliciting 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 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

9. 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 have 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:

- Sextortion: Coercing money, favors, or intimate imagery from people by threats of exposure of their intimate imagery or intimate information
- 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

10. Bullying and Harassment

II. Safety

Policy Rationale

Policy Rationale

Bullying and harassment happen in many places and come in many different forms from making threats and 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 personal 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 post and share 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 are doing to protect people from bullying and harassment here.

Note: This policy does not apply to individuals who are part of designated organizations under the Dangerous Organizations and Individuals policy or individuals who died prior to 1900.

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:

- 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

- Threaten to release an individual's private phone number, residential address, or email address
- Creating or posting content to Pages or Groups that are dedicated to attacking individual(s) by, for example
    - Calling for death or serious disease or disability
    - Making statements of intent of advocating to engage in sexual activity
    - Claims about sexually transmitted diseases

- 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, or physical harm

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

- Calls for death or serious disease or disability
- Claims about sexual activity or sexually transmitted diseases
- Pages or Groups created to attack through:
    - Targeted cursing
    - High-severity physical descriptions
    - Claims about religious identity or blasphemy
    - Expressions of contempt or disgust

Target public figures by purposefully exposing them to:

- For adults
    - Calls for death or serious disease or disability
    - Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity
    - Claims about sexually transmitted disease
    - 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 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 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
- 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

- Content that praises, celebrates, or mocks their death

Target private adults (who must self-report) or any private minors with:

- Targeted cursing
- Claims about romantic involvement, sexual orientation or gender identity
- Content questioning hygiene
- Coordination, advocation, 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

11. Human Exploitation

II. Safety

Policy Rationale

After consulting with outside experts from around the world, we are consolidating several existing exploitation policies, that were previously housed in different sections of the Community Standards into one dedicated section that focuses on human exploitation and captures a broad range of harmful activities that may manifest on our platform. Experts think and talk about these issues under one umbrella human exploitation.

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 engagein 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, they 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 exhibited behavior that may lead to human exploitation, which includes any of the following:

- Sex trafficking, covering minors and adults.
- Sales of children or illegal adoption.
- Orphanage trafficking and orphanage volun-tourism.
- Forced marriages.
- Labor exploitation (including 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 to provide or facilitate human smuggling

12. 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 documentationof 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

13. Hate Speech

III. Objectionable Content

Policy Rationale

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We also provide some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In

all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

We allow humor and social commentary related to these topics. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and learn more about our approach to hate speech.

Under our hate speech policies, we prohibit attacks, including generalizations, based on a person's protected or quasi-protected characteristics. The line between generalizations about a person or group of people and statements about their behavior, however, isn't always clear. The refinements you see here are an attempt to distinguish between generalizations and statements about behavior. For more information about the policy proposal adopted (and the options that were considered but not adopted), see here.

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 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’”)
- Mocking the concept, events or victims of hate crimes even if no real person is depicted in an image
- Designated dehumanizing comparisons , generalizations, or unqualified behavioral statements (in written or visual form).

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:
        - Culturally perceived negative character trait, 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 or their visual equivalent, 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 or their visual equivalent, 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, such 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 or anus, or with 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 commonly used as insulting labels for the above-listed characteristics.

14. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

Do not post:

Imagery of violence committed against real people or animals with comments or captions by the poster or comments under such imagery 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; 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

Videos or photos that depict non-sexual 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 and photos showing violent death of persons can be removed if requested by a family member.

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; 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 featuring animals that shows

- Dismemberment
- Visible internal organs
- Charred or burning animals

Animal abuse, defined as

- Repeated kicking or beating of an animal by a person
- Acts of torture by a person committed against animals
- Biting of an animal for abusive purposes
- Imagery of animal fights when visible innards or dismemberment is visible, unless in the wild
- Animals being killed or showing animal mutilation in a hunting, manufacturing, or food preparation/processing context

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, knifes, nails) involuntarily inserted or stuck inside people or animals causing grievous injury

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

Imagery of fetuses that show:

- Dismemberment
- An abortion or abandonment context
- Imagery of newborn babies in an abandonment context

Photos and videos of animals in a ritual slaughter context showing dismemberment, or visible innards, or charring and burning

Imagery of visible innards in a birthing context

Imagery of non-medical foreign objects voluntarily inserted or stuck inside human through skin in religious or cultural context

15. 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

16. Sexual Solicitation

III. Objectionable Content

Policy Rationale

As noted in Section 8 of our Community Standards (Adult Sexual Exploitation), people use Facebook to discuss and draw attention to sexual violence and exploitation. We recognize the importance of and allow for this discussion.We also allow for the discussion of sex worker rights advocacy and sex work regulation. We draw the line, however, when content facilitates, encourages or coordinates sexual encounters or commercial sexual services between adults. We do this to avoid facilitating transactions that may involve trafficking, coercion and non-consensual sexual acts.

We also restrict sexually-explicit language that may lead to sexual 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 or imagery

Content that meets both of the following criteria:

- 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

Content must meet Criteria 1 (offer or ask) and be implicitly or indirectly offering or asking for sexual solicitation in order to be deemed 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.

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)

17. Cruel and Insensitive

III. Objectionable Content

Do not post:

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

18. 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
  - 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

19. 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 products 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 Facebook 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.

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

- Accounts that are fake
- Accounts that have fake names
- Accounts that participate in, or claim to engage 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
    - Mislead people to conceal or enable the violation of other policies under the Community Standards

20. 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

21. Memorialization

IV. Integrity and Authenticity

Policy Rationale

,When someone passes away, friends and family can request
that 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.

22. 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

23. 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

24. 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

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) of any target(s) 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, 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.)

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 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, or advocating for high or mid-severity violence due to voting, voter registration, or the outcome of an election.

Misinformation that contributes to imminent violence or physical harm.

Calls to action, statements of intent to bring armaments to locations, including but not limited to places of worship, or encouraging others to do the same.

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 proclaim a violent mission or are engaged in violence, from having a presence on Facebook. This includes organizations or individuals involved in the following:

- Terrorist activity
- Organized hate
- Mass murder (including attempts) or multiple murder
- Human trafficking
- Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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.

3. Promoting and Publicizing Crime

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4. Coordinating Harm[1] [2]

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

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

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[1] 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.

[2] 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".

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:

Content about non-medical drugs that

- Coordinates or encourages others to sell non-medical drugs
- Depicts, admits to, attempts purchase, or promotes sales of non-medical drugs by the poster of the content or their associates
- Promotes, encourages, coordinates, or provides instructions for use or make 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 or delivery
    - 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 offer, sell, gift, exchange, or transfer firearms, firearm parts, ammunition, or explosives between private individuals, unless posted by a Page representing a real brick-and-mortar store, legitimate website, brand or government agency (e.g. police department, fire department). This includes content that:

- Mentions or depicts firearms, firearm parts, ammunition, explosives, or 3D gun printing files of any firearm or its parts*, and
- Makes an attempt to sell or trade, by which we mean:
    - Explicitly mentioning the product is for sale or trade, or
    - Asking the audience to buy, or
    - 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
- * 3D gun printing files or instructions to manufacture firearms using 3D printers or CNC milling machines, including links to websites where such

files or instructions are made available, may not be shared by anyone. A Page representing a real brick-and-mortar store, legitimate website or brand can otherwise post content that may promote these items only for sale off of our services and as long as those retailers comply with all applicable laws and regulations.

Content that depicts the trade (buying or selling) of human blood where trade is defined as:

- Mentioning or depicting the human organs and/or blood, and
- Indicating that human organs and/or blood are available for selling or buying, or
- Listing a price or expressing willingness to discuss price

Content that encourages contact to facilitate the trade of human organs and/or blood

Content that attempts to sell live animals between private individuals.

Content that coordinates or supports the poaching or selling of endangered species and their parts

Content that attempts to offer, sell, gift, exchange, or transfer alcohol or tobacco products between private individuals. This includes content that:

- Mentions or depicts alcohol or tobacco, and
    - Makes an attempt to sell or trade, by which we mean:
        - Explicitly mentions the product is for sale or trade, or
        - Asks the audience to buy, or
        - Lists price or notes product is free
- And is not posted by a Page representing a real brick-and-mortar store, legitimate website or brand

- Content promoting weight loss products that include a miracle claim with a commercial offer

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

Content posted by or promoting 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

Content that depicts the sale or attempt to purchase knives, which includes content that

- Mentions or depicts a knife or bladed weapon, and
- Explicitly mentions the product is for sale or trade or delivery, or
- Asks the audience to buy, or
- Lists the price, or
- Asks or gives away the product for free between private individuals, or
- Encourages contact about the product either by:
    - Explicitly asking to be contacted, or
    - Including any type of contact information

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

Content posted by or promoting a brick and mortar store, legitimate website or brand, which coordinates or promotes the sale or transfer of alcohol or tobacco products off of Facebook's services. This includes content that:

- Mentions or depicts alcohol or tobacco, and
    - Explicitly mentions the product is for sale or trade, or
    - Asks the audience to buy, or
    - Lists the price or notes product is free or
    - Encourages contact about the product either by:
        - Explicitly asking to be contacted, or
        - Including any type of contact information

- Content that promotes the use or depicts the sale of weight loss products
    - Mentions or depicts a weight loss product or supplement, and
        - Promotes, encourages, coordinates, or provides instructions for use, or
        - Explicitly mentions the product is for donation or sale or trade or delivery, or
        - Asks the audience to buy, or
        - Lists the price, or
        - Gives away the product for free

- Promotes the use or depicts the sale of certain cosmetic procedures such as those involving body enhancement:
    - Mentions or depicts the cosmetic procedure, and
        - Promotes, encourages, coordinates, or provides instructions for the procedure, or
        - Explicitly mentions the procedure is for sale, or
        - Asks the audience to purchase the procedure, or
        - Lists the price of the procedure, or
        - Gives away the procedure for free

6. 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
    - Counterfeit currency
- Offering or selling of personally identifiable information
- Coordination or facilitation of fixed betting
- 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)

7. 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 and real-time depictions 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

8. 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
Adults soliciting minors
Minors soliciting 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 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

9. 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 have 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:

- Sextortion: Coercing money, favors, or intimate imagery from people by threats of exposure of their intimate imagery or intimate information
- 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

10. Bullying and Harassment

II. Safety

Policy Rationale

Policy Rationale

Bullying and harassment happen in many places and come in many different forms from making threats and 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 personal 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 post and share 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 are doing to protect people from bullying and harassment here.

Note: This policy does not apply to individuals who are part of designated organizations under the Dangerous Organizations and Individuals policy or individuals who died prior to 1900.

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:

- 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

- Threaten to release an individual's private phone number, residential address, or email address
- Creating or posting content to Pages or Groups that are dedicated to attacking individual(s) by, for example
    - Calling for death or serious disease or disability

        - Making statements of intent of advocating to engage in sexual activity
        - Claims about sexually transmitted diseases

- 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, or physical harm

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

- Calls for death or serious disease or disability
- Claims about sexual activity or sexually transmitted diseases
- Pages or Groups created to attack through:
        - Targeted cursing
        - High-severity physical descriptions
        - Claims about religious identity or blasphemy
        - Expressions of contempt or disgust

Target public figures by purposefully exposing them to:

- For adults
        - Calls for death or serious disease or disability
        - Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity
        - Claims about sexually transmitted disease
        - 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 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 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
- 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

- Content that praises, celebrates, or mocks their death

Target private adults (who must self-report) or any private minors with:

- Targeted cursing
- Claims about romantic involvement, sexual orientation or gender identity
- Content questioning hygiene
- Coordination, advocation, 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

11. Human Exploitation

II. Safety

Policy Rationale

After consulting with outside experts from around the world, we are consolidating several existing exploitation policies, that were previously housed in different sections of the Community Standards into one dedicated section that focuses on human exploitation and captures a broad range of harmful activities that may manifest on our platform. Experts think and talk about these issues under one umbrella human exploitation.

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 engagein 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, they 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 exhibited behavior that may lead to human exploitation, which includes any of the following:

- Sex trafficking, covering minors and adults.
- Sales of children or illegal adoption.
- Orphanage trafficking and orphanage volun-tourism.
- Forced marriages.
- Labor exploitation (including 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 to provide or facilitate human smuggling

12. 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 documentationof 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

13. Hate Speech

III. Objectionable Content

Policy Rationale

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We also provide some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

We allow humor and social commentary related to these topics. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and learn more about our approach to hate speech.

Under our hate speech policies, we prohibit attacks, including generalizations, based on a person's protected or quasi-protected characteristics. The line between generalizations about a person or group of people and statements about their behavior, however, isn't always clear. The refinements you see here are an attempt to distinguish between generalizations and statements about behavior. For more

information about the policy proposal adopted (and the options that were considered but not adopted), see here.

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 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’”)
- Mocking the concept, events or victims of hate crimes even if no real person is depicted in an image
- Designated dehumanizing comparisons , generalizations, or unqualified behavioral statements (in written or visual form).

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:

        - Culturally perceived negative character trait, 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 or their visual equivalent, 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 or their visual equivalent, 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, such 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 or anus, or with 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 commonly used as insulting labels for the above-listed characteristics.

14. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

Do not post:

Imagery of violence committed against real people or animals with comments or captions by the poster or comments under such imagery 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; 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

Videos or photos that depict non-sexual 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 and photos showing violent death of persons can be removed if requested by a family member.

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; 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 featuring animals that shows

- Dismemberment
- Visible internal organs
- Charred or burning animals

Animal abuse, defined as

- Repeated kicking or beating of an animal by a person
- Acts of torture by a person committed against animals
- Biting of an animal for abusive purposes

- Imagery of animal fights when visible innards or dismemberment is visible, unless in the wild
- Animals being killed or showing animal mutilation in a hunting, manufacturing, or food preparation/processing context

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, knifes, nails) involuntarily inserted or stuck inside people or animals causing grievous injury

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

Imagery of fetuses that show:

- Dismemberment
- An abortion or abandonment context
- Imagery of newborn babies in an abandonment context

Photos and videos of animals in a ritual slaughter context showing dismemberment, or visible innards, or charring and burning

Imagery of visible innards in a birthing context

Imagery of non-medical foreign objects voluntarily inserted or stuck inside human through skin in religious or cultural context

15. 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

16. Sexual Solicitation

III. Objectionable Content

Policy Rationale

As noted in Section 8 of our Community Standards (Adult Sexual Exploitation), people use Facebook to discuss and draw attention to sexual violence and exploitation. We recognize the importance of and allow for this discussion.We also allow for the discussion of sex worker rights advocacy and sex work regulation. We draw the line, however, when content facilitates, encourages or coordinates sexual encounters or commercial sexual services between adults. We do this to avoid facilitating transactions that may involve trafficking, coercion and non-consensual sexual acts.

We also restrict sexually-explicit language that may lead to sexual 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 or imagery

Content that meets both of the following criteria:

- 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

Content must meet Criteria 1 (offer or ask) and be implicitly or indirectly offering or asking for sexual solicitation in order to be deemed 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.

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)

17. Cruel and Insensitive

III. Objectionable Content

Do not post:

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

18. 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
  - 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

19. Inauthentic Behavior[3]

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

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[3] Note from Facebook's records, 10 October 2019: "We've long had policies against inauthentic behavior, but previously they lived under the Misrepresentation section of our Community Standards. We recently updated the policy to further improve our ability to counter new tactics and bad actors and pulled the policy out from under Misrepresentation to create a section dedicated to Inauthentic Behavior."

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
- 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.

20. 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 products 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 Facebook 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.

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

- Accounts that are fake
- Accounts that have fake names
- Accounts that participate in, or claim to engage 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
    - Mislead people to conceal or enable the violation of other policies under the Community Standards

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. Memorialization

IV. Integrity and Authenticity

Policy Rationale

,When someone passes away, friends and family can request
that 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.

23. 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

24. 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

25. 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

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) of any target(s) 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, 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.)

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 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, or advocating for high or mid-severity violence due to voting, voter registration, or the outcome of an election.

Misinformation that contributes to imminent violence or physical harm.

Calls to action, statements of intent to bring armaments to locations, including but not limited to places of worship, or encouraging others to do the same.

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 proclaim a violent mission or are engaged in violence, from having a presence on Facebook. This includes organizations or individuals involved in the following:

- Terrorist activity
- Organized hate
- Mass murder (including attempts) or multiple murder
- Human trafficking
- Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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.

3. Promoting and Publicizing Crime

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4. Coordinating Harm[1] [2]

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

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

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[1] 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.

[2] 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”.

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:

Content about non-medical drugs that

- Coordinates or encourages others to sell non-medical drugs
- Depicts, admits to, attempts purchase, or promotes sales of non-medical drugs by the poster of the content or their associates
- Promotes, encourages, coordinates, or provides instructions for use or make 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 or delivery
    - 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 offer, sell, gift, exchange, or transfer firearms, firearm parts, ammunition, or explosives between private individuals, unless posted by a Page representing a real brick-and-mortar store, legitimate website, brand or government agency (e.g. police department, fire department). This includes content that:

- Mentions or depicts firearms, firearm parts, ammunition, explosives, or 3D gun printing files of any firearm or its parts*, and
- Makes an attempt to sell or trade, by which we mean:
    - Explicitly mentioning the product is for sale or trade, or
    - Asking the audience to buy, or
    - 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
- * 3D gun printing files or instructions to manufacture firearms using 3D printers or CNC milling machines, including links to websites where such

files or instructions are made available, may not be shared by anyone. A Page representing a real brick-and-mortar store, legitimate website or brand can otherwise post content that may promote these items only for sale off of our services and as long as those retailers comply with all applicable laws and regulations.

Content that depicts the trade (buying or selling) of human blood where trade is defined as:

- Mentioning or depicting the human organs and/or blood, and
- Indicating that human organs and/or blood are available for selling or buying, or
- Listing a price or expressing willingness to discuss price

Content that encourages contact to facilitate the trade of human organs and/or blood

Content that attempts to sell live animals between private individuals.

Content that coordinates or supports the poaching or selling of endangered species and their parts

Content that attempts to offer, sell, gift, exchange, or transfer alcohol or tobacco products between private individuals. This includes content that:

- Mentions or depicts alcohol or tobacco, and
    - Makes an attempt to sell or trade, by which we mean:
        - Explicitly mentions the product is for sale or trade, or
        - Asks the audience to buy, or
        - Lists price or notes product is free
- And is not posted by a Page representing a real brick-and-mortar store, legitimate website or brand

- Content promoting weight loss products that include a miracle claim with a commercial offer

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

Content posted by or promoting 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

Content that depicts the sale or attempt to purchase knives, which includes content that

- Mentions or depicts a knife or bladed weapon, and
- Explicitly mentions the product is for sale or trade or delivery, or
- Asks the audience to buy, or
- Lists the price, or
- Asks or gives away the product for free between private individuals, or
- Encourages contact about the product either by:
    - Explicitly asking to be contacted, or
    - Including any type of contact information

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

Content posted by or promoting a brick and mortar store, legitimate website or brand, which coordinates or promotes the sale or transfer of alcohol or tobacco products off of Facebook's services. This includes content that:

- Mentions or depicts alcohol or tobacco, and
    - Explicitly mentions the product is for sale or trade, or
    - Asks the audience to buy, or
    - Lists the price or notes product is free or
    - Encourages contact about the product either by:
        - Explicitly asking to be contacted, or
        - Including any type of contact information

- Content that promotes the use or depicts the sale of weight loss products
    - Mentions or depicts a weight loss product or supplement, and
        - Promotes, encourages, coordinates, or provides instructions for use, or
        - Explicitly mentions the product is for donation or sale or trade or delivery, or
        - Asks the audience to buy, or
        - Lists the price, or
        - Gives away the product for free

- Promotes the use or depicts the sale of certain cosmetic procedures such as those involving body enhancement:
    - Mentions or depicts the cosmetic procedure, and
        - Promotes, encourages, coordinates, or provides instructions for the procedure, or
        - Explicitly mentions the procedure is for sale, or
        - Asks the audience to purchase the procedure, or
        - Lists the price of the procedure, or
        - Gives away the procedure for free

6. 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
    - Counterfeit currency
- Offering or selling of personally identifiable information
- Coordination or facilitation of fixed betting
- 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)

7. 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 and real-time depictions 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

8. 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
Adults soliciting minors
Minors soliciting 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 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

9. 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 have 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:

- Sextortion: Coercing money, favors, or intimate imagery from people by threats of exposure of their intimate imagery or intimate information
- 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

10. Bullying and Harassment

II. Safety

Policy Rationale

Policy Rationale

Bullying and harassment happen in many places and come in many different forms from making threats and 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 personal 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 post and share 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 are doing to protect people from bullying and harassment here.

Note: This policy does not apply to individuals who are part of designated organizations under the Dangerous Organizations and Individuals policy or individuals who died prior to 1900.

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:

- 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

- Threaten to release an individual's private phone number, residential address, or email address
- Creating or posting content to Pages or Groups that are dedicated to attacking individual(s) by, for example
    - Calling for death or serious disease or disability

        - Making statements of intent of advocating to engage in sexual activity
        - Claims about sexually transmitted diseases

- 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, or physical harm

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

- Calls for death or serious disease or disability
- Claims about sexual activity or sexually transmitted diseases
- Pages or Groups created to attack through:
        - Targeted cursing
        - High-severity physical descriptions
        - Claims about religious identity or blasphemy
        - Expressions of contempt or disgust

Target public figures by purposefully exposing them to:

- For adults
        - Calls for death or serious disease or disability
        - Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity
        - Claims about sexually transmitted disease
        - 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 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 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
- 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

- Content that praises, celebrates, or mocks their death

Target private adults (who must self-report) or any private minors with:

- Targeted cursing
- Claims about romantic involvement, sexual orientation or gender identity
- Content questioning hygiene
- Coordination, advocation, 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

11. Human Exploitation

II. Safety

Policy Rationale

After consulting with outside experts from around the world, we are consolidating several existing exploitation policies, that were previously housed in different sections of the Community Standards into one dedicated section that focuses on human exploitation and captures a broad range of harmful activities that may manifest on our platform. Experts think and talk about these issues under one umbrella human exploitation.

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 engagein 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, they 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 exhibited behavior that may lead to human exploitation, which includes any of the following:

- Sex trafficking, covering minors and adults.
- Sales of children or illegal adoption.
- Orphanage trafficking and orphanage volun-tourism.
- Forced marriages.
- Labor exploitation (including 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 to provide or facilitate human smuggling

12. 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 documentationof 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

13. Hate Speech

III. Objectionable Content

Policy Rationale

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We also provide some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

We allow humor and social commentary related to these topics. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and learn more about our approach to hate speech.

Under our hate speech policies, we prohibit attacks, including generalizations, based on a person's protected or quasi-protected characteristics. The line between generalizations about a person or group of people and statements about their behavior, however, isn't always clear. The refinements you see here are an attempt to distinguish between generalizations and statements about behavior. For more

information about the policy proposal adopted (and the options that were considered but not adopted), see here.

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 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’”)
- Mocking the concept, events or victims of hate crimes even if no real person is depicted in an image
- Designated dehumanizing comparisons , generalizations, or unqualified behavioral statements (in written or visual form).

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:

- Culturally perceived negative character trait, 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 or their visual equivalent, 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 or their visual equivalent, 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, such 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 or anus, or with 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 commonly used as insulting labels for the above-listed characteristics.

14. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

Do not post:

Imagery of violence committed against real people or animals with comments or captions by the poster or comments under such imagery 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; 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

Videos or photos that depict non-sexual 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 and photos showing violent death of persons can be removed if requested by a family member.

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; 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 featuring animals that shows

- Dismemberment
- Visible internal organs
- Charred or burning animals

Animal abuse, defined as

- Repeated kicking or beating of an animal by a person
- Acts of torture by a person committed against animals
- Biting of an animal for abusive purposes

- Imagery of animal fights when visible innards or dismemberment is visible, unless in the wild
- Animals being killed or showing animal mutilation in a hunting, manufacturing, or food preparation/processing context

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, knifes, nails) involuntarily inserted or stuck inside people or animals causing grievous injury

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

Imagery of fetuses that show:

- Dismemberment
- An abortion or abandonment context
- Imagery of newborn babies in an abandonment context

Photos and videos of animals in a ritual slaughter context showing dismemberment, or visible innards, or charring and burning

Imagery of visible innards in a birthing context

Imagery of non-medical foreign objects voluntarily inserted or stuck inside human through skin in religious or cultural context

15. 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

16. Sexual Solicitation

III. Objectionable Content

Policy Rationale

As noted in Section 8 of our Community Standards (Adult Sexual Exploitation), people use Facebook to discuss and draw attention to sexual violence and exploitation. We recognize the importance of and allow for this discussion.We also allow for the discussion of sex worker rights advocacy and sex work regulation. We draw the line, however, when content facilitates, encourages or coordinates sexual encounters or commercial sexual services between adults. We do this to avoid facilitating transactions that may involve trafficking, coercion and non-consensual sexual acts.

We also restrict sexually-explicit language that may lead to sexual 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 or imagery

Content that meets both of the following criteria:

- 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

Content must meet Criteria 1 (offer or ask) and be implicitly or indirectly offering or asking for sexual solicitation in order to be deemed 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.

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)

17. Cruel and Insensitive

III. Objectionable Content

Do not post:

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

18. 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

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

19. 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
- 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.

20. 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 products 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 Facebook 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.

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. Memorialization

IV. Integrity and Authenticity

Policy Rationale

,When someone passes away, friends and family can request
that 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.

23. 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

24. 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

25. 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

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) of any target(s) 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, 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.)

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 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, or advocating for high or mid-severity violence due to voting, voter registration, or the outcome of an election.

Misinformation that contributes to imminent violence or physical harm.

Calls to action, statements of intent to bring armaments to locations, including but not limited to places of worship, or encouraging others to do the same.

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 proclaim a violent mission or are engaged in violence, from having a presence on Facebook. This includes organizations or individuals involved in the following:

- Terrorist activity
- Organized hate
- Mass murder (including attempts) or multiple murder
- Human trafficking
- Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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.

3. Promoting and Publicizing Crime

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4. Coordinating Harm[1] [2]

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:

<u>Harm against people</u>

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

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[1] 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.

[2] 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”.

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:

Content about non-medical drugs that

- Coordinates or encourages others to sell non-medical drugs
- Depicts, admits to, attempts purchase, or promotes sales of non-medical drugs by the poster of the content or their associates
- Promotes, encourages, coordinates, or provides instructions for use or make 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 or delivery
    - 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 offer, sell, gift, exchange, or transfer firearms, firearm parts, ammunition, or explosives between private individuals, unless posted by a Page representing a real brick-and-mortar store, legitimate website, brand or government agency (e.g. police department, fire department). This includes content that:

- Mentions or depicts firearms, firearm parts, ammunition, explosives, or 3D gun printing files of any firearm or its parts*, and
- Makes an attempt to sell or trade, by which we mean:
    - Explicitly mentioning the product is for sale or trade, or
    - Asking the audience to buy, or
    - 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
- * 3D gun printing files or instructions to manufacture firearms using 3D printers or CNC milling machines, including links to websites where such

files or instructions are made available, may not be shared by anyone. A Page representing a real brick-and-mortar store, legitimate website or brand can otherwise post content that may promote these items only for sale off of our services and as long as those retailers comply with all applicable laws and regulations.

Content that depicts the trade (buying or selling) of human blood where trade is defined as:

- Mentioning or depicting the human organs and/or blood, and
- Indicating that human organs and/or blood are available for selling or buying, or
- Listing a price or expressing willingness to discuss price

Content that encourages contact to facilitate the trade of human organs and/or blood

Content that attempts to sell live animals between private individuals.

Content that coordinates or supports the poaching or selling of endangered species and their parts

Content that attempts to offer, sell, gift, exchange, or transfer alcohol or tobacco products between private individuals. This includes content that:

- Mentions or depicts alcohol or tobacco, and
    - Makes an attempt to sell or trade, by which we mean:
        - Explicitly mentions the product is for sale or trade, or
        - Asks the audience to buy, or
        - Lists price or notes product is free
- And is not posted by a Page representing a real brick-and-mortar store, legitimate website or brand

- Content promoting weight loss products that include a miracle claim with a commercial offer

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

Content posted by or promoting 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

Content that depicts the sale or attempt to purchase knives, which includes content that

- Mentions or depicts a knife or bladed weapon, and
- Explicitly mentions the product is for sale or trade or delivery, or
- Asks the audience to buy, or
- Lists the price, or
- Asks or gives away the product for free between private individuals, or
- Encourages contact about the product either by:
    - Explicitly asking to be contacted, or
    - Including any type of contact information

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

Content posted by or promoting a brick and mortar store, legitimate website or brand, which coordinates or promotes the sale or transfer of alcohol or tobacco products off of Facebook's services. This includes content that:

- Mentions or depicts alcohol or tobacco, and
    - Explicitly mentions the product is for sale or trade, or
    - Asks the audience to buy, or
    - Lists the price or notes product is free or
    - Encourages contact about the product either by:
        - Explicitly asking to be contacted, or
        - Including any type of contact information

- Content that promotes the use or depicts the sale of weight loss products
    - Mentions or depicts a weight loss product or supplement, and
        - Promotes, encourages, coordinates, or provides instructions for use, or
        - Explicitly mentions the product is for donation or sale or trade or delivery, or
        - Asks the audience to buy, or
        - Lists the price, or
        - Gives away the product for free

- Promotes the use or depicts the sale of certain cosmetic procedures such as those involving body enhancement:
    - Mentions or depicts the cosmetic procedure, and
        - Promotes, encourages, coordinates, or provides instructions for the procedure, or
        - Explicitly mentions the procedure is for sale, or
        - Asks the audience to purchase the procedure, or
        - Lists the price of the procedure, or
        - Gives away the procedure for free

6. 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
    - Counterfeit currency

- Offering or selling of personally identifiable information
- Coordination or facilitation of fixed betting
- 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)

7. 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 and real-time depictions 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

8. 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
Adults soliciting minors
Minors soliciting 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 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

9. 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 have 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:

- Sextortion: Coercing money, favors, or intimate imagery from people by threats of exposure of their intimate imagery or intimate information
- 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

10. Bullying and Harassment

II. Safety

Policy Rationale

Policy Rationale

Bullying and harassment happen in many places and come in many different forms from making threats and 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 personal 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 post and share 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 are doing to protect people from bullying and harassment here.

Note: This policy does not apply to individuals who are part of designated organizations under the Dangerous Organizations and Individuals policy or individuals who died prior to 1900.

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:

- 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

- Threaten to release an individual's private phone number, residential address, or email address
- Creating or posting content to Pages or Groups that are dedicated to attacking individual(s) by, for example
    - Calling for death or serious disease or disability

        - Making statements of intent of advocating to engage in sexual activity
        - Claims about sexually transmitted diseases

- 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, or physical harm

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

- Calls for death or serious disease or disability
- Claims about sexual activity or sexually transmitted diseases
- Pages or Groups created to attack through:
        - Targeted cursing
        - High-severity physical descriptions
        - Claims about religious identity or blasphemy
        - Expressions of contempt or disgust

Target public figures by purposefully exposing them to:

- For adults
        - Calls for death or serious disease or disability
        - Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity
        - Claims about sexually transmitted disease
        - 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 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 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
- 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

- Content that praises, celebrates, or mocks their death

Target private adults (who must self-report) or any private minors with:

- Targeted cursing
- Claims about romantic involvement, sexual orientation or gender identity
- Content questioning hygiene
- Coordination, advocation, 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

11. Human Exploitation

II. Safety

Policy Rationale

After consulting with outside experts from around the world, we are consolidating several existing exploitation policies, that were previously housed in different sections of the Community Standards into one dedicated section that focuses on human exploitation and captures a broad range of harmful activities that may manifest on our platform. Experts think and talk about these issues under one umbrella human exploitation.

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 engagein 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, they 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 exhibited behavior that may lead to human exploitation, which includes any of the following:

- Sex trafficking, covering minors and adults.
- Sales of children or illegal adoption.
- Orphanage trafficking and orphanage volun-tourism.
- Forced marriages.
- Labor exploitation (including 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 to provide or facilitate human smuggling

12. 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 documentationof 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

13. Hate Speech

III. Objectionable Content

Policy Rationale

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We also provide some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

We allow humor and social commentary related to these topics. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and learn more about our approach to hate speech.

Under our hate speech policies, we prohibit attacks, including generalizations, based on a person's protected or quasi-protected characteristics. The line between generalizations about a person or group of people and statements about their behavior, however, isn't always clear. The refinements you see here are an attempt to distinguish between generalizations and statements about behavior. For more

information about the policy proposal adopted (and the options that were considered but not adopted), see here.

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 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’”)
- 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).

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:

        - Culturally perceived negative character trait, 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 or their visual equivalent, 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 or their visual equivalent, 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, such 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 or anus, or with 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 commonly used as insulting labels for the above-listed characteristics.

14. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

Do not post:

Imagery of violence committed against real people or animals with comments or captions by the poster or comments under such imagery 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; 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

Videos or photos that depict non-sexual 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 and photos showing violent death of persons can be removed if requested by a family member.

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; 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 featuring animals that shows

- Dismemberment
- Visible internal organs
- Charred or burning animals

Animal abuse, defined as

- Repeated kicking or beating of an animal by a person
- Acts of torture by a person committed against animals

- Biting of an animal for abusive purposes
- Imagery of animal fights when visible innards or dismemberment is visible, unless in the wild
- Animals being killed or showing animal mutilation in a hunting, manufacturing, or food preparation/processing context

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, knifes, nails) involuntarily inserted or stuck inside people or animals causing grievous injury

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

Imagery of fetuses that show:

- Dismemberment
- An abortion or abandonment context
- Imagery of newborn babies in an abandonment context

Photos and videos of animals in a ritual slaughter context showing dismemberment, or visible innards, or charring and burning

Imagery of visible innards in a birthing context

Imagery of non-medical foreign objects voluntarily inserted or stuck inside human through skin in religious or cultural context

15. 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

16. Sexual Solicitation

III. Objectionable Content

Policy Rationale

As noted in Section 8 of our Community Standards (Adult Sexual Exploitation), people use Facebook to discuss and draw attention to sexual violence and exploitation. We recognize the importance of and allow for this discussion.We also allow for the discussion of sex worker rights advocacy and sex work regulation. We draw the line, however, when content facilitates, encourages or coordinates sexual encounters or commercial sexual services between adults. We do this to avoid facilitating transactions that may involve trafficking, coercion and non-consensual sexual acts.

We also restrict sexually-explicit language that may lead to sexual 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 or imagery

Content that meets both of the following criteria:

- 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

Content must meet Criteria 1 (offer or ask) and be implicitly or indirectly offering or asking for sexual solicitation in order to be deemed 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.

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)

17. Cruel and Insensitive

III. Objectionable Content

Do not post:

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

18. Spam

IV. Integrity and Authenticity

Policy Rationale[3]

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.

[3] Note from Facebook’s records, 30 October 2019: “Previously, our policy on spam in the Community Standards included language about preventing hacking, phishing, and other cybersecurity-related issues. It was confusing to people as these issues did not directly fall under what most people see as “spam”. To clarify this, we have created a separate section for cybersecurity so everyone can see exactly how we enforce against different cyber attacks. Additionally, some of our policies dedicated to fighting spam on the platform have failed to keep pace with evolving methods for combatting spam. This was confusing to users that had content removed for spam. As we continue to enhance our ability to identify and take action against these violations, we updated the language to more accurately reflect our enforcement and provide more clarity to users about the types of behaviors that we consider to be spam.”

- **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
- 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. 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 products 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 Facebook 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.

22. 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

23. Memorialization

IV. Integrity and Authenticity

Policy Rationale

,When someone passes away, friends and family can request
that 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.

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

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) of any target(s) 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, 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.)

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 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, or advocating for high or mid-severity violence due to voting, voter registration, or the outcome of an election

Misinformation that contributes to 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 encouraging others to do the same.)

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 proclaim a violent mission or are engaged in violence, from having a presence on Facebook. This includes organizations or individuals involved in the following:

Terrorist activity
Organized hate
Mass murder (including attempts) or multiple murder
Human trafficking
Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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.

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:

<u>Harm against people</u>

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

<u>Harm against animals</u>

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

4. Regulated Goods

I. Violence and Criminal Behavior

Do not post:

Content about non-medical drugs that

Coordinates or encourages others to sell non-medical drugs
Depicts, admits to, attempts purchase, or promotes sales of non-medical drugs by the poster of the content or their associates
Promotes, encourages, coordinates, or provides instructions for use or make 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 or delivery
  - 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 offer, sell, gift, exchange, or transfer firearms, firearm parts, ammunition, or explosives between private individuals, unless posted by a Page representing a real brick-and-mortar store, legitimate website, brand or government agency (e.g. police department, fire department). This includes content that:

- Mentions or depicts firearms, firearm parts, ammunition, explosives, or 3D gun printing files of any firearm or its parts*, and
- Makes an attempt to sell or trade, by which we mean:
  - Explicitly mentioning the product is for sale or trade, or
  - Asking the audience to buy, or
  - 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

* 3D gun printing files or instructions to manufacture firearms using 3D printers or CNC milling machines, including links to websites where such files or instructions are made available, may not be shared by anyone. A Page representing a real brick-and-mortar store, legitimate website or brand can otherwise post content that may promote these items only for sale off of our

services and as long as those retailers comply with all applicable laws and regulations.

Content that depicts the trade (buying or selling) of human blood where trade is defined as:

Mentioning or depicting the human organs and/or blood, and
Indicating that human organs and/or blood are available for selling or buying, or
Listing a price or expressing willingness to discuss price

Content that encourages contact to facilitate the trade of human blood

Content that attempts to sell live animals between private individuals.

Content that coordinates or supports the poaching, or selling, buying or trade/trading of endangered species and their parts

Content that depicts poaching or selling of endangered species and their parts committed by you or your associates

Content about endangered species:

Promoting or speaking positively of the poaching or selling of endangered species and their parts.
Depicts poaching or selling of endangered species and their parts committed by the poster of the content or their associates.
Content that attempts to sell, poach, buy, giveaway endangered species and their parts.

Content that attempts to offer, sell, gift, exchange, or transfer alcohol or tobacco products between private individuals. This includes content that:

Mentions or depicts alcohol or tobacco, and

Makes an attempt to sell or trade, by which we mean:

Explicitly mentions the product is for sale or trade, or

Asks the audience to buy, or

Lists price or notes product is free

And is not posted by a Page representing a real brick-and-mortar store, legitimate website or brand
Content promoting weight loss products that include a miracle claim with a commercial offer

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

Content posted by or promoting 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

Content that depicts the sale or attempt to purchase knives, which includes content that

- Mentions or depicts a knife or bladed weapon, and
- Explicitly mentions the product is for sale or trade or delivery, or
- Asks the audience to buy, or
- Lists the price, or
- Asks or gives away the product for free between private individuals, or
- Encourages contact about the product either by:
  - Explicitly asking to be contacted, or
  - Including any type of contact information

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

Content posted by or promoting a brick and mortar store, legitimate website or brand, which coordinates or promotes the sale or transfer of alcohol or tobacco products off of Facebook's services. This includes content that:

- Mentions or depicts alcohol or tobacco, and
  - Explicitly mentions the product is for sale or trade, or
  - Asks the audience to buy, or
  - Lists the price or notes product is free or
  - Encourages contact about the product either by:
    - Explicitly asking to be contacted, or
    - Including any type of contact information
- Content that promotes the use or depicts the sale of weight loss products

Mentions or depicts a weight loss product or supplement, and

Promotes, encourages, coordinates, or provides instructions for use, or

Explicitly mentions the product is for donation or sale or trade or delivery, or

Asks the audience to buy, or

Lists the price, or

Gives away the product for free

Promotes the use or depicts the sale of certain cosmetic procedures such as those involving body enhancement:

Mentions or depicts the cosmetic procedure, and

Promotes, encourages, coordinates, or provides instructions for the procedure, or

Explicitly mentions the procedure is for sale, or

Asks the audience to purchase the procedure, or

Lists the price of the procedure, or

Gives away the procedure for free

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

Counterfeit currency

Offering or selling of personally identifiable information
Coordination or facilitation of fixed betting
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)

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 and real-time depictions 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 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
- Adults soliciting minors
- Minors soliciting 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 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

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:

Sextortion: Coercing money, favors, or intimate imagery from people by threats of exposure of their intimate imagery or intimate information

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.

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:

- 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
- Threaten to release an individual's private phone number, residential address, or email address
- Creating or posting content to Pages or Groups that are dedicated to attacking individual(s) by, for example
    - Calling for death or serious disease or disability
    - Making statements of intent of advocating to engage in sexual activity
    - Claims about sexually transmitted diseases
- 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, or physical harm

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

- Calls for death or serious disease or disability
- Claims about sexual activity or sexually transmitted diseases
- Pages or Groups created to attack through:
    - Targeted cursing
    - High-severity physical descriptions
    - Claims about religious identity or blasphemy
    - Expressions of contempt or disgust

Target public figures by purposefully exposing them to:

- For adults
    - Calls for death or serious disease or disability
    - Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity

Claims about sexually transmitted disease

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 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 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
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

Content that praises, celebrates, or mocks their death

Target private adults (who must self-report) or any private minors with:

Targeted cursing
Claims about romantic involvement, sexual orientation or gender identity
Content questioning hygiene
Coordination, advocation, 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 engagein 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 documentationof 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

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We also provide some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else’s hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In

all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

We allow humor and social commentary related to these topics. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and 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 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’”)
- 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).

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:

Culturally perceived negative character trait, 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 or their visual equivalent, 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 or their visual equivalent, 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, such 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 or anus, or with 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 commonly used as insulting labels for the above-listed characteristics.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

Do not post:

Imagery of violence committed against real people or animals with comments or captions by the poster or comments under such imagery 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; 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

Videos or photos that depict non-sexual 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 and photos showing violent death of persons can be removed if requested by a family member.

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; 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

The following content involving animals:

Videos depicting humans killing animals if there is no explicit food consumption, preparation, processing or manufacturing, or hunting 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

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

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

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

Imagery of fetuses that show:

Dismemberment
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 and burning

Imagery of visible innards in a birthing context

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

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 or imagery

Content that meets both of the following criteria:

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

Content must meet Criteria 1 (offer or ask) and be implicitly or indirectly offering or asking for sexual solicitation in order to be deemed 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.

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. We also remove any form of sadism towards people or animals.

Do not post:

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

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 products 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 Facebook 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 usin g 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. Memorialization

IV. Integrity and Authenticity

Policy Rationale

When someone passes away, friends and family can request that 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 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. And see our Newsroom for the latest tools we're building to support people during these difficult times.

23. 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

24. 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

25. 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

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) of any target(s) 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, 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.)

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 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, or advocating for high or mid-severity violence due to voting, voter registration, or the outcome of an election

Misinformation that contributes 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 encouraging others to do the same.)

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 proclaim a violent mission or are engaged in violence, from having a presence on Facebook. This includes organizations or individuals involved in the following:

Terrorist activity
Organized hate
Mass murder (including attempts) or multiple murder
Human trafficking
Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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.

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:

<u>Harm against people</u>

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

<u>Harm against animals</u>

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 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
Content stating that census or voting participation may or will result in law enforcement consequences (e.g., arrest, deportation, imprisonment)
Misrepresentation of government involvement in the census, including that an individual's census information will be shared with another government agency.
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

Do not post:

Content about non-medical drugs that

- Coordinates or encourages others to sell non-medical drugs
- Depicts, admits to, attempts purchase, or promotes sales of non-medical drugs by the poster of the content or their associates
- Promotes, encourages, coordinates, or provides instructions for use or make 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 or delivery
  - 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 offer, sell, gift, exchange, or transfer firearms, firearm parts, ammunition, or explosives between private individuals, unless posted by a Page representing a real brick-and-mortar store, legitimate website, brand or government agency (e.g. police department, fire department). This includes content that:

- Mentions or depicts firearms, firearm parts, ammunition, explosives, or 3D gun printing files of any firearm or its parts*, and
- Makes an attempt to sell or trade, by which we mean:
  - Explicitly mentioning the product is for sale or trade, or
  - Asking the audience to buy, or

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

* 3D gun printing files or instructions to manufacture firearms using 3D printers or CNC milling machines, including links to websites where such files or instructions are made available, may not be shared by anyone. A Page representing a real brick-and-mortar store, legitimate website or brand can otherwise post content that may promote these items only for sale off of our services and as long as those retailers comply with all applicable laws and regulations.

Content that depicts the trade (buying or selling) of human blood where trade is defined as:

Mentioning or depicting the human organs and/or blood, and
Indicating that human organs and/or blood are available for selling or buying, or
Listing a price or expressing willingness to discuss price

Content that encourages contact to facilitate the trade of human blood

Content that attempts to sell live animals between private individuals.

Content that coordinates or supports the poaching, or selling, buying or trade/trading of endangered species and their parts

Content that depicts poaching or selling of endangered species and their parts committed by you or your associates

Content about endangered species:

Promoting or speaking positively of the poaching or selling of endangered species and their parts.
Depicts poaching or selling of endangered species and their parts committed by the poster of the content or their associates.
Content that attempts to sell, poach, buy, giveaway endangered species and their parts.

Content that attempts to offer, sell, gift, exchange, or transfer alcohol or tobacco products between private individuals. This includes content that:

Mentions or depicts alcohol or tobacco, and

Makes an attempt to sell or trade, by which we mean:

Explicitly mentions the product is for sale or trade, or

Asks the audience to buy, or

Lists price or notes product is free

And is not posted by a Page representing a real brick-and-mortar store, legitimate website or brand
Content promoting weight loss products that include a miracle claim with a commercial offer

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

Content posted by or promoting 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

Content that depicts the sale or attempt to purchase knives, which includes content that

Mentions or depicts a knife or bladed weapon, and
Explicitly mentions the product is for sale or trade or delivery, or
Asks the audience to buy, or
Lists the price, or
Asks or gives away the product for free between private individuals, or
Encourages contact about the product either by:

Explicitly asking to be contacted, or

Including any type of contact information

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

Content posted by or promoting a brick and mortar store, legitimate website or brand, which coordinates or promotes the sale or transfer of alcohol or tobacco products off of Facebook's services. This includes content that:

- Mentions or depicts alcohol or tobacco, and
  - Explicitly mentions the product is for sale or trade, or
  - Asks the audience to buy, or
  - Lists the price or notes product is free or
  - Encourages contact about the product either by:
    - Explicitly asking to be contacted, or
    - Including any type of contact information
- Content that promotes the use or depicts the sale of weight loss products
  - Mentions or depicts a weight loss product or supplement, and
    - Promotes, encourages, coordinates, or provides instructions for use, or
    - Explicitly mentions the product is for donation or sale or trade or delivery, or
    - Asks the audience to buy, or
    - Lists the price, or
    - Gives away the product for free
- Promotes the use or depicts the sale of certain cosmetic procedures such as those involving body enhancement:
  - Mentions or depicts the cosmetic procedure, and
    - Promotes, encourages, coordinates, or provides instructions for the procedure, or
    - Explicitly mentions the procedure is for sale, or
    - Asks the audience to purchase the procedure, or
    - Lists the price of the procedure, or
    - Gives away the procedure for free

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 and real-time depictions 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 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
Adults soliciting minors
Minors soliciting 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 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

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.

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:

- 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
- Threaten to release an individual's private phone number, residential address, or email address
- Creating or posting content to Pages or Groups that are dedicated to attacking individual(s) by, for example

Calling for death or serious disease or disability

Making statements of intent of advocating to engage in sexual activity

Claims about sexually transmitted diseases

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, or physical harm

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

Calls for death or serious disease or disability
Claims about sexual activity or sexually transmitted diseases
Pages or Groups created to attack through:

Targeted cursing

High-severity physical descriptions

Claims about religious identity or blasphemy

Expressions of contempt or disgust

Target public figures by purposefully exposing them to:

For adults

Calls for death or serious disease or disability

Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity

Claims about sexually transmitted disease

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 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
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

Content that praises, celebrates, or mocks their death

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

Targeted cursing
Claims about romantic involvement, sexual orientation or gender identity
Content questioning hygiene
Coordination, advocation, 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 engagein 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 documentationof 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

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We also provide some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

We allow humor and social commentary related to these topics. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and 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 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
- Jewish people and rats
- 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:
  - Culturally perceived negative character trait, 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 or their visual equivalent, 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 or their visual equivalent, 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, such 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 or anus, or with 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 commonly used as insulting labels for the above-listed characteristics.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

Do not post:

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

Dismemberment unless in a medical setting

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

Videos or photos that depict non-sexual 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

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; 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

The following content involving animals:

Videos depicting humans killing animals if there is no explicit food consumption, preparation, processing or manufacturing, or hunting 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

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

Imagery that shows capital punishment of a person

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

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

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

Imagery of fetuses that show:
Dismemberment
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 and burning

Imagery of visible innards in a birthing context

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

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 or imagery

Content that meets both of the following criteria:

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

Content must meet Criteria 1 (offer or ask) and be implicitly or indirectly offering or asking for sexual solicitation in order to be deemed 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.

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
- Providing a false date of birth

Misuse our products 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 Facebook 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 usin g 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. Memorialization

IV. Integrity and Authenticity

Policy Rationale

When someone passes away, friends and family can request that 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 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. 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.

23. 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

24. 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

25. 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

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) of any target(s) 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, 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.)

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 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, or advocating for high or mid-severity violence due to voting, voter registration, or the outcome of an election

Misinformation that contributes 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 encouraging others to do the same.)

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 proclaim a violent mission or are engaged in violence, from having a presence on Facebook. This includes organizations or individuals involved in the following:

- Terrorist activity
- Organized hate
- Mass murder (including attempts) or multiple murder
- Human trafficking
- Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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.

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:

<u>Harm against people</u>

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

<u>Harm against animals</u>

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 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
Content stating that census or voting participation may or will result in law enforcement consequences (e.g., arrest, deportation, imprisonment)
Misrepresentation of government involvement in the census, including that an individual's census information will be shared with another government agency.
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

Do not post:

Content about non-medical drugs that

- Coordinates or encourages others to sell non-medical drugs
- Depicts, admits to, attempts purchase, or promotes sales of non-medical drugs by the poster of the content or their associates
- Promotes, encourages, coordinates, or provides instructions for use or make 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 or delivery
  - 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 offer, sell, gift, exchange, or transfer firearms, firearm parts, ammunition, or explosives between private individuals, unless posted by a Page representing a real brick-and-mortar store, legitimate website, brand or government agency (e.g. police department, fire department). This includes content that:

- Mentions or depicts firearms, firearm parts, ammunition, explosives, or 3D gun printing files of any firearm or its parts*, and
- Makes an attempt to sell or trade, by which we mean:
  - Explicitly mentioning the product is for sale or trade, or
  - Asking the audience to buy, or
  - 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

* 3D gun printing files or instructions to manufacture firearms using 3D printers or CNC milling machines, including links to websites where such files or instructions are made available, may not be shared by anyone. A Page representing a real brick-and-mortar store, legitimate website or brand can otherwise post content that may promote these items only for sale off of our services and as long as those retailers comply with all applicable laws and regulations.

Content that depicts the trade (buying or selling) of human blood where trade is defined as:

Mentioning or depicting the human organs and/or blood, and
Indicating that human organs and/or blood are available for selling or buying, or
Listing a price or expressing willingness to discuss price

Content that encourages contact to facilitate the trade of human blood

Content that attempts to sell live animals between private individuals.

Content that coordinates or supports the poaching, or selling, buying or trade/trading of endangered species and their parts

Content that depicts poaching or selling of endangered species and their parts committed by you or your associates

Content about endangered species:

Promoting or speaking positively of the poaching or selling of endangered species and their parts.
Depicts poaching or selling of endangered species and their parts committed by the poster of the content or their associates.
Content that attempts to sell, poach, buy, giveaway endangered species and their parts.

Content that attempts to offer, sell, gift, exchange, or transfer alcohol or tobacco products between private individuals. This includes content that:

Mentions or depicts alcohol or tobacco, and

Makes an attempt to sell or trade, by which we mean:

Explicitly mentions the product is for sale or trade, or

Asks the audience to buy, or

Lists price or notes product is free

And is not posted by a Page representing a real brick-and-mortar store, legitimate website or brand
Content promoting weight loss products that include a miracle claim with a commercial offer

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

Content posted by or promoting 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

Content that depicts the sale or attempt to purchase knives, which includes content that

Mentions or depicts a knife or bladed weapon, and
Explicitly mentions the product is for sale or trade or delivery, or
Asks the audience to buy, or
Lists the price, or
Asks or gives away the product for free between private individuals, or
Encourages contact about the product either by:

Explicitly asking to be contacted, or

Including any type of contact information

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

Content posted by or promoting a brick and mortar store, legitimate website or brand, which coordinates or promotes the sale or transfer of alcohol or tobacco products off of Facebook's services. This includes content that:

Mentions or depicts alcohol or tobacco, and

Explicitly mentions the product is for sale or trade, or

Asks the audience to buy, or

Lists the price or notes product is free or

Encourages contact about the product either by:

Explicitly asking to be contacted, or

Including any type of contact information

Content that promotes the use or depicts the sale of weight loss products

Mentions or depicts a weight loss product or supplement, and

Promotes, encourages, coordinates, or provides instructions for use, or

Explicitly mentions the product is for donation or sale or trade or delivery, or

Asks the audience to buy, or

Lists the price, or

Gives away the product for free

Promotes the use or depicts the sale of certain cosmetic procedures such as those involving body enhancement:

Mentions or depicts the cosmetic procedure, and

Promotes, encourages, coordinates, or provides instructions for the procedure, or

Explicitly mentions the procedure is for sale, or

Asks the audience to purchase the procedure, or

Lists the price of the procedure, or

Gives away the procedure for free

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 and real-time depictions 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 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
- Adults soliciting minors
- Minors soliciting 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 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

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:

- 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
- Threaten to release an individual's private phone number, residential address, or email address
- Creating or posting content to Pages or Groups that are dedicated to attacking individual(s) by, for example
    - Calling for death or serious disease or disability
    - Making statements of intent of advocating to engage in sexual activity
    - Claims about sexually transmitted diseases
- 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, or physical harm

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

Calls for death or serious disease or disability
Claims about sexual activity or sexually transmitted diseases
Pages or Groups created to attack through:

- Targeted cursing
- High-severity physical descriptions
- Claims about religious identity or blasphemy
- Expressions of contempt or disgust

Target public figures by purposefully exposing them to:

For adults

- Calls for death or serious disease or disability
- Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity
- Claims about sexually transmitted disease
- 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 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
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

Content that praises, celebrates, or mocks their death

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, advocation, 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 engagein 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 documentationof 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

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We also provide some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

We allow humor and social commentary related to these topics. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and 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 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
Jewish people and rats
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:

Culturally perceived negative character trait, 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 or their visual equivalent, 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 or their visual equivalent, 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, such 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 or anus, or with 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 commonly used as insulting labels for the above-listed characteristics.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

Do not post:

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

Dismemberment unless in a medical setting
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

Videos or photos that depict non-sexual 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

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; 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

The following content involving animals:

Videos depicting humans killing animals if there is no explicit food consumption, preparation, processing or manufacturing, or hunting 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

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

Imagery that shows capital punishment of a person

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

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

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

Imagery of fetuses that show:

Dismemberment
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 and burning

Imagery of visible innards in a birthing context

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

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 or imagery

Content that meets both of the following criteria:

- 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

Content must meet Criteria 1 (offer or ask) and be implicitly or indirectly offering or asking for sexual solicitation in order to be deemed 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.

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
Providing a false date of birth

Misuse our products 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 Facebook 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 usin g 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 (New)

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 that the account is now a memorial site and protects against attempted logins and fraudulent activity. Torespect 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

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) of any target(s) 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, 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.)

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 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, or advocating for high or mid-severity violence due to voting, voter registration, or the outcome of an election

Misinformation that contributes 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 encouraging others to do the same.)

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 proclaim a violent mission or are engaged in violence, to have a presence on Facebook. This includes organizations or individuals involved in the following:

- Terrorist activity
- Organized hate
- Mass murder (including attempts) or multiple murder
- Human trafficking
- Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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

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 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
Content stating that census or voting participation may or will result in law enforcement consequences (e.g., arrest, deportation, imprisonment)

Misrepresentation of government involvement in the census, including that an individual's census information will be shared with another government agency.
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

Do not post:

Content about non-medical drugs that

Coordinates or encourages others to sell non-medical drugs
Depicts, admits to, attempts purchase, or promotes sales of non-medical drugs by the poster of the content or their associates
Promotes, encourages, coordinates, or provides instructions for use or make 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 or delivery

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 offer, sell, gift, exchange, or transfer firearms, firearm parts, ammunition, or explosives between private individuals, unless posted by a Page representing a real brick-and-mortar store, legitimate website, brand or government agency (e.g. police department, fire department). This includes content that:

- Mentions or depicts firearms, firearm parts, ammunition, explosives, or 3D gun printing files of any firearm or its parts*, and
- Makes an attempt to sell or trade, by which we mean:
  - Explicitly mentioning the product is for sale or trade, or
  - Asking the audience to buy, or
  - 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

* 3D gun printing files or instructions to manufacture firearms using 3D printers or CNC milling machines, including links to websites where such files or instructions are made available, may not be shared by anyone. A Page representing a real brick-and-mortar store, legitimate website or brand can otherwise post content that may promote these items only for sale off of our services and as long as those retailers comply with all applicable laws and regulations.

Content that depicts the trade (buying or selling) of human blood where trade is defined as:

- Mentioning or depicting the human organs and/or blood, and
- Indicating that human organs and/or blood are available for selling or buying, or
- Listing a price or expressing willingness to discuss price

Content that encourages contact to facilitate the trade of human blood

Content that attempts to sell live animals between private individuals.

Content that coordinates or supports the poaching, or selling, buying or trade/trading of endangered species and their parts

Content that depicts poaching or selling of endangered species and their parts committed by you or your associates

Content about endangered species:

Promoting or speaking positively of the poaching or selling of endangered species and their parts.
Depicts poaching or selling of endangered species and their parts committed by the poster of the content or their associates.
Content that attempts to sell, poach, buy, giveaway endangered species and their parts.

Content that attempts to offer, sell, gift, exchange, or transfer alcohol or tobacco products between private individuals. This includes content that:

Mentions or depicts alcohol or tobacco, and

Makes an attempt to sell or trade, by which we mean:

Explicitly mentions the product is for sale or trade, or

Asks the audience to buy, or

Lists price or notes product is free

And is not posted by a Page representing a real brick-and-mortar store, legitimate website or brand
Content promoting weight loss products that include a miracle claim with a commercial offer

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

Content posted by or promoting 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

Content that depicts the sale or attempt to purchase knives, which includes content that

Mentions or depicts a knife or bladed weapon, and
Explicitly mentions the product is for sale or trade or delivery, or
Asks the audience to buy, or
Lists the price, or
Asks or gives away the product for free between private individuals, or

Encourages contact about the product either by:

Explicitly asking to be contacted, or

Including any type of contact information

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

Content posted by or promoting a brick and mortar store, legitimate website or brand, which coordinates or promotes the sale or transfer of alcohol or tobacco products off of Facebook's services. This includes content that:

Mentions or depicts alcohol or tobacco, and

Explicitly mentions the product is for sale or trade, or

Asks the audience to buy, or

Lists the price or notes product is free or

Encourages contact about the product either by:

Explicitly asking to be contacted, or

Including any type of contact information

Content that promotes the use or depicts the sale of weight loss products

Mentions or depicts a weight loss product or supplement, and

Promotes, encourages, coordinates, or provides instructions for use, or

Explicitly mentions the product is for donation or sale or trade or delivery, or

Asks the audience to buy, or

Lists the price, or

Gives away the product for free

Promotes the use or depicts the sale of certain cosmetic procedures such as those involving body enhancement:

Mentions or depicts the cosmetic procedure, and

Promotes, encourages, coordinates, or provides instructions for the procedure, or

Explicitly mentions the procedure is for sale, or

Asks the audience to purchase the procedure, or

Lists the price of the procedure, or

Gives away the procedure for free

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 and real-time depictions 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 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
Adults soliciting minors
Minors soliciting 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 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

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:

- 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

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

Creating or posting content to Pages or Groups that are dedicated to attacking individual(s) by, for example

Calling for death or serious disease or disability

Making statements of intent of advocating to engage in sexual activity

Claims about sexually transmitted diseases

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, 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

High-severity 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 or serious disease or disability

Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity

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 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
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

Content that praises, celebrates, or mocks their death

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, advocation, 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 engagein 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 documentationof 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

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We also provide some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

We allow humor and social commentary related to these topics. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and 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 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
  - Jewish people and rats
  - 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:
    - Culturally perceived negative character trait, 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 or their visual equivalent, 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 or their visual equivalent, 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 or anus, or with 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 commonly used as insulting labels for the above-listed characteristics.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about

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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

Do not post:

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

- 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

Videos or photos that depict non-sexual 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

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:

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

The following content involving animals:

Videos depicting humans killing animals if there is no explicit food consumption, preparation, processing or manufacturing, or hunting 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

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

Imagery that shows capital punishment of a person

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

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

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

Imagery of fetuses that show:

Dismemberment
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 and burning

Imagery of visible innards in a birthing context

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

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 or imagery

Content that meets both of the following criteria:

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

Content must meet Criteria 1 (offer or ask) and be implicitly or indirectly offering or asking for sexual solicitation in order to be deemed 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.

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
- Providing a false date of birth

Misuse our products 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 Facebook 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 usin g 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

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) of any target(s) 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, 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.)

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 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, or advocating for high or mid-severity violence due to voting, voter registration, or the outcome of an election

Misinformation that contributes 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 encouraging others to do the same.)

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 proclaim a violent mission or are engaged in violence, to have a presence on Facebook. This includes organizations or individuals involved in the following:

- Terrorist activity
- Organized hate
- Mass murder (including attempts) or multiple murder
- Human trafficking
- Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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

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 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
Content stating that census or voting participation may or will result in law enforcement consequences (e.g., arrest, deportation, imprisonment)

Misrepresentation of government involvement in the census, including that an individual's census information will be shared with another government agency.
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

Do not post:

Content about non-medical drugs that

Coordinates or encourages others to sell non-medical drugs
Depicts, admits to, attempts purchase, or promotes sales of non-medical drugs by the poster of the content or their associates
Promotes, encourages, coordinates, or provides instructions for use or make 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 or delivery

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 offer, sell, gift, exchange, or transfer firearms, firearm parts, ammunition, or explosives between private individuals, unless posted by a Page representing a real brick-and-mortar store, legitimate website, brand or government agency (e.g. police department, fire department). This includes content that:

- Mentions or depicts firearms, firearm parts, ammunition, explosives, or 3D gun printing files of any firearm or its parts*, and
- Makes an attempt to sell or trade, by which we mean:
  - Explicitly mentioning the product is for sale or trade, or
  - Asking the audience to buy, or
  - 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

* 3D gun printing files or instructions to manufacture firearms using 3D printers or CNC milling machines, including links to websites where such files or instructions are made available, may not be shared by anyone. A Page representing a real brick-and-mortar store, legitimate website or brand can otherwise post content that may promote these items only for sale off of our services and as long as those retailers comply with all applicable laws and regulations.

Content that depicts the trade (buying or selling) of human blood where trade is defined as:

- Mentioning or depicting the human organs and/or blood, and
- Indicating that human organs and/or blood are available for selling or buying, or
- Listing a price or expressing willingness to discuss price

Content that encourages contact to facilitate the trade of human blood

Content that attempts to sell live animals between private individuals.

Content that coordinates or supports the poaching, or selling, buying or trade/trading of endangered species and their parts

Content that depicts poaching or selling of endangered species and their parts committed by you or your associates

Content about endangered species:

Promoting or speaking positively of the poaching or selling of endangered species and their parts.
Depicts poaching or selling of endangered species and their parts committed by the poster of the content or their associates.
Content that attempts to sell, poach, buy, giveaway endangered species and their parts.

Content that attempts to offer, sell, gift, exchange, or transfer alcohol or tobacco products between private individuals. This includes content that:

Mentions or depicts alcohol or tobacco, and

Makes an attempt to sell or trade, by which we mean:

Explicitly mentions the product is for sale or trade, or

Asks the audience to buy, or

Lists price or notes product is free

And is not posted by a Page representing a real brick-and-mortar store, legitimate website or brand
Content promoting weight loss products that include a miracle claim with a commercial offer

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

Content posted by or promoting 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

Content that depicts the sale or attempt to purchase knives, which includes content that

Mentions or depicts a knife or bladed weapon, and
Explicitly mentions the product is for sale or trade or delivery, or
Asks the audience to buy, or
Lists the price, or
Asks or gives away the product for free between private individuals, or

Encourages contact about the product either by:

Explicitly asking to be contacted, or

Including any type of contact information

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

Content posted by or promoting a brick and mortar store, legitimate website or brand, which coordinates or promotes the sale or transfer of alcohol or tobacco products off of Facebook's services. This includes content that:

Mentions or depicts alcohol or tobacco, and

Explicitly mentions the product is for sale or trade, or

Asks the audience to buy, or

Lists the price or notes product is free or

Encourages contact about the product either by:

Explicitly asking to be contacted, or

Including any type of contact information

Content that promotes the use or depicts the sale of weight loss products

Mentions or depicts a weight loss product or supplement, and

Promotes, encourages, coordinates, or provides instructions for use, or

Explicitly mentions the product is for donation or sale or trade or delivery, or

Asks the audience to buy, or

Lists the price, or

Gives away the product for free

Promotes the use or depicts the sale of certain cosmetic procedures such as those involving body enhancement:

Mentions or depicts the cosmetic procedure, and

Promotes, encourages, coordinates, or provides instructions for the procedure, or

Explicitly mentions the procedure is for sale, or

Asks the audience to purchase the procedure, or

Lists the price of the procedure, or

Gives away the procedure for free

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 and real-time depictions 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 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
Adults soliciting minors
Minors soliciting 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 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

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:

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

Creating or posting content to Pages or Groups that are dedicated to attacking individual(s) by, for example

Calling for death or serious disease or disability

Making statements of intent of advocating to engage in sexual activity

Claims about sexually transmitted diseases

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, 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

High-severity 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 or serious disease or disability

Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity

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 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
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

Content that praises, celebrates, or mocks their death

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, advocation, 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 engagein 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 documentationof 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

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We protect against attacks on the basis of age when age is paired with another protected characteristic, andWe also provide certain some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

We allow humor and social commentary related to these topics. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and 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 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
  - Jewish people and rats
  - 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:

Culturally perceived negative character trait, 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 or their visual equivalent, 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 or their visual equivalent, 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 or anus, or with 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 commonly used as insulting labels for the above-listed characteristics.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

Do not post:

Videos of 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

Videos or photos that depict non-sexual 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

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:

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

The following content involving animals:

Videos depicting humans killing animals if there is no explicit food consumption, preparation, processing or manufacturing, or hunting 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

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

Imagery that shows capital punishment of a person

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

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

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

Imagery of fetuses that show:

Dismemberment
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 and burning

Imagery of visible innards in a birthing context

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

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 or imagery

Content that meets both of the following criteria:

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

Content must meet Criteria 1 (offer or ask) and be implicitly or indirectly offering or asking for sexual solicitation in order to be deemed 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.

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
- Providing a false date of birth

Misuse our products 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 Facebook 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 usin g 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

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) of any target(s) 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, 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.)

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 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, or advocating for high or mid-severity violence due to voting, voter registration, or the outcome of an election

Misinformation that contributes 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 encouraging others to do the same.)

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 proclaim a violent mission or are engaged in violence, to have a presence on Facebook. This includes organizations or individuals involved in the following:

- Terrorist activity
- Organized hate
- Mass murder (including attempts) or multiple murder
- Human trafficking
- Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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

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 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
Content stating that census or voting participation may or will result in law enforcement consequences (e.g., arrest, deportation, imprisonment)

Misrepresentation of government involvement in the census, including that an individual's census information will be shared with another government agency.
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

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
Promotes, 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 between private individuals, 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 of the poaching of endangered species and their parts
Promotes, encourages, or coordinates the poaching of 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

Diet products:

Content about weight loss that contains a miracle claim with a commercial offer

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 promotes the use or depicts the sale of weight loss products

Mentions or depicts a weight loss product or supplement, and

Promotes, encourages, coordinates, or provides instructions for use, or

Explicitly mentions the product is for donation or sale or trade or delivery, or

Asks the audience to buy, or

Lists the price, or

Gives away the product for free

Potentially dangerous cosmetic procedures:

Content that promotes the use or depicts the sale of a potentially dangerous cosmetic procedure:

Mentions or depicts the cosmetic procedure, and

Promotes, encourages, coordinates, or provides instructions for the procedure, or

Explicitly mentions the procedure is for sale, or

Asks the audience to purchase the procedure, or

Lists the price of the procedure, or

Gives away the procedure for free

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 and real-time

depictions 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 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
Adults soliciting minors
Minors soliciting 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 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

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:

- 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
- Threaten to release an individual's private phone number, residential address, or email address
- Creating or posting content to Pages or Groups that are dedicated to attacking individual(s) by, for example
  - Calling for death or serious disease or disability
  - Making statements of intent of advocating to engage in sexual activity
  - Claims about sexually transmitted diseases
- 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, 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

High-severity 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 or serious disease or disability

Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity

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 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
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

Content that praises, celebrates, or mocks their death

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, advocation, 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 engagein 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 documentationof 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

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We protect against attacks on the basis of age when age is paired with another protected characteristic, andWe also provide certain some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

We allow humor and social commentary related to these topics. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and 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 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
Jewish people and rats
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:

Culturally perceived negative character trait, 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 or their visual equivalent, 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 or their visual equivalent, 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 or anus, or with 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 commonly used as insulting labels for the above-listed characteristics.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

Do not post:

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

Videos or photos that depict non-sexual 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

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:

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

The following content involving animals:

- Videos depicting humans killing animals if there is no explicit food consumption, preparation, processing or manufacturing, or hunting 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 food consumption, preparation, processing, manufacturing, hunting, taxidermy or medical context or the animal is already skinned or with its outer layer fully removed.

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

Imagery that shows capital punishment of a person

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

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

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

Imagery of fetuses that show:

Dismemberment
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 andor burning

Imagery of visible innards in a birthing context

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

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 or imagery

Content that meets both of the following criteria:

- 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

Content must meet Criteria 1 (offer or ask) and be implicitly or indirectly offering or asking for sexual solicitation in order to be deemed 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.

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
- Providing a false date of birth

Misuse our products 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 Facebook 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 usin g 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

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) of any target(s) 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, 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.)

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 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, or advocating for high or mid-severity violence due to voting, voter registration, or the outcome of an election

Misinformation that contributes 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 encouraging others to do the same.)

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 proclaim a violent mission or are engaged in violence, to have a presence on Facebook. This includes organizations or individuals involved in the following:

- Terrorist activity
- Organized hate
- Mass murder (including attempts) or multiple murder
- Human trafficking
- Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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

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 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
Content stating that census or voting participation may or will result in law enforcement consequences (e.g., arrest, deportation, imprisonment)

Misrepresentation of government involvement in the census, including that an individual's census information will be shared with another government agency.
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

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
Promotes, 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 between private individuals, 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 of the poaching of endangered species and their parts
Promotes, encourages, or coordinates the poaching of 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

Diet products:

Content about weight loss that contains a miracle claim with a commercial offer

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 promotes the use or depicts the sale of weight loss products

Mentions or depicts a weight loss product or supplement, and

Promotes, encourages, coordinates, or provides instructions for use, or

Explicitly mentions the product is for donation or sale or trade or delivery, or

Asks the audience to buy, or

Lists the price, or

Gives away the product for free

Potentially dangerous cosmetic procedures:

Content that promotes the use or depicts the sale of a potentially dangerous cosmetic procedure:

Mentions or depicts the cosmetic procedure, and

Promotes, encourages, coordinates, or provides instructions for the procedure, or

Explicitly mentions the procedure is for sale, or

Asks the audience to purchase the procedure, or

Lists the price of the procedure, or

Gives away the procedure for free

5. Fraud and Deception

I. Violence and Criminal Behavior

Policy Rationale

In an effort to prevent fraudulent activity that can harm people or businesses, we remove content that purposefully deceives, willfully misrepresents or otherwise

defrauds or exploits others for money or property. This includes content that seeks to coordinate or promote these activities using our services.
We allow people to raise awareness and educate others as well as condemn these activities unless this includes content that contains sensitive information, such as personally identifiable information.

Do not post:

Content that provides instructions on, engages in, promotes, coordinates, encourages, facilitates, admits to, recruits for, admits to the offering, or solicitation of any of the following activities:

- Deceiving others to generate a financial or personal benefit to the detriment of a third party or entity through:
    - Investment or financial scams:
        - Loan scams
        - Advance fee scams
        - Ponzi or pyramid schemes
        - Money or cash flips or money muling
        - Investment scams with promise of high rates of return
    - Inauthentic identity scams:
        - Charity scams
        - Romance or impersonation scams
        - Establishment of false businesses or entities
    - Product or rewards scams:
        - Grant and benefits scams
        - Tangible, spiritual or illuminati scams
        - Insurance scams, including ghost broking
        - Fake jobs, work from home, or get-rich-quick scams
        - Debt relief or credit repair scams

- Engaging with others to generate a financial or personal benefit at a loss for a third party, such as people, businesses or organisations through:
    - Fake documents or financial instruments by:
        - Creating, selling, or buying of:
            - Fake or forged documents
            - Fake or counterfeit currency or vouchers
            - Fake or forged educational and professional certificates
    - Stolen information, goods, or services by:
        - Credit card fraud and goods or property purchases with stolen financial information
        - Trading, selling or buying of:
            - Personal Identifiable Information
            - Fake and misleading user reviews or ratings

    - Future exam papers or answer sheets
    - Credentials for subscription services
  - Betting manipulation, for example match fixing
  - Manipulation of measuring devices such as electricity or water meters in order to bypass their authorised or legal use

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

Do not post:

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

- Bribery
- Embezzlement
- Money laundering (concealment of the origins of criminally obtained money)

6. Suicide and Self-Injury

II. Safety

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide assistance to people in distress.

While we do not allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if our Community Operations team is concerned about immediate harm we will contact local emergency services to get them help. For more information, visit the Facebook Safety Center.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

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.

Content that mocks victims or survivors of suicide, self-injury or eating disorders who are either publicly known or implied to have experienced suicide or self-injury

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

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

- We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g., government agencies, NGOs).
    - A suicide note may also be removed when reported through the Suicidal Content Contact Form or Instagram Contact Form when we have confirmation of a suicide or suicide attempt

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
Adults soliciting minors
Minors soliciting 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 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

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:

- 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

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

Creating or posting content to Pages or Groups that are dedicated to attacking individual(s) by, for example

Calling for death or serious disease or disability

Making statements of intent of advocating to engage in sexual activity

Claims about sexually transmitted diseases

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, 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

High-severity 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 or serious disease or disability

Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity

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 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
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

Content that praises, celebrates, or mocks their death

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, advocation, 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 engagein 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 documentationof 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

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We protect against attacks on the basis of age when age is paired with another protected characteristic, andWe also provide certain some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

We allow humor and social commentary related to these topics. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and 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 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
  - Jewish people and rats
  - 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:

Culturally perceived negative character trait, 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 or their visual equivalent, 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 or their visual equivalent, 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 or anus, or with 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 commonly used as insulting labels for the above-listed characteristics.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

Do not post:

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

Videos or photos that depict non-sexual 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

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:

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

The following content involving animals:

Videos depicting humans killing animals if there is no explicit food consumption, preparation, processing or manufacturing, or hunting 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 food consumption, preparation, processing, manufacturing, hunting, taxidermy or medical context or the animal is already skinned or with its outer layer fully removed.

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

Imagery that shows capital punishment of a person

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

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

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

Imagery of fetuses that show:

Dismemberment
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 andor burning

Imagery of visible innards in a birthing context

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

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 or imagery

Content that meets both of the following criteria:

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

Content must meet Criteria 1 (offer or ask) and be implicitly or indirectly offering or asking for sexual solicitation in order to be deemed 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.

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
- Providing a false date of birth

Misuse our products 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 Facebook 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 usin g 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

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) of any target(s) 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, 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.)

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 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, or advocating for high or mid-severity violence due to voting, voter registration, or the 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 encouraging others to do the same).

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 proclaim a violent mission or are engaged in violence, to have a presence on Facebook. This includes organizations or individuals involved in the following:

Terrorist activity
Organized hate
Mass murder (including attempts) or multiple murder
Human trafficking
Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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

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 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
Content stating that census or voting participation may or will result in law enforcement consequences (e.g., arrest, deportation, imprisonment)
Misrepresentation of government involvement in the census, including that an individual's census information will be shared with another government agency.
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

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
> Promotes, 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 between private individuals, 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 of the poaching of endangered species and their parts
Promotes, encourages, or coordinates the poaching of 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

Diet products:

Content about weight loss that contains a miracle claim with a commercial offer

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 promotes the use or depicts the sale of weight loss products

- Mentions or depicts a weight loss product or supplement, and
  - Promotes, encourages, coordinates, or provides instructions for use, or
  - Explicitly mentions the product is for donation or sale or trade or delivery, or
  - Asks the audience to buy, or
  - Lists the price, or
  - Gives away the product for free

Potentially dangerous cosmetic procedures:

Content that promotes the use or depicts the sale of a potentially dangerous cosmetic procedure:

- Mentions or depicts the cosmetic procedure, and
  - Promotes, encourages, coordinates, or provides instructions for the procedure, or
  - Explicitly mentions the procedure is for sale, or
  - Asks the audience to purchase the procedure, or
  - Lists the price of the procedure, or
  - Gives away the procedure for free

5. Fraud and Deception

I. Violence and Criminal Behavior

Policy Rationale

In an effort to prevent fraudulent activity that can harm people or businesses, we remove content that purposefully deceives, willfully misrepresents or otherwise defrauds or exploits others for money or property. This includes content that seeks to coordinate or promote these activities using our services.
We allow people to raise awareness and educate others as well as condemn these activities unless this includes content that contains sensitive information, such as personally identifiable information.

Do not post:

Content that provides instructions on, engages in, promotes, coordinates, encourages, facilitates, admits to, recruits for, admits to the offering, or solicitation of any of the following activities:

- Deceiving others to generate a financial or personal benefit to the detriment of a third party or entity through:
    - Investment or financial scams:
        - Loan scams
        - Advance fee scams
        - Ponzi or pyramid schemes
        - Money or cash flips or money muling
        - Investment scams with promise of high rates of return
    - Inauthentic identity scams:
        - Charity scams
        - Romance or impersonation scams
        - Establishment of false businesses or entities
    - Product or rewards scams:
        - Grant and benefits scams
        - Tangible, spiritual or illuminati scams
        - Insurance scams, including ghost broking
        - Fake jobs, work from home, or get-rich-quick scams
        - Debt relief or credit repair scams

- Engaging with others to generate a financial or personal benefit at a loss for a third party, such as people, businesses or organisations through:
    - Fake documents or financial instruments by:
        - Creating, selling, or buying of:
            - Fake or forged documents
            - Fake or counterfeit currency or vouchers
            - Fake or forged educational and professional certificates
    - Stolen information, goods, or services by:
        - Credit card fraud and goods or property purchases with stolen financial information
        - Trading, selling or buying of:
            - Personal Identifiable Information
            - Fake and misleading user reviews or ratings
            - Future exam papers or answer sheets
            - Credentials for subscription services
        - Betting manipulation, for example match fixing

- Manipulation of measuring devices such as electricity or water meters in order to bypass their authorised or legal use

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

Do not post:

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

- Bribery
- Embezzlement
- Money laundering (concealment of the origins of criminally obtained money)

6. Suicide and Self-Injury

II. Safety

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide assistance to people in distress.

While we do not allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if our Community Operations team is concerned about immediate harm we will contact local emergency services to get them help. For more information, visit the Facebook Safety Center.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

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.

Content that mocks victims or survivors of suicide, self-injury or eating disorders who are either publicly known or implied to have experienced suicide or self-injury

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

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

- We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g., government agencies, NGOs).
    - A suicide note may also be removed when reported through the Suicidal Content Contact Form or Instagram Contact Form when we have confirmation of a suicide or suicide attempt

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
Adults soliciting minors
Minors soliciting 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 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

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 and 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 personal 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 post and share 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 are doing to protect people from bullying and harassment here.

Note: This policy does not apply to individuals who are part of designated organizations under the Dangerous Organizations and Individuals policy or individuals who died prior to 1900.

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:

- 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

- Threaten to release an individual's private phone number, residential address, or email address
- Creating Pages or Groups that are dedicated to attacking individual(s) by:

        - Calling for death or serious 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 diseases

- 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, 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 or serious disease or disability
        - Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity
        - 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, advocation, 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 engagein 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 documentationof 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

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We protect against attacks on the basis of age when age is paired with another protected characteristic, andWe also provide certain some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

We allow humor and social commentary related to these topics. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and 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 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
Jewish people and rats
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:

Culturally perceived negative character trait, 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 or their visual equivalent, 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 or their visual equivalent, 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 or anus, or with 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 commonly used as insulting labels for the above-listed characteristics.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

Do not post:

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

Videos or photos that depict non-sexual 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

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:

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

The following content involving animals:

- Videos depicting humans killing animals if there is no explicit food consumption, preparation, processing or manufacturing, or hunting 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 food consumption, preparation, processing, manufacturing, hunting, taxidermy or medical context or the animal is already skinned or with its outer layer fully removed.

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

Imagery that shows capital punishment of a person

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

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

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

Imagery of fetuses 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

Imagery of visible innards in a birthing context

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

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 usin g 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

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) of any target(s) 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, 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.)

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 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, or advocating for high or mid-severity violence due to voting, voter registration, or the 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 encouraging others to do the same).

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 proclaim a violent mission or are engaged in violence, to have a presence on Facebook. This includes organizations or individuals involved in the following:

Terrorist activity
Organized hate
Mass murder (including attempts) or multiple murder
Human trafficking
Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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

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 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
Content stating that census or voting participation may or will result in law enforcement consequences (e.g., arrest, deportation, imprisonment)
Misrepresentation of government involvement in the census, including that an individual's census information will be shared with another government agency.
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

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
- Promotes, 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 of the poaching of endangered species and their parts
- Promotes, encourages, or coordinates the poaching of 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

Diet products:

- Content about weight loss that contains a miracle claim with a commercial offer

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 promotes the use or depicts the sale of weight loss products

- Mentions or depicts a weight loss product or supplement, and
    - Promotes, encourages, coordinates, or provides instructions for use, or
    - Explicitly mentions the product is for donation or sale or trade or delivery, or
    - Asks the audience to buy, or
    - Lists the price, or
    - Gives away the product for free

Potentially dangerous cosmetic procedures:

Content that promotes the use or depicts the sale of a potentially dangerous cosmetic procedure:

- Mentions or depicts the cosmetic procedure, and
    - Promotes, encourages, coordinates, or provides instructions for the procedure, or
    - Explicitly mentions the procedure is for sale, or
    - Asks the audience to purchase the procedure, or
    - Lists the price of the procedure, or
    - Gives away the procedure for free

5. Fraud and Deception

I. Violence and Criminal Behavior

Policy Rationale

In an effort to prevent fraudulent activity that can harm people or businesses, we remove content that purposefully deceives, willfully misrepresents or otherwise defrauds or exploits others for money or property. This includes content that seeks to coordinate or promote these activities using our services.
We allow people to raise awareness and educate others as well as condemn these activities unless this includes content that contains sensitive information, such as personally identifiable information.

Do not post:

Content that provides instructions on, engages in, promotes, coordinates, encourages, facilitates, admits to, recruits for, admits to the offering, or solicitation of any of the following activities:

- Deceiving others to generate a financial or personal benefit to the detriment of a third party or entity through:
    - Investment or financial scams:
        - Loan scams
        - Advance fee scams
        - Ponzi or pyramid schemes
        - Money or cash flips or money muling
        - Investment scams with promise of high rates of return
    - Inauthentic identity scams:
        - Charity scams
        - Romance or impersonation scams
        - Establishment of false businesses or entities
    - Product or rewards scams:
        - Grant and benefits scams
        - Tangible, spiritual or illuminati scams
        - Insurance scams, including ghost broking
        - Fake jobs, work from home, or get-rich-quick scams
        - Debt relief or credit repair scams

- Engaging with others to generate a financial or personal benefit at a loss for a third party, such as people, businesses or organisations through:
    - Fake documents or financial instruments by:
        - Creating, selling, or buying of:
            - Fake or forged documents
            - Fake or counterfeit currency or vouchers
            - Fake or forged educational and professional certificates
    - Stolen information, goods, or services by:
        - Credit card fraud and goods or property purchases with stolen financial information
        - Trading, selling or buying of:
            - Personal Identifiable Information
            - Fake and misleading user reviews or ratings
            - Future exam papers or answer sheets
            - Credentials for subscription services
        - Betting manipulation, for example match fixing

- Manipulation of measuring devices such as electricity or water meters in order to bypass their authorised or legal use

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

Do not post:

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

- Bribery
- Embezzlement
- Money laundering (concealment of the origins of criminally obtained money)

6. Suicide and Self-Injury

II. Safety

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide assistance to people in distress.

While we do not allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if our Community Operations team is concerned about immediate harm we will contact local emergency services to get them help. For more information, visit the Facebook Safety Center.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

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.

Content that mocks victims or survivors of suicide, self-injury or eating disorders who are either publicly known or implied to have experienced suicide or self-injury

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

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

- We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g., government agencies, NGOs).
    - A suicide note may also be removed when reported through the Suicidal Content Contact Form or Instagram Contact Form when we have confirmation of a suicide or suicide attempt

7. Child Nudity and Sexual Exploitation of Children[1]

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)

[1] Note from Facebook's records, 22 June 2020: "We already prohibit content that depicts non-sexual child abuse, but had previously included the prohibition in our Graphic and Violent Content section because the content can be graphic. However, since non-sexual child abuse is a child safety issue much like child nudity and exploitation, we have moved the policy to this section and relabeled it to more appropriately reflect the type of content we remove."

- 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 and 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 personal 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 post and share 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 are doing to protect people from bullying and harassment here.

Note: This policy does not apply to individuals who are part of designated organizations under the Dangerous Organizations and Individuals policy or individuals who died prior to 1900.

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:

- 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

- Threaten to release an individual's private phone number, residential address, or email address
- Creating Pages or Groups that are dedicated to attacking individual(s) by:
        - Calling for death or serious 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 diseases

- 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, 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 or serious disease or disability
        - Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity
        - 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, advocation, 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 engagein 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 documentationof 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

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We protect against attacks on the basis of age when age is paired with another protected characteristic, and also provide certain protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and 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 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
    - Jewish people and rats
    - 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:
            - Culturally perceived negative character trait, 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 or their visual equivalent, 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 or their visual equivalent, 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 or anus, or with 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 commonly used as insulting labels for the above-listed characteristics.

13. Violent and Graphic Content[2]

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

Do not post:

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

[2] Note from Facebook's records, 22 June 2020: "We already prohibit content that depicts non-sexual child abuse, but had previously included the prohibition in our Graphic and Violent Content section because the content can be graphic. However, since non-sexual child abuse is a child safety issue much like child nudity and exploitation, we have moved the policy to this section and relabeled it to more appropriately reflect the type of content we remove."

- Throat-slitting

Live streams of capital punishment of a person

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:

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

The following content involving animals:

- Videos depicting humans killing animals if there is no explicit food consumption, preparation, processing or manufacturing, or hunting 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 food consumption, preparation, processing, manufacturing, hunting, taxidermy or medical context or the animal is already skinned or with its outer layer fully removed.

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

Imagery that shows capital punishment of a person

Videos that show 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

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

Imagery of fetuses 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

Imagery of visible innards in a birthing context

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

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 usin g 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

1. Violence and Incitement

I. Violence and Criminal Behavior

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide assistance to people in distress.

While we do not allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if our Community Operations team is concerned about immediate harm we will contact local emergency services to get them help. For more information, visit the Facebook Safety Center.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

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.

Content that mocks victims or survivors of suicide, self-injury or eating disorders who are either publicly known or implied to have experienced suicide or self-injury

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

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

- We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g., government agencies, NGOs).
    - A suicide note may also be removed when reported through the Suicidal Content Contact Form or Instagram Contact

Form when we have confirmation of a suicide or suicide attempt

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 proclaim a violent mission or are engaged in violence, to have a presence on Facebook. This includes organizations or individuals involved in the following:

- Terrorist activity
- Organized hate
- Mass murder (including attempts) or multiple murder
- Human trafficking
- Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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

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 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 censusor an election
- Content stating that census or voting participation may or will result in law enforcement consequences (e.g., arrest, deportation, imprisonment)
- Misrepresentation of government involvement in the census, including that an individual's census information will be shared with another government agency.
- 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

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
- Promotes, 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 of the poaching of endangered species and their parts
- Promotes, encourages, or coordinates the poaching of 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

Diet products:

- Content about weight loss that contains a miracle claim with a commercial offer

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 promotes the use or depicts the sale of weight loss products

- Mentions or depicts a weight loss product or supplement, and
    - Promotes, encourages, coordinates, or provides instructions for use, or
    - Explicitly mentions the product is for donation or sale or trade or delivery, or
    - Asks the audience to buy, or
    - Lists the price, or
    - Gives away the product for free

Potentially dangerous cosmetic procedures:

Content that promotes the use or depicts the sale of a potentially dangerous cosmetic procedure:

- Mentions or depicts the cosmetic procedure, and
    - Promotes, encourages, coordinates, or provides instructions for the procedure, or
    - Explicitly mentions the procedure is for sale, or
    - Asks the audience to purchase the procedure, or
    - Lists the price of the procedure, or
    - Gives away the procedure for free

5. Fraud and Deception

I. Violence and Criminal Behavior

Policy Rationale

In an effort to prevent fraudulent activity that can harm people or businesses, we remove content that purposefully deceives, willfully misrepresents or otherwise defrauds or exploits others for money or property. This includes content that seeks to coordinate or promote these activities using our services.
We allow people to raise awareness and educate others as well as condemn these activities unless this includes content that contains sensitive information, such as personally identifiable information.

Do not post:

Content that provides instructions on, engages in, promotes, coordinates, encourages, facilitates, admits to, recruits for, admits to the offering, or solicitation of any of the following activities:

- Deceiving others to generate a financial or personal benefit to the detriment of a third party or entity through:
    - Investment or financial scams:
        - Loan scams
        - Advance fee scams
        - Ponzi or pyramid schemes
        - Money or cash flips or money muling
        - Investment scams with promise of high rates of return
    - Inauthentic identity scams:
        - Charity scams
        - Romance or impersonation scams
        - Establishment of false businesses or entities
    - Product or rewards scams:
        - Grant and benefits scams
        - Tangible, spiritual or illuminati scams
        - Insurance scams, including ghost broking
        - Fake jobs, work from home, or get-rich-quick scams
        - Debt relief or credit repair scams

- Engaging with others to generate a financial or personal benefit at a loss for a third party, such as people, businesses or organisations through:
    - Fake documents or financial instruments by:
        - Creating, selling, or buying of:
            - Fake or forged documents
            - Fake or counterfeit currency or vouchers
            - Fake or forged educational and professional certificates
    - Stolen information, goods, or services by:
        - Credit card fraud and goods or property purchases with stolen financial information
        - Trading, selling or buying of:
            - Personal Identifiable Information
            - Fake and misleading user reviews or ratings
            - Future exam papers or answer sheets
            - Credentials for subscription services
        - Betting manipulation, for example match fixing

- Manipulation of measuring devices such as electricity or water meters in order to bypass their authorised or legal use

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

Do not post:

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

- Bribery
- Embezzlement
- Money laundering (concealment of the origins of criminally obtained money)

6. Suicide and Self-Injury

II. Safety

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide assistance to people in distress.

While we do not allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if our Community Operations team is concerned about immediate harm we will contact local emergency services to get them help. For more information, visit the Facebook Safety Center.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

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.

Content that mocks victims or survivors of suicide, self-injury or eating disorders who are either publicly known or implied to have experienced suicide or self-injury

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

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

- We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g., government agencies, NGOs).
    - A suicide note may also be removed when reported through the Suicidal Content Contact Form or Instagram Contact Form when we have confirmation of a suicide or suicide attempt

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, 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 and 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 personal 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 post and share 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 are doing to protect people from bullying and harassment here.

Note: This policy does not apply to individuals who are part of designated organizations under the Dangerous Organizations and Individuals policy or individuals who died prior to 1900.

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:

- 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

- Threaten to release an individual's private phone number, residential address, or email address
- Creating Pages or Groups that are dedicated to attacking individual(s) by:

        - Calling for death or serious 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 diseases

- 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, 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 or serious disease or disability
        - Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity
        - 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, advocation, 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 engagein 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 documentationof 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

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We protect against attacks on the basis of age when age is paired with another protected characteristic, and also provide certain protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and 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 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
    - Jewish people and rats
    - 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:

        - Culturally perceived negative character trait, 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 or their visual equivalent, 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 or their visual equivalent, 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 or anus, or with 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 commonly used as insulting labels for the above-listed characteristics.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that people are aware of the graphic or violent nature before they click to see it.

Do not post:

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

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:

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

The following content involving animals:

- Videos depicting humans killing animals if there is no explicit food consumption, preparation, processing or manufacturing, or hunting 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 food consumption, preparation, processing, manufacturing, hunting, taxidermy or medical context or the animal is already skinned or with its outer layer fully removed.

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

Imagery that shows capital punishment of a person

Videos that show 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

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

Imagery of fetuses 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

Imagery of visible innards in a birthing context

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

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 usin g 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

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, or advocating for high or mid-severity violence due to voting, voter registration, or the 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 encouraging others to do the same).

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 proclaim a violent mission or are engaged in violence, to have a presence on Facebook. This includes organizations or individuals involved in the following:

- Terrorist activity
- Organized hate
- Mass murder (including attempts) or multiple murder
- Human trafficking
- Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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

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 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)
Misrepresentation of government involvement in the census, including that an individual's census information will be shared with another government agency.
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

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
Promotes, 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 of the poaching of endangered species and their parts
Promotes, encourages, or coordinates the poaching of 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 lossproducts:

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
Promotes 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
Promotes 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, advocation, 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 engagein 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 documentationof 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

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We protect against attacks on the basis of age when age is paired with another protected characteristic, and also provide certain protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and 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 “aAll [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
  - Jewish people and rats
  - 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 Culturally perceived negative character trait, 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 or their visual equivalent(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 or anus, or with 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 commonly used as insulting labels for the above-listed characteristics.

13. Violent and Graphic Content

III. Objectionable Content

Do not post:

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

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:

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

The following content involving animals:

Videos depicting humans killing animals if there is no explicit food consumption, preparation, processing or manufacturing, or hunting 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 food consumption, preparation, processing, manufacturing, hunting, taxidermy or medical context or the animal is already skinned or with its outer layer fully removed.

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

Imagery that shows capital punishment of a person

Videos that show 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

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

Imagery of fetuses 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

Imagery of visible innards in a birthing context

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

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 usin g 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

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, or advocating for high or mid-severity violence due to voting, voter registration, or the 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 encouraging others to do the same).

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 proclaim a violent mission or are engaged in violence, to have a presence on Facebook. This includes organizations or individuals involved in the following:

- Terrorist activity
- Organized hate
- Mass murder (including attempts) or multiple murder
- Human trafficking
- Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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

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 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)
Misrepresentation of government involvement in the census, including that an individual's census information will be shared with another government agency.
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

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
Promotes, 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 of the poaching of endangered species and their parts
Promotes, encourages, or coordinates the poaching of 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 lossproducts:

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
Promotes 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
Promotes 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, advocation, 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 engagein 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 documentationof 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[1]

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We protect against attacks on the basis of age when age is paired with another protected characteristic, and also provide certain protections for immigration status. We define attack as violent or dehumanizing speech,harmful stereotypes, statements of

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[1] Note from Facebook's records, 11 August 2020: "While our hate speech policies apply equally to all people, we recognize that statements about specific groups of people may pose unique harm because of the way they've historically been used to attack, intimidate or exclude – for example, comparing black people to monkeys or farm equipment, or Jewish people to rats. In this vein, we are strengthening our policies to go beyond dehumanizing comparisons and also ban certain kinds of harmful stereotypes that have historically been used to attack, intimidate or exclude specific groups. We are in the process of identifying the specific stereotypes that most often show up on Facebook and Instagram so that we can establish a clearly defined list of harmful stereotypes that we will remove globally, and will begin by banning: 1) blackface, which is part of a history of dehumanization, denied citizenship and efforts to excuse and justify state violence; and 2) stereotypes about the power of Jews as a collective in the form of Jewish people running the world or controlling its major institutions, which reflect hatred toward Jews. This type of content has always gone against the spirit of our hate speech policies, but writing a policy to capture this content equitably and at scale has proven difficult. The challenges remain, but we are committed to doing the right thing and are attempting to close the gap between the letter and the spirit of our policy."

inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and learn more about our approach to hate speech.

Do not:

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
        - 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 commonly used as insulting labels for the above-listed characteristics.

13. Violent and Graphic Content

III. Objectionable Content

Do not post:

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

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:

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

The following content involving animals:

Videos depicting humans killing animals if there is no explicit food consumption, preparation, processing or manufacturing, or hunting 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 food consumption, preparation, processing, manufacturing, hunting, taxidermy or medical context or the animal is already skinned or with its outer layer fully removed.

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

Imagery that shows capital punishment of a person

Videos that show 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

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

Imagery of fetuses 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

Imagery of visible innards in a birthing context

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

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 usin g 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

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, or advocating for high or mid-severity violence due to voting, voter registration, or the 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 encouraging others to do the same).

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.

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:

<u>Harm against people</u>

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

<u>Harm against animals</u>

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.
- 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

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
Promotes, 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 of the poaching of endangered species and their parts
Promotes, encourages, or coordinates the poaching of 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 lossproducts:

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
Promotes 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
Promotes 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, advocation, 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 engagein 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 documentationof 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

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We protect against attacks on the basis of age when age is paired with another protected characteristic, and also provide certain protections for immigration status. We define attack as violent or dehumanizing speech,harmful stereotypes, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and learn more about our approach to hate speech.

Do not:

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
        - 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 commonly used as insulting labels for the above-listed characteristics.

13. Violent and Graphic Content

III. Objectionable Content

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

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 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, or 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 contexthl>

Imagery of visible innards in a birthing context

Imagery of fetuses and newborn babiesthat 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

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 usin g 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

1. Violence and Incitement

I. Violence and Criminal Behavior

Policy Rationale[1]

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.

[1] Note from Facebook's records, 3 September 2020: „These policy updates reflect the additional steps we're taking to help secure the integrity of the election by encouraging voting, connecting people to authoritative information, and reducing the chances of post-election unrest. Read more about these changes here."

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.

3. Coordinating Harm and Publicizing Crime

I.Violence and Criminal Behavior

Policy Rationale[2]

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:

[2] Note from Facebook's records, 3 September 2020: "These policy updates reflect the additional steps we're taking to help secure the integrity of the election by encouraging voting, connecting people to authoritative information, and reducing the chances of post-election unrest. Read more about these changes here."

- 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

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
Promotes, 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 of the poaching of endangered species and their parts
Promotes, encourages, or coordinates the poaching of 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 lossproducts:

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
Promotes 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
Promotes 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, advocation, 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 engagein 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 documentationof 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

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We protect against attacks on the basis of age when age is paired with another protected characteristic, and also provide certain protections for immigration status. We define attack as violent or dehumanizing speech,harmful stereotypes, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else’s hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and learn more about our approach to hate speech.

Do not:

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
    - 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 commonly used as insulting labels for the above-listed characteristics.

13. Violent and Graphic Content

III. Objectionable Content

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

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 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, or 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 contexthl>

Imagery of visible innards in a birthing context

Imagery of fetuses and newborn babiesthat 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

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 usin g 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

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.

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:

<u>Harm against people</u>

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

<u>Harm against animals</u>

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

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
Promotes, 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 of the poaching of endangered species and their parts
Promotes, encourages, or coordinates the poaching of 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 lossproducts:

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
Promotes 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
Promotes 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, advocation, 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 engagein 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 documentationof 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

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 groups except those who are considered non-protected groups described as having carried out violent crimes or sexual offenses or representing less than half of a group) 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".
        - Dalits, scheduled caste or ‘lower caste’ people as menial laborers.

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, except certain gender-based cursing in a romantic break-up context, 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:

- Segregation in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting segregation.

- Exclusion in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting, defined as
    - Explicit exclusion, which means things like expelling certain groups or saying they are not allowed.
    - Political exclusion, which means denying the right to right to political participation.
    - Economic exclusion, which means denying access to economic entitlements and limiting participation in the labour market.
    - Social exclusion, which means things like denying access to spaces (physical and online)and social services, except for gender-based exclusion in health and positive support Groups.

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 characteristics.

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

Do not post:

- Content explicitly providing or offering to provide products or services that aim to change people's sexual orientation or gender identity.
- Content attacking concepts, institutions, ideas, practices, or beliefs associated with protected characteristics, which are likely to contribute to imminent physical harm, intimidation or discrimination against the people associated with that protected characteristic. Facebook looks at a range of signs to determine whether there is a threat of harm in the content. These include but are not limited to: content that could incite imminent violence or intimidation; whether there is a period of heightened tension such as an election or ongoing conflict; and whether there is a recent history of violence against the targeted protected group. In some cases, we may also consider whether the speaker is a public figure or occupies a position of authority.
- Content targeting a person or group of people on the basis of their protected characteristic(s) with claims that they have or spread the novel coronavirus, are responsible for the existence of the novel coronavirus, are deliberately spreading the novel coronavirus, or mocking them for having or experiencing the novel coronavirus.

In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

13. Violent and Graphic Content

III. Objectionable Content

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

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 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, or 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 contexthl>

Imagery of visible innards in a birthing context

Imagery of fetuses and newborn babiesthat 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

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 usin g 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

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.

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:

<u>Harm against people</u>

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

<u>Harm against animals</u>

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 fromendangered 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, advocation, 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 engagein 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 documentationof 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

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 groups except those who are considered non-protected groups described as having carried out violent crimes or sexual offenses or representing less than half of a group) 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".
    - Dalits, scheduled caste or ‘lower caste’ people as menial laborers.

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, except certain gender-based cursing in a romantic break-up context, 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:

- Segregation in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting segregation.
- Exclusion in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting, defined as
    - Explicit exclusion, which means things like expelling certain groups or saying they are not allowed.
    - Political exclusion, which means denying the right to right to political participation.
    - Economic exclusion, which means denying access to economic entitlements and limiting participation in the labour market.
    - Social exclusion, which means things like denying access to spaces (physical and online)and social services, except for gender-based exclusion in health and positive support Groups.

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 characteristics.

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

Do not post:

- Content explicitly providing or offering to provide products or services that aim to change people’s sexual orientation or gender identity.
- Content attacking concepts, institutions, ideas, practices, or beliefs associated with protected characteristics, which are likely to contribute to imminent physical harm, intimidation or discrimination against the people associated with that protected characteristic. Facebook looks at a range of signs to determine whether there is a threat of harm in the content. These include but are not limited to: content that could incite imminent violence or intimidation; whether there is a period of heightened tension such as an election or ongoing conflict; and whether there is a recent history of violence against the targeted protected group. In some cases, we may also

consider whether the speaker is a public figure or occupies a position of authority.
- Content targeting a person or group of people on the basis of their protected characteristic(s) with claims that they have or spread the novel coronavirus, are responsible for the existence of the novel coronavirus, are deliberately spreading the novel coronavirus, or mocking them for having or experiencing the novel coronavirus.

In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

13. Violent and Graphic Content

III. Objectionable Content

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

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 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, or 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 contexthl>

Imagery of visible innards in a birthing context

Imagery of fetuses and newborn babiesthat 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

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 usin g 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

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.

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:

<u>Harm against people</u>

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

<u>Harm against animals</u>

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 fromendangered 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, advocation, 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 engagein 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 documentationof 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[1]

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

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[1] Note from Facebook's records, 12 October 2020: „Today we are updating our hate speech policy to prohibit any content that denies or distorts the Holocaust. Our decision is supported by the well-documented rise in anti-Semitism globally and the alarming level of ignorance about the Holocaust, especially among young people. For more on this policy update, read our newsroom post on the subject:https://about.fb.com/news/2020/10/removing-holocaust-denial-content/"

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

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

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 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, or 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 contexthl>

Imagery of visible innards in a birthing context

Imagery of fetuses and newborn babiesthat 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

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 usin g 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

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 fromendangered 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, advocation, 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 engagein 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 documentationof 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

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

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 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, or 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 contexthl>

Imagery of visible innards in a birthing context

Imagery of fetuses and newborn babiesthat 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

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 usin g 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

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 fromendangered 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, advocation, 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 engagein 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 documentationof 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[1]

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

[1] 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 usin g 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

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 violence due to voting, voter registration, or the administration of outcome of an election

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 polling places, or locations used to count votes or administer an election (or encouraging others to do the same).

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

Do not post:

- Content that puts LGBTQI+ people at risk by revealing their sexual identity against their will or without permission
- Content that puts unveiled women at risk by revealing their images without veil against their will or without permission
- Violent threats against law enforcement officers
- Violent threats against people accused of a crime. We remove this content when we have reason to believe that the content is intended to cause physical harm
- Misinformation and unverifiable rumors that contribute to the risk of imminent violence or physical harm
- Coded statements where the method of violence or harm is not clearly articulated, but the threat is veiled or implicit
- Threats against election officials

Implicit statements of intent or advocacy, calls to action, or aspirational or conditional statements to bring armaments to locations, including but not limited to places of worship, educational facilities, polling places, or locations used to count votes or administer an election (or encouraging others to do the same). We may also restrict calls to bring armaments to certain locations where there are temporary signals of a heightened risk of violence or offline

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 proclaim a violent mission or are engaged in violence to have a presence on Facebook. This includes organizations or individuals involved in the following:

- Terrorist activity

Organized hate
Mass murder (including attempts) or multiple murder
Human trafficking
Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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 organiz e 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.

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 who can participate in the census and what information or materials must be provided in order to participate
Content claiming that the U.S. Immigration and Customs Enforcement (ICE) is at a voting location

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

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

Do not post:

- Content revealing the identity of someone as a witness, informant, activist, or individuals whose identity or involvement in a legal case has been restricted from public disclosure
- Imagery that is likely to deceive the public as to its origin if:
  - The entity depicted or an authorized representative objects to the imagery, and
  - The imagery has the potential to cause harm to members of the public
- Other misrepresentations related to voting in an official election or census participation may be subject to false news standards, as referenced in section 20
- Misrepresentation of whether a candidate is running or not
- Calls for coordinated interference that would affect an individual's ability to participate in an official census or election
- Content stating that census or voting participation may or will result in law enforcement consequences (for example, arrest, deport or imprisonment)
- Misrepresentation of government involvement in the census, including, where applicable, that an individual's census information will be shared with another (non-census) government agency
- Statements of intent, support, or advocacy to go to an election site, voting location, or vote counting location when the purpose of going to the site is to monitor or watch voters or election officials' activity using militaristic language (e.g. "war," "army," or "soldier") or an expressed goal to intimidate, exert control or display power (e.g. "let's show them who's boss!," "if they're scared, they won't vote!")

4. Regulated Goods

I. Violence and Criminal Behavior

Policy Rationale

To encourage safety and compliance with common legal restrictions, we prohibit attempts by individuals, manufacturers, and retailers to purchase, sell, or trade non-medical drugs, pharmaceutical drugs, and marijuana. We also prohibit the purchase, sale, gifting, exchange, and transfer of firearms, including firearm parts or ammunition, between private individuals on Facebook. Some of these items are not regulated everywhere; however, because of the borderless nature of our community, we try to enforce our policies as consistently as possible. Firearm stores and online retailers may promote items available for sale off of our services as long as those retailers comply with all applicable laws and regulations. We allow discussions about sales of firearms and firearm parts in stores or by online retailers and advocating for

changes to firearm regulation. Regulated goods that are not prohibited by our Community Standards may be subject to our more stringent Commerce Policies.

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 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

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

Do not post:

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

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

6. Suicide and Self-Injury

II. Safety

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide assistance to people in distress.

While we don’t allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if someone is at immediate risk of harming themselves, we will contact local emergency services to get them help.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

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

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

We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g., government agencies, NGOs).

7. Child Sexual Exploitation, Abuse and Nudity

II. Safety

Policy Rationale

We do not allow content that sexually exploits or endangers children. When we become aware of apparent child exploitation, we report it to the National Center for Missing and Exploited Children (NCMEC), in compliance with applicable law. We know that sometimes people share nude images of their own children with good intentions; however, we generally remove these images because of the potential for abuse by others and to help avoid the possibility of other people reusing or misappropriating the images.

We also work with external experts, including the Facebook Safety Advisory Board, to discuss and improve our policies and enforcement around online safety issues, especially with regard to children. Learn more about the new technology we're using to fight against child exploitation.

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

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

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

> Imagery posted by a news agency that depicts child nudity in the context of famine, genocide, war crimes, or crimes against humanity, unless accompanied by a violating caption or shared in a violating context, in which case the content is removed

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 promotea safe environment, we allow victims to share their experiences, butremove content that depicts, threatens or promotes sexual violence, sexual assault, or sexual exploitation, . We alsoremove 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 also 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:

- Sextortion: Coercing money, favors, or intimate imagery from people with threats to expose their intimate imagery or intimate information
- 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

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

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

We may restrict visibility to people over the age of 18 and include a warning label on certain fictional videos (e.g., digital and hand-drawn imagery, film and TV show scenes, comic books, music videos) that depict non-consensual sexual touching.

In addition to our at-scale policy of removing content that threatens or advocates rape or other non-consensual sexual touching, we may also disable the posting account.

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,sexual harassment, 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, 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, disability, epidemic disease, or physical harm

Target private individuals, involuntary public figures,or public figure are minors, with:

Calls for death, serious disease, epidemic 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 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, advocation, or promotion of exclusion
Negative character or ability claims, except in the context of criminal allegations against adults. We allow criminal allegations so that people can draw attention to personal experiences or offline events. In cases in which criminal allegations pose real-world harm to the named individual, however, we may remove them
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,
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

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

Do not:

Post content that targets private individuals through unwanted Pages, Groups and Events. We remove this content when it is reported by the victim or an authorized representative of the victim
Create accounts to to contact someone who has blocked you
Post attacks that use derogatory terms related to female gendered cursing. We remove this content when the victim or an authorized representative of the victim informs us of the content, even if the victim hasn’t reported it directly
Post content that would otherwise require the victim to report the content or an indicator that the poster is directly targeting the victim (e.g., the victim is tagged in the post or comment). We will remove this content if we have confirmation from the victim or an authorized representative of the victim that the content is unwanted
Post content praising, celebrating, or mocking anyone's death. We also remove content targeting a deceased individual that we would normally require the victim to report
Post content calling for or stating an intent to engage in behavior that would qualify as bullying and harassment under our policies. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted

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 engagein 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

Policy Rationale

Privacy and the protection of personal information are fundamentally important values for Facebook. We work hard to safeguard your personal identity and information and we do not allow people to post personal or confidential information about yourself or of others.

We remove content that shares, offers or solicits personally identifiable information or other private information that could lead to physical or financial harm, including financial, residential, and medical information, as well as private information obtained from illegal sources.

We also provide people ways to report imagery that they believe to be in violation of their privacy rights.

Do not post:

Content that shares or solicits any of the following private information, either on Facebook or through external links:

Personally identifiable information about yourself or others

Personal identity: identifying individuals through government-issued numbers

National identification number (for example Social Security Numbers (SSN), Passport Number, National Insurance/Health Service Number, Personal Public Service Number (PPS), Individual Taxpayer Identification Numbers (ITINs))

Government IDs of law enforcement, military, or security personnel

Personal information: directly identifying an individual, by indicating the ID number or registration information and the individual's name

Records or official documentation of civil registry information (marriage, birth, death, or name change, gender recognition, and so on)

Immigration and work status documents (for example, green cards, work permits, visas, or immigration papers)

Driver’s licenses or license plates

Credit Privacy Number (CPN)

Digital identity: authenticating access to an online identity

Email addresses with passwords

Digital identities with passwords

Passwords, pins, or codes to access private information

Personal contact information of others such as phone numbers, addresses and email addresses

Other Private Information

Financial information

Personal financial information about yourself or others, including:

Non-public financial records or statements

Bank account numbers with security or pin codes

Digital payment method information with log-in details, security or pin codes

Credit or debit card information with validity dates or security pins or codes

Financial information about businesses or organizations, including:

Financial records or statements except when the financial records of the business are publicly available (for example listed on stock exchanges, regulatory agencies, and so on)

Bank account numbers accompanied by security or pin codes

Digital payment method information accompanied by log-in details, security or pin codes

Residential information

Imagery that display the external view of private residences if all of 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/neighborhood or GPS pins (for example, a pin from Google Maps) are identified

The content identifies the resident(s)

That same resident objects to the exposure of their private residence or there is context of organizing protests against the

resident (this does not include embassies that also serve as residences)

Content that exposes information about safe houses by sharing any of the below, unless the safe house is actively promoting information about their facility

Actual address (note: 'Post Box only' is allowed)

Images of the safe house

Identifiable city/neighborhood of the safe house

Information exposing the identity of the safe house residents

Medical information

Records or official documentation displaying medical, psychological, biometric, or genetic hereditary of others

Information obtained from hacked sources

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

Status or occupation related information

Content that exposes the undercover status of law enforcement, military, or security personnel if:

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

The imagery identifies the faces of the law enforcement personnel and explicitly mentions their undercover status

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

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

We remove:

> Content that puts a defector at risk by outing the individual with personally identifiable information when the content is reported by credible government channels
> Depictions of someone in a medical or health facility if reported by the person pictured or an authorized representative

12. Hate Speech

III. Objectionable Content

Policy Rationale

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We protect against attacks on the basis of age when age is paired with another protected characteristic, and also provide certain protections for immigration status. We define attack as violent or dehumanizing speech, harmful stereotypes, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and 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.

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

Do not post:

Content explicitly providing or offering to provide products or services that aim to change people’s sexual orientation or gender identity

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that 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

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 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, or 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

Policy Rationale

We restrict the display of nudity or sexual activity because some people in our community may be sensitive to this type of content. Additionally, we default to removing sexual imagery to prevent the sharing of non-consensual or underage content. Restrictions on the display of sexual activity also apply to digitally created content unless it is posted for educational, humorous, or satirical purposes.

Our nudity policies have become more nuanced over time. We understand that nudity can be shared for a variety of reasons, including as a form of protest, to raise awareness about a cause, or for educational or medical reasons.

Where such intent is clear, we make allowances for the content. For example, while we restrict some images of female breasts that include the nipple, we allow other images, including those depicting acts of protest, women actively engaged in breast-feeding and photos of post-mastectomy scarring. For images depicting visible genitalia or the anus in the context of birth and after-birth moments or health-related situations we include a warning label so that people are aware that the content may be sensitive. We also allow photographs of paintings, sculptures, and other art that depicts nude figures.

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, 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 female breasts, defined as a grabbing motion with curved fingers that shows both marks and clear shape change of the breasts. We allow squeezing in breastfeeding contexts
    - 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, except when posted in an educational or scientific context, or when it meets one of the criteria below and shown only to individuals 18 years and older.

We only show this content to individuals 18 and older:

- Real world art that depicts sexual activity
- Posting photographs or videos of objects that depict sexual activity in real world art
- Implied sexual activity in advertisements
- Implied sexual activity in recognized fictional images or with indicators of fiction
- Digital content that meets our definition of sexual activity, where:
    - The sexual activity (intercourse or other sexual activities) isn't directly visible
    - Content was posted in a satirical or humorous context
    - 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 or commercial sexual services between adults such as prostitution or escort services. We do this to avoid facilitating transactions that may involve trafficking, coercion, and non-consensual sexual acts. 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:

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.

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

We believe that people share and connect more freely when they do not feel targeted based on their vulnerabilities. As such, we have higher expectations for content that we call cruel and insensitive, which we define as content that targets victims of serious physical or emotional harm.

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 serious physical injury, starvation, or serious or fatal disease or disability.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. Account Integrity and Authentic Identity

IV. Integrity and Authenticity

Policy Rationale

Authenticity is the cornerstone of our community. We believe that authenticity helps create a community where people are accountable to each other, and to Facebook, in meaningful ways. We want to allow for the range of diverse ways that identity is expressed across our global community, while also preventing impersonation and identity misrepresentation. That's why we require people to connect on Facebook using the name they go by in everyday life. Our authenticity policies are intended to create a safe environment where people can trust and hold one another accountable.

In order to maintain a safe environment and empower free expression, we remove accounts that are harmful to the community, including those that compromise the security of other accounts and our services. We have built a combination of

automated and manual systems to block and remove accounts that are used to persistently or egregiously abuse our Community Standards.

Because account level removal is a severe action, whenever possible, we aim to give our community a chance to learn our rules and follow our Community Standards. Penalties, including account disables, are designed to be proportionate to the severity of the violation and the risk of harm posed to the community. Continued violations, despite repeated warnings and restrictions, or violations that pose severe safety risks will lead to an account being disabled.

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.

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 usin g 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.

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

Do not post:

> Videos that have 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:

A subject of the video said words that they did not say, AND

The video 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 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.

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

When brought to our attention by the legacy contact or a family member of the deceased, we will:

Remove violating comments on a memorialized profile, which would typically require the individual to self report so that we know that they are unwanted
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

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

We may remove content created for the purpose of identifying a private minor if there may be a risk to the minor's safety when requested

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 violence due to voting, voter registration, or the administration of outcome of an election

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 polling places, or locations used to count votes or administer an election (or encouraging others to do the same).

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

Do not post:

- Content that puts LGBTQI+ people at risk by revealing their sexual identity against their will or without permission
- Content that puts unveiled women at risk by revealing their images without veil against their will or without permission
- Violent threats against law enforcement officers
- Violent threats against people accused of a crime. We remove this content when we have reason to believe that the content is intended to cause physical harm
- Misinformation and unverifiable rumors that contribute to the risk of imminent violence or physical harm
- Coded statements where the method of violence or harm is not clearly articulated, but the threat is veiled or implicit
- Threats against election officials

Implicit statements of intent or advocacy, calls to action, or aspirational or conditional statements to bring armaments to locations, including but not limited to places of worship, educational facilities, polling places, or locations used to count votes or administer an election (or encouraging others to do the same). We may also restrict calls to bring armaments to certain locations where there are temporary signals of a heightened risk of violence or offline

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 proclaim a violent mission or are engaged in violence to have a presence on Facebook. This includes organizations or individuals involved in the following:

- Terrorist activity
- Organized hate

Mass murder (including attempts) or multiple murder
Human trafficking
Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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 organiz e 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.

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 who can participate in the census and what information or materials must be provided in order to participate
Content claiming that the U.S. Immigration and Customs Enforcement (ICE) is at a voting location

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

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

Do not post:

Content revealing the identity of someone as a witness, informant, activist, or individuals whose identity or involvement in a legal case has been restricted from public disclosure
Imagery that is likely to deceive the public as to its origin if:

The entity depicted or an authorized representative objects to the imagery, and
The imagery has the potential to cause harm to members of the public
Other misrepresentations related to voting in an official election or census participation may be subject to false news standards, as referenced in section 20

Misrepresentation of whether a candidate is running or not
Calls for coordinated interference that would affect an individual's ability to participate in an official census or election
Content stating that census or voting participation may or will result in law enforcement consequences (for example, arrest, deport or imprisonment)
Misrepresentation of government involvement in the census, including, where applicable, that an individual's census information will be shared with another (non-census) government agency
Statements of intent, support, or advocacy to go to an election site, voting location, or vote counting location when the purpose of going to the site is to monitor or watch voters or election officials' activity using militaristic language (e.g. "war," "army," or "soldier") or an expressed goal to intimidate, exert control or display power (e.g. "let's show them who's boss!," "if they're scared, they won't vote!")

4. Regulated Goods

I. Violence and Criminal Behavior

Policy Rationale

To encourage safety and compliance with common legal restrictions, we prohibit attempts by individuals, manufacturers, and retailers to purchase, sell, or trade non-medical drugs, pharmaceutical drugs, and marijuana. We also prohibit the purchase, sale, gifting, exchange, and transfer of firearms, including firearm parts or ammunition, between private individuals on Facebook. Some of these items are not regulated everywhere; however, because of the borderless nature of our community, we try to enforce our policies as consistently as possible. Firearm stores and online retailers may promote items available for sale off of our services as long as those retailers comply with all applicable laws and regulations. We allow discussions about sales of firearms and firearm parts in stores or by online retailers and advocating for changes to firearm regulation. Regulated goods that are not prohibited by our Community Standards may be subject to our more stringent Commerce Policies.

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 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 fraudulent activity that can harm people or businesses, we remove content that purposefully deceives, willfully misrepresents or otherwise defrauds or exploits others for money or property. This includes content that seeks to coordinate or promote these activities using our services. We allow people to raise awareness and educate others as well as condemn these activities.

Do not post:

Content that provides instructions on, engages in, promotes, coordinates, encourages, facilitates, admits to, recruits for, admits to the offering, or solicitation of any of the following activities:

Deceiving others to generate a financial or personal benefit to the detriment of a third party or entity through:

Investment or financial scams:

Loan scams

Advance fee scams

Ponzi or pyramid schemes

Money or cash flips or money muling

Investment scams with promise of high rates of return

Inauthentic identity scams:

Charity scams

Romance or impersonation scams

Establishment of false businesses or entities

Product or rewards scams:

Grant and benefits scams

Tangible, spiritual or illuminati scams

Insurance scams, including ghost broking

Fake jobs, work from home, or get-rich-quick scams

Debt relief or credit repair scams

Engaging with others to generate a financial or personal benefit at a loss for a third party, such as people, businesses or organisations through:

Fake documents or financial instruments by:

Creating, selling, or buying of:

Fake or forged documents

Fake or counterfeit currency or vouchers

Fake or forged educational and professional certificates

Stolen information, goods, or services by:

Credit card fraud and goods or property purchases with stolen financial information

Trading, selling or buying of:

Personal Identifiable Information

Fake and misleading user reviews or ratings

Future exam papers or answer sheets

Credentials for subscription services

Betting manipulation, for example match fixing

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

Do not post:

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

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

6. Suicide and Self-Injury

II. Safety

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide assistance to people in distress.

While we don't allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if someone is at immediate risk of harming themselves, we will contact local emergency services to get them help.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an

attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.[1]

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.

Content that mocks victims or survivors of suicide, self-injury or eating disorders who are either publicly known or implied to have experienced suicide or self-injury

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:

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[1] Note added by the Platform Governance Archives: This addition had already been registered in November 2020 in Facebook's records.

Suicide
Euthanasia/assisted suicide
Self-harm
Eating disorders

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

We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g., government agencies, NGOs).

7. Child Sexual Exploitation, Abuse and Nudity

II. Safety

Policy Rationale

We do not allow content that sexually exploits or endangers children. When we become aware of apparent child exploitation, we report it to the National Center for Missing and Exploited Children (NCMEC), in compliance with applicable law. We know that sometimes people share nude images of their own children with good intentions; however, we generally remove these images because of the potential for abuse by others and to help avoid the possibility of other people reusing or misappropriating the images.

We also work with external experts, including the Facebook Safety Advisory Board, to discuss and improve our policies and enforcement around online safety issues, especially with regard to children. Learn more about the new technology we're using to fight against child exploitation.

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

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

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

> Imagery posted by a news agency that depicts child nudity in the context of famine, genocide, war crimes, or crimes against humanity, unless accompanied by a violating caption or shared in a violating context, in which case the content is removed

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 also 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:

Sextortion: Coercing money, favors, or intimate imagery from people with threats to expose their intimate imagery or intimate information
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

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

For the following Community Standards, we require additional information and/or context to enforce:
We may restrict visibility to people over the age of 18 and include a warning label on certain fictional videos (e.g., digital and hand-drawn imagery, film and TV show scenes, comic books, music videos) that depict non-consensual sexual touching.

In addition to our at-scale policy of removing content that threatens or advocates rape or other non-consensual sexual touching, we may also disable the posting account.

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,sexual harassment, 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, 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, disability, epidemic disease, or physical harm

Target private individuals, involuntary public figures,or public figure are minors, with:

- Calls for death, serious disease, epidemic 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 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, advocation, or promotion of exclusion
Negative character or ability claims, except in the context of criminal allegations against adults. We allow criminal allegations so that people can draw attention to personal experiences or offline events. In cases in which criminal allegations pose real-world harm to the named individual, however, we may remove them
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,
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

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

Do not:

- Post content that targets private individuals through unwanted Pages, Groups and Events. We remove this content when it is reported by the victim or an authorized representative of the victim
- Create accounts to to contact someone who has blocked you
- Post attacks that use derogatory terms related to female gendered cursing. We remove this content when the victim or an authorized representative of the victim informs us of the content, even if the victim hasn't reported it directly
- Post content that would otherwise require the victim to report the content or an indicator that the poster is directly targeting the victim (e.g., the victim is tagged in the post or comment). We will remove this content if we have confirmation from the victim or an authorized representative of the victim that the content is unwanted
- Post content praising, celebrating, or mocking anyone's death. We also remove content targeting a deceased individual that we would normally require the victim to report
- Post content calling for or stating an intent to engage in behavior that would qualify as bullying and harassment under our policies. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted

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 engagein 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

Policy Rationale

Privacy and the protection of personal information are fundamentally important values for Facebook. We work hard to safeguard your personal identity and information and we do not allow people to post personal or confidential information about yourself or of others.

We remove content that shares, offers or solicits personally identifiable information or other private information that could lead to physical or financial harm, including financial, residential, and medical information, as well as private information obtained from illegal sources.

We also provide people ways to report imagery that they believe to be in violation of their privacy rights.

Do not post:

Content that shares or solicits any of the following private information, either on Facebook or through external links:

Personally identifiable information about yourself or others

Personal identity: identifying individuals through government-issued numbers

National identification number (for example Social Security Numbers (SSN), Passport Number, National Insurance/Health Service Number, Personal Public Service Number (PPS), Individual Taxpayer Identification Numbers (ITINs))
Government IDs of law enforcement, military, or security personnel

Personal information: directly identifying an individual, by indicating the ID number or registration information and the individual's name

Records or official documentation of civil registry information (marriage, birth, death, or name change, gender recognition, and so on)
Immigration and work status documents (for example, green cards, work permits, visas, or immigration papers)
Driver's licenses or license plates
Credit Privacy Number (CPN)

Digital identity: authenticating access to an online identity
Email addresses with passwords
Digital identities with passwords
Passwords, pins, or codes to access private information

Personal contact information of others such as phone numbers, addresses and email addresses

Other Private Information

Financial information

Personal financial information about yourself or others, including:

Non-public financial records or statements
Bank account numbers with security or pin codes
Digital payment method information with log-in details, security or pin codes
Credit or debit card information with validity dates or security pins or codes

Financial information about businesses or organizations, including:
Financial records or statements except when the financial records of the business are publicly available (for example listed on stock exchanges, regulatory agencies, and so on)

Bank account numbers accompanied by security or pin codes
Digital payment method information accompanied by log-in details, security or pin codes

Residential information

Imagery that display the external view of private residences if all of 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/neighborhood or GPS pins (for example, a pin from Google Maps) are identified
The content identifies the resident(s)
That same resident objects to the exposure of their private residence or there is context of organizing protests against the resident (this does not include embassies that also serve as residences)

Content that exposes information about safe houses by sharing any of the below, unless the safe house is actively promoting information about their facility

Actual address (note: 'Post Box only' is allowed)
Images of the safe house
Identifiable city/neighborhood of the safe house
Information exposing the identity of the safe house residents

Medical information

Records or official documentation displaying medical, psychological, biometric, or genetic hereditary of others

Information obtained from hacked sources

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

Status or occupation related information

Content that exposes the undercover status of law enforcement, military, or security personnel if:

The content contains the agent’s full name or other explicit identification and explicitly mentions their undercover status
The imagery identifies the faces of the law enforcement personnel and explicitly mentions their undercover status

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

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

We remove:

- Content that puts a defector at risk by outing the individual with personally identifiable information when the content is reported by credible government channels
- Depictions of someone in a medical or health facility if reported by the person pictured or an authorized representative

12. Hate Speech

III. Objectionable Content

Policy Rationale

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We protect against attacks on the basis of age when age is paired with another protected characteristic, and also provide certain protections for immigration status. We define attack as violent or dehumanizing speech, harmful stereotypes, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic

break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

Click here to read our Hard Questions Blog and 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.

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

Do not post:

> Content explicitly providing or offering to provide products or services that aim to change people's sexual orientation or gender identity

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that 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

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 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, or 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

Policy Rationale

We restrict the display of nudity or sexual activity because some people in our community may be sensitive to this type of content. Additionally, we default to removing sexual imagery to prevent the sharing of non-consensual or underage content. Restrictions on the display of sexual activity also apply to digitally created content unless it is posted for educational, humorous, or satirical purposes.

Our nudity policies have become more nuanced over time. We understand that nudity can be shared for a variety of reasons, including as a form of protest, to raise awareness about a cause, or for educational or medical reasons.

Where such intent is clear, we make allowances for the content. For example, while we restrict some images of female breasts that include the nipple, we allow other images, including those depicting acts of protest, women actively engaged in breast-feeding and photos of post-mastectomy scarring. For images depicting visible genitalia or the anus in the context of birth and after-birth moments or health-related

situations we include a warning label so that people are aware that the content may be sensitive. We also allow photographs of paintings, sculptures, and other art that depicts nude figures.

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, 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 female breasts, defined as a grabbing motion with curved fingers that shows both marks and clear shape change of the

breasts. We allow squeezing in breastfeeding contexts
- 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, except when posted in an educational or scientific context, or when it meets one of the criteria below and shown only to individuals 18 years and older.

We only show this content to individuals 18 and older:

- Real world art that depicts sexual activity
- Posting photographs or videos of objects that depict sexual activity in real world art
- Implied sexual activity in advertisements
- Implied sexual activity in recognized fictional images or with indicators of fiction
- Digital content that meets our definition of sexual activity, where:
    - The sexual activity (intercourse or other sexual activities) isn't directly visible
    - Content was posted in a satirical or humorous context
    - 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 or commercial sexual services between adults such as prostitution or escort services. We do this to avoid facilitating transactions that may involve trafficking, coercion, and non-consensual sexual acts. 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:

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.

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

We believe that people share and connect more freely when they do not feel targeted based on their vulnerabilities. As such, we have higher expectations for content that we call cruel and insensitive, which we define as content that targets victims of serious physical or emotional harm.

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 serious physical injury, starvation, or serious or fatal disease or disability.

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. Account Integrity and Authentic Identity

IV. Integrity and Authenticity

Policy Rationale

Authenticity is the cornerstone of our community. We believe that authenticity helps create a community where people are to each other, and to Facebook, in meaningful ways. We want to allow for the range of diverse ways that identity is expressed across our global community, while also preventing impersonation and identity misrepresentation. That's why we require people to connect on Facebook using the name they go by in everyday life. Our authenticity policies are intended to create a safe environment where people can trust and hold one another accountable.

In order to maintain a safe environment and empower free expression, we remove accounts that are harmful to the community, including those that compromise the security of other accounts and our services. We have built a combination of automated and manual systems to block and remove accounts that are used to persistently or egregiously abuse our Community Standards.

Because account level removal is a severe action, whenever possible, we aim to give our community a chance to learn our rules and follow our Community Standards. Penalties, including account disables, are designed to be proportionate to the severity of the violation and the risk of harm posed to the community. Continued violations, despite repeated warnings and restrictions, or violations that pose severe safety risks will lead to an account being disabled.

We do not allow the use of our services and will disable accounts if you:

- Severely violate our Community Standards.
- Persistently violate our Community Standards.
- Represent Dangerous Individuals or Organizations our Community Standards.
- Create or use an account that demonstrates an intent to violate our Community Standards.
- Create an account, page, group or event to evade our enforcement actions, including creating an account to bypass a restriction or after we've disabled your previous account, page, group or event.
- Impersonate others by :
  - Using their photos with the explicit aim to deceive others.
  - Creating an account assuming to be or speak 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.
- Are under 13 years old.
- Are a convicted sex offender.
- Are prohibited from receiving our products, services or software under applicable laws.

In certain cases, we will seek further information about an account before taking actions ranging from temporarily restricting accounts to permanently disabling them.

Accounts misrepresenting their identity (Facebook and Messenger only) by:

Using a name that does not abide by our name policies.

Providing a false date of birth.

Creating a single account that represents or is used by more than one person.

Maintaining multiple accounts as a single user.

Compromised accounts.

Empty accounts with prolonged dormancy.

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, detracts from people's ability to engage authentically in online communities, and can threaten the security, stability, and usability of our services. 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 usin g 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 and accounts and our services. 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, and can be used to compromise user accounts and our services. 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 protect the security of user accounts and our services, and 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.

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

Do not post:

> Videos that have 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:
>
> > A subject of the video said words that they did not say, AND
> >
> > The video 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 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.

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

When brought to our attention by the legacy contact or a family member of the deceased, we will:

Remove violating comments on a memorialized profile, which would typically require the individual to self report so that we know that they are unwanted
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

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

We may remove content created for the purpose of identifying a private minor if there may be a risk to the minor’s safety when requested

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. This includes content where a symbol represents the target and/or includes a visual of an armament or method to represent violence
- 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 or method thatrepresents violence
- 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.

Content that depicts abductions or kidnappings if it is clear the content is not being shared by a victim or their family as a plea for help, or shared for informational, condemnation or awareness raising purposes

Threats of high-severity violence using digitally produced or altered imagery to target living people with armaments, methods of violence or dismemberment.

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

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

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 violence due to voting, voter registration, or the administration ofor outcome of an election

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 polling places, or locations used to count votes or administer an election (or encouraging others to do the same).

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

Do not post:

- Content that puts LGBTQI+ people at risk by revealing their sexual identity against their will or without permission
- Content that puts unveiled women at risk by revealing their images without veil against their will or without permission
- Violent threats against law enforcement officers
- Violent threats against people accused of a crime. We remove this content when we have reason to believe that the content is intended to cause physical harm
- Misinformation and unverifiable rumors that contribute to the risk of imminent violence or physical harm
- Coded statements where the method of violence or harm is not clearly articulated, but the threat is veiled or implicit
- Threats against election officials
- Implicit statements of intent or advocacy, calls to action, or
- Implicit statements of intent or advocacy, calls to action, or aspirational or conditional statements to bring armaments to locations, including but not limited to places of worship, educational facilities, polling places, or locations used to count votes or administer an election (or encouraging others to do the same). We may also restrict calls to bring armaments to certain locations where there are temporarily signals of a heightened risk of violence or offline harm. This may be the case, for example, when there's a known protest and counter-protest planned or violence broke out at a protest in the same city within the last 7 days

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 proclaim a violent mission or are engaged in violence to have a presence on Facebook. This includes organizations or individuals involved in the following:

Terrorist activity
Organized hate
Mass murder (including attempts) or multiple murder
Human trafficking
Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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 organiz e 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.

Click here to read more about how we address movements and organizations tied to violence.

3. Coordinating Harm and Promoting 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 acts of physical harm against people, including acts of domestic violence - except when shared in the context of redemption or defense.
- Swatting - specifically statements of intent, calls to action, representing, supporting, advocating for, depicting, admitting to or speaking positively about it.
- Depicting, promoting, advocating for or encouraging participation in a high risk viral challenge.
- Promoting or advocating for harmful miracle cures for health issues.
- Coordinating, depicting, admitting to or promoting active and deliberate spread of communicable diseases by you or your associates

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 who can participate in the census and what information or materials must be provided in order to participate
- Content claiming that the U.S. Immigration and Customs Enforcement (ICE) is at a voting location
- Explicit claims that people will be infected by COVID (or another communicable disease) if they participate in the voting process.

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

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

Do not post:

- Content revealing the identity of someone as a witness, informant, activist, or individuals whose identity or involvement in a legal case has been restricted from public disclosure
- Imagery that is likely to deceive the public as to its origin if:
    - The entity depicted or an authorized representative objects to the imagery, and
    - The imagery has the potential to cause harm to members of the public
- Other misrepresentations related to voting in an official election or census participation may be subject to false news standards, as referenced in section 20
- Misrepresentation of whether a candidate is running or not

- Calls for coordinated interference that would affect an individual's ability to participate in an official census or election
- Content stating that census or voting participation may or will result in law enforcement consequences (for example, arrest, deport or imprisonment)
- Misrepresentation of government involvement in the census, including, where applicable, that an individual's census information will be shared with another (non-census) government agency

  Statements of intent, support, or advocacy to go to an election site, voting location, or vote counting location when the purpose of going to the site is to monitor or watch voters or election officials' activity using militaristic language (e.g. "war," "army," or "soldier") or an expressed goal to intimidate, exert control or display power (e.g. "let's show them who's boss!," "if they're scared, they won't vote!")

4. Restricted Goods and Services

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 endangered species and their parts
- Provides instructions to use or make products from endangered species and their parts

Live non-endangered animals excluding livestock:

- 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

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

Do not post:

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

- Bribery
- Embezzlement

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

6. Suicide and Self-Injury

II. Safety

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide assistance to people in distress.

While we don't allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if someone is at immediate risk of harming themselves, we will contact local emergency services to get them help.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

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

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

We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g., government agencies, NGOs).

7. Child Sexual Exploitation, Abuse and Nudity

II. Safety

Policy Rationale

We do not allow content that sexually exploits or endangers children. When we become aware of apparent child exploitation, we report it to the National Center for Missing and Exploited Children (NCMEC), in compliance with applicable law. We know that sometimes people share nude images of their own children with good intentions; however, we generally remove these images because of the potential for abuse by others and to help avoid the possibility of other people reusing or misappropriating the images.

We also work with external experts, including the Facebook Safety Advisory Board, to discuss and improve our policies and enforcement around online safety issues, especially with regard to children. Learn more about the newtechnology we're using to fight against child exploitation.

Do not post:

Child sexual exploitation

Content that threatens, depicts, praises, supports, provides instructions for, makes statements of intent, admits participation in or shares links of the sexual exploitation of children (real or non-real minors, toddlers or babies), including but not limited to:

- Sexual intercourse
    - Explicit sexual intercourse or oral sex, 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 or oral sex, including when contact is imminent or not directly visible
    - Stimulation of genitals or anus, including when activity is imminent or not directly visible
    - Presence of by-products of sexual activity
    - Any of the above involving an animal
- Children with sexual elements, including but not limited to:
    - Restraints
    - Focus on genitals
    - Presence of aroused adult
    - Presence of sex toys
    - Sexualised costume
    - Stripping
    - Staged environment (for example, on a bed) or professionally shot (quality/focus/angles)
    - Open-mouth kissing
- Content of children in a sexual fetish context
- Content that supports, promotes, advocates or encourages participation in pedophilia

- Content that identifies or mocks alleged victims of child sexual exploitation by name or image

Solicitation

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children.

Inappropriate interactions with children

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 or arranging real-world sexual encounters or obtaining sexual material from a minor directly
- Displaying nudity to minors

Content that attempts to exploit minors by:

- Coercing money, favors or intimate imagery with threats to expose intimate imagery or information
- Sharing, threatening or stating an intent to share private sexual conversations.

Sexualization of children

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children.

- Content (including photos, videos, real-world art, digital content, and verbal depictions) that shows children in a sexualized context
- Groups, Pages and Profiles targeted to sexualizing children

Child Nudity

Content that depicts child nudity where nudity is defined as:

- Close-ups of children's genitalia
- Real nude toddlers, showing:
    - Visible genitalia, even when covered or obscured by transparent clothing
    - Visible anus and/or fully nude close-up of buttocks
- Real nude minors, showing:
    - Visible genitalia (including genitalia obscured only by pubic hair or transparent clothing)
    - Visible anus and/or fully nude close-up of buttocks
    - Uncovered female nipples

    - No clothes from neck to knee - even if no genitalia or female nipples are showing
- Digitally-created depictions of nude minors, toddlers or babies unless the image is for health or educational purposes

Non-sexual child abuse

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.

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

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

- Imagery posted by a news agency that depicts child nudity in the context of famine, genocide, war crimes, or crimes against humanity, unless accompanied by a violating caption or shared in a violating context, in which case the content is removed

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 promotea safe environment, we allow victims to share their experiences, butremove content that depicts, threatens or promotes sexual violence, sexual assault, or sexual exploitation, . We alsoremove 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 also 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:

- Sextortion: Coercing money, favors, or intimate imagery from people with threats to expose their intimate imagery or intimate information
- 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

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

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

We may restrict visibility to people over the age of 18 and include a warning label on certain fictional videos (e.g., digital and hand-drawn imagery, film and TV show scenes, comic books, music videos) that depict non-consensual sexual touching.

In addition to our at-scale policy of removing content that threatens or advocates rape or other non-consensual sexual touching, we may also disable the posting account.

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 post and share 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, sexual harassment, 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, 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, disability, epidemic disease, or physical harm

Target private individuals, involuntary public figures, or public figures who are minors, with:

- Calls for death, serious disease, epidemic 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 or serious physical injury

- 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 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 further degrades or expresses disgust toward individuals who are depicted menstruating, urinating, vomiting, or defecating
- Content that further degrades individuals who are depicted being physically bullied
- Content that praises, celebrates, or mocks their death or serious physical injury
- 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, advocation, or promotion of exclusion
- Negative character or ability claims, except in the context of criminal allegations against adults. We allow criminal allegations so that people can draw attention to personal experiences or offline events. In cases in which criminal allegations pose real-world harm to the named individual, however, we may remove them
- 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
- 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

We add a cover to this content so people can choose whether to see it:

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

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

Do not:

- Post content that targets private individuals through unwanted Pages, Groups and Events. We remove this content when it is reported by the victim or an authorized representative of the victim
- Create accounts to to contact someone who has blocked you
- Post attacks that use derogatory terms related to female gendered cursing. We remove this content when the victim or an authorized representative of the victim informs us of the content, even if the victim hasn't reported it directly
- Post content that would otherwise require the victim to report the content or an indicator that the poster is directly targeting the victim (e.g., the victim is tagged in the post or comment). We will remove this content if we have confirmation from the victim or an authorized representative of the victim that the content is unwanted
- Post content praising, celebrating, or mocking anyone's death. We also remove content targeting a deceased individual that we would normally require the victim to report
- Post content calling for or stating an intent to engage in behavior that would qualify as bullying and harassment under our policies. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted

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 engagein 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

Policy Rationale

Privacy and the protection of personal information are fundamentally important values for Facebook. We work hard to safeguard your personal identity and information and we do not allow people to post personal or confidential information about yourself or of others.

We remove content that shares, offers or solicits personally identifiable information or other private information that could lead to physical or financial harm, including financial, residential, and medical information, as well as private information obtained from illegal sources.

We also provide people ways to report imagery that they believe to be in violation of their privacy rights.

Do not post:

Content that shares or solicits any of the following private information, either on Facebook or through external links:

Personally identifiable information about yourself or others

- Personal identity: identifying individuals through government-issued numbers
  - National identification number (for example Social Security Numbers (SSN), Passport Number, National Insurance/Health Service Number, Personal Public Service Number (PPS), Individual Taxpayer Identification Numbers (ITINs))
  - Government IDs of law enforcement, military, or security personnel
- Personal information: directly identifying an individual, by indicating the ID number or registration information and the individual's name
  - Records or official documentation of civil registry information (marriage, birth, death, or name change, gender recognition, and so on)
  - Immigration and work status documents (for example, green cards, work permits, visas, or immigration papers)
  - Driver's licenses or license plates
  - Credit Privacy Number (CPN)
- Digital identity: authenticating access to an online identity
  - Email addresses with passwords
  - Digital identities with passwords
  - Passwords, pins, or codes to access private information
- Personal contact information of others such as phone numbers, addresses and email addresses

Other Private Information

- Financial information
  - Personal financial information about yourself or others, including:
    - Non-public financial records or statements
    - Bank account numbers with security or pin codes
    - Digital payment method information with log-in details, security or pin codes
    - Credit or debit card information with validity dates or security pins or codes

Financial information about businesses or organizations, including:

Financial records or statements except when the financial records of the business are publicly available (for example listed on stock exchanges, regulatory agencies, and so on)

Bank account numbers accompanied by security or pin codes

Digital payment method information accompanied by log-in details, security or pin codes

Residential information

Imagery that display the external view of private residences if all of 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/neighborhood or GPS pins (for example, a pin from Google Maps) are identified

The content identifies the resident(s)

That same resident objects to the exposure of their private residence or there is context of organizing protests against the resident (this does not include embassies that also serve as residences)

Content that exposes information about safe houses by sharing any of the below, unless the safe house is actively promoting information about their facility

Actual address (note: 'Post Box only' is allowed)

Images of the safe house

Identifiable city/neighborhood of the safe house

Information exposing the identity of the safe house residents

Medical information

Records or official documentation displaying medical, psychological, biometric, or genetic hereditary of others

Information obtained from hacked sources

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

Status or occupation related information

Content that exposes the undercover status of law enforcement, military, or security personnel if:

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

The imagery identifies the faces of the law enforcement personnel and explicitly mentions their undercover status

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

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

We remove:

Content that puts a defector at risk by outing the individual with personally identifiable information when the content is reported by credible government channels
Depictions of someone in a medical or health facility if reported by the person pictured or an authorized representative

12. Hate Speech

III. Objectionable Content

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's 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 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 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.

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 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 groups except those who are considered non-protected groups described as having carried out violent crimes or sexual offenses or representing less than half of a group) 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".
- Dalits, scheduled caste or ‘lower caste’ people as menial laborers.

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, except certain gender-based cursing in a romantic break-up context, 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:

- Segregation in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting segregation.
- Exclusion in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting, defined as
    - Explicit exclusion, which means things like expelling certain groups or saying they are not allowed.
    - Political exclusion, which means denying the right to right to political participation.
    - Economic exclusion, which means denying access to economic entitlements and limiting participation in the labour market.
    - Social exclusion, which means things like denying access to spaces (physical and online)and social services, except for gender-based exclusion in health and positive support Groups.

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 characteristics.

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

Do not post:

- Content explicitly providing or offering to provide products or services that aim to change people's sexual orientation or gender identity.
- Content attacking concepts, institutions, ideas, practices, or beliefs associated with protected characteristics, which are likely to contribute to imminent physical harm, intimidation or discrimination against the people associated with that protected characteristic. Facebook looks at a range of signs to determine whether there is a threat of harm in the content. These include but are not limited to: content that could incite imminent violence or intimidation; whether there is a period of heightened tension such as an election or ongoing conflict; and whether there is a recent history of violence against the targeted protected group. In some cases, we may also consider whether the speaker is a public figure or occupies a position of authority.
- Content targeting a person or group of people on the basis of their protected characteristic(s) with claims that they have or spread the novel coronavirus, are responsible for the existence of the novel coronavirus, are deliberately spreading the novel coronavirus, or mocking them for having or experiencing the novel coronavirus.

In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that 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

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 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, or 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

Policy Rationale

We restrict the display of nudity or sexual activity because some people in our community may be sensitive to this type of content. Additionally, we default to removing sexual imagery to prevent the sharing of non-consensual or underage

content. Restrictions on the display of sexual activity also apply to digitally created content unless it is posted for educational, humorous, or satirical purposes.

Our nudity policies have become more nuanced over time. We understand that nudity can be shared for a variety of reasons, including as a form of protest, to raise awareness about a cause, or for educational or medical reasons.

Where such intent is clear, we make allowances for the content. For example, while we restrict some images of female breasts that include the nipple, we allow other images, including those depicting acts of protest, women actively engaged in breast-feeding and photos of post-mastectomy scarring. For images depicting visible genitalia or the anus in the context of birth and after-birth moments or health-related situations we include a warning label so that people are aware that the content may be sensitive. We also allow photographs of paintings, sculptures, and other art that depicts nude figures.

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, 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 female breasts, defined as a grabbing motion with curved fingers that shows both marks and clear shape change of the breasts. We allow squeezing in breastfeeding contexts
- 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, except when posted in an educational or scientific context, or when it meets one of the criteria below and shown only to individuals 18 years and older.

We only show this content to individuals 18 and older:

- Real world art that depicts sexual activity
- Posting photographs or videos of objects that depict sexual activity in real world art
- Implied sexual activity in advertisements
- Implied sexual activity in recognized fictional images or with indicators of fiction
- Digital content that meets our definition of sexual activity, where:
    - The sexual activity (intercourse or other sexual activities) isn't directly visible
    - Content was posted in a satirical or humorous context
    - 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 or commercial sexual services between adults such as prostitution or escort services. We do this to avoid facilitating transactions that may involve trafficking, coercion, and non-consensual sexual acts. 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:

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.

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

We believe that people share and connect more freely when they do not feel targeted based on their vulnerabilities. As such, we have higher expectations for content that we call cruel and insensitive, which we define as content that targets victims of serious physical or emotional harm.

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 serious physical injury, starvation, or serious or fatal disease or disability.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. Account Integrity and Authentic Identity

IV. Integrity and Authenticity

Policy Rationale

Authenticity is the cornerstone of our community. We believe that authenticity helps create a community where people are to each other, and to Facebook, in meaningful ways. We want to allow for the range of diverse ways that identity is expressed across our global community, while also preventing impersonation and identity misrepresentation. That's why we require people to connect on Facebook using the name they go by in everyday life. Our authenticity policies are intended to create a safe environment where people can trust and hold one another accountable.

In order to maintain a safe environment and empower free expression, we remove accounts that are harmful to the community, including those that compromise the security of other accounts and our services. We have built a combination of automated and manual systems to block and remove accounts that are used to persistently or egregiously abuse our Community Standards.

Because account level removal is a severe action, whenever possible, we aim to give our community a chance to learn our rules and follow our Community Standards. Penalties, including account disables, are designed to be proportionate to the severity of the violation and the risk of harm posed to the community. Continued violations, despite repeated warnings and restrictions, or violations that pose severe safety risks will lead to an account being disabled.

We do not allow the use of our services and will disable accounts if you:

Severely violate our Community Standards.
Persistently violate our Community Standards.
Represent Dangerous Individuals or Organizations our Community Standards.
Create or use an account that demonstrates an intent to violate our Community Standards.
Create an account, page, group or event to evade our enforcement actions, including creating an account to bypass a restriction or after we've disabled your previous account, page, group or event.
Impersonate others by :

Using their photos with the explicit aim to deceive others.

Creating an account assuming to be or speak 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.

Are under 13 years old.

Are a convicted sex offender.

Are prohibited from receiving our products, services or software under applicable laws.

In certain cases, we will seek further information about an account before taking actions ranging from temporarily restricting accounts to permanently disabling them.

Accounts misrepresenting their identity (Facebook and Messenger only) by:

Using a name that does not abide by our name policies.

Providing a false date of birth.

Creating a single account that represents or is used by more than one person.

Maintaining multiple accounts as a single user.

Compromised accounts.

Empty accounts with prolonged dormancy.

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 usin g 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.

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

Do not post:

> Videos that have 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:
>
> > A subject of the video said words that they did not say, AND
> >
> > The video 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 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.

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

When brought to our attention by the legacy contact or a family member of the deceased, we will:

> Remove violating comments on a memorialized profile, which would typically require the individual to self report so that we know that they are unwanted
> 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

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

We may remove content created for the purpose of identifying a private minor if there may be a risk to the minor’s safety when requested

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. This includes content where a symbol represents the target and/or includes a visual of an armament or method to represent violence
- 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 or method thatrepresents violence
- 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.

Content that depicts abductions or kidnappings if it is clear the content is not being shared by a victim or their family as a plea for help, or shared for informational, condemnation or awareness raising purposes

Threats of high-severity violence using digitally produced or altered imagery to target living people with armaments, methods of violence or dismemberment.

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

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

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 violence due to voting, voter registration, or the administration ofor outcome of an election

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 polling places, or locations used to count votes or administer an election (or encouraging others to do the same).

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

Do not post:

- Content that puts LGBTQI+ people at risk by revealing their sexual identity against their will or without permission
- Content that puts unveiled women at risk by revealing their images without veil against their will or without permission
- Violent threats against law enforcement officers
- Violent threats against people accused of a crime. We remove this content when we have reason to believe that the content is intended to cause physical harm
- Misinformation and unverifiable rumors that contribute to the risk of imminent violence or physical harm
- Coded statements where the method of violence or harm is not clearly articulated, but the threat is veiled or implicit
- Threats against election officials
- Implicit statements of intent or advocacy, calls to action, or
- Implicit statements of intent or advocacy, calls to action, or aspirational or conditional statements to bring armaments to locations, including but not limited to places of worship, educational facilities, polling places, or locations used to count votes or administer an election (or encouraging others to do the same). We may also restrict calls to bring armaments to certain locations where there are temporarily signals of a heightened risk of violence or offline harm. This may be the case, for example, when there's a known protest and counter-protest planned or violence broke out at a protest in the same city within the last 7 days

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 proclaim a violent mission or are engaged in violence to have a presence on Facebook. This includes organizations or individuals involved in the following:

Terrorist activity
Organized hate
Mass murder (including attempts) or multiple murder
Human trafficking
Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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 organiz e 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.

Click here to read more about how we address movements and organizations tied to violence.

3. Coordinating Harm and Promoting 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 acts of physical harm against people, including acts of domestic violence - except when shared in the context of redemption or defense.
- Swatting - specifically statements of intent, calls to action, representing, supporting, advocating for, depicting, admitting to or speaking positively about it.
- Depicting, promoting, advocating for or encouraging participation in a high risk viral challenge.
- Promoting or advocating for harmful miracle cures for health issues.
- Coordinating, depicting, admitting to or promoting active and deliberate spread of communicable diseases by you or your associates

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 who can participate in the census and what information or materials must be provided in order to participate
- Content claiming that the U.S. Immigration and Customs Enforcement (ICE) is at a voting location
- Explicit claims that people will be infected by COVID (or another communicable disease) if they participate in the voting process.

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

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

Do not post:

- Content revealing the identity of someone as a witness, informant, activist, or individuals whose identity or involvement in a legal case has been restricted from public disclosure
- Imagery that is likely to deceive the public as to its origin if:
    - The entity depicted or an authorized representative objects to the imagery, and
    - The imagery has the potential to cause harm to members of the public
- Other misrepresentations related to voting in an official election or census participation may be subject to false news standards, as referenced in section 20
- Misrepresentation of whether a candidate is running or not

- Calls for coordinated interference that would affect an individual's ability to participate in an official census or election
- Content stating that census or voting participation may or will result in law enforcement consequences (for example, arrest, deport or imprisonment)
- Misrepresentation of government involvement in the census, including, where applicable, that an individual's census information will be shared with another (non-census) government agency
- Statements of intent, support, or advocacy to go to an election site, voting location, or vote counting location when the purpose of going to the site is to monitor or watch voters or election officials' activity using militaristic language (e.g. "war," "army," or "soldier") or an expressed goal to intimidate, exert control or display power (e.g. "let's show them who's boss!," "if they're scared, they won't vote!")
- Content coordinating interference with the administration of the COVID-19 vaccine
- Content calling to action, advocating, or promoting that others not get the COVID-19 vaccine

4. Restricted Goods and Services

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 endangered species and their parts
- Provides instructions to use or make products from endangered species and their parts

Live non-endangered animals excluding livestock:

- 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

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

Do not post:

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

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

6. Suicide and Self-Injury

II. Safety

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide assistance to people in distress.

While we don't allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if someone is at immediate risk of harming themselves, we will contact local emergency services to get them help.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

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

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

We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g., government agencies, NGOs).

7. Child Sexual Exploitation, Abuse and Nudity

II. Safety

Policy Rationale

We do not allow content that sexually exploits or endangers children. When we become aware of apparent child exploitation, we report it to the National Center for Missing and Exploited Children (NCMEC), in compliance with applicable law. We know that sometimes people share nude images of their own children with good intentions; however, we generally remove these images because of the potential for abuse by others and to help avoid the possibility of other people reusing or misappropriating the images.

We also work with external experts, including the Facebook Safety Advisory Board, to discuss and improve our policies and enforcement around online safety issues, especially with regard to children. Learn more about the newtechnology we're using to fight against child exploitation.

Do not post:

Child sexual exploitation

Content that threatens, depicts, praises, supports, provides instructions for, makes statements of intent, admits participation in or shares links of the sexual exploitation of children (real or non-real minors, toddlers or babies), including but not limited to:

- Sexual intercourse
    - Explicit sexual intercourse or oral sex, 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 or oral sex, including when contact is imminent or not directly visible
    - Stimulation of genitals or anus, including when activity is imminent or not directly visible
    - Presence of by-products of sexual activity
    - Any of the above involving an animal
- Children with sexual elements, including but not limited to:
    - Restraints
    - Focus on genitals
    - Presence of aroused adult
    - Presence of sex toys
    - Sexualised costume
    - Stripping
    - Staged environment (for example, on a bed) or professionally shot (quality/focus/angles)
    - Open-mouth kissing
- Content of children in a sexual fetish context

- Content that supports, promotes, advocates or encourages participation in pedophilia
- Content that identifies or mocks alleged victims of child sexual exploitation by name or image

Solicitation

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children.

Inappropriate interactions with children

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 or arranging real-world sexual encounters or obtaining sexual material from a minor directly
- Displaying nudity to minors

Content that attempts to exploit minors by:

- Coercing money, favors or intimate imagery with threats to expose intimate imagery or information
- Sharing, threatening or stating an intent to share private sexual conversations.

Sexualization of children

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children.

- Content (including photos, videos, real-world art, digital content, and verbal depictions) that shows children in a sexualized context
- Groups, Pages and Profiles targeted to sexualizing children

Child Nudity

Content that depicts child nudity where nudity is defined as:

- Close-ups of children's genitalia
- Real nude toddlers, showing:
    - Visible genitalia, even when covered or obscured by transparent clothing
    - Visible anus and/or fully nude close-up of buttocks
- Real nude minors, showing:
    - Visible genitalia (including genitalia obscured only by pubic hair or transparent clothing)
    - Visible anus and/or fully nude close-up of buttocks

    - Uncovered female nipples
    - No clothes from neck to knee - even if no genitalia or female nipples are showing
- Digitally-created depictions of nude minors, toddlers or babies unless the image is for health or educational purposes

Non-sexual child abuse

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.

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

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

- Imagery posted by a news agency that depicts child nudity in the context of famine, genocide, war crimes, or crimes against humanity, unless accompanied by a violating caption or shared in a violating context, in which case the content is removed

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 promotea safe environment, we allow victims to share their experiences, butremove content that depicts, threatens or promotes sexual violence, sexual assault, or sexual exploitation, . We alsoremove 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 also 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:

- Sextortion: Coercing money, favors, or intimate imagery from people with threats to expose their intimate imagery or intimate information
- 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

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

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

We may restrict visibility to people over the age of 18 and include a warning label on certain fictional videos (e.g., digital and hand-drawn imagery, film and TV show scenes, comic books, music videos) that depict non-consensual sexual touching.

In addition to our at-scale policy of removing content that threatens or advocates rape or other non-consensual sexual touching, we may also disable the posting account.

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 post and share 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, sexual harassment, 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, 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, disability, epidemic disease, or physical harm

Target private individuals, involuntary public figures, or public figures who are minors, with:

- Calls for death, serious disease, epidemic 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 or serious physical injury

- 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 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 further degrades or expresses disgust toward individuals who are depicted menstruating, urinating, vomiting, or defecating
- Content that further degrades individuals who are depicted being physically bullied
- Content that praises, celebrates, or mocks their death or serious physical injury
- 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, advocation, or promotion of exclusion
- Negative character or ability claims, except in the context of criminal allegations against adults. We allow criminal allegations so that people can draw attention to personal experiences or offline events. In cases in which criminal allegations pose real-world harm to the named individual, however, we may remove them
- 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
- 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

We add a cover to this content so people can choose whether to see it:

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

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

Do not:

- Post content that targets private individuals through unwanted Pages, Groups and Events. We remove this content when it is reported by the victim or an authorized representative of the victim
- Create accounts to to contact someone who has blocked you
- Post attacks that use derogatory terms related to female gendered cursing. We remove this content when the victim or an authorized representative of the victim informs us of the content, even if the victim hasn't reported it directly
- Post content that would otherwise require the victim to report the content or an indicator that the poster is directly targeting the victim (e.g., the victim is tagged in the post or comment). We will remove this content if we have confirmation from the victim or an authorized representative of the victim that the content is unwanted
- Post content praising, celebrating, or mocking anyone's death. We also remove content targeting a deceased individual that we would normally require the victim to report
- Post content calling for or stating an intent to engage in behavior that would qualify as bullying and harassment under our policies. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted

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 engagein 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

Policy Rationale

Privacy and the protection of personal information are fundamentally important values for Facebook. We work hard to safeguard your personal identity and information and we do not allow people to post personal or confidential information about yourself or of others.

We remove content that shares, offers or solicits personally identifiable information or other private information that could lead to physical or financial harm, including financial, residential, and medical information, as well as private information obtained from illegal sources.

We also provide people ways to report imagery that they believe to be in violation of their privacy rights.

Do not post:

Content that shares or solicits any of the following private information, either on Facebook or through external links:

Personally identifiable information about yourself or others

- Personal identity: identifying individuals through government-issued numbers
  - National identification number (for example Social Security Numbers (SSN), Passport Number, National Insurance/Health Service Number, Personal Public Service Number (PPS), Individual Taxpayer Identification Numbers (ITINs))
  - Government IDs of law enforcement, military, or security personnel
- Personal information: directly identifying an individual, by indicating the ID number or registration information and the individual's name
  - Records or official documentation of civil registry information (marriage, birth, death, or name change, gender recognition, and so on)
  - Immigration and work status documents (for example, green cards, work permits, visas, or immigration papers)
  - Driver's licenses or license plates
  - Credit Privacy Number (CPN)
- Digital identity: authenticating access to an online identity
  - Email addresses with passwords
  - Digital identities with passwords
  - Passwords, pins, or codes to access private information
- Personal contact information of others such as phone numbers, addresses and email addresses

Other Private Information

- Financial information
  - Personal financial information about yourself or others, including:
    - Non-public financial records or statements
    - Bank account numbers with security or pin codes
    - Digital payment method information with log-in details, security or pin codes

Credit or debit card information with validity dates or security pins or codes

Financial information about businesses or organizations, including:

Financial records or statements except when the financial records of the business are publicly available (for example listed on stock exchanges, regulatory agencies, and so on)

Bank account numbers accompanied by security or pin codes

Digital payment method information accompanied by log-in details, security or pin codes

Residential information

Imagery that display the external view of private residences if all of 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/neighborhood or GPS pins (for example, a pin from Google Maps) are identified

The content identifies the resident(s)

That same resident objects to the exposure of their private residence or there is context of organizing protests against the resident (this does not include embassies that also serve as residences)

Content that exposes information about safe houses by sharing any of the below, unless the safe house is actively promoting information about their facility

Actual address (note: 'Post Box only' is allowed)

Images of the safe house

Identifiable city/neighborhood of the safe house

Information exposing the identity of the safe house residents

Medical information

Records or official documentation displaying medical, psychological, biometric, or genetic hereditary of others

Information obtained from hacked sources

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

Status or occupation related information

Content that exposes the undercover status of law enforcement, military, or security personnel if:

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

The imagery identifies the faces of the law enforcement personnel and explicitly mentions their undercover status

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

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

We remove:

Content that puts a defector at risk by outing the individual with personally identifiable information when the content is reported by credible government channels
Depictions of someone in a medical or health facility if reported by the person pictured or an authorized representative

12. Hate Speech

III. Objectionable Content

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's 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 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 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.

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 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 groups except those who are considered non-protected groups described as having carried out violent crimes or sexual offenses or representing less than half of a group) 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".
    - Dalits, scheduled caste or ‘lower caste’ people as menial laborers.

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, except certain gender-based cursing in a romantic break-up context, 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:

- Segregation in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting segregation.
- Exclusion in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting, defined as
    - Explicit exclusion, which means things like expelling certain groups or saying they are not allowed.
    - Political exclusion, which means denying the right to right to political participation.
    - Economic exclusion, which means denying access to economic entitlements and limiting participation in the labour market.
    - Social exclusion, which means things like denying access to spaces (physical and online)and social services, except for gender-based exclusion in health and positive support Groups.

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 characteristics.

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

Do not post:

- Content explicitly providing or offering to provide products or services that aim to change people's sexual orientation or gender identity.
- Content attacking concepts, institutions, ideas, practices, or beliefs associated with protected characteristics, which are likely to contribute to imminent physical harm, intimidation or discrimination against the people associated with that protected characteristic. Facebook looks at a range of signs to determine whether there is a threat of harm in the content. These include but are not limited to: content that could incite imminent violence or intimidation; whether there is a period of heightened tension such as an election or ongoing conflict; and whether there is a recent history of violence against the targeted protected group. In some cases, we may also consider whether the speaker is a public figure or occupies a position of authority.
- Content targeting a person or group of people on the basis of their protected characteristic(s) with claims that they have or spread the novel coronavirus, are responsible for the existence of the novel coronavirus, are deliberately spreading the novel coronavirus, or mocking them for having or experiencing the novel coronavirus.

In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that 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

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 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, or 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

Policy Rationale

We restrict the display of nudity or sexual activity because some people in our community may be sensitive to this type of content. Additionally, we default to removing sexual imagery to prevent the sharing of non-consensual or underage

content. Restrictions on the display of sexual activity also apply to digitally created content unless it is posted for educational, humorous, or satirical purposes.

Our nudity policies have become more nuanced over time. We understand that nudity can be shared for a variety of reasons, including as a form of protest, to raise awareness about a cause, or for educational or medical reasons.

Where such intent is clear, we make allowances for the content. For example, while we restrict some images of female breasts that include the nipple, we allow other images, including those depicting acts of protest, women actively engaged in breast-feeding and photos of post-mastectomy scarring. For images depicting visible genitalia or the anus in the context of birth and after-birth moments or health-related situations we include a warning label so that people are aware that the content may be sensitive. We also allow photographs of paintings, sculptures, and other art that depicts nude figures.

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, 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 female breasts, defined as a grabbing motion with curved fingers that shows both marks and clear shape change of the breasts. We allow squeezing in breastfeeding contexts
- 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, except when posted in an educational or scientific context, or when it meets one of the criteria below and shown only to individuals 18 years and older.

We only show this content to individuals 18 and older:

- Real world art that depicts sexual activity
- Posting photographs or videos of objects that depict sexual activity in real world art
- Implied sexual activity in advertisements
- Implied sexual activity in recognized fictional images or with indicators of fiction
- Digital content that meets our definition of sexual activity, where:
    - The sexual activity (intercourse or other sexual activities) isn't directly visible
    - Content was posted in a satirical or humorous context
    - 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 or commercial sexual services between adults such as prostitution or escort services. We do this to avoid facilitating transactions that may involve trafficking, coercion, and non-consensual sexual acts. 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:

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.

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

We believe that people share and connect more freely when they do not feel targeted based on their vulnerabilities. As such, we have higher expectations for content that we call cruel and insensitive, which we define as content that targets victims of serious physical or emotional harm.

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 serious physical injury, starvation, or serious or fatal disease or disability.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. Account Integrity and Authentic Identity

IV. Integrity and Authenticity

Policy Rationale

Authenticity is the cornerstone of our community. We believe that authenticity helps create a community where people are to each other, and to Facebook, in meaningful ways. We want to allow for the range of diverse ways that identity is expressed across our global community, while also preventing impersonation and identity misrepresentation. That's why we require people to connect on Facebook using the name they go by in everyday life. Our authenticity policies are intended to create a safe environment where people can trust and hold one another accountable.

In order to maintain a safe environment and empower free expression, we remove accounts that are harmful to the community, including those that compromise the security of other accounts and our services. We have built a combination of automated and manual systems to block and remove accounts that are used to persistently or egregiously abuse our Community Standards.

Because account level removal is a severe action, whenever possible, we aim to give our community a chance to learn our rules and follow our Community Standards. Penalties, including account disables, are designed to be proportionate to the severity of the violation and the risk of harm posed to the community. Continued violations, despite repeated warnings and restrictions, or violations that pose severe safety risks will lead to an account being disabled.

We do not allow the use of our services and will disable accounts if you:

Severely violate our Community Standards.
Persistently violate our Community Standards.
Represent Dangerous Individuals or Organizations our Community Standards.
Create or use an account that demonstrates an intent to violate our Community Standards.
Create an account, page, group or event to evade our enforcement actions, including creating an account to bypass a restriction or after we've disabled your previous account, page, group or event.
Impersonate others by :

Using their photos with the explicit aim to deceive others.

Creating an account assuming to be or speak 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.

Are under 13 years old.

Are a convicted sex offender.

Are prohibited from receiving our products, services or software under applicable laws.

In certain cases, we will seek further information about an account before taking actions ranging from temporarily restricting accounts to permanently disabling them.

Accounts misrepresenting their identity (Facebook and Messenger only) by:

Using a name that does not abide by our name policies.

Providing a false date of birth.

Creating a single account that represents or is used by more than one person.

Maintaining multiple accounts as a single user.

Compromised accounts.

Empty accounts with prolonged dormancy.

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 usin g 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.

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

Do not post:

> Videos that have 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:
>
> > A subject of the video said words that they did not say, AND
> >
> > The video 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 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.

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

When brought to our attention by the legacy contact or a family member of the deceased, we will:

> Remove violating comments on a memorialized profile, which would typically require the individual to self report so that we know that they are unwanted
> 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

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

We may remove content created for the purpose of identifying a private minor if there may be a risk to the minor’s safety when requested

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. This includes content where a symbol represents the target and/or includes a visual of an armament or method to represent violence
- 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 or method that represents violence
- Statements advocating for high-severity violence
- 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.

Content that depicts abductions or kidnappings if it is clear the content is not being shared by a victim or their family as a plea for help, or shared for informational, condemnation or awareness raising purposes

Threats of high-severity violence using digitally produced or altered imagery to target living people with armaments, methods of violence or dismemberment.

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

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

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 violence due to voting, voter registration or the administration or outcome of an election

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 polling places, or locations used to count votes or administer an election (or encouraging others to do the same).

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

Do not post:

- Content that puts LGBTQI+ people at risk by revealing their sexual identity against their will or without permission
- Content that puts unveiled women at risk by revealing their images without veil against their will or without permission
- Violent threats against law enforcement officers
- Violent threats against people accused of a crime. We remove this content when we have reason to believe that the content is intended to cause physical harm
- Misinformation and unverifiable rumors that contribute to the risk of imminent violence or physical harm
    - Additionally, we have specific rules and guidance regarding content related to COVID-19 and vaccines. To see these specific rules please click here.
- Coded statements where the method of violence or harm is not clearly articulated, but the threat is veiled or implicit
- Threats against election officials
- Implicit statements of intent or advocacy, calls to action, or aspirational or conditional statements to bring armaments to locations, including but not limited to places of worship, educational facilities, polling places, or locations used to count votes or administer an election (or encouraging others to do the same). We may also restrict calls to bring armaments to certain locations where there are temporarily signals of a heightened risk of violence or offline harm. This may be the case, for example, when there's a known protest and counter-protest planned or violence broke out at a protest in the same city within the last 7 days

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 proclaim a violent mission or are engaged in violence to have a presence on Facebook. This includes organizations or individuals involved in the following:

Terrorist activity
Organized hate
Mass murder (including attempts) or multiple murder
Human trafficking

Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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 organiz e 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.

Click here to read more about how we address movements and organizations tied to violence.

3. Coordinating Harm and Promoting 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 acts of physical harm against people, including acts of domestic violence - except when shared in the context of redemption or defense.
- Swatting - specifically statements of intent, calls to action, representing, supporting, advocating for, depicting, admitting to or speaking positively about it.
- Depicting, promoting, advocating for or encouraging participation in a high risk viral challenge.
- Promoting or advocating for harmful miracle cures for health issues.
- Coordinating, depicting, admitting to or promoting active and deliberate spread of communicable diseases by you or your associates

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 who can participate in the census and what information or materials must be provided in order to participate
- Content claiming that the U.S. Immigration and Customs Enforcement (ICE) is at a voting location
- Explicit claims that people will be infected by COVID (or another communicable disease) if they participate in the voting process.

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

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

Do not post:

- Content revealing the identity of someone as a witness, informant, activist, or individuals whose identity or involvement in a legal case has been restricted from public disclosure
- Imagery that is likely to deceive the public as to its origin if:
    - The entity depicted or an authorized representative objects to the imagery, and
    - The imagery has the potential to cause harm to members of the public

- Other misrepresentations related to voting in an official election or census participation may be subject to false news standards, as referenced in section 20
- Misrepresentation of whether a candidate is running or not
- Calls for coordinated interference that would affect an individual's ability to participate in an official census or election
- Content stating that census or voting participation may or will result in law enforcement consequences (for example, arrest, deport or imprisonment)
- Misrepresentation of government involvement in the census, including, where applicable, that an individual's census information will be shared with another (non-census) government agency
- Statements of intent, support, or advocacy to go to an election site, voting location, or vote counting location when the purpose of going to the site is to monitor or watch voters or election officials' activity using militaristic language (e.g. "war," "army," or "soldier") or an expressed goal to intimidate, exert control or display power (e.g. "let's show them who's boss!," "if they're scared, they won't vote!")
- Content coordinating interference with the administration of the COVID-19 vaccine
- Content calling to action, advocating, or promoting that others not get the COVID-19 vaccine

4. Restricted Goods and Services

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 endangered species and their parts
- Provides instructions to use or make products from endangered species and their parts

Live non-endangered animals excluding livestock:

- 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

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

Do not post:

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

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

6. Suicide and Self-Injury

II. Safety

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide assistance to people in distress.

While we don't allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if someone is at immediate risk of harming themselves, we will contact local emergency services to get them help.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an

attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

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

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

We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g., government agencies, NGOs).

7. Child Sexual Exploitation, Abuse and Nudity

II. Safety

Policy Rationale

We do not allow content that sexually exploits or endangers children. When we become aware of apparent child exploitation, we report it to the National Center for Missing and Exploited Children (NCMEC), in compliance with applicable law. We know that sometimes people share nude images of their own children with good intentions; however, we generally remove these images because of the potential for abuse by others and to help avoid the possibility of other people reusing or misappropriating the images.

We also work with external experts, including the Facebook Safety Advisory Board, to discuss and improve our policies and enforcement around online safety issues, especially with regard to children. Learn more about the newtechnology we're using to fight against child exploitation.

Do not post:

Child sexual exploitation

Content that threatens, depicts, praises, supports, provides instructions for, makes statements of intent, admits participation in or shares links of the sexual exploitation of children (real or non-real minors, toddlers or babies), including but not limited to:

- Sexual intercourse
    - Explicit sexual intercourse or oral sex, 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 or oral sex, including when contact is imminent or not directly visible
    - Stimulation of genitals or anus, including when activity is imminent or not directly visible

        - Presence of by-products of sexual activity
        - Any of the above involving an animal
    - Children with sexual elements, including but not limited to:
        - Restraints
        - Focus on genitals
        - Presence of aroused adult
        - Presence of sex toys
        - Sexualised costume
        - Stripping
        - Staged environment (for example, on a bed) or professionally shot (quality/focus/angles)
        - Open-mouth kissing
    - Content of children in a sexual fetish context
    - Content that supports, promotes, advocates or encourages participation in pedophilia
    - Content that identifies or mocks alleged victims of child sexual exploitation by name or image

Solicitation

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children.

Inappropriate interactions with children

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 or arranging real-world sexual encounters or obtaining sexual material from a minor directly
- Displaying nudity to minors

Content that attempts to exploit minors by:

- Coercing money, favors or intimate imagery with threats to expose intimate imagery or information
- Sharing, threatening or stating an intent to share private sexual conversations.

Sexualization of children

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children.

- Content (including photos, videos, real-world art, digital content, and verbal depictions) that shows children in a sexualized context
- Groups, Pages and Profiles targeted to sexualizing children

Child Nudity

Content that depicts child nudity where nudity is defined as:

- Close-ups of children's genitalia
- Real nude toddlers, showing:
    - Visible genitalia, even when covered or obscured by transparent clothing
    - Visible anus and/or fully nude close-up of buttocks
- Real nude minors, showing:
    - Visible genitalia (including genitalia obscured only by pubic hair or transparent clothing)
    - Visible anus and/or fully nude close-up of buttocks
    - Uncovered female nipples
    - No clothes from neck to knee - even if no genitalia or female nipples are showing
- Digitally-created depictions of nude minors, toddlers or babies unless the image is for health or educational purposes

Non-sexual child abuse

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.

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

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

- Imagery posted by a news agency that depicts child nudity in the context of famine, genocide, war crimes, or crimes against humanity, unless accompanied by a violating caption or shared in a violating context, in which case the content is removed

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 promotea safe environment, we allow victims to share their experiences, butremove content that depicts, threatens or promotes sexual violence, sexual assault, or sexual exploitation, . We alsoremove 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 also 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:

- Sextortion: Coercing money, favors, or intimate imagery from people with threats to expose their intimate imagery or intimate information
- 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

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

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

We may restrict visibility to people over the age of 18 and include a warning label on certain fictional videos (e.g., digital and hand-drawn imagery, film and TV show scenes, comic books, music videos) that depict non-consensual sexual touching.

In addition to our at-scale policy of removing content that threatens or advocates rape or other non-consensual sexual touching, we may also disable the posting account.

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 post and share 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, sexual harassment, 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, 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, disability, epidemic disease, or physical harm

Target private individuals, involuntary public figures, or public figures who are minors, with:

- Calls for death, serious disease, epidemic 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 or serious physical injury

- 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 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 further degrades or expresses disgust toward individuals who are depicted menstruating, urinating, vomiting, or defecating
- Content that further degrades individuals who are depicted being physically bullied
- Content that praises, celebrates, or mocks their death or serious physical injury
- 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, advocation, or promotion of exclusion
- Negative character or ability claims, except in the context of criminal allegations against adults. We allow criminal allegations so that people can draw attention to personal experiences or offline events. In cases in which criminal allegations pose real-world harm to the named individual, however, we may remove them
- 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
- 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

We add a cover to this content so people can choose whether to see it:

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

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

Do not:

- Post content that targets private individuals through unwanted Pages, Groups and Events. We remove this content when it is reported by the victim or an authorized representative of the victim
- Create accounts to to contact someone who has blocked you
- Post attacks that use derogatory terms related to female gendered cursing. We remove this content when the victim or an authorized representative of the victim informs us of the content, even if the victim hasn’t reported it directly
- Post content that would otherwise require the victim to report the content or an indicator that the poster is directly targeting the victim (e.g., the victim is tagged in the post or comment). We will remove this content if we have confirmation from the victim or an authorized representative of the victim that the content is unwanted
- Post content praising, celebrating, or mocking anyone's death. We also remove content targeting a deceased individual that we would normally require the victim to report
- Post content calling for or stating an intent to engage in behavior that would qualify as bullying and harassment under our policies. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted

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 engagein 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

Policy Rationale

Privacy and the protection of personal information are fundamentally important values for Facebook. We work hard to safeguard your personal identity and information and we do not allow people to post personal or confidential information about yourself or of others.

We remove content that shares, offers or solicits personally identifiable information or other private information that could lead to physical or financial harm, including financial, residential, and medical information, as well as private information obtained from illegal sources.

We also provide people ways to report imagery that they believe to be in violation of their privacy rights.

Do not post:

Content that shares or solicits any of the following private information, either on Facebook or through external links:

Personally identifiable information about yourself or others

- Personal identity: identifying individuals through government-issued numbers
  - National identification number (for example Social Security Numbers (SSN), Passport Number, National Insurance/Health Service Number, Personal Public Service Number (PPS), Individual Taxpayer Identification Numbers (ITINs))
  - Government IDs of law enforcement, military, or security personnel
- Personal information: directly identifying an individual, by indicating the ID number or registration information and the individual's name
  - Records or official documentation of civil registry information (marriage, birth, death, or name change, gender recognition, and so on)
  - Immigration and work status documents (for example, green cards, work permits, visas, or immigration papers)
  - Driver's licenses or license plates
  - Credit Privacy Number (CPN)
- Digital identity: authenticating access to an online identity
  - Email addresses with passwords
  - Digital identities with passwords

Passwords, pins, or codes to access private information

Personal contact information of others such as phone numbers, addresses and email addresses

Other Private Information

Financial information

Personal financial information about yourself or others, including:

Non-public financial records or statements

Bank account numbers with security or pin codes

Digital payment method information with log-in details, security or pin codes

Credit or debit card information with validity dates or security pins or codes

Financial information about businesses or organizations, including:

Financial records or statements except when the financial records of the business are publicly available (for example listed on stock exchanges, regulatory agencies, and so on)

Bank account numbers accompanied by security or pin codes

Digital payment method information accompanied by log-in details, security or pin codes

Residential information

Imagery that display the external view of private residences if all of 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/neighborhood or GPS pins (for example, a pin from Google Maps) are identified

The content identifies the resident(s)

That same resident objects to the exposure of their private residence or there is context of organizing protests against the resident (this does not include embassies that also serve as residences)

Content that exposes information about safe houses by sharing any of the below, unless the safe house is actively promoting information about their facility

Actual address (note: 'Post Box only' is allowed)

Images of the safe house

Identifiable city/neighborhood of the safe house

Information exposing the identity of the safe house residents

Medical information

Records or official documentation displaying medical, psychological, biometric, or genetic hereditary of others

Information obtained from hacked sources

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

Status or occupation related information

Content that exposes the undercover status of law enforcement, military, or security personnel if:

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

The imagery identifies the faces of the law enforcement personnel and explicitly mentions their undercover status

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

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

We remove:

Content that puts a defector at risk by outing the individual with personally identifiable information when the content is reported by credible government channels
Depictions of someone in a medical or health facility if reported by the person pictured or an authorized representative

12. Hate Speech

III. Objectionable Content

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's 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 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 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.

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 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 groups except those who are considered non-protected groups described as having carried out violent crimes or sexual offenses or representing less than half of a group) 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".
    - Dalits, scheduled caste or ‘lower caste’ people as menial laborers.

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, except certain gender-based cursing in a romantic break-up context, 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:

- Segregation in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting segregation.
- Exclusion in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting, defined as

- Explicit exclusion, which means things like expelling certain groups or saying they are not allowed.
- Political exclusion, which means denying the right to right to political participation.
- Economic exclusion, which means denying access to economic entitlements and limiting participation in the labour market.
- Social exclusion, which means things like denying access to spaces (physical and online)and social services, except for gender-based exclusion in health and positive support Groups.

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 characteristics.

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

Do not post:

- Content explicitly providing or offering to provide products or services that aim to change people's sexual orientation or gender identity.
- Content attacking concepts, institutions, ideas, practices, or beliefs associated with protected characteristics, which are likely to contribute to imminent physical harm, intimidation or discrimination against the people associated with that protected characteristic. Facebook looks at a range of signs to determine whether there is a threat of harm in the content. These include but are not limited to: content that could incite imminent violence or intimidation; whether there is a period of heightened tension such as an election or ongoing conflict; and whether there is a recent history of violence against the targeted protected group. In some cases, we may also consider whether the speaker is a public figure or occupies a position of authority.
- Content targeting a person or group of people on the basis of their protected characteristic(s) with claims that they have or spread the novel coronavirus, are responsible for the existence of the novel coronavirus, are deliberately spreading the novel coronavirus, or mocking them for having or experiencing the novel coronavirus.

In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that 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

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 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, or 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

Policy Rationale

We restrict the display of nudity or sexual activity because some people in our community may be sensitive to this type of content. Additionally, we default to removing sexual imagery to prevent the sharing of non-consensual or underage content. Restrictions on the display of sexual activity also apply to digitally created content unless it is posted for educational, humorous, or satirical purposes.

Our nudity policies have become more nuanced over time. We understand that nudity can be shared for a variety of reasons, including as a form of protest, to raise awareness about a cause, or for educational or medical reasons.

Where such intent is clear, we make allowances for the content. For example, while we restrict some images of female breasts that include the nipple, we allow other images, including those depicting acts of protest, women actively engaged in breast-feeding and photos of post-mastectomy scarring. For images depicting visible genitalia or the anus in the context of birth and after-birth moments or health-related situations we include a warning label so that people are aware that the content may be sensitive. We also allow photographs of paintings, sculptures, and other art that depicts nude figures.

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, 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 female breasts, defined as a grabbing motion with curved fingers that shows both marks and clear shape change of the breasts. We allow squeezing in breastfeeding contexts
    - 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, except when posted in an educational or scientific context, or when it meets one of the criteria below and shown only to individuals 18 years and older.

We only show this content to individuals 18 and older:

- Real world art that depicts sexual activity
- Posting photographs or videos of objects that depict sexual activity in real world art
- Implied sexual activity in advertisements
- Implied sexual activity in recognized fictional images or with indicators of fiction
- Digital content that meets our definition of sexual activity, where:
    - The sexual activity (intercourse or other sexual activities) isn’t directly visible
    - Content was posted in a satirical or humorous context

- 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 or commercial sexual services between adults such as prostitution or escort services. We do this to avoid facilitating transactions that may involve trafficking, coercion, and non-consensual sexual acts. 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:

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.

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

We believe that people share and connect more freely when they do not feel targeted based on their vulnerabilities. As such, we have higher expectations for content that we call cruel and insensitive, which we define as content that targets victims of serious physical or emotional harm.

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 serious physical injury, starvation, or serious or fatal disease or disability.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. Account Integrity and Authentic Identity

IV. Integrity and Authenticity

Policy Rationale

Authenticity is the cornerstone of our community. We believe that authenticity helps create a community where people are to each other, and to Facebook, in meaningful ways. We want to allow for the range of diverse ways that identity is expressed across our global community, while also preventing impersonation and identity misrepresentation. That's why we require people to connect on Facebook using the name they go by in everyday life. Our authenticity policies are intended to create a safe environment where people can trust and hold one another accountable.

In order to maintain a safe environment and empower free expression, we remove accounts that are harmful to the community, including those that compromise the security of other accounts and our services. We have built a combination of automated and manual systems to block and remove accounts that are used to persistently or egregiously abuse our Community Standards.

Because account level removal is a severe action, whenever possible, we aim to give our community a chance to learn our rules and follow our Community Standards. Penalties, including account disables, are designed to be proportionate to the severity of the violation and the risk of harm posed to the community. Continued violations, despite repeated warnings and restrictions, or violations that pose severe safety risks will lead to an account being disabled.

We do not allow the use of our services and will disable accounts if you:

Severely violate our Community Standards.
Persistently violate our Community Standards.
Represent Dangerous Individuals or Organizations our Community Standards.

Create or use an account that demonstrates an intent to violate our Community Standards.
Create an account, page, group or event to evade our enforcement actions, including creating an account to bypass a restriction or after we've disabled your previous account, page, group or event.
Impersonate others by :

Using their photos with the explicit aim to deceive others.

Creating an account assuming to be or speak 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.

Are under 13 years old.
Are a convicted sex offender.
Are prohibited from receiving our products, services or software under applicable laws.

In certain cases, we will seek further information about an account before taking actions ranging from temporarily restricting accounts to permanently disabling them.

Accounts misrepresenting their identity (Facebook and Messenger only) by:

Using a name that does not abide by our name policies.

Providing a false date of birth.

Creating a single account that represents or is used by more than one person.

Maintaining multiple accounts as a single user.

Compromised accounts.

Empty accounts with prolonged dormancy.

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 usin g 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.

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

Do not post:

Videos that have 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:

A subject of the video said words that they did not say, AND

The video 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 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.

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

When brought to our attention by the legacy contact or a family member of the deceased, we will:

Remove violating comments on a memorialized profile, which would typically require the individual to self report so that we know that they are unwanted
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

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

We may remove content created for the purpose of identifying a private minor if there may be a risk to the minor’s safety when requested

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. This includes content where a symbol represents the target and/or includes a visual of an armament or method to represent violence
- 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 or method that represents violence
- Statements advocating for high-severity violence
- 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.

Content that depicts abductions or kidnappings if it is clear the content is not being shared by a victim or their family as a plea for help, or shared for informational, condemnation or awareness raising purposes

Threats of high-severity violence using digitally produced or altered imagery to target living people with armaments, methods of violence or dismemberment.

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

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

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 violence due to voting, voter registration or the administration or outcome of an election

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 polling places, or locations used to count votes or administer an election (or encouraging others to do the same).

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

Do not post:

- Content that puts LGBTQI+ people at risk by revealing their sexual identity against their will or without permission
- Content that puts unveiled women at risk by revealing their images without veil against their will or without permission
- Violent threats against law enforcement officers
- Violent threats against people accused of a crime. We remove this content when we have reason to believe that the content is intended to cause physical harm
- Misinformation and unverifiable rumors that contribute to the risk of imminent violence or physical harm
    - Additionally, we have specific rules and guidance regarding content related to COVID-19 and vaccines. To see these specific rules please click here.
- Coded statements where the method of violence or harm is not clearly articulated, but the threat is veiled or implicit
- Threats against election officials
- Implicit statements of intent or advocacy, calls to action, or aspirational or conditional statements to bring armaments to locations, including but not limited to places of worship, educational facilities, polling places, or locations used to count votes or administer an election (or encouraging others to do the same). We may also restrict calls to bring armaments to certain locations where there are temporarily signals of a heightened risk of violence or offline harm. This may be the case, for example, when there's a known protest and counter-protest planned or violence broke out at a protest in the same city within the last 7 days

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 proclaim a violent mission or are engaged in violence to have a presence on Facebook. This includes organizations or individuals involved in the following:

Terrorist activity
Organized hate
Mass murder (including attempts) or multiple murder
Human trafficking

Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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 organiz e 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.

Click here to read more about how we address movements and organizations tied to violence.

3. Coordinating Harm and Promoting 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 acts of physical harm against people, including acts of domestic violence - except when shared in the context of redemption or defense.
- Swatting - specifically statements of intent, calls to action, representing, supporting, advocating for, depicting, admitting to or speaking positively about it.
- Depicting, promoting, advocating for or encouraging participation in a high risk viral challenge.
- Promoting or advocating for harmful miracle cures for health issues.
- Coordinating, depicting, admitting to or promoting active and deliberate spread of communicable diseases by you or your associates

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 who can participate in the census and what information or materials must be provided in order to participate
- Content claiming that the U.S. Immigration and Customs Enforcement (ICE) is at a voting location
- Explicit claims that people will be infected by COVID (or another communicable disease) if they participate in the voting process.

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

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

Do not post:

- Content revealing the identity of someone as a witness, informant, activist, or individuals whose identity or involvement in a legal case has been restricted from public disclosure
- Imagery that is likely to deceive the public as to its origin if:
    - The entity depicted or an authorized representative objects to the imagery, and
    - The imagery has the potential to cause harm to members of the public

- Other misrepresentations related to voting in an official election or census participation may be subject to false news standards, as referenced in section 20
- Misrepresentation of whether a candidate is running or not
- Calls for coordinated interference that would affect an individual's ability to participate in an official census or election
- Content stating that census or voting participation may or will result in law enforcement consequences (for example, arrest, deport or imprisonment)
- Misrepresentation of government involvement in the census, including, where applicable, that an individual's census information will be shared with another (non-census) government agency
- Statements of intent, support, or advocacy to go to an election site, voting location, or vote counting location when the purpose of going to the site is to monitor or watch voters or election officials' activity using militaristic language (e.g. "war," "army," or "soldier") or an expressed goal to intimidate, exert control or display power (e.g. "let's show them who's boss!," "if they're scared, they won't vote!")
- Content coordinating interference with the administration of the COVID-19 vaccine
- Content calling to action, advocating, or promoting that others not get the COVID-19 vaccine

4. Restricted Goods and Services

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 endangered species and their parts
- Provides instructions to use or make products from endangered species and their parts

Live non-endangered animals excluding livestock:

- 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

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

Do not post:

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

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

6. Suicide and Self-Injury

II. Safety

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide assistance to people in distress.

While we don't allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if someone is at immediate risk of harming themselves, we will contact local emergency services to get them help.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an

attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

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

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

We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g., government agencies, NGOs).

7. Child Sexual Exploitation, Abuse and Nudity

II. Safety

Policy Rationale

We do not allow content that sexually exploits or endangers children. When we become aware of apparent child exploitation, we report it to the National Center for Missing and Exploited Children (NCMEC), in compliance with applicable law. We know that sometimes people share nude images of their own children with good intentions; however, we generally remove these images because of the potential for abuse by others and to help avoid the possibility of other people reusing or misappropriating the images.

We also work with external experts, including the Facebook Safety Advisory Board, to discuss and improve our policies and enforcement around online safety issues, especially with regard to children. Learn more about the newtechnology we're using to fight against child exploitation.

Do not post:

Child sexual exploitation

Content that threatens, depicts, praises, supports, provides instructions for, makes statements of intent, admits participation in or shares links of the sexual exploitation of children (real or non-real minors, toddlers or babies), including but not limited to:

- Sexual intercourse
    - Explicit sexual intercourse or oral sex, 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 or oral sex, including when contact is imminent or not directly visible
    - Stimulation of genitals or anus, including when activity is imminent or not directly visible

        - Presence of by-products of sexual activity
        - Any of the above involving an animal
- Children with sexual elements, including but not limited to:
        - Restraints
        - Focus on genitals
        - Presence of aroused adult
        - Presence of sex toys
        - Sexualised costume
        - Stripping
        - Staged environment (for example, on a bed) or professionally shot (quality/focus/angles)
        - Open-mouth kissing
- Content of children in a sexual fetish context
- Content that supports, promotes, advocates or encourages participation in pedophilia
- Content that identifies or mocks alleged victims of child sexual exploitation by name or image

Solicitation

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children.

Inappropriate interactions with children

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 or arranging real-world sexual encounters or obtaining sexual material from a minor directly
- Displaying nudity to minors

Content that attempts to exploit minors by:

- Coercing money, favors or intimate imagery with threats to expose intimate imagery or information
- Sharing, threatening or stating an intent to share private sexual conversations.

Sexualization of children

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children.

- Content (including photos, videos, real-world art, digital content, and verbal depictions) that shows children in a sexualized context
- Groups, Pages and Profiles targeted to sexualizing children

Child Nudity

Content that depicts child nudity where nudity is defined as:

- Close-ups of children's genitalia
- Real nude toddlers, showing:
    - Visible genitalia, even when covered or obscured by transparent clothing
    - Visible anus and/or fully nude close-up of buttocks
- Real nude minors, showing:
    - Visible genitalia (including genitalia obscured only by pubic hair or transparent clothing)
    - Visible anus and/or fully nude close-up of buttocks
    - Uncovered female nipples
    - No clothes from neck to knee - even if no genitalia or female nipples are showing
- Digitally-created depictions of nude minors, toddlers or babies unless the image is for health or educational purposes

Non-sexual child abuse

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.

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

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

- Imagery posted by a news agency that depicts child nudity in the context of famine, genocide, war crimes, or crimes against humanity, unless accompanied by a violating caption or shared in a violating context, in which case the content is removed

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 promotea safe environment, we allow victims to share their experiences, butremove content that depicts, threatens or promotes sexual violence, sexual assault, or sexual exploitation, . We alsoremove 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 also 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:

- Sextortion: Coercing money, favors, or intimate imagery from people with threats to expose their intimate imagery or intimate information
- 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

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

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

We may restrict visibility to people over the age of 18 and include a warning label on certain fictional videos (e.g., digital and hand-drawn imagery, film and TV show scenes, comic books, music videos) that depict non-consensual sexual touching.

In addition to our at-scale policy of removing content that threatens or advocates rape or other non-consensual sexual touching, we may also disable the posting account.

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 post and share 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, sexual harassment, 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, 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, disability, epidemic disease, or physical harm

Target private individuals, involuntary public figures, or public figures who are minors, with:

- Calls for death, serious disease, epidemic 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 or serious physical injury

- 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 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 further degrades or expresses disgust toward individuals who are depicted menstruating, urinating, vomiting, or defecating
- Content that further degrades individuals who are depicted being physically bullied
- Content that praises, celebrates, or mocks their death or serious physical injury
- 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, advocation, or promotion of exclusion
- Negative character or ability claims, except in the context of criminal allegations against adults. We allow criminal allegations so that people can draw attention to personal experiences or offline events. In cases in which criminal allegations pose real-world harm to the named individual, however, we may remove them
- 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
- 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

We add a cover to this content so people can choose whether to see it:

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

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

Do not:

- Post content that targets private individuals through unwanted Pages, Groups and Events. We remove this content when it is reported by the victim or an authorized representative of the victim
- Create accounts to to contact someone who has blocked you
- Post attacks that use derogatory terms related to female gendered cursing. We remove this content when the victim or an authorized representative of the victim informs us of the content, even if the victim hasn’t reported it directly
- Post content that would otherwise require the victim to report the content or an indicator that the poster is directly targeting the victim (e.g., the victim is tagged in the post or comment). We will remove this content if we have confirmation from the victim or an authorized representative of the victim that the content is unwanted
- Post content praising, celebrating, or mocking anyone's death. We also remove content targeting a deceased individual that we would normally require the victim to report
- Post content calling for or stating an intent to engage in behavior that would qualify as bullying and harassment under our policies. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted

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 engagein 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

Policy Rationale

Privacy and the protection of personal information are fundamentally important values for Facebook. We work hard to safeguard your personal identity and information and we do not allow people to post personal or confidential information about yourself or of others.

We remove content that shares, offers or solicits personally identifiable information or other private information that could lead to physical or financial harm, including financial, residential, and medical information, as well as private information obtained from illegal sources.

We also provide people ways to report imagery that they believe to be in violation of their privacy rights.

Do not post:

Content that shares or solicits any of the following private information, either on Facebook or through external links:

Personally identifiable information about yourself or others

- Personal identity: identifying individuals through government-issued numbers
  - National identification number (for example Social Security Numbers (SSN), Passport Number, National Insurance/Health Service Number, Personal Public Service Number (PPS), Individual Taxpayer Identification Numbers (ITINs))
  - Government IDs of law enforcement, military, or security personnel
- Personal information: directly identifying an individual, by indicating the ID number or registration information and the individual's name
  - Records or official documentation of civil registry information (marriage, birth, death, or name change, gender recognition, and so on)
  - Immigration and work status documents (for example, green cards, work permits, visas, or immigration papers)
  - Driver's licenses or license plates
  - Credit Privacy Number (CPN)
- Digital identity: authenticating access to an online identity
  - Email addresses with passwords
  - Digital identities with passwords

Passwords, pins, or codes to access private information

Personal contact information of others such as phone numbers, addresses and email addresses

Other Private Information

Financial information

Personal financial information about yourself or others, including:

Non-public financial records or statements

Bank account numbers with security or pin codes

Digital payment method information with log-in details, security or pin codes

Credit or debit card information with validity dates or security pins or codes

Financial information about businesses or organizations, including:

Financial records or statements except when the financial records of the business are publicly available (for example listed on stock exchanges, regulatory agencies, and so on)

Bank account numbers accompanied by security or pin codes

Digital payment method information accompanied by log-in details, security or pin codes

Residential information

Imagery that display the external view of private residences if all of 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/neighborhood or GPS pins (for example, a pin from Google Maps) are identified

The content identifies the resident(s)

That same resident objects to the exposure of their private residence or there is context of organizing protests against the resident (this does not include embassies that also serve as residences)

Content that exposes information about safe houses by sharing any of the below, unless the safe house is actively promoting information about their facility

Actual address (note: 'Post Box only' is allowed)

Images of the safe house

Identifiable city/neighborhood of the safe house

Information exposing the identity of the safe house residents

Medical information

Records or official documentation displaying medical, psychological, biometric, or genetic hereditary of others

Information obtained from hacked sources

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

Status or occupation related information

Content that exposes the undercover status of law enforcement, military, or security personnel if:

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

The imagery identifies the faces of the law enforcement personnel and explicitly mentions their undercover status

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

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

We remove:

Content that puts a defector at risk by outing the individual with personally identifiable information when the content is reported by credible government channels
Depictions of someone in a medical or health facility if reported by the person pictured or an authorized representative

12. Hate Speech

III. Objectionable Content

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's 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 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 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.

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 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 groups except those who are considered non-protected groups described as having carried out violent crimes or sexual offenses or representing less than half of a group) 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".
    - Dalits, scheduled caste or ‘lower caste’ people as menial laborers.

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, except certain gender-based cursing in a romantic break-up context, 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:

- Segregation in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting segregation.
- Exclusion in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting, defined as

- Explicit exclusion, which means things like expelling certain groups or saying they are not allowed.
- Political exclusion, which means denying the right to right to political participation.
- Economic exclusion, which means denying access to economic entitlements and limiting participation in the labour market.
- Social exclusion, which means things like denying access to spaces (physical and online)and social services, except for gender-based exclusion in health and positive support Groups.

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 characteristics.

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

Do not post:

- Content explicitly providing or offering to provide products or services that aim to change people's sexual orientation or gender identity.
- Content attacking concepts, institutions, ideas, practices, or beliefs associated with protected characteristics, which are likely to contribute to imminent physical harm, intimidation or discrimination against the people associated with that protected characteristic. Facebook looks at a range of signs to determine whether there is a threat of harm in the content. These include but are not limited to: content that could incite imminent violence or intimidation; whether there is a period of heightened tension such as an election or ongoing conflict; and whether there is a recent history of violence against the targeted protected group. In some cases, we may also consider whether the speaker is a public figure or occupies a position of authority.
- Content targeting a person or group of people on the basis of their protected characteristic(s) with claims that they have or spread the novel coronavirus, are responsible for the existence of the novel coronavirus, are deliberately spreading the novel coronavirus, or mocking them for having or experiencing the novel coronavirus.

In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that 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

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 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, or 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

Policy Rationale

We restrict the display of nudity or sexual activity because some people in our community may be sensitive to this type of content. Additionally, we default to removing sexual imagery to prevent the sharing of non-consensual or underage content. Restrictions on the display of sexual activity also apply to digitally created content unless it is posted for educational, humorous, or satirical purposes.

Our nudity policies have become more nuanced over time. We understand that nudity can be shared for a variety of reasons, including as a form of protest, to raise awareness about a cause, or for educational or medical reasons.

Where such intent is clear, we make allowances for the content. For example, while we restrict some images of female breasts that include the nipple, we allow other images, including those depicting acts of protest, women actively engaged in breast-feeding and photos of post-mastectomy scarring. For images depicting visible genitalia or the anus in the context of birth and after-birth moments or health-related situations we include a warning label so that people are aware that the content may be sensitive. We also allow photographs of paintings, sculptures, and other art that depicts nude figures.

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, 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 female breasts, defined as a grabbing motion with curved fingers that shows both marks and clear shape change of the breasts. We allow squeezing in breastfeeding contexts
    - 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, except when posted in an educational or scientific context, or when it meets one of the criteria below and shown only to individuals 18 years and older.

We only show this content to individuals 18 and older:

- Real world art that depicts sexual activity
- Posting photographs or videos of objects that depict sexual activity in real world art
- Implied sexual activity in advertisements
- Implied sexual activity in recognized fictional images or with indicators of fiction
- Digital content that meets our definition of sexual activity, where:
    - The sexual activity (intercourse or other sexual activities) isn’t directly visible
    - Content was posted in a satirical or humorous context

- 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 or commercial sexual services between adults such as prostitution or escort services. We do this to avoid facilitating transactions that may involve trafficking, coercion, and non-consensual sexual acts. 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:

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.

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

We believe that people share and connect more freely when they do not feel targeted based on their vulnerabilities. As such, we have higher expectations for content that we call cruel and insensitive, which we define as content that targets victims of serious physical or emotional harm.

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 serious physical injury, starvation, or serious or fatal disease or disability.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. Account Integrity and Authentic Identity

IV. Integrity and Authenticity

Policy Rationale

Authenticity is the cornerstone of our community. We believe that authenticity helps create a community where people are to each other, and to Facebook, in meaningful ways. We want to allow for the range of diverse ways that identity is expressed across our global community, while also preventing impersonation and identity misrepresentation. That's why we require people to connect on Facebook using the name they go by in everyday life. Our authenticity policies are intended to create a safe environment where people can trust and hold one another accountable.

In order to maintain a safe environment and empower free expression, we remove accounts that are harmful to the community, including those that compromise the security of other accounts and our services. We have built a combination of automated and manual systems to block and remove accounts that are used to persistently or egregiously abuse our Community Standards.

Because account level removal is a severe action, whenever possible, we aim to give our community a chance to learn our rules and follow our Community Standards. Penalties, including account disables, are designed to be proportionate to the severity of the violation and the risk of harm posed to the community. Continued violations, despite repeated warnings and restrictions, or violations that pose severe safety risks will lead to an account being disabled.

We do not allow the use of our services and will disable accounts if you:

Severely violate our Community Standards.
Persistently violate our Community Standards.
Represent Dangerous Individuals or Organizations

Create or use an account that demonstrates an intent to violate our Community Standards.
Create an account, page, group or event to evade our enforcement actions, including creating an account to bypass a restriction or after we've disabled your previous account, page, group or event.
Impersonate others by :

Using their photos with the explicit aim to deceive others.

Creating an account assuming to be or speak 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.

Are under 13 years old.
Are a convicted sex offender.
Are prohibited from receiving our products, services or software under applicable laws.

In certain cases, we will seek further information about an account before taking actions ranging from temporarily restricting accounts to permanently disabling them.

Accounts misrepresenting their identity (Facebook and Messenger only) by:

Using a name that does not abide by our name policies.

Providing a false date of birth.

Creating a single account that represents or is used by more than one person.

Maintaining multiple accounts as a single user.

Compromised accounts.

Empty accounts with prolonged dormancy.

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 usin g 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.

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

Do not post:

Videos that have 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:

A subject of the video said words that they did not say, AND

The video 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 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.

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

When brought to our attention by the legacy contact or a family member of the deceased, we will:

Remove violating comments on a memorialized profile, which would typically require the individual to self report so that we know that they are unwanted
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

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

We may remove content created for the purpose of identifying a private minor if there may be a risk to the minor’s safety when requested

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. This includes content where a symbol represents the target and/or includes a visual of an armament or method to represent violence
- 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 or method that represents violence
- Statements advocating for high-severity violence
- 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.

Content that depicts abductions or kidnappings if it is clear the content is not being shared by a victim or their family as a plea for help, or shared for informational, condemnation or awareness raising purposes

Threats of high-severity violence using digitally produced or altered imagery to target living people with armaments, methods of violence or dismemberment.

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

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

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 violence due to voting, voter registration or the administration or outcome of an election

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 polling places, or locations used to count votes or administer an election (or encouraging others to do the same).

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

Do not post:

- Content that puts LGBTQI+ people at risk by revealing their sexual identity against their will or without permission
- Content that puts unveiled women at risk by revealing their images without veil against their will or without permission
- Violent threats against law enforcement officers
- Violent threats against people accused of a crime. We remove this content when we have reason to believe that the content is intended to cause physical harm
- Misinformation and unverifiable rumors that contribute to the risk of imminent violence or physical harm
    - Additionally, we have specific rules and guidance regarding content related to COVID-19 and vaccines. To see these specific rules please click here.
- Coded statements where the method of violence or harm is not clearly articulated, but the threat is veiled or implicit
- Threats against election officials
- Implicit statements of intent or advocacy, calls to action, or aspirational or conditional statements to bring armaments to locations, including but not limited to places of worship, educational facilities, polling places, or locations used to count votes or administer an election (or encouraging others to do the same). We may also restrict calls to bring armaments to certain locations where there are temporarily signals of a heightened risk of violence or offline harm. This may be the case, for example, when there's a known protest and counter-protest planned or violence broke out at a protest in the same city within the last 7 days

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 proclaim a violent mission or are engaged in violence to have a presence on Facebook. This includes organizations or individuals involved in the following:

Terrorist activity
Organized hate
Mass murder (including attempts) or multiple murder
Human trafficking

Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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 organiz e 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.

Click here to read more about how we address movements and organizations tied to violence.

3. Coordinating Harm and Promoting 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 acts of physical harm against people, including acts of domestic violence - except when shared in the context of redemption or defense.
- Swatting - specifically statements of intent, calls to action, representing, supporting, advocating for, depicting, admitting to or speaking positively about it.
- Depicting, promoting, advocating for or encouraging participation in a high risk viral challenge.
- Promoting or advocating for harmful miracle cures for health issues.
- Coordinating, depicting, admitting to or promoting active and deliberate spread of communicable diseases by you or your associates

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 who can participate in the census and what information or materials must be provided in order to participate
- Content claiming that the U.S. Immigration and Customs Enforcement (ICE) is at a voting location
- Explicit claims that people will be infected by COVID (or another communicable disease) if they participate in the voting process.

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

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

Do not post:

- Content revealing the identity of someone as a witness, informant, activist, or individuals whose identity or involvement in a legal case has been restricted from public disclosure
- Imagery that is likely to deceive the public as to its origin if:
    - The entity depicted or an authorized representative objects to the imagery, and
    - The imagery has the potential to cause harm to members of the public

- Other misrepresentations related to voting in an official election or census participation may be subject to false news standards, as referenced in section 20
- Misrepresentation of whether a candidate is running or not
- Calls for coordinated interference that would affect an individual's ability to participate in an official census or election
- Content stating that census or voting participation may or will result in law enforcement consequences (for example, arrest, deport or imprisonment)
- Misrepresentation of government involvement in the census, including, where applicable, that an individual's census information will be shared with another (non-census) government agency
- Statements of intent, support, or advocacy to go to an election site, voting location, or vote counting location when the purpose of going to the site is to monitor or watch voters or election officials' activity using militaristic language (e.g. "war," "army," or "soldier") or an expressed goal to intimidate, exert control or display power (e.g. "let's show them who's boss!," "if they're scared, they won't vote!")
- Content coordinating interference with the administration of the COVID-19 vaccine
- Content calling to action, advocating, or promoting that others not get the COVID-19 vaccine

4. Restricted Goods and Services

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 endangered species and their parts
- Provides instructions to use or make products from endangered species and their parts

Live non-endangered animals excluding livestock:

- 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

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

Do not post:

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

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

6. Suicide and Self-Injury

II. Safety

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide assistance to people in distress.

While we don't allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if someone is at immediate risk of harming themselves, we will contact local emergency services to get them help.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an

attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

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

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

We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g., government agencies, NGOs).

7. Child Sexual Exploitation, Abuse and Nudity

II. Safety

Policy Rationale

We do not allow content that sexually exploits or endangers children. When we become aware of apparent child exploitation, we report it to the National Center for Missing and Exploited Children (NCMEC), in compliance with applicable law. We know that sometimes people share nude images of their own children with good intentions; however, we generally remove these images because of the potential for abuse by others and to help avoid the possibility of other people reusing or misappropriating the images.

We also work with external experts, including the Facebook Safety Advisory Board, to discuss and improve our policies and enforcement around online safety issues, especially with regard to children. Learn more about the newtechnology we're using to fight against child exploitation.

Do not post:

Child sexual exploitation

Content that threatens, depicts, praises, supports, provides instructions for, makes statements of intent, admits participation in or shares links of the sexual exploitation of children (real or non-real minors, toddlers or babies), including but not limited to:

- Sexual intercourse
    - Explicit sexual intercourse or oral sex, 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 or oral sex, including when contact is imminent or not directly visible
    - Stimulation of genitals or anus, including when activity is imminent or not directly visible

        - Presence of by-products of sexual activity
        - Any of the above involving an animal
    - Children with sexual elements, including but not limited to:
        - Restraints
        - Focus on genitals
        - Presence of aroused adult
        - Presence of sex toys
        - Sexualised costume
        - Stripping
        - Staged environment (for example, on a bed) or professionally shot (quality/focus/angles)
        - Open-mouth kissing
    - Content of children in a sexual fetish context
    - Content that supports, promotes, advocates or encourages participation in pedophilia
    - Content that identifies or mocks alleged victims of child sexual exploitation by name or image

Solicitation

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children.

Inappropriate interactions with children

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 or arranging real-world sexual encounters or obtaining sexual material from a minor directly
- Displaying nudity to minors

Content that attempts to exploit minors by:

- Coercing money, favors or intimate imagery with threats to expose intimate imagery or information
- Sharing, threatening or stating an intent to share private sexual conversations.

Sexualization of children

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children.

- Content (including photos, videos, real-world art, digital content, and verbal depictions) that shows children in a sexualized context
- Groups, Pages and Profiles targeted to sexualizing children

Child Nudity

Content that depicts child nudity where nudity is defined as:

- Close-ups of children's genitalia
- Real nude toddlers, showing:
    - Visible genitalia, even when covered or obscured by transparent clothing
    - Visible anus and/or fully nude close-up of buttocks
- Real nude minors, showing:
    - Visible genitalia (including genitalia obscured only by pubic hair or transparent clothing)
    - Visible anus and/or fully nude close-up of buttocks
    - Uncovered female nipples
    - No clothes from neck to knee - even if no genitalia or female nipples are showing
- Digitally-created depictions of nude minors, toddlers or babies unless the image is for health or educational purposes

Non-sexual child abuse

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.

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

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

- Imagery posted by a news agency that depicts child nudity in the context of famine, genocide, war crimes, or crimes against humanity, unless accompanied by a violating caption or shared in a violating context, in which case the content is removed

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 promotea safe environment, we allow victims to share their experiences, butremove content that depicts, threatens or promotes sexual violence, sexual assault, or sexual exploitation, . We alsoremove 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 also 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:

- Sextortion: Coercing money, favors, or intimate imagery from people with threats to expose their intimate imagery or intimate information
- 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

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

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

We may restrict visibility to people over the age of 18 and include a warning label on certain fictional videos (e.g., digital and hand-drawn imagery, film and TV show scenes, comic books, music videos) that depict non-consensual sexual touching.

In addition to our at-scale policy of removing content that threatens or advocates rape or other non-consensual sexual touching, we may also disable the posting account.

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 post and share 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, sexual harassment, 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, 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, disability, epidemic disease, or physical harm

Target private individuals, involuntary public figures, or public figures who are minors, with:

- Calls for death, serious disease, epidemic 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 or serious physical injury

- 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 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 further degrades or expresses disgust toward individuals who are depicted menstruating, urinating, vomiting, or defecating
- Content that further degrades individuals who are depicted being physically bullied
- Content that praises, celebrates, or mocks their death or serious physical injury
- 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, advocation, or promotion of exclusion
- Negative character or ability claims, except in the context of criminal allegations against adults. We allow criminal allegations so that people can draw attention to personal experiences or offline events. In cases in which criminal allegations pose real-world harm to the named individual, however, we may remove them
- 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
- 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

We add a cover to this content so people can choose whether to see it:

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

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

Do not:

- Post content that targets private individuals through unwanted Pages, Groups and Events. We remove this content when it is reported by the victim or an authorized representative of the victim
- Create accounts to to contact someone who has blocked you
- Post attacks that use derogatory terms related to female gendered cursing. We remove this content when the victim or an authorized representative of the victim informs us of the content, even if the victim hasn’t reported it directly
- Post content that would otherwise require the victim to report the content or an indicator that the poster is directly targeting the victim (e.g., the victim is tagged in the post or comment). We will remove this content if we have confirmation from the victim or an authorized representative of the victim that the content is unwanted
- Post content praising, celebrating, or mocking anyone's death. We also remove content targeting a deceased individual that we would normally require the victim to report
- Post content calling for or stating an intent to engage in behavior that would qualify as bullying and harassment under our policies. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted

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 engagein 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

Policy Rationale

Privacy and the protection of personal information are fundamentally important values for Facebook. We work hard to safeguard your personal identity and information and we do not allow people to post personal or confidential information about yourself or of others.

We remove content that shares, offers or solicits personally identifiable information or other private information that could lead to physical or financial harm, including financial, residential, and medical information, as well as private information obtained from illegal sources.

We also provide people ways to report imagery that they believe to be in violation of their privacy rights.

Do not post:

Content that shares or solicits any of the following private information, either on Facebook or through external links:

Personally identifiable information about yourself or others

- Personal identity: identifying individuals through government-issued numbers
  - National identification number (for example Social Security Numbers (SSN), Passport Number, National Insurance/Health Service Number, Personal Public Service Number (PPS), Individual Taxpayer Identification Numbers (ITINs))
  - Government IDs of law enforcement, military, or security personnel
- Personal information: directly identifying an individual, by indicating the ID number or registration information and the individual's name
  - Records or official documentation of civil registry information (marriage, birth, death, or name change, gender recognition, and so on)
  - Immigration and work status documents (for example, green cards, work permits, visas, or immigration papers)
  - Driver's licenses or license plates
  - Credit Privacy Number (CPN)
- Digital identity: authenticating access to an online identity
  - Email addresses with passwords
  - Digital identities with passwords

Passwords, pins, or codes to access private information

Personal contact information of others such as phone numbers, addresses and email addresses

Other Private Information

Financial information

Personal financial information about yourself or others, including:

Non-public financial records or statements

Bank account numbers with security or pin codes

Digital payment method information with log-in details, security or pin codes

Credit or debit card information with validity dates or security pins or codes

Financial information about businesses or organizations, including:

Financial records or statements except when the financial records of the business are publicly available (for example listed on stock exchanges, regulatory agencies, and so on)

Bank account numbers accompanied by security or pin codes

Digital payment method information accompanied by log-in details, security or pin codes

Residential information

Imagery that display the external view of private residences if all of 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/neighborhood or GPS pins (for example, a pin from Google Maps) are identified

The content identifies the resident(s)

That same resident objects to the exposure of their private residence or there is context of organizing protests against the resident (this does not include embassies that also serve as residences)

Content that exposes information about safe houses by sharing any of the below, unless the safe house is actively promoting information about their facility

Actual address (note: 'Post Box only' is allowed)

Images of the safe house

Identifiable city/neighborhood of the safe house

Information exposing the identity of the safe house residents

Medical information

Records or official documentation displaying medical, psychological, biometric, or genetic hereditary of others

Information obtained from hacked sources

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

Status or occupation related information

Content that exposes the undercover status of law enforcement, military, or security personnel if:

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

The imagery identifies the faces of the law enforcement personnel and explicitly mentions their undercover status

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

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

We remove:

Content that puts a defector at risk by outing the individual with personally identifiable information when the content is reported by credible government channels
Depictions of someone in a medical or health facility if reported by the person pictured or an authorized representative

12. Hate Speech

III. Objectionable Content

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's 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 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 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.

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 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 groups except those who are considered non-protected groups described as having carried out violent crimes or sexual offenses or representing less than half of a group) 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".
    - Dalits, scheduled caste or ‘lower caste’ people as menial laborers.

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, except certain gender-based cursing in a romantic break-up context, 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:

- Segregation in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting segregation.
- Exclusion in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting, defined as

- Explicit exclusion, which means things like expelling certain groups or saying they are not allowed.
- Political exclusion, which means denying the right to right to political participation.
- Economic exclusion, which means denying access to economic entitlements and limiting participation in the labour market.
- Social exclusion, which means things like denying access to spaces (physical and online)and social services, except for gender-based exclusion in health and positive support Groups.

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 characteristics.

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

Do not post:

- Content explicitly providing or offering to provide products or services that aim to change people's sexual orientation or gender identity.
- Content attacking concepts, institutions, ideas, practices, or beliefs associated with protected characteristics, which are likely to contribute to imminent physical harm, intimidation or discrimination against the people associated with that protected characteristic. Facebook looks at a range of signs to determine whether there is a threat of harm in the content. These include but are not limited to: content that could incite imminent violence or intimidation; whether there is a period of heightened tension such as an election or ongoing conflict; and whether there is a recent history of violence against the targeted protected group. In some cases, we may also consider whether the speaker is a public figure or occupies a position of authority.
- Content targeting a person or group of people on the basis of their protected characteristic(s) with claims that they have or spread the novel coronavirus, are responsible for the existence of the novel coronavirus, are deliberately spreading the novel coronavirus, or mocking them for having or experiencing the novel coronavirus.

In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that 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

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 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, or 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

Policy Rationale

We restrict the display of nudity or sexual activity because some people in our community may be sensitive to this type of content. Additionally, we default to removing sexual imagery to prevent the sharing of non-consensual or underage content. Restrictions on the display of sexual activity also apply to digitally created content unless it is posted for educational, humorous, or satirical purposes.

Our nudity policies have become more nuanced over time. We understand that nudity can be shared for a variety of reasons, including as a form of protest, to raise awareness about a cause, or for educational or medical reasons.

Where such intent is clear, we make allowances for the content. For example, while we restrict some images of female breasts that include the nipple, we allow other images, including those depicting acts of protest, women actively engaged in breast-feeding and photos of post-mastectomy scarring. For images depicting visible genitalia or the anus in the context of birth and after-birth moments or health-related situations we include a warning label so that people are aware that the content may be sensitive. We also allow photographs of paintings, sculptures, and other art that depicts nude figures.

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, 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 female breasts, defined as a grabbing motion with curved fingers that shows both marks and clear shape change of the breasts. We allow squeezing in breastfeeding contexts
- 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, except when posted in an educational or scientific context, or when it meets one of the criteria below and shown only to individuals 18 years and older.

We only show this content to individuals 18 and older:

- Real world art that depicts sexual activity
- Posting photographs or videos of objects that depict sexual activity in real world art
- Implied sexual activity in advertisements
- Implied sexual activity in recognized fictional images or with indicators of fiction
- Digital content that meets our definition of sexual activity, where:
    - The sexual activity (intercourse or other sexual activities) isn’t directly visible
    - Content was posted in a satirical or humorous context

- 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 or commercial sexual services between adults such as prostitution or escort services. We do this to avoid facilitating transactions that may involve trafficking, coercion, and non-consensual sexual acts. 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:

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.

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

We believe that people share and connect more freely when they do not feel targeted based on their vulnerabilities. As such, we have higher expectations for content that we call cruel and insensitive, which we define as content that targets victims of serious physical or emotional harm.

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 serious physical injury, starvation, or serious or fatal disease or disability.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. Account Integrity and Authentic Identity

IV. Integrity and Authenticity

Policy Rationale

Authenticity is the cornerstone of our community. We believe that authenticity helps create a community where people are to each other, and to Facebook, in meaningful ways. We want to allow for the range of diverse ways that identity is expressed across our global community, while also preventing impersonation and identity misrepresentation. That's why we require people to connect on Facebook using the name they go by in everyday life. Our authenticity policies are intended to create a safe environment where people can trust and hold one another accountable.

In order to maintain a safe environment and empower free expression, we remove accounts that are harmful to the community, including those that compromise the security of other accounts and our services. We have built a combination of automated and manual systems to block and remove accounts that are used to persistently or egregiously abuse our Community Standards.

Because account level removal is a severe action, whenever possible, we aim to give our community a chance to learn our rules and follow our Community Standards. Penalties, including account disables, are designed to be proportionate to the severity of the violation and the risk of harm posed to the community. Continued violations, despite repeated warnings and restrictions, or violations that pose severe safety risks will lead to an account being disabled.

We do not allow the use of our services and will disable accounts if you:

Severely violate our Community Standards.
Persistently violate our Community Standards.

Represent Dangerous Individuals or Organizations
Create or use an account that demonstrates an intent to violate our Community Standards.
Create an account, page, group or event to evade our enforcement actions, including creating an account to bypass a restriction or after we've disabled your previous account, page, group or event.
Impersonate others by :

Using their photos with the explicit aim to deceive others.

Creating an account assuming to be or speak 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.

Are under 13 years old.
Are a convicted sex offender.
Are prohibited from receiving our products, services or software under applicable laws.

In certain cases, we will seek further information about an account before taking actions ranging from temporarily restricting accounts to permanently disabling them.

Accounts misrepresenting their identity (Facebook and Messenger only) by:

Using a name that does not abide by our name policies.

Providing a false date of birth.

Creating a single account that represents or is used by more than one person.

Maintaining multiple accounts as a single user.

Compromised accounts.

Empty accounts with prolonged dormancy.

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 usin g 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 includes the security of their personal information and accounts, profiles, and other Facebook entities they may manage, as well as our products and services more broadly. Attempts to gather sensitive personal information or engage in unauthorized access 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 or engage in unauthorized accessthe abuse of our platform and products, or services.

Do not:

Attempt to compromise user accounts, profiles, or other Facebook entities, abuse our products or services, gather sensitive information through deceptive means, or attempt to engage in unauthorized access, including:

- Gaining access to accounts , profiles, Facebook, Inc. entities, or user data other than your ownthrough deceptive means or without explicit permission from the account, profile, or entity owner.
- Encouraging or deceiving users to download or run files or programs that will compromise a user's online or data security, including through malicious software or websites.. Such files and programs will be deemed malicious software or "malware" if they harm or gain unauthorized access to a computer, device, or network.
- Attempting to obtain, acquire or request another user's login credentialsor other sensitive information, , 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)or the use of malicious software or websites..
- Publicly sharing your own or others' login information, either on platform or through a third party service.
- Creating, sharing, or hosting malicious software browser extensions and mobile applications, on or off platform that put our users or products and services at risk.
- 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.

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

Do not post:

- Videos that have 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:
    - A subject of the video said words that they did not say, AND
    - The video 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 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.

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

When brought to our attention by the legacy contact or a family member of the deceased, we will:

Remove violating comments on a memorialized profile, which would typically require the individual to self report so that we know that they are unwanted
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

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

We may remove content created for the purpose of identifying a private minor if there may be a risk to the minor's safety when requested

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. This includes content where a symbol represents the target and/or includes a visual of an armament or method to represent violence
- 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 or method that represents violence
- Statements advocating for high-severity violence
- 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.

Content that depicts abductions or kidnappings if it is clear the content is not being shared by a victim or their family as a plea for help, or shared for informational, condemnation or awareness raising purposes

Threats of high-severity violence using digitally produced or altered imagery to target living people with armaments, methods of violence or dismemberment.

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

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

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 violence due to voting, voter registration or the administration or outcome of an election

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 polling places, or locations used to count votes or administer an election (or encouraging others to do the same).

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

Do not post:

- Content that puts LGBTQI+ people at risk by revealing their sexual identity against their will or without permission
- Content that puts unveiled women at risk by revealing their images without veil against their will or without permission
- Violent threats against law enforcement officers
- Violent threats against people accused of a crime. We remove this content when we have reason to believe that the content is intended to cause physical harm
- Misinformation and unverifiable rumors that contribute to the risk of imminent violence or physical harm
    - Additionally, we have specific rules and guidance regarding content related to COVID-19 and vaccines. To see these specific rules please click here.
- Coded statements where the method of violence or harm is not clearly articulated, but the threat is veiled or implicit
- Threats against election officials
- Implicit statements of intent or advocacy, calls to action, or aspirational or conditional statements to bring armaments to locations, including but not limited to places of worship, educational facilities, polling places, or locations used to count votes or administer an election (or encouraging others to do the same). We may also restrict calls to bring armaments to certain locations where there are temporarily signals of a heightened risk of violence or offline harm. This may be the case, for example, when there's a known protest and counter-protest planned or violence broke out at a protest in the same city within the last 7 days

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 proclaim a violent mission or are engaged in violence to have a presence on Facebook. This includes organizations or individuals involved in the following:

Terrorist activity
Organized hate
Mass murder (including attempts) or multiple murder
Human trafficking

Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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 organiz e 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.

Click here to read more about how we address movements and organizations tied to violence.

3. Coordinating Harm and Promoting 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 acts of physical harm against people, including acts of domestic violence - except when shared in the context of redemption or defense.
- Swatting - specifically statements of intent, calls to action, representing, supporting, advocating for, depicting, admitting to or speaking positively about it.
- Depicting, promoting, advocating for or encouraging participation in a high risk viral challenge.
- Promoting or advocating for harmful miracle cures for health issues.
- Coordinating, depicting, admitting to or promoting active and deliberate spread of communicable diseases by you or your associates

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 who can participate in the census and what information or materials must be provided in order to participate
- Content claiming that the U.S. Immigration and Customs Enforcement (ICE) is at a voting location
- Explicit claims that people will be infected by COVID (or another communicable disease) if they participate in the voting process.

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

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

Do not post:

- Content revealing the identity of someone as a witness, informant, activist, or individuals whose identity or involvement in a legal case has been restricted from public disclosure
- Imagery that is likely to deceive the public as to its origin if:
    - The entity depicted or an authorized representative objects to the imagery, and
    - The imagery has the potential to cause harm to members of the public

- Other misrepresentations related to voting in an official election or census participation may be subject to false news standards, as referenced in section 20
- Misrepresentation of whether a candidate is running or not
- Calls for coordinated interference that would affect an individual's ability to participate in an official census or election
- Content stating that census or voting participation may or will result in law enforcement consequences (for example, arrest, deport or imprisonment)
- Misrepresentation of government involvement in the census, including, where applicable, that an individual's census information will be shared with another (non-census) government agency
- Statements of intent, support, or advocacy to go to an election site, voting location, or vote counting location when the purpose of going to the site is to monitor or watch voters or election officials' activity using militaristic language (e.g. "war," "army," or "soldier") or an expressed goal to intimidate, exert control or display power (e.g. "let's show them who's boss!," "if they're scared, they won't vote!")
- Content coordinating interference with the administration of the COVID-19 vaccine
- Content calling to action, advocating, or promoting that others not get the COVID-19 vaccine

4. Restricted Goods and Services

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 endangered species and their parts
- Provides instructions to use or make products from endangered species and their parts

Live non-endangered animals excluding livestock:

- 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

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

Do not post:

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

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

6. Suicide and Self-Injury

II. Safety

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide assistance to people in distress.

While we don't allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if someone is at immediate risk of harming themselves, we will contact local emergency services to get them help.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an

attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

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

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

We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g., government agencies, NGOs).

7. Child Sexual Exploitation, Abuse and Nudity

II. Safety

Policy Rationale

We do not allow content that sexually exploits or endangers children. When we become aware of apparent child exploitation, we report it to the National Center for Missing and Exploited Children (NCMEC), in compliance with applicable law. We know that sometimes people share nude images of their own children with good intentions; however, we generally remove these images because of the potential for abuse by others and to help avoid the possibility of other people reusing or misappropriating the images.

We also work with external experts, including the Facebook Safety Advisory Board, to discuss and improve our policies and enforcement around online safety issues, especially with regard to children. Learn more about the newtechnology we're using to fight against child exploitation.

Do not post:

Child sexual exploitation

Content that threatens, depicts, praises, supports, provides instructions for, makes statements of intent, admits participation in or shares links of the sexual exploitation of children (real or non-real minors, toddlers or babies), including but not limited to:

- Sexual intercourse
    - Explicit sexual intercourse or oral sex, 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 or oral sex, including when contact is imminent or not directly visible
    - Stimulation of genitals or anus, including when activity is imminent or not directly visible
    - Presence of by-products of sexual activity
    - Any of the above involving an animal

- Children with sexual elements, including but not limited to:
    - Restraints
    - Focus on genitals
    - Presence of aroused adult
    - Presence of sex toys
    - Sexualised costume
    - Stripping
    - Staged environment (for example, on a bed) or professionally shot (quality/focus/angles)
    - Open-mouth kissing
- Content of children in a sexual fetish context
- Content that supports, promotes, advocates or encourages participation in pedophilia
- Content that identifies or mocks alleged victims of child sexual exploitation by name or image

Solicitation

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children.

Inappropriate interactions with children

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 or arranging real-world sexual encounters or obtaining sexual material from a minor directly
- Displaying nudity to minors

Content that attempts to exploit minors by:

- Coercing money, favors or intimate imagery with threats to expose intimate imagery or information
- Sharing, threatening or stating an intent to share private sexual conversations.

Sexualization of children

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children.

- Content (including photos, videos, real-world art, digital content, and verbal depictions) that shows children in a sexualized context
- Groups, Pages and Profiles targeted to sexualizing children

Child Nudity

Content that depicts child nudity where nudity is defined as:

- Close-ups of children's genitalia
- Real nude toddlers, showing:
    - Visible genitalia, even when covered or obscured by transparent clothing
    - Visible anus and/or fully nude close-up of buttocks
- Real nude minors, showing:
    - Visible genitalia (including genitalia obscured only by pubic hair or transparent clothing)
    - Visible anus and/or fully nude close-up of buttocks
    - Uncovered female nipples
    - No clothes from neck to knee - even if no genitalia or female nipples are showing
- Digitally-created depictions of nude minors, toddlers or babies unless the image is for health or educational purposes

Non-sexual child abuse

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.

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

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

- Imagery posted by a news agency that depicts child nudity in the context of famine, genocide, war crimes, or crimes against humanity, unless accompanied by a violating caption or shared in a violating context, in which case the content is removed

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 promotea safe environment, we allow victims to share their experiences, butremove content that depicts, threatens or promotes sexual violence, sexual assault, or sexual exploitation, . We alsoremove 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 also 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:

- Sextortion: Coercing money, favors, or intimate imagery from people with threats to expose their intimate imagery or intimate information
- 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

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

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

We may restrict visibility to people over the age of 18 and include a warning label on certain fictional videos (e.g., digital and hand-drawn imagery, film and TV show scenes, comic books, music videos) that depict non-consensual sexual touching.

In addition to our at-scale policy of removing content that threatens or advocates rape or other non-consensual sexual touching, we may also disable the posting account.

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 post and share 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, sexual harassment, 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, 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, disability, epidemic disease, or physical harm

Target private individuals, involuntary public figures, or public figures who are minors, with:

- Calls for death, serious disease, epidemic 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 or serious physical injury

- 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 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 further degrades or expresses disgust toward individuals who are depicted menstruating, urinating, vomiting, or defecating
- Content that further degrades individuals who are depicted being physically bullied
- Content that praises, celebrates, or mocks their death or serious physical injury
- 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, advocation, or promotion of exclusion
- Negative character or ability claims, except in the context of criminal allegations against adults. We allow criminal allegations so that people can draw attention to personal experiences or offline events. In cases in which criminal allegations pose real-world harm to the named individual, however, we may remove them
- 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
- 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

We add a cover to this content so people can choose whether to see it:

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

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

Do not:

- Post content that targets private individuals through unwanted Pages, Groups and Events. We remove this content when it is reported by the victim or an authorized representative of the victim
- Create accounts to to contact someone who has blocked you
- Post attacks that use derogatory terms related to female gendered cursing. We remove this content when the victim or an authorized representative of the victim informs us of the content, even if the victim hasn't reported it directly
- Post content that would otherwise require the victim to report the content or an indicator that the poster is directly targeting the victim (e.g., the victim is tagged in the post or comment). We will remove this content if we have confirmation from the victim or an authorized representative of the victim that the content is unwanted
- Post content praising, celebrating, or mocking anyone's death. We also remove content targeting a deceased individual that we would normally require the victim to report
- Post content calling for or stating an intent to engage in behavior that would qualify as bullying and harassment under our policies. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted
- Engage in mass harassment against individuals that targets them based on their decision to take or not take the COVID-19 vaccine with:
    - statements of mental or moral inferiority based on their decision, or
    - statements that advocate for or allege a negative outcome as a result of their decision, except for widely proven and/or accepted COVID-19 symptoms or vaccine side effects.

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 engagein 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

Policy Rationale

Privacy and the protection of personal information are fundamentally important values for Facebook. We work hard to safeguard your personal identity and information and we do not allow people to post personal or confidential information about yourself or of others.

We remove content that shares, offers or solicits personally identifiable information or other private information that could lead to physical or financial harm, including financial, residential, and medical information, as well as private information obtained from illegal sources.

We also provide people ways to report imagery that they believe to be in violation of their privacy rights.

Do not post:

Content that shares or solicits any of the following private information, either on Facebook or through external links:

Personally identifiable information about yourself or others

- Personal identity: identifying individuals through government-issued numbers
  - National identification number (for example Social Security Numbers (SSN), Passport Number, National Insurance/Health Service Number, Personal Public Service Number (PPS), Individual Taxpayer Identification Numbers (ITINs))
  - Government IDs of law enforcement, military, or security personnel
- Personal information: directly identifying an individual, by indicating the ID number or registration information and the individual's name
  - Records or official documentation of civil registry information (marriage, birth, death, or name change, gender recognition, and so on)
  - Immigration and work status documents (for example, green cards, work permits, visas, or immigration papers)
  - Driver's licenses or license plates
  - Credit Privacy Number (CPN)
- Digital identity: authenticating access to an online identity
  - Email addresses with passwords
  - Digital identities with passwords
  - Passwords, pins, or codes to access private information
- Personal contact information of others such as phone numbers, addresses and email addresses

Other Private Information

Financial information

Personal financial information about yourself or others, including:

Non-public financial records or statements

Bank account numbers with security or pin codes

Digital payment method information with log-in details, security or pin codes

Credit or debit card information with validity dates or security pins or codes

Financial information about businesses or organizations, including:

Financial records or statements except when the financial records of the business are publicly available (for example listed on stock exchanges, regulatory agencies, and so on)

Bank account numbers accompanied by security or pin codes

Digital payment method information accompanied by log-in details, security or pin codes

Residential information

Imagery that display the external view of private residences if all of 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/neighborhood or GPS pins (for example, a pin from Google Maps) are identified

The content identifies the resident(s)

That same resident objects to the exposure of their private residence or there is context of organizing protests against the resident (this does not include embassies that also serve as residences)

Content that exposes information about safe houses by sharing any of the below, unless the safe house is actively promoting information about their facility

Actual address (note: 'Post Box only' is allowed)

Images of the safe house

Identifiable city/neighborhood of the safe house

Information exposing the identity of the safe house residents

Medical information

Records or official documentation displaying medical, psychological, biometric, or genetic hereditary of others

Information obtained from hacked sources

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

Status or occupation related information

Content that exposes the undercover status of law enforcement, military, or security personnel if:

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

The imagery identifies the faces of the law enforcement personnel and explicitly mentions their undercover status

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

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

We remove:

Content that puts a defector at risk by outing the individual with personally identifiable information when the content is reported by credible government channels
Depictions of someone in a medical or health facility if reported by the person pictured or an authorized representative

12. Hate Speech

III. Objectionable Content

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's 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 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 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.

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 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 groups except those who are considered non-protected groups described as having carried out violent crimes or sexual offenses or representing less than half of a group) 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".
        - Dalits, scheduled caste or ‘lower caste’ people as menial laborers.

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, except certain gender-based cursing in a romantic break-up context, 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:

- Segregation in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting segregation.
- Exclusion in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting, defined as
    - Explicit exclusion, which means things like expelling certain groups or saying they are not allowed.
    - Political exclusion, which means denying the right to right to political participation.
    - Economic exclusion, which means denying access to economic entitlements and limiting participation in the labour market.

- Social exclusion, which means things like denying access to spaces (physical and online)and social services, except for gender-based exclusion in health and positive support Groups.

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 characteristics.

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

Do not post:

- Content explicitly providing or offering to provide products or services that aim to change people's sexual orientation or gender identity.
- Content attacking concepts, institutions, ideas, practices, or beliefs associated with protected characteristics, which are likely to contribute to imminent physical harm, intimidation or discrimination against the people associated with that protected characteristic. Facebook looks at a range of signs to determine whether there is a threat of harm in the content. These include but are not limited to: content that could incite imminent violence or intimidation; whether there is a period of heightened tension such as an election or ongoing conflict; and whether there is a recent history of violence against the targeted protected group. In some cases, we may also consider whether the speaker is a public figure or occupies a position of authority.
- Content targeting a person or group of people on the basis of their protected characteristic(s) with claims that they have or spread the novel coronavirus, are responsible for the existence of the novel coronavirus, are deliberately spreading the novel coronavirus, or mocking them for having or experiencing the novel coronavirus.

In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that 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

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 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, or 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

Policy Rationale

We restrict the display of nudity or sexual activity because some people in our community may be sensitive to this type of content. Additionally, we default to removing sexual imagery to prevent the sharing of non-consensual or underage content. Restrictions on the display of sexual activity also apply to digitally created content unless it is posted for educational, humorous, or satirical purposes.

Our nudity policies have become more nuanced over time. We understand that nudity can be shared for a variety of reasons, including as a form of protest, to raise awareness about a cause, or for educational or medical reasons.

Where such intent is clear, we make allowances for the content. For example, while we restrict some images of female breasts that include the nipple, we allow other images, including those depicting acts of protest, women actively engaged in breast-feeding and photos of post-mastectomy scarring. For images depicting visible genitalia or the anus in the context of birth and after-birth moments or health-related situations we include a warning label so that people are aware that the content may be sensitive. We also allow photographs of paintings, sculptures, and other art that depicts nude figures.

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, 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 female breasts, defined as a grabbing motion with curved fingers that shows both marks and clear shape change of the breasts. We allow squeezing in breastfeeding contexts
- 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, except when posted in an educational or scientific context, or when it meets one of the criteria below and shown only to individuals 18 years and older.

We only show this content to individuals 18 and older:

- Real world art that depicts sexual activity
- Posting photographs or videos of objects that depict sexual activity in real world art
- Implied sexual activity in advertisements
- Implied sexual activity in recognized fictional images or with indicators of fiction
- Digital content that meets our definition of sexual activity, where:
    - The sexual activity (intercourse or other sexual activities) isn't directly visible
    - Content was posted in a satirical or humorous context
    - 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 or commercial sexual services between adults such as prostitution or escort services. We do this to avoid facilitating transactions that may involve trafficking, coercion, and non-consensual sexual acts. 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:

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.

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

We believe that people share and connect more freely when they do not feel targeted based on their vulnerabilities. As such, we have higher expectations for content that we call cruel and insensitive, which we define as content that targets victims of serious physical or emotional harm.

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 serious physical injury, starvation, or serious or fatal disease or disability.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. Account Integrity and Authentic Identity

IV. Integrity and Authenticity

Policy Rationale

Authenticity is the cornerstone of our community. We believe that authenticity helps create a community where people are to each other, and to Facebook, in meaningful ways. We want to allow for the range of diverse ways that identity is expressed across our global community, while also preventing impersonation and identity misrepresentation. That's why we require people to connect on Facebook using the name they go by in everyday life. Our authenticity policies are intended to create a safe environment where people can trust and hold one another accountable.

In order to maintain a safe environment and empower free expression, we remove accounts that are harmful to the community, including those that compromise the security of other accounts and our services. We have built a combination of automated and manual systems to block and remove accounts that are used to persistently or egregiously abuse our Community Standards.

Because account level removal is a severe action, whenever possible, we aim to give our community a chance to learn our rules and follow our Community Standards. Penalties, including account disables, are designed to be proportionate to the severity of the violation and the risk of harm posed to the community. Continued violations, despite repeated warnings and restrictions, or violations that pose severe safety risks will lead to an account being disabled.

We do not allow the use of our services and will disable accounts if you:

Severely violate our Community Standards.
Persistently violate our Community Standards.
Represent Dangerous Individuals or Organizations
Create or use an account that demonstrates an intent to violate our Community Standards.

Create an account, page, group or event to evade our enforcement actions, including creating an account to bypass a restriction or after we've disabled your previous account, page, group or event.
Impersonate others by :

Using their photos with the explicit aim to deceive others.

Creating an account assuming to be or speak 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.

Are under 13 years old.
Are a convicted sex offender.
Are prohibited from receiving our products, services or software under applicable laws.

In certain cases, we will seek further information about an account before taking actions ranging from temporarily restricting accounts to permanently disabling them.

Accounts misrepresenting their identity (Facebook and Messenger only) by:

Using a name that does not abide by our name policies.

Providing a false date of birth.

Creating a single account that represents or is used by more than one person.

Maintaining multiple accounts as a single user.

Compromised accounts.

Empty accounts with prolonged dormancy.

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 usin g 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 includes the security of their personal information and accounts, profiles, and other Facebook entities they may manage, as well as our products and services more broadly. Attempts to gather sensitive personal information or engage in unauthorized access 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 or engage in unauthorized accessthe abuse of our platform and products, or services.

Do not:

Attempt to compromise user accounts, profiles, or other Facebook entities, abuse our products or services, gather sensitive information through deceptive means, or attempt to engage in unauthorized access, including:

- Gaining access to accounts , profiles, Facebook, Inc. entities, or user data other than your ownthrough deceptive means or without explicit permission from the account, profile, or entity owner.
- Encouraging or deceiving users to download or run files or programs that will compromise a user's online or data security, including through malicious software or websites.. Such files and programs will be deemed malicious software or "malware" if they harm or gain unauthorized access to a computer, device, or network.
- Attempting to obtain, acquire or request another user's login credentialsor other sensitive information, , 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)or the use of malicious software or websites..
- Publicly sharing your own or others' login information, either on platform or through a third party service.
- Creating, sharing, or hosting malicious software browser extensions and mobile applications, on or off platform that put our users or products and services at risk.
- 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.

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

Do not post:

- Videos that have 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:
    - A subject of the video said words that they did not say, AND
    - The video 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 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.

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

When brought to our attention by the legacy contact or a family member of the deceased, we will:

Remove violating comments on a memorialized profile, which would typically require the individual to self report so that we know that they are unwanted
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

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

We may remove content created for the purpose of identifying a private minor if there may be a risk to the minor's safety when requested

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. This includes content where a symbol represents the target and/or includes a visual of an armament or method to represent violence
- 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 or method that represents violence
- Statements advocating for high-severity violence
- 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.

Content that depicts abductions or kidnappings if it is clear the content is not being shared by a victim or their family as a plea for help, or shared for informational, condemnation or awareness raising purposes

Threats of high-severity violence using digitally produced or altered imagery to target living people with armaments, methods of violence or dismemberment.

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

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

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 violence due to voting, voter registration or the administration or outcome of an election

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 polling places, or locations used to count votes or administer an election (or encouraging others to do the same).

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

Do not post:

- Content that puts LGBTQI+ people at risk by revealing their sexual identity against their will or without permission
- Content that puts unveiled women at risk by revealing their images without veil against their will or without permission
- Violent threats against law enforcement officers
- Violent threats against people accused of a crime. We remove this content when we have reason to believe that the content is intended to cause physical harm
- Misinformation and unverifiable rumors that contribute to the risk of imminent violence or physical harm
    - Additionally, we have specific rules and guidance regarding content related to COVID-19 and vaccines. To see these specific rules please click here.
- Coded statements where the method of violence or harm is not clearly articulated, but the threat is veiled or implicit. Facebook looks at the below signals to determine whether there is a threat of harm in the content.
    - Shared in a retaliatory context (e.g., expressions of desire to do something harmful to others in response to a grievance or threat that may be real, perceived or anticipated)
    - References to historical or fictional incidents of violence (e.g., content that threatens others by referring to known historical incidents of violence that have been executed throughout history or in fictional settings)
    - Acts as a threatening call to action (e.g., content inviting or encouraging others to carry out harmful acts or to join in carrying out the harmful acts)
    - Indicates knowledge of or shares sensitive information that could expose others to harm (e.g., content that either makes note of or implies awareness of personal information that might make a threat of physical violence more credible. This includes implying knowledge of a person's residential address, their place of employment or education, daily commute routes, or current location)
    - Local context or subject matter expertise confirms that the statement in question could be threatening, and/or could lead to imminent violence or physical harm.
    - The subject of the threat reports the content to us.
- Threats against election officials
- Implicit statements of intent or advocacy, calls to action, or aspirational or conditional statements to bring armaments to locations, including but not limited to places of worship, educational facilities, polling places, or locations used to count votes or administer an election (or encouraging others to do the same). We may also restrict calls to bring armaments to certain locations

where there are temporarily signals of a heightened risk of violence or offline harm. This may be the case, for example, when there's a known protest and counter-protest planned or violence broke out at a protest in the same city within the last 7 days

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 proclaim a violent mission or are engaged in violence to have a presence on Facebook. This includes organizations or individuals involved in the following:

Terrorist activity
Organized hate
Mass murder (including attempts) or multiple murder
Human trafficking
Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities. Learn more about our work to fight terrorism online here.

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 organiz e 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.

Click here to read more about how we address movements and organizations tied to violence.

3. Coordinating Harm and Promoting 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 acts of physical harm against people, including acts of domestic violence - except when shared in the context of redemption or defense.
- Swatting - specifically statements of intent, calls to action, representing, supporting, advocating for, depicting, admitting to or speaking positively about it.
- Depicting, promoting, advocating for or encouraging participation in a high risk viral challenge.
- Promoting or advocating for harmful miracle cures for health issues.
- Coordinating, depicting, admitting to or promoting active and deliberate spread of communicable diseases by you or your associates

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 who can participate in the census and what information or materials must be provided in order to participate

- Content claiming that the U.S. Immigration and Customs Enforcement (ICE) is at a voting location
- Explicit claims that people will be infected by COVID (or another communicable disease) if they participate in the voting process.

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

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

Do not post:

- Content revealing the identity of someone as a witness, informant, activist, or individuals whose identity or involvement in a legal case has been restricted from public disclosure
- Imagery that is likely to deceive the public as to its origin if:
    - The entity depicted or an authorized representative objects to the imagery, and
    - The imagery has the potential to cause harm to members of the public
- Other misrepresentations related to voting in an official election or census participation may be subject to false news standards, as referenced in section 20
- Misrepresentation of whether a candidate is running or not
- Calls for coordinated interference that would affect an individual's ability to participate in an official census or election
- Content stating that census or voting participation may or will result in law enforcement consequences (for example, arrest, deport or imprisonment)
- Misrepresentation of government involvement in the census, including, where applicable, that an individual's census information will be shared with another (non-census) government agency
- Statements of intent, support, or advocacy to go to an election site, voting location, or vote counting location when the purpose of going to the site is to monitor or watch voters or election officials' activity using militaristic language (e.g. "war," "army," or "soldier") or an expressed goal to intimidate, exert control or display power (e.g. "let's show them who's boss!," "if they're scared, they won't vote!")
- Content coordinating interference with the administration of the COVID-19 vaccine
- Content calling to action, advocating, or promoting that others not get the COVID-19 vaccine

4. Restricted Goods and Services

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 endangered species and their parts
- Provides instructions to use or make products from endangered species and their parts

Live non-endangered animals excluding livestock:

- 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

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

Do not post:

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

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

6. Suicide and Self-Injury

II. Safety

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide assistance to people in distress.

While we don’t allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if someone is at immediate risk of harming themselves, we will contact local emergency services to get them help.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

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

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

We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g., government agencies, NGOs).

7. Child Sexual Exploitation, Abuse and Nudity

II. Safety

Policy Rationale

We do not allow content that sexually exploits or endangers children. When we become aware of apparent child exploitation, we report it to the National Center for Missing and Exploited Children (NCMEC), in compliance with applicable law. We know that sometimes people share nude images of their own children with good intentions; however, we generally remove these images because of the potential for abuse by others and to help avoid the possibility of other people reusing or misappropriating the images.

We also work with external experts, including the Facebook Safety Advisory Board, to discuss and improve our policies and enforcement around online safety issues, especially with regard to children. Learn more about the technology we're using to fight against child exploitation.

Do not post:

Child sexual exploitation

Content that threatens, depicts, praises, supports, provides instructions for, makes statements of intent, admits participation in or shares links of the sexual exploitation of children (real or non-real minors, toddlers or babies), including but not limited to:

- Sexual intercourse
    - Explicit sexual intercourse or oral sex, 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 or oral sex, including when contact is imminent or not directly visible
    - Stimulation of genitals or anus, including when activity is imminent or not directly visible
    - Presence of by-products of sexual activity
    - Any of the above involving an animal
- Children with sexual elements, including but not limited to:
    - Restraints
    - Focus on genitals
    - Presence of aroused adult
    - Presence of sex toys
    - Sexualised costume
    - Stripping
    - Staged environment (for example, on a bed) or professionally shot (quality/focus/angles)
    - Open-mouth kissing
- Content of children in a sexual fetish context
- Content that supports, promotes, advocates or encourages participation in pedophilia unless it is discussed neutrally in an academic or verified health context
- Content that identifies or mocks alleged victims of child sexual exploitation by name or image

Solicitation

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children.

Inappropriate interactions with children

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 or arranging real-world sexual encounters or obtaining sexual material from a minor directly
- Displaying nudity to minors

Content that attempts to exploit minors by:

- Coercing money, favors or intimate imagery with threats to expose intimate imagery or information
- Sharing, threatening or stating an intent to share private sexual conversations.

Sexualization of children

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children.

- Content (including photos, videos, real-world art, digital content, and verbal depictions) that shows children in a sexualized context
- Groups, Pages and Profiles targeted to sexualizing children

Child Nudity

Content that depicts child nudity where nudity is defined as:

- Close-ups of children's genitalia
- Real nude toddlers, showing:
    - Visible genitalia, even when covered or obscured by transparent clothing
    - Visible anus and/or fully nude close-up of buttocks
- Real nude minors, showing:
    - Visible genitalia (including genitalia obscured only by pubic hair or transparent clothing)
    - Visible anus and/or fully nude close-up of buttocks
    - Uncovered female nipples
    - No clothes from neck to knee - even if no genitalia or female nipples are showing
- Digitally-created depictions of nude minors, toddlers or babies unless the image is for health or educational purposes

Non-sexual child abuse

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.

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

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

- Imagery posted by a news agency that depicts child nudity in the context of famine, genocide, war crimes, or crimes against humanity, unless

accompanied by a violating caption or shared in a violating context, in which case the content is removed

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 promotea safe environment, we allow victims to share their experiences, butremove content that depicts, threatens or promotes sexual violence, sexual assault, or sexual exploitation, . We alsoremove 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 also 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:

Sextortion: Coercing money, favors, or intimate imagery from people with threats to expose their intimate imagery or intimate information
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

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

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

We may restrict visibility to people over the age of 18 and include a warning label on certain fictional videos (e.g., digital and hand-drawn imagery, film and TV show scenes, comic books, music videos) that depict non-consensual sexual touching.

In addition to our at-scale policy of removing content that threatens or advocates rape or other non-consensual sexual touching, we may also disable the posting account.

9. Bullying and Harassment

II. Safety

Policy Rationale

Bullying and harassment happen in many places and come in many different forms from making threats and 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 personal 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 post and share 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 are doing to protect people from bullying and harassment here.

Note: This policy does not apply to individuals who are part of designated organizations under the Dangerous Organizations and Individuals policy or individuals who died prior to 1900.

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, sexual harassment, 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 to contract or develop a medical condition
    - 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, disability, epidemic disease, or physical harm

Target private individuals, involuntary public figures, or public figures who are minors, with:

- Calls for death, or to contract or develop a medical condition
- 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, or to contract or develop a medical condition
    - Claims about sexually transmitted disease
    - Female-gendered cursing terms when used in a derogatory way
    - Content that praises, celebrates, or mocks their death or medical condition

- 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 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 further degrades or expresses disgust toward individuals who are depicted menstruating, urinating, vomiting, or defecating
- Content that further degrades individuals who are depicted being physically bullied
- Content that praises, celebrates, or mocks their death or serious physical injury
- 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, advocation, or promotion of exclusion
- Negative character or ability claims, except in the context of criminal allegations against adults. We allow criminal allegations so that people can

draw attention to personal experiences or offline events. In cases in which criminal allegations pose real-world harm to the named individual, however, we may remove them
- 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
- 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

We add a cover to this content so people can choose whether to see it:

Videos of physical bullying against minors shared in a condemning context

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

Do not:

- Post content that targets private individuals through unwanted Pages, Groups and Events. We remove this content when it is reported by the victim or an authorized representative of the victim
- Create accounts to to contact someone who has blocked you
- Post attacks that use derogatory terms related to female gendered cursing. We remove this content when the victim or an authorized representative of the victim informs us of the content, even if the victim hasn’t reported it directly
- Post content that would otherwise require the victim to report the content or an indicator that the poster is directly targeting the victim (e.g., the victim is tagged in the post or comment). We will remove this content if we have confirmation from the victim or an authorized representative of the victim that the content is unwanted

- Post content praising, celebrating, or mocking anyone's death. We also remove content targeting a deceased individual that we would normally require the victim to report
- Post content calling for or stating an intent to engage in behavior that would qualify as bullying and harassment under our policies. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted
- Engage in mass harassment against individuals that targets them based on their decision to take or not take the COVID-19 vaccine with:
    - statements of mental or moral inferiority based on their decision, or
    - statements that advocate for or allege a negative outcome as a result of their decision, except for widely proven and/or accepted COVID-19 symptoms or vaccine side effects.

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 engagein 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

Policy Rationale

Privacy and the protection of personal information are fundamentally important values for Facebook. We work hard to safeguard your personal identity and information and we do not allow people to post personal or confidential information about yourself or of others.

We remove content that shares, offers or solicits personally identifiable information or other private information that could lead to physical or financial harm, including financial, residential, and medical information, as well as private information obtained from illegal sources.

We also provide people ways to report imagery that they believe to be in violation of their privacy rights.

Do not post:

Content that shares or solicits any of the following private information, either on Facebook or through external links:

Personally identifiable information about yourself or others

Personal identity: identifying individuals through government-issued numbers

National identification number (for example Social Security Numbers (SSN), Passport Number, National Insurance/Health Service Number, Personal Public Service Number (PPS), Individual Taxpayer Identification Numbers (ITINs))

Government IDs of law enforcement, military, or security personnel

Personal information: directly identifying an individual, by indicating the ID number or registration information and the individual's name

Records or official documentation of civil registry information (marriage, birth, death, or name change, gender recognition, and so on)

Immigration and work status documents (for example, green cards, work permits, visas, or immigration papers)

Driver's licenses or license plates

Credit Privacy Number (CPN)

Digital identity: authenticating access to an online identity

Email addresses with passwords

Digital identities with passwords

Passwords, pins, or codes to access private information

Personal contact information of others such as phone numbers, addresses and email addresses

Other Private Information

Financial information

Personal financial information about yourself or others, including:

Non-public financial records or statements

Bank account numbers with security or pin codes

Digital payment method information with log-in details, security or pin codes

Credit or debit card information with validity dates or security pins or codes

Financial information about businesses or organizations, including:

Financial records or statements except when the financial records of the business are publicly available (for example listed on stock exchanges, regulatory agencies, and so on)

Bank account numbers accompanied by security or pin codes

Digital payment method information accompanied by log-in details, security or pin codes

Residential information

Imagery that display the external view of private residences if all of 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/neighborhood or GPS pins (for example, a pin from Google Maps) are identified

The content identifies the resident(s)

That same resident objects to the exposure of their private residence or there is context of organizing protests against the resident (this does not include embassies that also serve as residences)

Content that exposes information about safe houses by sharing any of the below, unless the safe house is actively promoting information about their facility

Actual address (note: 'Post Box only' is allowed)

Images of the safe house

Identifiable city/neighborhood of the safe house

Information exposing the identity of the safe house residents

Medical information

Records or official documentation displaying medical, psychological, biometric, or genetic hereditary of others

Information obtained from hacked sources

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

Status or occupation related information

Content that exposes the undercover status of law enforcement, military, or security personnel if:

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

The imagery identifies the faces of the law enforcement personnel and explicitly mentions their undercover status

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

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

We remove:

Content that puts a defector at risk by outing the individual with personally identifiable information when the content is reported by credible government channels
Depictions of someone in a medical or health facility if reported by the person pictured or an authorized representative

12. Hate Speech

III. Objectionable Content

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's 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 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 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.

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 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 groups except those who are considered non-protected groups described as having carried out violent crimes or sexual offenses or representing less than half of a group) 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".
        - Dalits, scheduled caste or ‘lower caste’ people as menial laborers.

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, except certain gender-based cursing in a romantic break-up context, 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:

- Segregation in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting segregation.
- Exclusion in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting, defined as
    - Explicit exclusion, which means things like expelling certain groups or saying they are not allowed.
    - Political exclusion, which means denying the right to right to political participation.
    - Economic exclusion, which means denying access to economic entitlements and limiting participation in the labour market.
    - Social exclusion, which means things like denying access to spaces (physical and online)and social services, except for gender-based exclusion in health and positive support Groups.

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 characteristics.

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

Do not post:

- Content explicitly providing or offering to provide products or services that aim to change people’s sexual orientation or gender identity.
- Content attacking concepts, institutions, ideas, practices, or beliefs associated with protected characteristics, which are likely to contribute to imminent physical harm, intimidation or discrimination against the people associated with that protected characteristic. Facebook looks at a range of signs to determine whether there is a threat of harm in the content. These include but

are not limited to: content that could incite imminent violence or intimidation; whether there is a period of heightened tension such as an election or ongoing conflict; and whether there is a recent history of violence against the targeted protected group. In some cases, we may also consider whether the speaker is a public figure or occupies a position of authority.

- Content targeting a person or group of people on the basis of their protected characteristic(s) with claims that they have or spread the novel coronavirus, are responsible for the existence of the novel coronavirus, are deliberately spreading the novel coronavirus, or mocking them for having or experiencing the novel coronavirus.

In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that 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

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 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, or 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

Policy Rationale

We restrict the display of nudity or sexual activity because some people in our community may be sensitive to this type of content. Additionally, we default to removing sexual imagery to prevent the sharing of non-consensual or underage content. Restrictions on the display of sexual activity also apply to digitally created content unless it is posted for educational, humorous, or satirical purposes.

Our nudity policies have become more nuanced over time. We understand that nudity can be shared for a variety of reasons, including as a form of protest, to raise awareness about a cause, or for educational or medical reasons.

Where such intent is clear, we make allowances for the content. For example, while we restrict some images of female breasts that include the nipple, we allow other images, including those depicting acts of protest, women actively engaged in breast-

feeding and photos of post-mastectomy scarring. For images depicting visible genitalia or the anus in the context of birth and after-birth moments or health-related situations we include a warning label so that people are aware that the content may be sensitive. We also allow photographs of paintings, sculptures, and other art that depicts nude figures.

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, 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 female breasts, defined as a grabbing motion with curved fingers that shows

both marks and clear shape change of the breasts. We allow squeezing in breastfeeding contexts
- 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, except when posted in an educational or scientific context, or when it meets one of the criteria below and shown only to individuals 18 years and older.

We only show this content to individuals 18 and older:

- Real world art that depicts sexual activity
- Posting photographs or videos of objects that depict sexual activity in real world art
- Implied sexual activity in advertisements
- Implied sexual activity in recognized fictional images or with indicators of fiction
- Digital content that meets our definition of sexual activity, where:
    - The sexual activity (intercourse or other sexual activities) isn't directly visible
    - Content was posted in a satirical or humorous context
    - 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 or commercial sexual services between adults such as prostitution or escort services. We do this to avoid facilitating transactions that may involve trafficking, coercion, and non-consensual sexual acts. 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:

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.

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

We believe that people share and connect more freely when they do not feel targeted based on their vulnerabilities. As such, we have higher expectations for content that we call cruel and insensitive, which we define as content that targets victims of serious physical or emotional harm.

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 serious physical injury, starvation, or serious or fatal disease or disability.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. Account Integrity and Authentic Identity

IV. Integrity and Authenticity

Policy Rationale

Authenticity is the cornerstone of our community. We believe that authenticity helps create a community where people are to each other, and to Facebook, in meaningful ways. We want to allow for the range of diverse ways that identity is expressed across our global community, while also preventing impersonation and identity misrepresentation. That's why we require people to connect on Facebook using the name they go by in everyday life. Our authenticity policies are intended to create a safe environment where people can trust and hold one another accountable.

In order to maintain a safe environment and empower free expression, we remove accounts that are harmful to the community, including those that compromise the security of other accounts and our services. We have built a combination of automated and manual systems to block and remove accounts that are used to persistently or egregiously abuse our Community Standards.

Because account level removal is a severe action, whenever possible, we aim to give our community a chance to learn our rules and follow our Community Standards. Penalties, including account disables, are designed to be proportionate to the severity of the violation and the risk of harm posed to the community. Continued violations, despite repeated warnings and restrictions, or violations that pose severe safety risks will lead to an account being disabled.

We do not allow the use of our services and will disable accounts if you:

- Severely violate our Community Standards.
- Persistently violate our Community Standards.
- Represent Dangerous Individuals or Organizations
- Create or use an account that demonstrates an intent to violate our Community Standards.
- Create an account, page, group or event to evade our enforcement actions, including creating an account to bypass a restriction or after we've disabled your previous account, page, group or event.
- Impersonate others by :
    - Using their photos with the explicit aim to deceive others.
    - Creating an account assuming to be or speak 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.
- Are under 13 years old.
- Are a convicted sex offender.
- Are prohibited from receiving our products, services or software under applicable laws.

In certain cases, we will seek further information about an account before taking actions ranging from temporarily restricting accounts to permanently disabling them.

Accounts misrepresenting their identity (Facebook and Messenger only) by:

Using a name that does not abide by our name policies.

Providing a false date of birth.

Creating a single account that represents or is used by more than one person.

Maintaining multiple accounts as a single user.

Compromised accounts.

Empty accounts with prolonged dormancy.

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 usin g 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 includes the security of their personal information and accounts, profiles, and other Facebook entities they may manage, as well as our products and services more broadly. Attempts to gather sensitive personal information or engage in unauthorized access 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 or engage in unauthorized accessthe abuse of our platform and products, or services.

Do not:

Attempt to compromise user accounts, profiles, or other Facebook entities, abuse our products or services, gather sensitive information through deceptive means, or attempt to engage in unauthorized access, including:

- Gaining access to accounts , profiles, Facebook, Inc. entities, or user data other than your ownthrough deceptive means or without explicit permission from the account, profile, or entity owner.

- Encouraging or deceiving users to download or run files or programs that will compromise a user's online or data security, including through malicious software or websites.. Such files and programs will be deemed malicious software or "malware" if they harm or gain unauthorized access to a computer, device, or network.
- Attempting to obtain, acquire or request another user's login credentialsor other sensitive information, , 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)or the use of malicious software or websites..
- Publicly sharing your own or others' login information, either on platform or through a third party service.
- Creating, sharing, or hosting malicious software browser extensions and mobile applications, on or off platform that put our users or products and services at risk.
- 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.

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

Do not post:

> Videos that have 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:
>
> > A subject of the video said words that they did not say, AND
> >
> > The video 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 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.

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

When brought to our attention by the legacy contact or a family member of the deceased, we will:

- Remove violating comments on a memorialized profile, which would typically require the individual to self report so that we know that they are unwanted
- 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

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

We may remove content created for the purpose of identifying a private minor if there may be a risk to the minor’s safety when requested

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. This includes content where a symbol represents the target and/or includes a visual of an armament or method to represent violence
- 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 or method that represents violence
- Statements advocating for high-severity violence
- 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.

Content that depicts abductions or kidnappings if it is clear the content is not being shared by a victim or their family as a plea for help, or shared for informational, condemnation or awareness raising purposes

Threats of high-severity violence using digitally produced or altered imagery to target living people with armaments, methods of violence or dismemberment.

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

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

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 violence due to voting, voter registration or the administration or outcome of an election

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 polling places, or locations used to count votes or administer an election (or encouraging others to do the same).

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

Do not post:

- Content that puts LGBTQI+ people at risk by revealing their sexual identity against their will or without permission
- Content that puts unveiled women at risk by revealing their images without veil against their will or without permission
- Violent threats against law enforcement officers
- Violent threats against people accused of a crime. We remove this content when we have reason to believe that the content is intended to cause physical harm
- Misinformation and unverifiable rumors that contribute to the risk of imminent violence or physical harm
    - Additionally, we have specific rules and guidance regarding content related to COVID-19 and vaccines. To see these specific rules please click here.
- Coded statements where the method of violence or harm is not clearly articulated, but the threat is veiled or implicit. Facebook looks at the below signals to determine whether there is a threat of harm in the content.
    - Shared in a retaliatory context (e.g., expressions of desire to do something harmful to others in response to a grievance or threat that may be real, perceived or anticipated)
    - References to historical or fictional incidents of violence (e.g., content that threatens others by referring to known historical incidents of violence that have been executed throughout history or in fictional settings)
    - Acts as a threatening call to action (e.g., content inviting or encouraging others to carry out harmful acts or to join in carrying out the harmful acts)
    - Indicates knowledge of or shares sensitive information that could expose others to harm (e.g., content that either makes note of or implies awareness of personal information that might make a threat of physical violence more credible. This includes implying knowledge of a person's residential address, their place of employment or education, daily commute routes, or current location)
    - Local context or subject matter expertise confirms that the statement in question could be threatening, and/or could lead to imminent violence or physical harm.
    - The subject of the threat reports the content to us.
- Threats against election officials
- Implicit statements of intent or advocacy, calls to action, or aspirational or conditional statements to bring armaments to locations, including but not limited to places of worship, educational facilities, polling places, or locations used to count votes or administer an election (or encouraging others to do the same). We may also restrict calls to bring armaments to certain locations

where there are temporarily signals of a heightened risk of violence or offline harm. This may be the case, for example, when there's a known protest and counter-protest planned or violence broke out at a protest in the same city within the last 7 days

2. Dangerous Individuals and Organizations[1]

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.

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, mass murders or attempted mass murders, 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.

[1] Note from Facebook's records: "This update does not make substantive changes to the Dangerous Organizations and Individuals policy, but rather restructures the formatting, consolidates and formalizes adjustments announced in various statements but not listed in the Community Standards, and updates the policy rationale to better reflect our thinking surrounding dangerous organizations and individuals in order to offer additional user transparency."

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, but we require people to clearly indicate their intent. If the intention is unclear, we may remove content.

We Remove:

We remove Praise, Substantive Support, and Representation of various Dangerous Organizations. These concepts apply to the organizations themselves, their activities, and their members. These concepts do not proscribe peaceful advocacy for particular political outcomes.

Praise, defined as any of the below:

- Speak positively about a designated entity or event;
    - E.g., “The fighters for the Islamic State are really brave!”
- Give a designated entity or event a sense of achievement;
    - E.g., “Timothy McVeigh is a martyr.”
- Legitimizing the cause of a designated entity by making claims that their hateful, violent, or criminal conduct is legally, morally, or otherwise justified or acceptable;
    - E.g., “Hitler did nothing wrong.”
- Aligning oneself ideologically with a designated entity or event.
    - E.g., “I stand with Brenton Tarrant.”

We remove Praise of Tier 1 entities and designated events. We will also remove praise of violence carried out by Tier 2 entities.

Substantive Support, defined as any of the below:

- Any act which improves the financial status of a designated entity - including funnelling money towards, or away from a designated entity;
    - E.g., “Donate to the KKK!”
- Any act which provides material aid to a designated entity or event;
    - E.g., “If you want to send care packages to the Sinaloa Cartel, use this address:”
- Putting out a call to action on behalf of a designated entity or event;
    - E.g., “Contact the Atomwaffen Division - (XXX) XXX-XXXX”
- Recruiting on behalf of a designated entity or event;
    - E.g., “If you want to fight for the Caliphate, DM me”

- Channeling information or resources, including official communications, on behalf of a designated entity or event
    - E.g., Directly quoting a designated entity without caption that condemns, neutrally discusses, or is a part of news reporting.

We remove Substantive Support of Tier 1 and Tier 2 entities and designated events.

Representation, defined as any of the below:

- Stating that you are a member of a designated entity, or are a designated entity;
    - E.g., “I am a grand dragon of the KKK.”
- Creating a Page, Profile, Event, Group, or other Facebook entity that is or purports to be owned by a Designated Entity or run on their behalf, or is or purports to be a designated event.
    - E.g., A Page named “American Nazi Party.”

We remove Representation of Tier 1 and 2 Designated Organizations, Hate-Banned Entities, and designated events.

Types and Tiers of Dangerous Organizations

Tier 1: Terrorism, organized hate, large-scale criminal activity, mass and multiple murderers, and violating violent events

We do not allow individuals or organizations involved in terrorism, organized hate, or organized crime to have a presence on our platforms. We also don't allow other people to represent these entities on our services. We do not allow leaders or prominent members of these organizations to have a presence on the platform, symbols that represent them to be used on the platform, or content that praises them or their acts. In addition, we remove any coordination of substantive support for these individuals and organizations.
We do not allow content that praises, substantively supports, or represents events that Facebook designates as terrorist attacks, hate events, mass murders or attempted mass murders, serial murders, hate crimes or violating violent events.

We also do not allow Praise, Substantive Support, or Representation of designated hateful ideologies.

Terrorist organizations and individuals, defined as a 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, defined as an association of three or more people that:

- is organized under a name, sign, or symbol; and
- has an ideology, statements, or physical actions that attack individuals based on characteristics, including race, religious affiliation, national origin, disability, ethnicity, gender, sex, sexual orientation, or serious disease.

Criminal Organizations, defined as an association of three or more people that:

- is united under a name, color(s), hand gesture(s) or recognized indicia; and
- has engaged in or threatens to engage in criminal activity such as homicide, drug trafficking, or kidnapping.

Mass and Multiple Murderers

- We consider an event to be a mass murder or an attempted mass murder if it results in three or more casualties in one incident, defined as deaths or serious injuries. Any Individual who has committed such an attack is considered to be a mass murderer or an attempted mass murderer.
- We consider any individual who has committed two or more murders over multiple incidents or locations a multiple murderer.

Hateful Ideologies

- While our designations of organizations and individuals focus on behavior, we also recognize that there are certain ideologies and beliefs that are inherently tied to violence and attempts to organize people around calls for violence or exclusion of others based on their protected characteristics. In these cases, we designate the ideology itself and remove content that supports this ideology from our platform. These ideologies include:

    - Nazism
    - White Supremacy
    - White Nationalism
    - White Separatism
- We remove explicit Praise, Substantive Support, and Representation of these ideologies, and remove individuals and organizations that ascribe to one or more of these hateful ideologies.

Tier 2: Violent Non-State Actors

Organizations and individuals designated by Facebook as Violent Non-state Actors are not allowed to have a presence on Facebook, or have a presence maintained by others on their behalf. As these groups are actively engaged in violence, substantive support of these entities is similarly not allowed. We will also remove praise of violence carried out by these entities.

Violent Non-State Actors, defined as any non-state actor that:

- engages in purposive and planned acts of violence primarily against a government military or other armed groups; and
- that causes or attempts to
    - cause death to persons taking direct part in hostilities in an armed conflict, and/or
    - deprive communities of access to vital infrastructure and natural resources, and/or bring significant damage to property, linked to death, serious injury or serious harm to civilians

Tier 3: Militarized Social Movements, Violence-Inducing Conspiracy Networks, and Hate Banned Entitie*s*

Pages, Groups, Events, and Profiles or other Facebook entities that are - or claim to be - maintained by, or on behalf of, Militarized Social Movements and Violence-Inducing Conspiracy Networks are prohibited. Admins of these pages, groups and events will also be removed.

Click here to read more about how we address movements and organizations tied to violence.

We do not allow Representation of Organizations and individuals designated by Facebook as Hate-Banned Entities.

Militarized Social Movements (MSMs), which include:

- **Militia Groups,** defined as non-state actors that use weapons as a part of their training, communication, or presence; and are structured or operate as unofficial military or security forces and:
    - Coordinate in preparation for violence or civil war; or
    - Distribute information about the tactical use of weapons for combat; or
    - Coordinate militarized tactical coordination in a present or future armed civil conflict or civil war.
- **Groups supporting violent acts amid protests**, defined as non-State actors that repeatedly:
    - Coordinate, promote, admit to or engage in:
    - Acts of street violence against civilians or law enforcement; or
    - Arson, Looting, or other destruction of property; or
    - Threaten to violently disrupt an election process; or
    - Promote bringing weapons to a location when the stated intent is to intimidate people amid a protest.

Violence-Inducing Conspiracy Networks (VICNs), defined as a Non-State Actor that:

- Organizes under a name, sign, mission statement, or symbol; and
- Promote theories that attribute violent or dehumanizing behavior to people or organizations that have been debunked by credible sources; and

- Has inspired multiple incidents of real-world violence by adherents motivated by the desire to draw attention to or redress the supposed harms promoted by these debunked theories.

Hate-Banned Entities, defined as entities that engage in repeated hateful conduct or rhetoric, but do not rise to the level of a Tier 1 entity because they have not engaged in or explicitly advocated for violence, or because they lack sufficient connections to previously designated organizations or figures.

3. Coordinating Harm and Promoting 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:

<u>Harm against people</u>

- Depicting, admitting to or promoting acts of physical harm against people, including acts of domestic violence - except when shared in the context of redemption or defense.
- Swatting - specifically statements of intent, calls to action, representing, supporting, advocating for, depicting, admitting to or speaking positively about it.
- Depicting, promoting, advocating for or encouraging participation in a high risk viral challenge.
- Promoting or advocating for harmful miracle cures for health issues.
- Coordinating, depicting, admitting to or promoting active and deliberate spread of communicable diseases by you or your associates

<u>Harm against animals</u>

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

<u>Harm against property</u>

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 who can participate in the census and what information or materials must be provided in order to participate
- Content claiming that the U.S. Immigration and Customs Enforcement (ICE) is at a voting location
- Explicit claims that people will be infected by COVID (or another communicable disease) if they participate in the voting process.

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

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

Do not post:

- Content revealing the identity of someone as a witness, informant, activist, or individuals whose identity or involvement in a legal case has been restricted from public disclosure
- Imagery that is likely to deceive the public as to its origin if:
    - The entity depicted or an authorized representative objects to the imagery, and
    - The imagery has the potential to cause harm to members of the public

- Other misrepresentations related to voting in an official election or census participation may be subject to false news standards, as referenced in section 20
- Misrepresentation of whether a candidate is running or not
- Calls for coordinated interference that would affect an individual's ability to participate in an official census or election
- Content stating that census or voting participation may or will result in law enforcement consequences (for example, arrest, deport or imprisonment)
- Misrepresentation of government involvement in the census, including, where applicable, that an individual's census information will be shared with another (non-census) government agency
- Statements of intent, support, or advocacy to go to an election site, voting location, or vote counting location when the purpose of going to the site is to monitor or watch voters or election officials' activity using militaristic language (e.g. "war," "army," or "soldier") or an expressed goal to intimidate, exert control or display power (e.g. "let's show them who's boss!," "if they're scared, they won't vote!")
- Content coordinating interference with the administration of the COVID-19 vaccine
- Content calling to action, advocating, or promoting that others not get the COVID-19 vaccine

4. Restricted Goods and Services

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 endangered species and their parts
- Provides instructions to use or make products from endangered species and their parts

Live non-endangered animals excluding livestock:

- 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

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

Do not post:

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

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

6. Suicide and Self-Injury

II. Safety

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide assistance to people in distress.

While we don't allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if someone is at immediate risk of harming themselves, we will contact local emergency services to get them help.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

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

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

We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not

limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g., government agencies, NGOs).

7. Child Sexual Exploitation, Abuse and Nudity[2]

II. Safety

Policy Rationale

We do not allow content that sexually exploits or endangers children. When we become aware of apparent child exploitation, we report it to the National Center for Missing and Exploited Children (NCMEC), in compliance with applicable law. We know that sometimes people share nude images of their own children with good intentions; however, we generally remove these images because of the potential for abuse by others and to help avoid the possibility of other people reusing or misappropriating the images.

We also work with external experts, including the Facebook Safety Advisory Board, to discuss and improve our policies and enforcement around online safety issues, especially with regard to children. Learn more about the technology we're using to fight against child exploitation.

Do not post:

Child sexual exploitation

Content that threatens, depicts, praises, supports, provides instructions for, makes statements of intent, admits participation in or shares links of the sexual exploitation of children (real or non-real minors, toddlers or babies), including but not limited to:

- Sexual intercourse
    - Explicit sexual intercourse or oral sex, 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 or oral sex, including when contact is imminent or not directly visible.
    - Stimulation of genitals or anus, including when activity is imminent or not directly visible.
    - Presence of by-products of sexual activity.
    - Any of the above involving an animal.
- Children with sexual elements, including but not limited to:
    - Restraints.

[2] Note from Facebook's records: "These edits do not reflect policy changes, rather additions to the Community Standards for transparency and to better reflect our enforcement."

        - Focus on genitals.
        - Presence of aroused adult.
        - Presence of sex toys.
        - Sexualised costume.
        - Stripping.
        - Staged environment (for example, on a bed) or professionally shot (quality/focus/angles).
        - Open-mouth kissing.
    - Content of children in a sexual fetish context.
    - Content that supports, promotes, advocates or encourages participation in pedophilia unless it is discussed neutrally in an academic or verified health context.
    - Content that identifies or mocks alleged victims of child sexual exploitation by name or image.

Solicitation

Content that solicits

- Imagery of child sexual exploitation
- Nude imagery of children
- Sexualized imagery of children
- Real-world sexual encounters with children

Inappropriate interactions with children

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

- Arranging or planning real-world sexual encounters with children
- Purposefully exposing children to sexually explicit language or sexual material
- Engaging in implicitly sexual conversations in private messages with children
- Obtaining or requesting sexual material from children in private messages

Exploitative intimate imagery and sextortion

Content that attempts to exploit minors by:

- Coercing money, favors or intimate imagery with threats to expose intimate imagery or information.
- Sharing, threatening or stating an intent to share private sexual conversations or intimate imagery.

Sexualization of children

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children

- Content (including photos, videos, real-world art, digital content, and verbal depictions) that shows children in a sexualized context.
- Groups, Pages and profiles targeted to sexualizing children.

Child nudity

Content that depicts child nudity where nudity is defined as:

- Close-ups of children's genitalia
- Real nude toddlers, showing:
    - Visible genitalia, even when covered or obscured by transparent clothing.
    - Visible anus and/or fully nude close-up of buttocks.
- Real nude minors, showing:
    - Visible genitalia (including genitalia obscured only by pubic hair or transparent clothing)
    - Visible anus and/or fully nude close-up of buttocks.
    - Uncovered female nipples.
    - No clothes from neck to knee - even if no genitalia or female nipples are showing.
- Digitally-created depictions of nude minors, toddlers or babies unless the image is for health or educational purposes.

Non-sexual child abuse

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.

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

- Videos or photos that depict police officers or military personnel committing non-sexual child abuse.
- Imagery of non-sexual child abuse, when law enforcement, child protection agencies, or trusted safety partners request that we leave the content on the platform for the express purpose of bringing a child back to safety.

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

- Videos or photos of violent immersion of a child in water in the context of religious rituals.

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

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

- Imagery posted by a news agency that depicts child nudity in the context of famine, genocide, war crimes, or crimes against humanity, unless accompanied by a violating caption or shared in a violating context, in which case the content is removed.

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 promotea safe environment, we allow victims to share their experiences, butremove content that depicts, threatens or promotes sexual violence, sexual assault, or sexual exploitation, . We alsoremove 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 also 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:

Sextortion: Coercing money, favors, or intimate imagery from people with threats to expose their intimate imagery or intimate information
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

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

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

We may restrict visibility to people over the age of 18 and include a warning label on certain fictional videos (e.g., digital and hand-drawn imagery, film and TV show scenes, comic books, music videos) that depict non-consensual sexual touching.

In addition to our at-scale policy of removing content that threatens or advocates rape or other non-consensual sexual touching, we may also disable the posting account.

9. Bullying and Harassment[3]

II. Safety

[3] Note from Facebook's records: "In response to an Oversight Board recommendation we committed to reformat the Bullying and Harassment Community Standard to clearly define the approach to different target user categories. Edits to this section have been made to reformat the section accordingly and bring alignment with internal documentation for transparency. We're also updating our policy on mass harassment which was based on global engagement with a broad range of stakeholders directly impacted by the policy, including feminist and women's rights activists, representatives of the LGBT community, minority groups, journalists, human rights activists, and public figures. We also connected with experts who study online harassment and state-sponsored influence operations, as well as advocates for freedom of expression. In our consultations, we explored the way stakeholders experienced brigading and mass harassment on our platforms, including the actors and targets involved, the tactics employed, and the coordinated nature of such attacks. We also discussed at length the numerous online and offline harms that may stem from such behaviors as well as the challenges in differentiating between legitimate forms of mass activity and abusive forms of brigading. Overall, stakeholders acknowledged that mass activity used for activism versus for harmful brigading can often exhibit similar online behaviors (i.e. mass reporting, comment flooding, or hashtag bombing). It was therefore recommended that we focus on context-specific factors to differentiate between legitimate and illegitimate use-cases, such as the nature of the content posted, the impact on the victim, and the behavior's potential for offline harm. The input received on such issues was used to craft the first iteration of our brigading and mass harassment policy."

Policy Rationale

Bullying and harassment happen in many places and come in many different forms from making threats and 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 personal 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 post and share 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 are doing to protect people from bullying and harassment here.

Note: This policy does not apply to individuals who are part of designated organizations under the Dangerous Organizations and Individuals policy or individuals who died prior to 1900.

Do not:

Tier 1: Target anyone maliciously by:

- Repeatedly contacting someone in a manner that is:
    - Unwanted, or
    - Sexually harassing, or
    - Directed at a large number of individuals with no prior solicitation.

- Attacking someone based on their status as a victim of sexual assault, sexual exploitation, sexual harassment, or domestic abuse.
- Calling for self-injury or suicide of a specific person, or group of people.

- Attacking someone 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 or terrorist attacks 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 to contract or develop a medical condition.
    - Making statements of intent of advocating to engage in sexual activity.
    - Calling for, or making statements of intent to engage in, bullying and/or harassment.
    - 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:
    - Attacks referenced in Tier 1, 2 and 4 of this policy.
    - Targeted cursing.
    - Calls for death, serious disease, disability, epidemic disease or physical harm.

Tier 2: Target private individuals, involuntary public figures or public figures who are minors with:

- Calls for death, or to contract or develop a medical condition.
- Female-gendered cursing terms when used in a derogatory way.
- Claims about sexual activity or sexually transmitted diseases except in the context of criminal allegations against adults about non-consensual sexual touching. .
- 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.

Tier 3: Target public figures by purposefully exposing them to:

- For adults:
    - Calls for death, or to contract or develop a medical condition.
    - Claims about sexually transmitted disease

    - Female-gendered cursing terms when used in a derogatory way.
    - Content that praises, celebrates or mocks their death or medical condition.

- 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 and so on).

Tier 4: Target private individuals or involuntary 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 and so on).
- Attacks through negative physical descriptions.
- Content that ranks individuals on physical appearance or personality.
- Content sexualizing another adult.
- Content that further degrades or expresses disgust toward individuals who are depicted menstruating, urinating, vomiting, or defecating.
- Content that further degrades individuals who are depicted being physically bullied except in self-defense and fight-sport contexts..
- Content that praises, celebrates, or mocks their death or serious physical injury.
- In addition to the above, attacks through Pages or Groups:
    - Negative character or ability claims.
    - First-person voice bullying only if the object targets more than one private individual.

Tier 5: 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 and business reviews against adults. We allow criminal allegations so that people can draw attention to personal experiences or offline events. In cases in which criminal allegations pose off-line harm to the named individual, however, we may remove them.
- Expressions of contempt or disgust, except in the context of criminal allegations against adults.

Tier 6: Target private individuals who are minors with:

- Allegations about criminal or illegal behavior.
- Videos of physical bullying shared in a non-condemning context.

Tier 7: Target private individuals (who must self-report) with:

- First-person voice bullying.
- Unwanted manipulated imagery.
- Comparison to other public, fictional or private individuals on the basis of physical appearance
- Claims about religious identity or blasphemy.
- 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.

We add a cover to this content so people can choose whether to see it:

Videos of physical bullying against minors shared in a condemning context

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

Do not:

- Post content that targets private individuals through unwanted Pages, Groups and Events. We remove this content when it is reported by the victim or an authorized representative of the victim.
- Create accounts to contact someone who has blocked you.
- Post attacks that use derogatory terms related to female gendered cursing. We remove this content when the victim or an authorized representative of the victim informs us of the content, even if the victim has not reported it directly.
- Post content that would otherwise require the victim to report the content or an indicator that the poster is directly targeting the victim (for example the victim is tagged in the post or comment). We will remove this content if we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Post content praising, celebrating or mocking anyone's death. We also remove content targeting a deceased individual that we would normally require the victim to report.
- Post content calling for or stating an intent to engage in behavior that would qualify as bullying and harassment under our policies. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Engage in mass harassment against individuals that targets them based on their decision to take or not take the COVID-19 vaccine with:
    - Statements of mental or moral inferiority based on their decision, or
    - Statements that advocate for or allege a negative outcome as a result of their decision, except for widely proven and/or accepted COVID-19 symptoms or vaccine side effects.
- Remove directed mass harassment, when:
    - Targeting, via any surface, ‘individuals at heightened risk of offline harm’, defined as:

        - Human rights defenders
        - Minors
        - Victims of violent events/tragedies
        - Opposition figures in at-risk countries during election periods
        - Government dissidents who have been targeted based on their dissident status
        - Ethnic and religious minorities in conflict zones
        - Member of a designated and recognizable at-risk group
    - Targeting any individual via personal surfaces, such as inbox or profiles, with:
        - Content that violates the bullying and harassment policies for private individuals or,
        - Objectionable content that is based on a protected characteristic
- Disable accounts engaged in mass harassment as part of either
    - State or state-affiliated networks targeting any individual via any surface.
    - Adversarial networks targeting any individual via any surface with:
        - Content that violates the bullying and harassment policies for private individuals or,
        - Content that targets them based on a protected characteristic, or,
        - Content or behavior otherwise deemed to be objectionable in local context

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 engagein 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

Policy Rationale

Privacy and the protection of personal information are fundamentally important values for Facebook. We work hard to safeguard your personal identity and information and we do not allow people to post personal or confidential information about yourself or of others.

We remove content that shares, offers or solicits personally identifiable information or other private information that could lead to physical or financial harm, including financial, residential, and medical information, as well as private information obtained from illegal sources.

We also provide people ways to report imagery that they believe to be in violation of their privacy rights.

Do not post:

Content that shares or solicits any of the following private information, either on Facebook or through external links:

Personally identifiable information about yourself or others

- Personal identity: identifying individuals through government-issued numbers
  - National identification number (for example Social Security Numbers (SSN), Passport Number, National Insurance/Health Service Number, Personal Public Service Number (PPS), Individual Taxpayer Identification Numbers (ITINs))
  - Government IDs of law enforcement, military, or security personnel
- Personal information: directly identifying an individual, by indicating the ID number or registration information and the individual's name
  - Records or official documentation of civil registry information (marriage, birth, death, or name change, gender recognition, and so on)
  - Immigration and work status documents (for example, green cards, work permits, visas, or immigration papers)
  - Driver's licenses or license plates
  - Credit Privacy Number (CPN)
- Digital identity: authenticating access to an online identity
  - Email addresses with passwords
  - Digital identities with passwords
  - Passwords, pins, or codes to access private information
- Personal contact information of others such as phone numbers, addresses and email addresses

Other Private Information

- Financial information
  - Personal financial information about yourself or others, including:
    - Non-public financial records or statements
    - Bank account numbers with security or pin codes
    - Digital payment method information with log-in details, security or pin codes
    - Credit or debit card information with validity dates or security pins or codes

Financial information about businesses or organizations, including:

Financial records or statements except when the financial records of the business are publicly available (for example listed on stock exchanges, regulatory agencies, and so on)

Bank account numbers accompanied by security or pin codes

Digital payment method information accompanied by log-in details, security or pin codes

Residential information

Imagery that display the external view of private residences if all of 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/neighborhood or GPS pins (for example, a pin from Google Maps) are identified

The content identifies the resident(s)

That same resident objects to the exposure of their private residence or there is context of organizing protests against the resident (this does not include embassies that also serve as residences)

Content that exposes information about safe houses by sharing any of the below, unless the safe house is actively promoting information about their facility

Actual address (note: 'Post Box only' is allowed)

Images of the safe house

Identifiable city/neighborhood of the safe house

Information exposing the identity of the safe house residents

Medical information

Records or official documentation displaying medical, psychological, biometric, or genetic hereditary of others

Information obtained from hacked sources

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

Status or occupation related information

Content that exposes the undercover status of law enforcement, military, or security personnel if:

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

The imagery identifies the faces of the law enforcement personnel and explicitly mentions their undercover status

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

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

We remove:

Content that puts a defector at risk by outing the individual with personally identifiable information when the content is reported by credible government channels
Depictions of someone in a medical or health facility if reported by the person pictured or an authorized representative

12. Hate Speech[4]

[4] Note from Facebook's records: "This update was based on stakeholder engagement with a broad range of academics and civil society organizations affected by the policy, including experts in dangerous speech and atrocity prevention, human rights practitioners, social psychologists who study issues of personal identity, advocates for freedom of expression, and groups representing religious and non-religious world views. In our consultations, we explored the harms that may stem from attacks on concepts, ideas, and institutions; we also listened to stakeholders describe the legitimate role of such speech in advancing public discourse and preserving dissent. Speech that was perceived as hurtful by some stakeholder groups was regarded as serving a valuable civic purpose by others. Two

III. Objectionable Content

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.

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:

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themes stood out: The first was the importance of ensuring that attacks on concepts, ideas, and institutions do not contribute to real world harm. This concern found expression in support for international guidelines on incitement to hatred (e.g., the Rabat Plan of Action). The second was the importance of factors such as history, local power dynamics, the status of the speaker, and ongoing civic tension -- which may tip the scales in favor of removing attacks in some circumstances but not others. We used the input we received on these points to craft a revision to our hate speech policy."

- 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".
    - Dalits, scheduled caste or ‘lower caste’ people as menial laborers.

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:

- Segregation in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting segregation.

- Exclusion in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting, defined as
    - Explicit exclusion, which means things like expelling certain groups or saying they are not allowed.
    - Political exclusion, which means denying the right to right to political participation.
    - Economic exclusion, which means denying access to economic entitlements and limiting participation in the labour market.
    - Social exclusion, which means things like denying access to spaces (physical and online)and social services.

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 characteristics.

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

Do not post:

- Content explicitly providing or offering to provide products or services that aim to change people's sexual orientation or gender identity.
- Content attacking concepts, institutions, ideas, practices, or beliefs associated with protected characteristics, which are likely to contribute to imminent physical harm, intimidation or discrimination against the people associated with that protected characteristic. Facebook looks at a range of signs to determine whether there is a threat of harm in the content. These include but are not limited to: content that could incite imminent violence or intimidation; whether there is a period of heightened tension such as an election or ongoing conflict; and whether there is a recent history of violence against the targeted protected group. In some cases, we may also consider whether the speaker is a public figure or occupies a position of authority.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that 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

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 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, or 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

Policy Rationale

We restrict the display of nudity or sexual activity because some people in our community may be sensitive to this type of content. Additionally, we default to removing sexual imagery to prevent the sharing of non-consensual or underage content. Restrictions on the display of sexual activity also apply to digitally created content unless it is posted for educational, humorous, or satirical purposes.

Our nudity policies have become more nuanced over time. We understand that nudity can be shared for a variety of reasons, including as a form of protest, to raise awareness about a cause, or for educational or medical reasons.

Where such intent is clear, we make allowances for the content. For example, while we restrict some images of female breasts that include the nipple, we allow other images, including those depicting acts of protest, women actively engaged in breast-feeding and photos of post-mastectomy scarring. For images depicting visible genitalia or the anus in the context of birth and after-birth moments or health-related situations we include a warning label so that people are aware that the content may be sensitive. We also allow photographs of paintings, sculptures, and other art that depicts nude figures.

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, 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 female breasts, defined as a grabbing motion with curved fingers that shows both marks and clear shape change of the breasts. We allow squeezing in breastfeeding contexts
- 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, except when posted in an educational or scientific context, or when it meets one of the criteria below and shown only to individuals 18 years and older.

We only show this content to individuals 18 and older:

- Real world art that depicts sexual activity
- Posting photographs or videos of objects that depict sexual activity in real world art
- Implied sexual activity in advertisements
- Implied sexual activity in recognized fictional images or with indicators of fiction
- Digital content that meets our definition of sexual activity, where:
    - The sexual activity (intercourse or other sexual activities) isn't directly visible
    - Content was posted in a satirical or humorous context
    - 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 or commercial sexual services between adults such as prostitution or escort services. We do this to avoid facilitating transactions that may involve trafficking, coercion, and non-consensual sexual acts. 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:

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.

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

We believe that people share and connect more freely when they do not feel targeted based on their vulnerabilities. As such, we have higher expectations for content that we call cruel and insensitive, which we define as content that targets victims of serious physical or emotional harm.

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 serious physical injury, starvation, or serious or fatal disease or disability.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. Account Integrity and Authentic Identity

IV. Integrity and Authenticity

Policy Rationale

Authenticity is the cornerstone of our community. We believe that authenticity helps create a community where people are to each other, and to Facebook, in meaningful ways. We want to allow for the range of diverse ways that identity is expressed across our global community, while also preventing impersonation and identity misrepresentation. That's why we require people to connect on Facebook using the name they go by in everyday life. Our authenticity policies are intended to create a safe environment where people can trust and hold one another accountable.

In order to maintain a safe environment and empower free expression, we remove accounts that are harmful to the community, including those that compromise the security of other accounts and our services. We have built a combination of automated and manual systems to block and remove accounts that are used to persistently or egregiously abuse our Community Standards.

Because account level removal is a severe action, whenever possible, we aim to give our community a chance to learn our rules and follow our Community Standards. Penalties, including account disables, are designed to be proportionate to the severity of the violation and the risk of harm posed to the community. Continued violations, despite repeated warnings and restrictions, or violations that pose severe safety risks will lead to an account being disabled.

We do not allow the use of our services and will disable accounts if you:

Severely violate our Community Standards.
Persistently violate our Community Standards.
Represent Dangerous Individuals or Organizations
Create or use an account that demonstrates an intent to violate our Community Standards.
Create an account, page, group or event to evade our enforcement actions, including creating an account to bypass a restriction or after we've disabled your previous account, page, group or event.
Impersonate others by :

Using their photos with the explicit aim to deceive others.

Creating an account assuming to be or speak 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.

Are under 13 years old.

Are a convicted sex offender.

Are prohibited from receiving our products, services or software under applicable laws.

In certain cases, we will seek further information about an account before taking actions ranging from temporarily restricting accounts to permanently disabling them.

Accounts misrepresenting their identity (Facebook and Messenger only) by:

Using a name that does not abide by our name policies.

Providing a false date of birth.

Creating a single account that represents or is used by more than one person.

Maintaining multiple accounts as a single user.

Compromised accounts.

Empty accounts with prolonged dormancy.

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 usin g 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 includes the security of their personal information and accounts, profiles, and other Facebook entities they may manage, as well as our products and services more broadly. Attempts to gather sensitive personal information or engage in unauthorized access 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 or engage in unauthorized accessthe abuse of our platform and products, or services.

Do not:

Attempt to compromise user accounts, profiles, or other Facebook entities, abuse our products or services, gather sensitive information through deceptive means, or attempt to engage in unauthorized access, including:

- Gaining access to accounts , profiles, Facebook, Inc. entities, or user data other than your ownthrough deceptive means or without explicit permission from the account, profile, or entity owner.
- Encouraging or deceiving users to download or run files or programs that will compromise a user's online or data security, including through malicious software or websites.. Such files and programs will be deemed malicious software or "malware" if they harm or gain unauthorized access to a computer, device, or network.
- Attempting to obtain, acquire or request another user's login credentialsor other sensitive information, , 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)or the use of malicious software or websites..
- Publicly sharing your own or others' login information, either on platform or through a third party service.
- Creating, sharing, or hosting malicious software browser extensions and mobile applications, on or off platform that put our users or products and services at risk.
- 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.

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

Do not post:

Videos that have 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:

A subject of the video said words that they did not say, AND

The video 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 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.

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

When brought to our attention by the legacy contact or a family member of the deceased, we will:

- Remove violating comments on a memorialized profile, which would typically require the individual to self report so that we know that they are unwanted
- 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

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

We may remove content created for the purpose of identifying a private minor if there may be a risk to the minor’s safety when requested

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. This includes content where a symbol represents the target and/or includes a visual of an armament or method to represent violence
- 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 or method that represents violence
- Statements advocating for high-severity violence
- 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.

Content that depicts abductions or kidnappings if it is clear the content is not being shared by a victim or their family as a plea for help, or shared for informational, condemnation or awareness raising purposes

Threats of high-severity violence using digitally produced or altered imagery to target living people with armaments, methods of violence or dismemberment.

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

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

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 violence due to voting, voter registration or the administration or outcome of an election

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 polling places, or locations used to count votes or administer an election (or encouraging others to do the same).

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

Do not post:

- Content that puts LGBTQI+ people at risk by revealing their sexual identity against their will or without permission
- Content that puts unveiled women at risk by revealing their images without veil against their will or without permission
- Violent threats against law enforcement officers
- Violent threats against people accused of a crime. We remove this content when we have reason to believe that the content is intended to cause physical harm
- Misinformation and unverifiable rumors that contribute to the risk of imminent violence or physical harm
    - Additionally, we have specific rules and guidance regarding content related to COVID-19 and vaccines. To see these specific rules please click here.
- Coded statements where the method of violence or harm is not clearly articulated, but the threat is veiled or implicit. Facebook looks at the below signals to determine whether there is a threat of harm in the content.
    - Shared in a retaliatory context (e.g., expressions of desire to do something harmful to others in response to a grievance or threat that may be real, perceived or anticipated)
    - References to historical or fictional incidents of violence (e.g., content that threatens others by referring to known historical incidents of violence that have been executed throughout history or in fictional settings)
    - Acts as a threatening call to action (e.g., content inviting or encouraging others to carry out harmful acts or to join in carrying out the harmful acts)
    - Indicates knowledge of or shares sensitive information that could expose others to harm (e.g., content that either makes note of or implies awareness of personal information that might make a threat of physical violence more credible. This includes implying knowledge of a person's residential address, their place of employment or education, daily commute routes, or current location)
    - Local context or subject matter expertise confirms that the statement in question could be threatening, and/or could lead to imminent violence or physical harm.
    - The subject of the threat reports the content to us.
- Threats against election officials
- Implicit statements of intent or advocacy, calls to action, or aspirational or conditional statements to bring armaments to locations, including but not limited to places of worship, educational facilities, polling places, or locations used to count votes or administer an election (or encouraging others to do the same). We may also restrict calls to bring armaments to certain locations

where there are temporarily signals of a heightened risk of violence or offline harm. This may be the case, for example, when there's a known protest and counter-protest planned or violence broke out at a protest in the same city within the last 7 days

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.

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, mass murders or attempted mass murders, 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, but we require people to clearly indicate their intent. If the intention is unclear, we may remove content.

We Remove:

We remove Praise, Substantive Support, and Representation of various Dangerous Organizations. These concepts apply to the organizations themselves, their activities, and their members. These concepts do not proscribe peaceful advocacy for particular political outcomes.

Praise, defined as any of the below:

- Speak positively about a designated entity or event;
    - E.g., “The fighters for the Islamic State are really brave!”
- Give a designated entity or event a sense of achievement;
    - E.g., “Timothy McVeigh is a martyr.”
- Legitimizing the cause of a designated entity by making claims that their hateful, violent, or criminal conduct is legally, morally, or otherwise justified or acceptable;
    - E.g., “Hitler did nothing wrong.”
- Aligning oneself ideologically with a designated entity or event.
    - E.g., “I stand with Brenton Tarrant.”

We remove Praise of Tier 1 entities and designated events. We will also remove praise of violence carried out by Tier 2 entities.

Substantive Support, defined as any of the below:

- Any act which improves the financial status of a designated entity - including funnelling money towards, or away from a designated entity;
    - E.g., “Donate to the KKK!”
- Any act which provides material aid to a designated entity or event;
    - E.g., “If you want to send care packages to the Sinaloa Cartel, use this address:”
- Putting out a call to action on behalf of a designated entity or event;
    - E.g., “Contact the Atomwaffen Division - (XXX) XXX-XXXX”
- Recruiting on behalf of a designated entity or event;
    - E.g., “If you want to fight for the Caliphate, DM me”
- Channeling information or resources, including official communications, on behalf of a designated entity or event
    - E.g., Directly quoting a designated entity without caption that condemns, neutrally discusses, or is a part of news reporting.

We remove Substantive Support of Tier 1 and Tier 2 entities and designated events.

Representation, defined as any of the below:

- Stating that you are a member of a designated entity, or are a designated entity;
    - E.g., “I am a grand dragon of the KKK.”
- Creating a Page, Profile, Event, Group, or other Facebook entity that is or purports to be owned by a Designated Entity or run on their behalf, or is or purports to be a designated event.
    - E.g., A Page named “American Nazi Party.”

We remove Representation of Tier 1 and 2 Designated Organizations, Hate-Banned Entities, and designated events.

Types and Tiers of Dangerous Organizations

Tier 1: Terrorism, organized hate, large-scale criminal activity, mass and multiple murderers, and violating violent events

We do not allow individuals or organizations involved in terrorism, organized hate, or organized crime to have a presence on our platforms. We also don't allow other people to represent these entities on our services. We do not allow leaders or prominent members of these organizations to have a presence on the platform, symbols that represent them to be used on the platform, or content that praises them or their acts. In addition, we remove any coordination of substantive support for these individuals and organizations.
We do not allow content that praises, substantively supports, or represents events that Facebook designates as terrorist attacks, hate events, mass murders or attempted mass murders, serial murders, hate crimes or violating violent events.

We also do not allow Praise, Substantive Support, or Representation of designated hateful ideologies.

Terrorist organizations and individuals, defined as a 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, defined as an association of three or more people that:

- is organized under a name, sign, or symbol; and
- has an ideology, statements, or physical actions that attack individuals based on characteristics, including race, religious affiliation, national origin, disability, ethnicity, gender, sex, sexual orientation, or serious disease.

Criminal Organizations, defined as an association of three or more people that:

- is united under a name, color(s), hand gesture(s) or recognized indicia; and
- has engaged in or threatens to engage in criminal activity such as homicide, drug trafficking, or kidnapping.

Mass and Multiple Murderers

- We consider an event to be a mass murder or an attempted mass murder if it results in three or more casualties in one incident, defined as deaths or serious injuries. Any Individual who has committed such an attack is considered to be a mass murderer or an attempted mass murderer.
- We consider any individual who has committed two or more murders over multiple incidents or locations a multiple murderer.

Hateful Ideologies

- While our designations of organizations and individuals focus on behavior, we also recognize that there are certain ideologies and beliefs that are inherently tied to violence and attempts to organize people around calls for violence or exclusion of others based on their protected characteristics. In these cases, we designate the ideology itself and remove content that supports this ideology from our platform. These ideologies include:
    - Nazism
    - White Supremacy
    - White Nationalism
    - White Separatism
- We remove explicit Praise, Substantive Support, and Representation of these ideologies, and remove individuals and organizations that ascribe to one or more of these hateful ideologies.

Tier 2: Violent Non-State Actors

Organizations and individuals designated by Facebook as Violent Non-state Actors are not allowed to have a presence on Facebook, or have a presence maintained by others on their behalf. As these groups are actively engaged in violence, substantive support of these entities is similarly not allowed. We will also remove praise of violence carried out by these entities.

Violent Non-State Actors, defined as any non-state actor that:

- engages in purposive and planned acts of violence primarily against a government military or other armed groups; and
- that causes or attempts to
    - cause death to persons taking direct part in hostilities in an armed conflict, and/or
    - deprive communities of access to vital infrastructure and natural resources, and/or bring significant damage to property, linked to death, serious injury or serious harm to civilians

Tier 3: Militarized Social Movements, Violence-Inducing Conspiracy Networks, and Hate Banned Entities

Pages, Groups, Events, and Profiles or other Facebook entities that are - or claim to be - maintained by, or on behalf of, Militarized Social Movements and Violence-Inducing Conspiracy Networks are prohibited. Admins of these pages, groups and events will also be removed.

Click here to read more about how we address movements and organizations tied to violence.

We do not allow Representation of Organizations and individuals designated by Facebook as Hate-Banned Entities.

Militarized Social Movements (MSMs), which include:

- **Militia Groups,** defined as non-state actors that use weapons as a part of their training, communication, or presence; and are structured or operate as unofficial military or security forces and:
    - Coordinate in preparation for violence or civil war; or
    - Distribute information about the tactical use of weapons for combat; or
    - Coordinate militarized tactical coordination in a present or future armed civil conflict or civil war.
- **Groups supporting violent acts amid protests**, defined as non-State actors that repeatedly:
    - Coordinate, promote, admit to or engage in:
    - Acts of street violence against civilians or law enforcement; or
    - Arson, Looting, or other destruction of property; or
    - Threaten to violently disrupt an election process; or
    - Promote bringing weapons to a location when the stated intent is to intimidate people amid a protest.

Violence-Inducing Conspiracy Networks (VICNs), defined as a Non-State Actor that:

- Organizes under a name, sign, mission statement, or symbol; and
- Promote theories that attribute violent or dehumanizing behavior to people or organizations that have been debunked by credible sources; and
- Has inspired multiple incidents of real-world violence by adherents motivated by the desire to draw attention to or redress the supposed harms promoted by these debunked theories.

Hate-Banned Entities, defined as entities that engage in repeated hateful conduct or rhetoric, but do not rise to the level of a Tier 1 entity because they have not engaged in or explicitly advocated for violence, or because they lack sufficient connections to previously designated organizations or figures.

3. Coordinating Harm and Promoting 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 acts of physical harm against people, including acts of domestic violence - except when shared in the context of redemption or defense.
- Swatting - specifically statements of intent, calls to action, representing, supporting, advocating for, depicting, admitting to or speaking positively about it.
- Depicting, promoting, advocating for or encouraging participation in a high risk viral challenge.
- Promoting or advocating for harmful miracle cures for health issues.
- Coordinating, depicting, admitting to or promoting active and deliberate spread of communicable diseases by you or your associates

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 who can participate in the census and what information or materials must be provided in order to participate
- Content claiming that the U.S. Immigration and Customs Enforcement (ICE) is at a voting location
- Explicit claims that people will be infected by COVID (or another communicable disease) if they participate in the voting process.

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

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

Do not post:

- Content revealing the identity of someone as a witness, informant, activist, or individuals whose identity or involvement in a legal case has been restricted from public disclosure
- Imagery that is likely to deceive the public as to its origin if:
    - The entity depicted or an authorized representative objects to the imagery, and
    - The imagery has the potential to cause harm to members of the public
- Other misrepresentations related to voting in an official election or census participation may be subject to false news standards, as referenced in section 20
- Misrepresentation of whether a candidate is running or not
- Calls for coordinated interference that would affect an individual's ability to participate in an official census or election
- Content stating that census or voting participation may or will result in law enforcement consequences (for example, arrest, deport or imprisonment)
- Misrepresentation of government involvement in the census, including, where applicable, that an individual's census information will be shared with another (non-census) government agency
- Statements of intent, support, or advocacy to go to an election site, voting location, or vote counting location when the purpose of going to the site is to

monitor or watch voters or election officials' activity using militaristic language (e.g. "war," "army," or "soldier") or an expressed goal to intimidate, exert control or display power (e.g. "let's show them who's boss!," "if they're scared, they won't vote!")
- Content coordinating interference with the administration of the COVID-19 vaccine
- Content calling to action, advocating, or promoting that others not get the COVID-19 vaccine

4. Restricted Goods and Services[1]

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.

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[1] Note from Facebook's records: "This policy update clarifies that content related to regulated goods that's shared in a fictional or documentary context is allowed under the policy. It also updates the policy to restrict visibility to people over 18 years old for content attempting to buy, sell, trade, donate or gift sex toys and sexual enhancement products."

- 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 (wildlife and plants):

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 endangered species and their parts.
- Provides instructions to use or make products from endangered species and their parts.

Live non-endangered animals excluding livestock

- 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 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.

Except when any of the above occurs in a fictional or documentary context

For the following content, we restrict visibility to adults 21 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 18 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.

Sex toys and sexual enhancement products

- Content that attempts to buy, sell, trade, donate or gift sex toys and sexual enhancement products

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

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

Do not post:

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

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

6. Suicide and Self-Injury

II. Safety

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide assistance to people in distress.

While we don't allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if someone is at immediate risk of harming themselves, we will contact local emergency services to get them help.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an

attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

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

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

We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g., government agencies, NGOs).

7. Child Sexual Exploitation, Abuse and Nudity

II. Safety

Policy Rationale

We do not allow content that sexually exploits or endangers children. When we become aware of apparent child exploitation, we report it to the National Center for Missing and Exploited Children (NCMEC), in compliance with applicable law. We know that sometimes people share nude images of their own children with good intentions; however, we generally remove these images because of the potential for abuse by others and to help avoid the possibility of other people reusing or misappropriating the images.

We also work with external experts, including the Facebook Safety Advisory Board, to discuss and improve our policies and enforcement around online safety issues, especially with regard to children. Learn more about the technology we're using to fight against child exploitation.

Do not post:

Child sexual exploitation

Content that threatens, depicts, praises, supports, provides instructions for, makes statements of intent, admits participation in or shares links of the sexual exploitation of children (real or non-real minors, toddlers or babies), including but not limited to:

- Sexual intercourse
    - Explicit sexual intercourse or oral sex, 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 or oral sex, including when contact is imminent or not directly visible.
    - Stimulation of genitals or anus, including when activity is imminent or not directly visible.
    - Presence of by-products of sexual activity.
    - Any of the above involving an animal.
- Children with sexual elements, including but not limited to:

        - Restraints.
        - Focus on genitals.
        - Presence of aroused adult.
        - Presence of sex toys.
        - Sexualised costume.
        - Stripping.
        - Staged environment (for example, on a bed) or professionally shot (quality/focus/angles).
        - Open-mouth kissing.
    - Content of children in a sexual fetish context.
    - Content that supports, promotes, advocates or encourages participation in pedophilia unless it is discussed neutrally in an academic or verified health context.
    - Content that identifies or mocks alleged victims of child sexual exploitation by name or image.

Solicitation

Content that solicits

- Imagery of child sexual exploitation
- Nude imagery of children
- Sexualized imagery of children
- Real-world sexual encounters with children

Inappropriate interactions with children

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

- Arranging or planning real-world sexual encounters with children
- Purposefully exposing children to sexually explicit language or sexual material
- Engaging in implicitly sexual conversations in private messages with children
- Obtaining or requesting sexual material from children in private messages

Exploitative intimate imagery and sextortion

Content that attempts to exploit minors by:

- Coercing money, favors or intimate imagery with threats to expose intimate imagery or information.
- Sharing, threatening or stating an intent to share private sexual conversations or intimate imagery.

Sexualization of children

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children

- Content (including photos, videos, real-world art, digital content, and verbal depictions) that shows children in a sexualized context.
- Groups, Pages and profiles targeted to sexualizing children.

Child nudity

Content that depicts child nudity where nudity is defined as:

- Close-ups of children's genitalia
- Real nude toddlers, showing:
    - Visible genitalia, even when covered or obscured by transparent clothing.
    - Visible anus and/or fully nude close-up of buttocks.
- Real nude minors, showing:
    - Visible genitalia (including genitalia obscured only by pubic hair or transparent clothing)
    - Visible anus and/or fully nude close-up of buttocks.
    - Uncovered female nipples.
    - No clothes from neck to knee - even if no genitalia or female nipples are showing.
- Digitally-created depictions of nude minors, toddlers or babies unless the image is for health or educational purposes.

Non-sexual child abuse

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.

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

- Videos or photos that depict police officers or military personnel committing non-sexual child abuse.
- Imagery of non-sexual child abuse, when law enforcement, child protection agencies, or trusted safety partners request that we leave the content on the platform for the express purpose of bringing a child back to safety.

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

- Videos or photos of violent immersion of a child in water in the context of religious rituals.

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

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

- Imagery posted by a news agency that depicts child nudity in the context of famine, genocide, war crimes, or crimes against humanity, unless accompanied by a violating caption or shared in a violating context, in which case the content is removed.

8. Adult Sexual Exploitation[2]

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 have 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

[2] Note from Facebook_s records: "The policy is being renamed from "Sexual Exploitation of Adults" to "Adult Sexual Exploitation" to align terminology across policy and enforcement."

- 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:

- Sextortion: Coercing money, favors or intimate imagery from people with threats to expose their intimate imagery or intimate information
- Sharing, threatening, stating an intent to share, offering or asking for imagery known as "revenge porn" or “non-consensual intimate images” that fulfills all 3 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 mock, sexualize or expose 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.

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 the victim or condemnation of the act or for general awareness to be determined by context/caption.

Content mocking the concept of non-consensual sexual touching

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

We may restrict visibility to people over the age of 18 and include a warning label on certain fictional videos (e.g., digital and hand-drawn imagery, film and TV show scenes, comic books, music videos) that depict non-consensual sexual touching.

In addition to our at-scale policy of removing content that threatens or advocates rape or other non-consensual sexual touching, we may also disable the posting account.

9. Bullying and Harassment

II. Safety

Policy Rationale

Bullying and harassment happen in many places and come in many different forms from making threats and 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 personal 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 post and share 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 are doing to protect people from bullying and harassment here.

Note: This policy does not apply to individuals who are part of designated organizations under the Dangerous Organizations and Individuals policy or individuals who died prior to 1900.

Do not:

Tier 1: Target anyone maliciously by:

- Repeatedly contacting someone in a manner that is:
    - Unwanted, or
    - Sexually harassing, or
    - Directed at a large number of individuals with no prior solicitation.

- Attacking someone based on their status as a victim of sexual assault, sexual exploitation, sexual harassment, or domestic abuse.
- Calling for self-injury or suicide of a specific person, or group of people.
- Attacking someone 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 or terrorist attacks 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 to contract or develop a medical condition.
    - Making statements of intent of advocating to engage in sexual activity.
    - Calling for, or making statements of intent to engage in, bullying and/or harassment.
    - 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:
    - Attacks referenced in Tier 1, 2 and 4 of this policy.
    - Targeted cursing.
    - Calls for death, serious disease, disability, epidemic disease or physical harm.

Tier 2: Target private individuals, involuntary public figures or public figures who are minors with:

- Calls for death, or to contract or develop a medical condition.
- Female-gendered cursing terms when used in a derogatory way.
- Claims about sexual activity or sexually transmitted diseases except in the context of criminal allegations against adults about non-consensual sexual touching. .
- 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.

Tier 3: Target public figures by purposefully exposing them to:

- For adults:
    - Calls for death, or to contract or develop a medical condition.
    - Claims about sexually transmitted disease
    - Female-gendered cursing terms when used in a derogatory way.
    - Content that praises, celebrates or mocks their death or medical condition.

- 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 and so on).

Tier 4: Target private individuals or involuntary 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 and so on).
- Attacks through negative physical descriptions.
- Content that ranks individuals on physical appearance or personality.
- Content sexualizing another adult.
- Content that further degrades or expresses disgust toward individuals who are depicted menstruating, urinating, vomiting, or defecating.
- Content that further degrades individuals who are depicted being physically bullied except in self-defense and fight-sport contexts..
- Content that praises, celebrates, or mocks their death or serious physical injury.
- In addition to the above, attacks through Pages or Groups:
    - Negative character or ability claims.

- First-person voice bullying only if the object targets more than one private individual.

Tier 5: 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 and business reviews against adults. We allow criminal allegations so that people can draw attention to personal experiences or offline events. In cases in which criminal allegations pose off-line harm to the named individual, however, we may remove them.
- Expressions of contempt or disgust, except in the context of criminal allegations against adults.

Tier 6: Target private individuals who are minors with:

- Allegations about criminal or illegal behavior.
- Videos of physical bullying shared in a non-condemning context.

Tier 7: Target private individuals (who must self-report) with:

- First-person voice bullying.
- Unwanted manipulated imagery.
- Comparison to other public, fictional or private individuals on the basis of physical appearance
- Claims about religious identity or blasphemy.
- 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.

We add a cover to this content so people can choose whether to see it:

Videos of physical bullying against minors shared in a condemning context

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

Do not:

- Post content that targets private individuals through unwanted Pages, Groups and Events. We remove this content when it is reported by the victim or an authorized representative of the victim.
- Create accounts to contact someone who has blocked you.

- Post attacks that use derogatory terms related to female gendered cursing. We remove this content when the victim or an authorized representative of the victim informs us of the content, even if the victim has not reported it directly.
- Post content that would otherwise require the victim to report the content or an indicator that the poster is directly targeting the victim (for example the victim is tagged in the post or comment). We will remove this content if we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Post content praising, celebrating or mocking anyone's death. We also remove content targeting a deceased individual that we would normally require the victim to report.
- Post content calling for or stating an intent to engage in behavior that would qualify as bullying and harassment under our policies. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Engage in mass harassment against individuals that targets them based on their decision to take or not take the COVID-19 vaccine with:
    - Statements of mental or moral inferiority based on their decision, or
    - Statements that advocate for or allege a negative outcome as a result of their decision, except for widely proven and/or accepted COVID-19 symptoms or vaccine side effects.
- Remove directed mass harassment, when:
    - Targeting, via any surface, ‘individuals at heightened risk of offline harm’, defined as:
        - Human rights defenders
        - Minors
        - Victims of violent events/tragedies
        - Opposition figures in at-risk countries during election periods
        - Government dissidents who have been targeted based on their dissident status
        - Ethnic and religious minorities in conflict zones
        - Member of a designated and recognizable at-risk group
    - Targeting any individual via personal surfaces, such as inbox or profiles, with:
        - Content that violates the bullying and harassment policies for private individuals or,
        - Objectionable content that is based on a protected characteristic
- Disable accounts engaged in mass harassment as part of either
    - State or state-affiliated networks targeting any individual via any surface.
    - Adversarial networks targeting any individual via any surface with:
        - Content that violates the bullying and harassment policies for private individuals or,
        - Content that targets them based on a protected characteristic, or,
        - Content or behavior otherwise deemed to be objectionable in local context

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 engagein 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

Policy Rationale

Privacy and the protection of personal information are fundamentally important values for Facebook. We work hard to safeguard your personal identity and information and we do not allow people to post personal or confidential information about yourself or of others.

We remove content that shares, offers or solicits personally identifiable information or other private information that could lead to physical or financial harm, including financial, residential, and medical information, as well as private information obtained from illegal sources.

We also provide people ways to report imagery that they believe to be in violation of their privacy rights.

Do not post:

Content that shares or solicits any of the following private information, either on Facebook or through external links:

Personally identifiable information about yourself or others

Personal identity: identifying individuals through government-issued numbers

National identification number (for example Social Security Numbers (SSN), Passport Number, National Insurance/Health Service Number, Personal Public Service Number (PPS), Individual Taxpayer Identification Numbers (ITINs))

Government IDs of law enforcement, military, or security personnel

Personal information: directly identifying an individual, by indicating the ID number or registration information and the individual's name

Records or official documentation of civil registry information (marriage, birth, death, or name change, gender recognition, and so on)

Immigration and work status documents (for example, green cards, work permits, visas, or immigration papers)

Driver's licenses or license plates

Credit Privacy Number (CPN)

Digital identity: authenticating access to an online identity

Email addresses with passwords

Digital identities with passwords

Passwords, pins, or codes to access private information

Personal contact information of others such as phone numbers, addresses and email addresses

Other Private Information

Financial information

Personal financial information about yourself or others, including:

Non-public financial records or statements

Bank account numbers with security or pin codes

Digital payment method information with log-in details, security or pin codes

Credit or debit card information with validity dates or security pins or codes

Financial information about businesses or organizations, including:

Financial records or statements except when the financial records of the business are publicly available (for example listed on stock exchanges, regulatory agencies, and so on)

Bank account numbers accompanied by security or pin codes

Digital payment method information accompanied by log-in details, security or pin codes

Residential information

Imagery that display the external view of private residences if all of 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/neighborhood or GPS pins (for example, a pin from Google Maps) are identified

The content identifies the resident(s)

That same resident objects to the exposure of their private residence or there is context of organizing protests against the

resident (this does not include embassies that also serve as residences)

Content that exposes information about safe houses by sharing any of the below, unless the safe house is actively promoting information about their facility

Actual address (note: 'Post Box only' is allowed)

Images of the safe house

Identifiable city/neighborhood of the safe house

Information exposing the identity of the safe house residents

Medical information

Records or official documentation displaying medical, psychological, biometric, or genetic hereditary of others

Information obtained from hacked sources

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

Status or occupation related information

Content that exposes the undercover status of law enforcement, military, or security personnel if:

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

The imagery identifies the faces of the law enforcement personnel and explicitly mentions their undercover status

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

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

We remove:

> Content that puts a defector at risk by outing the individual with personally identifiable information when the content is reported by credible government channels
> Depictions of someone in a medical or health facility if reported by the person pictured or an authorized representative

12. Hate Speech

III. Objectionable Content

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.

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".
    - Dalits, scheduled caste or ‘lower caste’ people as menial laborers.

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:

- Segregation in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting segregation.
- Exclusion in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting, defined as
    - Explicit exclusion, which means things like expelling certain groups or saying they are not allowed.
    - Political exclusion, which means denying the right to right to political participation.
    - Economic exclusion, which means denying access to economic entitlements and limiting participation in the labour market.
    - Social exclusion, which means things like denying access to spaces (physical and online)and social services.

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 characteristics.

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

Do not post:

- Content explicitly providing or offering to provide products or services that aim to change people's sexual orientation or gender identity.
- Content attacking concepts, institutions, ideas, practices, or beliefs associated with protected characteristics, which are likely to contribute to imminent physical harm, intimidation or discrimination against the people associated with that protected characteristic. Facebook looks at a range of signs to determine whether there is a threat of harm in the content. These include but are not limited to: content that could incite imminent violence or intimidation; whether there is a period of heightened tension such as an election or ongoing conflict; and whether there is a recent history of violence against the targeted protected group. In some cases, we may also consider whether the speaker is a public figure or occupies a position of authority.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that 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

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 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, or 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

Policy Rationale

We restrict the display of nudity or sexual activity because some people in our community may be sensitive to this type of content. Additionally, we default to removing sexual imagery to prevent the sharing of non-consensual or underage content. Restrictions on the display of sexual activity also apply to digitally created content unless it is posted for educational, humorous, or satirical purposes.

Our nudity policies have become more nuanced over time. We understand that nudity can be shared for a variety of reasons, including as a form of protest, to raise awareness about a cause, or for educational or medical reasons.

Where such intent is clear, we make allowances for the content. For example, while we restrict some images of female breasts that include the nipple, we allow other images, including those depicting acts of protest, women actively engaged in breast-feeding and photos of post-mastectomy scarring. For images depicting visible genitalia or the anus in the context of birth and after-birth moments or health-related situations we include a warning label so that people are aware that the content may be sensitive. We also allow photographs of paintings, sculptures, and other art that depicts nude figures.

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, 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 female breasts, defined as a grabbing motion with curved fingers that shows both marks and clear shape change of the breasts. We allow squeezing in breastfeeding contexts
- 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, except when posted in an educational or scientific context, or when it meets one of the criteria below and shown only to individuals 18 years and older.

We only show this content to individuals 18 and older:

- Real world art that depicts sexual activity
- Posting photographs or videos of objects that depict sexual activity in real world art
- Implied sexual activity in advertisements
- Implied sexual activity in recognized fictional images or with indicators of fiction
- Digital content that meets our definition of sexual activity, where:
    - The sexual activity (intercourse or other sexual activities) isn't directly visible
    - Content was posted in a satirical or humorous context
    - 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 or commercial sexual services between adults such as prostitution or escort services. We do this to avoid facilitating transactions that may involve trafficking, coercion, and non-consensual sexual acts. 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:

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.

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

We believe that people share and connect more freely when they do not feel targeted based on their vulnerabilities. As such, we have higher expectations for content that we call cruel and insensitive, which we define as content that targets victims of serious physical or emotional harm.

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 serious physical injury, starvation, or serious or fatal disease or disability.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. Account Integrity and Authentic Identity[3]

IV. Integrity and Authenticity

Policy Rationale

Authenticity is the cornerstone of our community. We believe that authenticity helps create a community where people are accountable to each other, and to Facebook, in meaningful ways. We want to allow for the range of diverse ways that identity is expressed across our global community, while also preventing impersonation and identity misrepresentation. That is why we require people to connect on Facebook using the name they go by in everyday life. Our authenticity policies are intended to create a safe environment where people can trust and hold one another accountable.

In order to maintain a safe environment and empower free expression, we remove accounts that are harmful to the community, including those that compromise the security of other accounts and our services. We have built a combination of automated and manual systems to block and remove accounts that are used to persistently or egregiously abuse our Community Standards.

Because account level removal is a severe action, whenever possible, we aim to give our community a chance to learn our rules and follow our Community Standards. Penalties, including account disables, are designed to be proportionate to the severity of the violation and the risk of harm posed to the community. Continued violations, despite repeated warnings and restrictions, or violations that pose severe safety risks will lead to an account being disabled.

We do not allow the use of our services and will disable accounts if you:

- Severely violate our Community Standards.
- Persistently violate our Community Standards.
- Represent Dangerous Individuals or Organizations.

[3] Note from Facebook's records: „Hyperlinks were updated to point to content in the Transparency Center."

- Create or use an account that demonstrates an intent to violate our Community Standards.
- Create an account, Page, Group or Event to evade our enforcement actions, including creating an account to bypass a restriction or after we have disabled your previous account, Page, Group or Event.
- Impersonate others by:
    - Using their photos with the explicit aim to deceive others.
    - Creating an account assuming to be or speak 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.
- Are under 13 years old.
- Are a convicted sex offender.
- Are prohibited from receiving our products, services or software under applicable laws.

In certain cases, such as those outlined below, we will seek further information about an account before taking actions ranging from temporarily restricting accounts to permanently disabling them.

- Accounts misrepresenting their identity (Facebook and Messenger only) by:
    - Using a name that does not abide by our name policies.
    - Providing a false date of birth.
    - Creating a single account that represents or is used by more than one person.
    - Maintaining multiple accounts as a single user.
- Compromised accounts.
- Empty accounts with prolonged dormancy.

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 usin g 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 includes the security of their personal information and accounts, profiles, and other Facebook entities they may manage, as well as our products and services more broadly. Attempts to gather sensitive personal information or engage in unauthorized access 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 or engage in unauthorized accessthe abuse of our platform and products, or services.

Do not:

Attempt to compromise user accounts, profiles, or other Facebook entities, abuse our products or services, gather sensitive information through deceptive means, or attempt to engage in unauthorized access, including:

- Gaining access to accounts , profiles, Facebook, Inc. entities, or user data other than your ownthrough deceptive means or without explicit permission from the account, profile, or entity owner.
- Encouraging or deceiving users to download or run files or programs that will compromise a user's online or data security, including through malicious software or websites.. Such files and programs will be deemed malicious software or "malware" if they harm or gain unauthorized access to a computer, device, or network.
- Attempting to obtain, acquire or request another user's login credentialsor other sensitive information, , 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)or the use of malicious software or websites..
- Publicly sharing your own or others' login information, either on platform or through a third party service.
- Creating, sharing, or hosting malicious software browser extensions and mobile applications, on or off platform that put our users or products and services at risk.
- 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.

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

Do not post:

- Videos that have 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:
    - A subject of the video said words that they did not say, AND
    - The video 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 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.

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

When brought to our attention by the legacy contact or a family member of the deceased, we will:

- Remove violating comments on a memorialized profile, which would typically require the individual to self report so that we know that they are unwanted
- 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

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

We may remove content created for the purpose of identifying a private minor if there may be a risk to the minor's safety when requested

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. This includes content where a symbol represents the target and/or includes a visual of an armament or method to represent violence
- 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 or method that represents violence
- Statements advocating for high-severity violence
- 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.

Content that depicts abductions or kidnappings if it is clear the content is not being shared by a victim or their family as a plea for help, or shared for informational, condemnation or awareness raising purposes

Threats of high-severity violence using digitally produced or altered imagery to target living people with armaments, methods of violence or dismemberment.

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

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

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 violence due to voting, voter registration or the administration or outcome of an election

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 polling places, or locations used to count votes or administer an election (or encouraging others to do the same).

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

Do not post:

- Content that puts LGBTQI+ people at risk by revealing their sexual identity against their will or without permission
- Content that puts unveiled women at risk by revealing their images without veil against their will or without permission
- Violent threats against law enforcement officers
- Violent threats against people accused of a crime. We remove this content when we have reason to believe that the content is intended to cause physical harm
- Misinformation and unverifiable rumors that contribute to the risk of imminent violence or physical harm
    - Additionally, we have specific rules and guidance regarding content related to COVID-19 and vaccines. To see these specific rules please click here.
- Coded statements where the method of violence or harm is not clearly articulated, but the threat is veiled or implicit. Facebook looks at the below signals to determine whether there is a threat of harm in the content.
    - Shared in a retaliatory context (e.g., expressions of desire to do something harmful to others in response to a grievance or threat that may be real, perceived or anticipated)
    - References to historical or fictional incidents of violence (e.g., content that threatens others by referring to known historical incidents of violence that have been executed throughout history or in fictional settings)
    - Acts as a threatening call to action (e.g., content inviting or encouraging others to carry out harmful acts or to join in carrying out the harmful acts)
    - Indicates knowledge of or shares sensitive information that could expose others to harm (e.g., content that either makes note of or implies awareness of personal information that might make a threat of physical violence more credible. This includes implying knowledge of a person's residential address, their place of employment or education, daily commute routes, or current location)
    - Local context or subject matter expertise confirms that the statement in question could be threatening, and/or could lead to imminent violence or physical harm.
    - The subject of the threat reports the content to us.
- Threats against election officials
- Implicit statements of intent or advocacy, calls to action, or aspirational or conditional statements to bring armaments to locations, including but not limited to places of worship, educational facilities, polling places, or locations used to count votes or administer an election (or encouraging others to do the same). We may also restrict calls to bring armaments to certain locations

where there are temporarily signals of a heightened risk of violence or offline harm. This may be the case, for example, when there's a known protest and counter-protest planned or violence broke out at a protest in the same city within the last 7 days

2. Dangerous Individuals and Organizations[1]

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, mass murders or attempted mass murders, 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.

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[1] Note from Facebook's records, 26 August 2021: "For the sake of transparency we've added specific language about our sanctions obligations related to United States Government designated Specially Designated Narcotics Trafficking Kingpins (SDNTKs), Foreign Terrorist Organizations (FTOs), and Specially Designated Global Terrorists (SDGTs)."

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, but we require people to clearly indicate their intent. If the intention is unclear, we may remove content.

We Remove:

We remove Praise, Substantive Support, and Representation of various Dangerous Organizations. These concepts apply to the organizations themselves, their activities, and their members. These concepts do not proscribe peaceful advocacy for particular political outcomes.

Praise, defined as any of the below:

- Speak positively about a designated entity or event;
    - E.g., “The fighters for the Islamic State are really brave!”
- Give a designated entity or event a sense of achievement;
    - E.g., “Timothy McVeigh is a martyr.”
- Legitimizing the cause of a designated entity by making claims that their hateful, violent, or criminal conduct is legally, morally, or otherwise justified or acceptable;
    - E.g., “Hitler did nothing wrong.”
- Aligning oneself ideologically with a designated entity or event.
    - E.g., “I stand with Brenton Tarrant.”

We remove Praise of Tier 1 entities and designated events. We will also remove praise of violence carried out by Tier 2 entities.

Substantive Support, defined as any of the below:

- Any act which improves the financial status of a designated entity - including funnelling money towards, or away from a designated entity;
    - E.g., “Donate to the KKK!”
- Any act which provides material aid to a designated entity or event;

    - E.g., “If you want to send care packages to the Sinaloa Cartel, use this address:”
- Putting out a call to action on behalf of a designated entity or event;
    - E.g., “Contact the Atomwaffen Division - (XXX) XXX-XXXX”
- Recruiting on behalf of a designated entity or event;
    - E.g., “If you want to fight for the Caliphate, DM me”
- Channeling information or resources, including official communications, on behalf of a designated entity or event
    - E.g., Directly quoting a designated entity without caption that condemns, neutrally discusses, or is a part of news reporting.

We remove Substantive Support of Tier 1 and Tier 2 entities and designated events.

Representation, defined as any of the below:

- Stating that you are a member of a designated entity, or are a designated entity;
    - E.g., “I am a grand dragon of the KKK.”
- Creating a Page, Profile, Event, Group, or other Facebook entity that is or purports to be owned by a Designated Entity or run on their behalf, or is or purports to be a designated event.
    - E.g., A Page named “American Nazi Party.”

We remove Representation of Tier 1 and 2 Designated Organizations, Hate-Banned Entities, and designated events.

Types and Tiers of Dangerous Organizations

Tier 1: Terrorism, organized hate, large-scale criminal activity, mass and multiple murderers, and violating violent events

We do not allow individuals or organizations involved in organized crime, including those designated by the United States government as specially designated narcotics trafficking kingpins (SDNTKs); hate; or terrorism, including entities designated by the United States government as Foreign Terrorist Organizations (FTOs) or Specially Designated Global Terrorists (SDGTs), to have a presence onthe platform. We also don't allow other people to represent these entities. We do not allow leaders or prominent members of these organizations to have a presence on the platform, symbols that represent them to be used on the platform, or content that praises them or their acts. In addition, we remove any coordination of substantive support for these individuals and organizations.

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

We also do not allow Praise, Substantive Support, or Representation of designated hateful ideologies.

Terrorist organizations and individuals, defined as a 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, defined as an association of three or more people that:

- is organized under a name, sign, or symbol; and
- has an ideology, statements, or physical actions that attack individuals based on characteristics, including race, religious affiliation, national origin, disability, ethnicity, gender, sex, sexual orientation, or serious disease.

Criminal Organizations, defined as an association of three or more people that:

- is united under a name, color(s), hand gesture(s) or recognized indicia; and
- has engaged in or threatens to engage in criminal activity such as homicide, drug trafficking, or kidnapping.

Mass and Multiple Murderers

- We consider an event to be a mass murder or an attempted mass murder if it results in three or more casualties in one incident, defined as deaths or serious injuries. Any Individual who has committed such an attack is considered to be a mass murderer or an attempted mass murderer.
- We consider any individual who has committed two or more murders over multiple incidents or locations a multiple murderer.

Hateful Ideologies

- While our designations of organizations and individuals focus on behavior, we also recognize that there are certain ideologies and beliefs that are inherently tied to violence and attempts to organize people around calls for violence or exclusion of others based on their protected characteristics. In these cases, we designate the ideology itself and remove content that supports this ideology from our platform. These ideologies include:
    - Nazism
    - White Supremacy
    - White Nationalism
    - White Separatism
- We remove explicit Praise, Substantive Support, and Representation of these ideologies, and remove individuals and organizations that ascribe to one or more of these hateful ideologies.

Tier 2: Violent Non-State Actors

Organizations and individuals designated by Facebook as Violent Non-state Actors are not allowed to have a presence on Facebook, or have a presence maintained by others on their behalf. As these groups are actively engaged in violence, substantive support of these entities is similarly not allowed. We will also remove praise of violence carried out by these entities.

Violent Non-State Actors, defined as any non-state actor that:

- engages in purposive and planned acts of violence primarily against a government military or other armed groups; and
- that causes or attempts to
    - cause death to persons taking direct part in hostilities in an armed conflict, and/or
    - deprive communities of access to vital infrastructure and natural resources, and/or bring significant damage to property, linked to death, serious injury or serious harm to civilians

Tier 3: Militarized Social Movements, Violence-Inducing Conspiracy Networks, and Hate Banned Entities

Pages, Groups, Events, and Profiles or other Facebook entities that are - or claim to be - maintained by, or on behalf of, Militarized Social Movements and Violence-Inducing Conspiracy Networks are prohibited. Admins of these pages, groups and events will also be removed.

Click here to read more about how we address movements and organizations tied to violence.

We do not allow Representation of Organizations and individuals designated by Facebook as Hate-Banned Entities.

Militarized Social Movements (MSMs), which include:

- **Militia Groups**, defined as non-state actors that use weapons as a part of their training, communication, or presence; and are structured or operate as unofficial military or security forces and:
    - Coordinate in preparation for violence or civil war; or
    - Distribute information about the tactical use of weapons for combat; or
    - Coordinate militarized tactical coordination in a present or future armed civil conflict or civil war.
- **Groups supporting violent acts amid protests**, defined as non-State actors that repeatedly:
    - Coordinate, promote, admit to or engage in:
    - Acts of street violence against civilians or law enforcement; or
    - Arson, Looting, or other destruction of property; or
    - Threaten to violently disrupt an election process; or
    - Promote bringing weapons to a location when the stated intent is to intimidate people amid a protest.

Violence-Inducing Conspiracy Networks (VICNs), defined as a Non-State Actor that:

- Organizes under a name, sign, mission statement, or symbol; and
- Promote theories that attribute violent or dehumanizing behavior to people or organizations that have been debunked by credible sources; and
- Has inspired multiple incidents of real-world violence by adherents motivated by the desire to draw attention to or redress the supposed harms promoted by these debunked theories.

Hate-Banned Entities, defined as entities that engage in repeated hateful conduct or rhetoric, but do not rise to the level of a Tier 1 entity because they have not engaged in or explicitly advocated for violence, or because they lack sufficient connections to previously designated organizations or figures.

3. Coordinating Harm and Promoting 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:

<u>Harm against people</u>

- Depicting, admitting to or promoting acts of physical harm against people, including acts of domestic violence - except when shared in the context of redemption or defense.
- Swatting - specifically statements of intent, calls to action, representing, supporting, advocating for, depicting, admitting to or speaking positively about it.
- Depicting, promoting, advocating for or encouraging participation in a high risk viral challenge.
- Promoting or advocating for harmful miracle cures for health issues.
- Coordinating, depicting, admitting to or promoting active and deliberate spread of communicable diseases by you or your associates

<u>Harm against animals</u>

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 who can participate in the census and what information or materials must be provided in order to participate
- Content claiming that the U.S. Immigration and Customs Enforcement (ICE) is at a voting location
- Explicit claims that people will be infected by COVID (or another communicable disease) if they participate in the voting process.

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

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

Do not post:

- Content revealing the identity of someone as a witness, informant, activist, or individuals whose identity or involvement in a legal case has been restricted from public disclosure
- Imagery that is likely to deceive the public as to its origin if:
    - The entity depicted or an authorized representative objects to the imagery, and
    - The imagery has the potential to cause harm to members of the public
- Other misrepresentations related to voting in an official election or census participation may be subject to false news standards, as referenced in section 20
- Misrepresentation of whether a candidate is running or not
- Calls for coordinated interference that would affect an individual's ability to participate in an official census or election
- Content stating that census or voting participation may or will result in law enforcement consequences (for example, arrest, deport or imprisonment)
- Misrepresentation of government involvement in the census, including, where applicable, that an individual's census information will be shared with another (non-census) government agency
- Statements of intent, support, or advocacy to go to an election site, voting location, or vote counting location when the purpose of going to the site is to monitor or watch voters or election officials' activity using militaristic language (e.g. "war," "army," or "soldier") or an expressed goal to intimidate, exert control or display power (e.g. "let's show them who's boss!," "if they're scared, they won't vote!")
- Content coordinating interference with the administration of the COVID-19 vaccine
- Content calling to action, advocating, or promoting that others not get the COVID-19 vaccine

4. Restricted Goods and Services[2]

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.

[2] Note from Facebook's records: "The policy has been updated to refine the definition of promotion, improve references to "solicit," and clarify certain aspects of the policy. It also reorganizes sections to mirror internal documentation."

Do not post:

Firearms

Content that:

- Attempts to donate or gift firearms, firearm parts, ammunition, explosives, or lethal enhancements except when posted in the following contexts:
    - Donating, trading in or buying back firearms and ammunition by a Page, Group or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites, brands or government agencies, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
    - An auction or raffle of firearms by legitimate brick-and-mortar entities, including retail businesses, government-affiliated organizations or non-profits, or private individuals affiliated with or sponsored by legitimate brick-and-mortar entities.
- Asks for firearms, firearm parts, ammunition, explosives, or lethal enhancements
- Sells, gifts, exchanges, transfers, coordinates, promotes (by which we mean speaks positively about, encourages the use of) or provides access to 3D printing or computer-aided manufacturing instructions for firearms or firearms parts regardless of context or poster.

Non-medical drugs

Content that:

- Attempts to buy, sell, trade, donate,or gift or asks for 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. This content may not speak positively about, encourage use of, coordinate or provide instructions to make or use non-medical drugs.
- Coordinates or promotes (by which we mean speaks positively about, encourages the use of, or provides instructions to use or make) non-medical drugs.

Pharmaceutical drugs

Content that:

- Attempts to buy, sell or trade pharmaceutical drugs except when:
    - Listing the price of vaccines in an explicit education or discussion context.
    - Offering delivery when posted by legitimate healthcare e-commerce businesses.
    - Attempts to donate or gift pharmaceutical drugs

    - Asks for pharmaceutical drugs except when content discusses the affordability, accessibility or efficacy of pharmaceutical drugs in a medical context

Marijuana

Content that attempts to buy, sell, trade, donate or gift or asks for marijuana.
Endangered species (wildlife and plants):

Content that:

- Attempts to buy, sell, trade, donate, or gift or asks for endangered species or their parts.
- Admits to poaching, buying or trading of endangered species or their parts committed by the poster of the content either by themselves or their associatesthrough others. This does not include depictions of poaching by strangers.
- Depicts poaching of endangered species or their parts committed by the poster of the content by themselves or their associates.
- Shows coordination or promotion (by which we mean speaks positively about, encourages the poaching of, or provides instructions to use or make products from endangered species or their parts)

Live non-endangered animals excluding livestock

- Content that attempts to buy, sell or trade live non-endangered animals except when:
    - Posted by a Page, Group or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, legitimate websites, brands, or rehoming shelters, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
    - Posted in the context of donating or rehoming live non-endangered animals, including rehoming fees for peer-to-peer adoptions, selling an animal for a religious offering, or offering a reward for lost pets.

Human blood

- Content that attempts to buy, sell or trade human blood.
- Content that asks for human blood except for a donation or gift.

Alcohol / tobacco

Content that:

- Attempts to buy, sell or trade alcohol or tobacco except when:
    - Posted by a Page, Group, or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites or brands, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.

- Content refers to alcohol/tobacco that will be exchanged or consumed on location at an event, restaurant, bar, party and so on.
- Attempts to donate or gift alcohol or tobacco except when posted by a Page, Group, or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites or brands, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
- Asks for alcohol or tobacco

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 or gift or asks for historical artifacts.

Except when any of the above occurs in a fictional or documentary context

For the following content, we restrict visibility to adults 21 years of age and older:

Firearms

- Content posted by or promoting legitimate brick-and-mortar entities, including retail businesses websites, brands, or government agencies which attempts to buy, sell, trade, donate or gift (including in the context of an auction or a raffle) firearms, firearm parts, ammunition, explosives, or lethal enhancements.

For the following content, we restrict visibility to adults 18 years of age and older:

Alcohol/tobacco

- Content posted by or promoting legitimate brick-and-mortar entities, including retail businesses websites or brands, which attempts to buy, sell, trade, donate or gift of alcohol or tobacco products off of Facebook's services.

Bladed weapons

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

Weight loss products and potentially dangerous cosmetic procedures

Content that

- Attempts to buy, sell, trade, donate or gift weight loss products or potentially dangerous cosmetic procedures.
- Admits to or depicts using a weight loss product, or potentially dangerous cosmetic procedures, except when admitting to use in a disapproval context.

- Shows coordination or promotion (by which we mean speaks positively, encourages the use of or provides instructions to use or make a diet product or perform dangerous cosmetic procedures).

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.

Sex toys and sexual enhancement products

- Content that attempts to buy, sell, trade, donate or gift sex toys and sexual enhancement products

5. Fraud and Deception[3]

I. Violence and Criminal Behavior

Policy Rationale

In an effort to prevent fraudulent activity that can harm people or businesses, we remove content that purposefully deceives, willfully misrepresents or otherwise defrauds or exploits others for money or property. This includes content that seeks to coordinate or promote these activities using our services.

We allow people to raise awareness and educate others as well as condemn these activities unless this includes content that contains sensitive information, such as personally identifiable information.

Do not post:

Content that provides instructions on, engages in, promotes, coordinates, encourages, facilitates, admits to, recruits for, or admits to the offering or solicitation of any of the following activities:

[3] Note from Facebook's records: "This update clarifies that people are allowed to raise awareness and condemn fraudulent or deceptive activities but they may not include sensitive information or personally identifiable information when doing so."

- Deceiving others to generate a financial or personal benefit to the detriment of a third party or entity through:
    - Investment or financial scams:
        - Loan scams
        - Advance fee scams.
        - Gambling scams
        - Ponzi or pyramid schemes.
        - Money or cash flips or money muling.
        - Investment scams with promise of high rates of return.
    - Inauthentic identity scams:
        - Charity scams.
        - Romance or impersonation scams
        - Establishment of false businesses or entities.
    - Product or rewards scams:
        - Grant and benefits scams.
        - Tangible, spiritual or illuminati scams.
        - Insurance scams, including ghost broking
        - Fake jobs, work from home or get-rich-quick scams.
        - Debt relief or credit repair scams.

- Engaging with others to generate a financial or personal benefit at a loss for a third party, such as people, businesses or organisations through:
    - Fake documents or financial instruments by:
        - Creating, selling or buying of:
            - Fake or forged documents.
            - Fake or counterfeit currency or vouchers.
            - Fake or forged educational and professional certificates.
    - Stolen information, goods, or services by:
        - Credit card fraud and goods or property purchases with stolen financial information
        - Trading, selling or buying of:
            - Personal Identifiable Information.
            - Fake and misleading user reviews or ratings.
            - Future exam papers or answer sheets.
            - Credentials for subscription services.
        - Betting manipulation (for example match fixing).
        - Manipulation of measuring devices such as electricity or water meters in order to bypass their authorised or legal use.

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

Do not post:

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

- Bribery.

- Embezzlement.
- Money laundering (concealment of the origins of criminally obtained money).

6. Suicide and Self-Injury

II. Safety

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide assistance to people in distress.

While we don't allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if someone is at immediate risk of harming themselves, we will contact local emergency services to get them help.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

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

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

We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g., government agencies, NGOs).

7. Child Sexual Exploitation, Abuse and Nudity

II. Safety

Policy Rationale

We do not allow content that sexually exploits or endangers children. When we become aware of apparent child exploitation, we report it to the National Center for Missing and Exploited Children (NCMEC), in compliance with applicable law. We know that sometimes people share nude images of their own children with good intentions; however, we generally remove these images because of the potential for abuse by others and to help avoid the possibility of other people reusing or misappropriating the images.

We also work with external experts, including the Facebook Safety Advisory Board, to discuss and improve our policies and enforcement around online safety issues, especially with regard to children. Learn more about the technology we're using to fight against child exploitation.

Do not post:

Child sexual exploitation

Content that threatens, depicts, praises, supports, provides instructions for, makes statements of intent, admits participation in or shares links of the sexual exploitation of children (real or non-real minors, toddlers or babies), including but not limited to:

- Sexual intercourse
    - Explicit sexual intercourse or oral sex, 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 or oral sex, including when contact is imminent or not directly visible.
    - Stimulation of genitals or anus, including when activity is imminent or not directly visible.
    - Presence of by-products of sexual activity.
    - Any of the above involving an animal.
- Children with sexual elements, including but not limited to:
    - Restraints.
    - Focus on genitals.
    - Presence of aroused adult.
    - Presence of sex toys.
    - Sexualised costume.
    - Stripping.

    - Staged environment (for example, on a bed) or professionally shot (quality/focus/angles).
    - Open-mouth kissing.
- Content of children in a sexual fetish context.
- Content that supports, promotes, advocates or encourages participation in pedophilia unless it is discussed neutrally in an academic or verified health context.
- Content that identifies or mocks alleged victims of child sexual exploitation by name or image.

Solicitation

Content that solicits

- Imagery of child sexual exploitation
- Nude imagery of children
- Sexualized imagery of children
- Real-world sexual encounters with children

Inappropriate interactions with children

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

- Arranging or planning real-world sexual encounters with children
- Purposefully exposing children to sexually explicit language or sexual material
- Engaging in implicitly sexual conversations in private messages with children
- Obtaining or requesting sexual material from children in private messages

Exploitative intimate imagery and sextortion

Content that attempts to exploit minors by:

- Coercing money, favors or intimate imagery with threats to expose intimate imagery or information.
- Sharing, threatening or stating an intent to share private sexual conversations or intimate imagery.

Sexualization of children

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children

- Content (including photos, videos, real-world art, digital content, and verbal depictions) that shows children in a sexualized context.
- Groups, Pages and profiles targeted to sexualizing children.

Child nudity

Content that depicts child nudity where nudity is defined as:

- Close-ups of children's genitalia
- Real nude toddlers, showing:
    - Visible genitalia, even when covered or obscured by transparent clothing.
    - Visible anus and/or fully nude close-up of buttocks.
- Real nude minors, showing:
    - Visible genitalia (including genitalia obscured only by pubic hair or transparent clothing)
    - Visible anus and/or fully nude close-up of buttocks.
    - Uncovered female nipples.
    - No clothes from neck to knee - even if no genitalia or female nipples are showing.
- Digitally-created depictions of nude minors, toddlers or babies unless the image is for health or educational purposes.

Non-sexual child abuse

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.

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

- Videos or photos that depict police officers or military personnel committing non-sexual child abuse.
- Imagery of non-sexual child abuse, when law enforcement, child protection agencies, or trusted safety partners request that we leave the content on the platform for the express purpose of bringing a child back to safety.

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

- Videos or photos of violent immersion of a child in water in the context of religious rituals.

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

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

- Imagery posted by a news agency that depicts child nudity in the context of famine, genocide, war crimes, or crimes against humanity, unless

accompanied by a violating caption or shared in a violating context, in which case the content is removed.

8. Adult Sexual Exploitation

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 have 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:

- Sextortion: Coercing money, favors or intimate imagery from people with threats to expose their intimate imagery or intimate information

- Sharing, threatening, stating an intent to share, offering or asking for imagery known as "revenge porn" or “non-consensual intimate images” that fulfills all 3 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 mock, sexualize or expose 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.

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 the victim or condemnation of the act or for general awareness to be determined by context/caption.

Content mocking the concept of non-consensual sexual touching

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

We may restrict visibility to people over the age of 18 and include a warning label on certain fictional videos (e.g., digital and hand-drawn imagery, film and TV show scenes, comic books, music videos) that depict non-consensual sexual touching.

In addition to our at-scale policy of removing content that threatens or advocates rape or other non-consensual sexual touching, we may also disable the posting account.

9. Bullying and Harassment

II. Safety

Policy Rationale

Bullying and harassment happen in many places and come in many different forms from making threats and 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 personal 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 post and share 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 are doing to protect people from bullying and harassment here.

Note: This policy does not apply to individuals who are part of designated organizations under the Dangerous Organizations and Individuals policy or individuals who died prior to 1900.

Do not:

Tier 1: Target anyone maliciously by:

- Repeatedly contacting someone in a manner that is:
    - Unwanted, or
    - Sexually harassing, or
    - Directed at a large number of individuals with no prior solicitation.

- Attacking someone based on their status as a victim of sexual assault, sexual exploitation, sexual harassment, or domestic abuse.
- Calling for self-injury or suicide of a specific person, or group of people.
- Attacking someone 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 or terrorist attacks 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 to contract or develop a medical condition.
    - Making statements of intent of advocating to engage in sexual activity.
    - Calling for, or making statements of intent to engage in, bullying and/or harassment.
    - 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:
    - Attacks referenced in Tier 1, 2 and 4 of this policy.
    - Targeted cursing.
    - Calls for death, serious disease, disability, epidemic disease or physical harm.

Tier 2: Target private individuals, involuntary public figures or public figures who are minors with:

- Calls for death, or to contract or develop a medical condition.
- Female-gendered cursing terms when used in a derogatory way.
- Claims about sexual activity or sexually transmitted diseases except in the context of criminal allegations against adults about non-consensual sexual touching. .
- 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.

Tier 3: Target public figures by purposefully exposing them to:

- For adults:
    - Calls for death, or to contract or develop a medical condition.
    - Claims about sexually transmitted disease
    - Female-gendered cursing terms when used in a derogatory way.
    - Content that praises, celebrates or mocks their death or medical condition.

- 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 and so on).

Tier 4: Target private individuals or involuntary 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 and so on).
- Attacks through negative physical descriptions.
- Content that ranks individuals on physical appearance or personality.
- Content sexualizing another adult.
- Content that further degrades or expresses disgust toward individuals who are depicted menstruating, urinating, vomiting, or defecating.
- Content that further degrades individuals who are depicted being physically bullied except in self-defense and fight-sport contexts..
- Content that praises, celebrates, or mocks their death or serious physical injury.
- In addition to the above, attacks through Pages or Groups:
    - Negative character or ability claims.
    - First-person voice bullying only if the object targets more than one private individual.

Tier 5: 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 and business reviews against adults. We allow criminal allegations so that people can draw attention to personal experiences or offline events. In

cases in which criminal allegations pose off-line harm to the named individual, however, we may remove them.
- Expressions of contempt or disgust, except in the context of criminal allegations against adults.

Tier 6: Target private individuals who are minors with:

- Allegations about criminal or illegal behavior.
- Videos of physical bullying shared in a non-condemning context.

Tier 7: Target private individuals (who must self-report) with:

- First-person voice bullying.
- Unwanted manipulated imagery.
- Comparison to other public, fictional or private individuals on the basis of physical appearance
- Claims about religious identity or blasphemy.
- 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.

We add a cover to this content so people can choose whether to see it:

Videos of physical bullying against minors shared in a condemning context

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

Do not:

- Post content that targets private individuals through unwanted Pages, Groups and Events. We remove this content when it is reported by the victim or an authorized representative of the victim.
- Create accounts to contact someone who has blocked you.
- Post attacks that use derogatory terms related to female gendered cursing. We remove this content when the victim or an authorized representative of the victim informs us of the content, even if the victim has not reported it directly.
- Post content that would otherwise require the victim to report the content or an indicator that the poster is directly targeting the victim (for example the victim is tagged in the post or comment). We will remove this content if we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Post content praising, celebrating or mocking anyone's death. We also remove content targeting a deceased individual that we would normally require the victim to report.
- Post content calling for or stating an intent to engage in behavior that would qualify as bullying and harassment under our policies. We will remove this

content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.

- Engage in mass harassment against individuals that targets them based on their decision to take or not take the COVID-19 vaccine with:
    - Statements of mental or moral inferiority based on their decision, or
    - Statements that advocate for or allege a negative outcome as a result of their decision, except for widely proven and/or accepted COVID-19 symptoms or vaccine side effects.
- Remove directed mass harassment, when:
    - Targeting, via any surface, ‘individuals at heightened risk of offline harm’, defined as:
        - Human rights defenders
        - Minors
        - Victims of violent events/tragedies
        - Opposition figures in at-risk countries during election periods
        - Government dissidents who have been targeted based on their dissident status
        - Ethnic and religious minorities in conflict zones
        - Member of a designated and recognizable at-risk group
    - Targeting any individual via personal surfaces, such as inbox or profiles, with:
        - Content that violates the bullying and harassment policies for private individuals or,
        - Objectionable content that is based on a protected characteristic
- Disable accounts engaged in mass harassment as part of either
    - State or state-affiliated networks targeting any individual via any surface.
    - Adversarial networks targeting any individual via any surface with:
        - Content that violates the bullying and harassment policies for private individuals or,
        - Content that targets them based on a protected characteristic, or,
        - Content or behavior otherwise deemed to be objectionable in local context

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 engagein 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

Policy Rationale

Privacy and the protection of personal information are fundamentally important values for Facebook. We work hard to safeguard your personal identity and information and we do not allow people to post personal or confidential information about yourself or of others.

We remove content that shares, offers or solicits personally identifiable information or other private information that could lead to physical or financial harm, including financial, residential, and medical information, as well as private information obtained from illegal sources.

We also provide people ways to report imagery that they believe to be in violation of their privacy rights.

Do not post:

Content that shares or solicits any of the following private information, either on Facebook or through external links:

Personally identifiable information about yourself or others

- Personal identity: identifying individuals through government-issued numbers
  - National identification number (for example Social Security Numbers (SSN), Passport Number, National Insurance/Health Service Number, Personal Public Service Number (PPS), Individual Taxpayer Identification Numbers (ITINs))
  - Government IDs of law enforcement, military, or security personnel
- Personal information: directly identifying an individual, by indicating the ID number or registration information and the individual's name
  - Records or official documentation of civil registry information (marriage, birth, death, or name change, gender recognition, and so on)
  - Immigration and work status documents (for example, green cards, work permits, visas, or immigration papers)
  - Driver's licenses or license plates
  - Credit Privacy Number (CPN)
- Digital identity: authenticating access to an online identity
  - Email addresses with passwords
  - Digital identities with passwords
  - Passwords, pins, or codes to access private information
- Personal contact information of others such as phone numbers, addresses and email addresses

Other Private Information

Financial information

Personal financial information about yourself or others, including:

Non-public financial records or statements

Bank account numbers with security or pin codes

Digital payment method information with log-in details, security or pin codes

Credit or debit card information with validity dates or security pins or codes

Financial information about businesses or organizations, including:

Financial records or statements except when the financial records of the business are publicly available (for example listed on stock exchanges, regulatory agencies, and so on)

Bank account numbers accompanied by security or pin codes

Digital payment method information accompanied by log-in details, security or pin codes

Residential information

Imagery that display the external view of private residences if all of 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/neighborhood or GPS pins (for example, a pin from Google Maps) are identified

The content identifies the resident(s)

That same resident objects to the exposure of their private residence or there is context of organizing protests against the resident (this does not include embassies that also serve as residences)

Content that exposes information about safe houses by sharing any of the below, unless the safe house is actively promoting information about their facility

Actual address (note: 'Post Box only' is allowed)

Images of the safe house

Identifiable city/neighborhood of the safe house

Information exposing the identity of the safe house residents

Medical information

Records or official documentation displaying medical, psychological, biometric, or genetic hereditary of others

Information obtained from hacked sources

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

Status or occupation related information

Content that exposes the undercover status of law enforcement, military, or security personnel if:

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

The imagery identifies the faces of the law enforcement personnel and explicitly mentions their undercover status

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

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

We remove:

Content that puts a defector at risk by outing the individual with personally identifiable information when the content is reported by credible government channels
Depictions of someone in a medical or health facility if reported by the person pictured or an authorized representative

12. Hate Speech

III. Objectionable Content

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.

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".
        - Dalits, scheduled caste or ‘lower caste’ people as menial laborers.

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:

- Segregation in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting segregation.
- Exclusion in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting, defined as
    - Explicit exclusion, which means things like expelling certain groups or saying they are not allowed.
    - Political exclusion, which means denying the right to right to political participation.
    - Economic exclusion, which means denying access to economic entitlements and limiting participation in the labour market.
    - Social exclusion, which means things like denying access to spaces (physical and online)and social services.

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 characteristics.

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

Do not post:

- Content explicitly providing or offering to provide products or services that aim to change people's sexual orientation or gender identity.
- Content attacking concepts, institutions, ideas, practices, or beliefs associated with protected characteristics, which are likely to contribute to imminent physical harm, intimidation or discrimination against the people associated with that protected characteristic. Facebook looks at a range of signs to determine whether there is a threat of harm in the content. These include but are not limited to: content that could incite imminent violence or intimidation; whether there is a period of heightened tension such as an election or ongoing conflict; and whether there is a recent history of violence against the targeted protected group. In some cases, we may also consider whether the speaker is a public figure or occupies a position of authority.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that 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

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 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, or 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

Policy Rationale[4]

We restrict the display of nudity or sexual activity because some people in our community may be sensitive to this type of content. Additionally, we default to removing sexual imagery to prevent the sharing of non-consensual or underage

[4] Note from Facebook's records, 26 August 2021: "These edits reflect how we enforce this policy and are being added to the Community Standards for transparency."

content. Restrictions on the display of sexual activity also apply to digitally created content unless it is posted for educational, humorous, or satirical purposes.

Our nudity policies have become more nuanced over time. We understand that nudity can be shared for a variety of reasons, including as a form of protest, to raise awareness about a cause, or for educational or medical reasons.

Where such intent is clear, we make allowances for the content. For example, while we restrict some images of female breasts that include the nipple, we allow other images, including those depicting acts of protest, women actively engaged in breast-feeding and photos of post-mastectomy scarring. For images depicting visible genitalia or the anus in the context of birth and after-birth moments or health-related situations we include a warning label so that people are aware that the content may be sensitive. We also allow photographs of paintings, sculptures, and other art that depicts nude figures.

Do not post:

Imagery of

- Real nude adults, if it depicts:
    - Visible genitalia except in the context of birth giving and after-birth moments or health-related situations (for example, gender confirmation surgery, 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 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 female breasts, defined as a grabbing motion with curved fingers that shows both marks and clear shape change of the breasts. We allow squeezing in breastfeeding contexts.
- 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, except when posted in an educational or scientific context, or when it meets one of the criteria below and shown only to individuals 18 years and older.

- Extended audio of sexual activity

We only show this content to individuals 18 and older:

- Real world art that depicts sexual activity.
- Posting photographs or videos of objects that depict sexual activity in real-world art.
- Implied sexual activity in advertisements.
- Implied sexual activity in recognized fictional images or with indicators of fiction.
- Digital content that meets our definition of sexual activity, where:
    - The sexual activity (intercourse or other sexual activities) isn't directly visible.
    - The content was posted in a satirical or humorous context.
    - 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 or commercial sexual services between adults such as prostitution or escort services. We do this to avoid facilitating transactions that may involve trafficking, coercion, and non-consensual sexual acts. 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:

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.

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[5]

III. Objectionable Content

Policy Rationale

We believe that people share and connect more freely when they do not feel targeted based on their vulnerabilities. As such, we have higher expectations for content that we call cruel and insensitive, which we define as content that targets victims of serious physical or emotional harm.

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:

[5] Note from the Platform Governance Archive: Section 16 was removed from the Community Standards at some point between 8 August 2021 and 14 September 2021. We know this from records of the site on the Internet Archive's Wayback Machine because Facebook's records do not show that or when exactly it was removed. It might have therefore not been part of this version of the Community Standards anymore. However, we have only removed it in the version from 30 September 2021 because that's when we can safely say that it had been removed.

Content that depicts real people and laughs at or makes fun of their serious physical injury, starvation, or serious or fatal disease or disability.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. Account Integrity and Authentic Identity

IV. Integrity and Authenticity

Policy Rationale

Authenticity is the cornerstone of our community. We believe that authenticity helps create a community where people are accountable to each other, and to Facebook, in meaningful ways. We want to allow for the range of diverse ways that identity is expressed across our global community, while also preventing impersonation and identity misrepresentation. That is why we require people to connect on Facebook using the name they go by in everyday life. Our authenticity policies are intended to create a safe environment where people can trust and hold one another accountable.

In order to maintain a safe environment and empower free expression, we remove accounts that are harmful to the community, including those that compromise the security of other accounts and our services. We have built a combination of automated and manual systems to block and remove accounts that are used to persistently or egregiously abuse our Community Standards.

Because account level removal is a severe action, whenever possible, we aim to give our community a chance to learn our rules and follow our Community Standards. Penalties, including account disables, are designed to be proportionate to the severity of the violation and the risk of harm posed to the community. Continued violations, despite repeated warnings and restrictions, or violations that pose severe safety risks will lead to an account being disabled.

We do not allow the use of our services and will disable accounts if you:

- Severely violate our Community Standards.
- Persistently violate our Community Standards.
- Represent Dangerous Individuals or Organizations.

- Create or use an account that demonstrates an intent to violate our Community Standards.
- Create an account, Page, Group or Event to evade our enforcement actions, including creating an account to bypass a restriction or after we have disabled your previous account, Page, Group or Event.
- Impersonate others by:
    - Using their photos with the explicit aim to deceive others.
    - Creating an account assuming to be or speak 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.
- Are under 13 years old.
- Are a convicted sex offender.
- Are prohibited from receiving our products, services or software under applicable laws.

In certain cases, such as those outlined below, we will seek further information about an account before taking actions ranging from temporarily restricting accounts to permanently disabling them.

- Accounts misrepresenting their identity (Facebook and Messenger only) by:
    - Using a name that does not abide by our name policies.
    - Providing a false date of birth.
    - Creating a single account that represents or is used by more than one person.
    - Maintaining multiple accounts as a single user.
- Compromised accounts.
- Empty accounts with prolonged dormancy.

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 usin g 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 includes the security of their personal information and accounts, profiles, and other Facebook entities they may manage, as well as our products and services more broadly. Attempts to gather sensitive personal information or engage in unauthorized access 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 or engage in unauthorized accessthe abuse of our platform and products, or services.

Do not:

Attempt to compromise user accounts, profiles, or other Facebook entities, abuse our products or services, gather sensitive information through deceptive means, or attempt to engage in unauthorized access, including:

- Gaining access to accounts , profiles, Facebook, Inc. entities, or user data other than your ownthrough deceptive means or without explicit permission from the account, profile, or entity owner.
- Encouraging or deceiving users to download or run files or programs that will compromise a user's online or data security, including through malicious software or websites.. Such files and programs will be deemed malicious software or "malware" if they harm or gain unauthorized access to a computer, device, or network.
- Attempting to obtain, acquire or request another user's login credentialsor other sensitive information, , 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)or the use of malicious software or websites..
- Publicly sharing your own or others' login information, either on platform or through a third party service.
- Creating, sharing, or hosting malicious software browser extensions and mobile applications, on or off platform that put our users or products and services at risk.
- 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.

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

Do not post:

- Videos that have 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:
    - A subject of the video said words that they did not say, AND
    - The video 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 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.

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

When brought to our attention by the legacy contact or a family member of the deceased, we will:

> Remove violating comments on a memorialized profile, which would typically require the individual to self report so that we know that they are unwanted
> 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

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

We may remove content created for the purpose of identifying a private minor if there may be a risk to the minor's safety when requested

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. This includes content where a symbol represents the target and/or includes a visual of an armament or method to represent violence
- 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 or method that represents violence
- Statements advocating for high-severity violence
- 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.

Content that depicts abductions or kidnappings if it is clear the content is not being shared by a victim or their family as a plea for help, or shared for informational, condemnation or awareness raising purposes

Threats of high-severity violence using digitally produced or altered imagery to target living people with armaments, methods of violence or dismemberment.

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

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

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 violence due to voting, voter registration or the administration or outcome of an election

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 polling places, or locations used to count votes or administer an election (or encouraging others to do the same).

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

Do not post:

- Content that puts LGBTQI+ people at risk by revealing their sexual identity against their will or without permission
- Content that puts unveiled women at risk by revealing their images without veil against their will or without permission
- Violent threats against law enforcement officers
- Violent threats against people accused of a crime. We remove this content when we have reason to believe that the content is intended to cause physical harm
- Misinformation and unverifiable rumors that contribute to the risk of imminent violence or physical harm
    - Additionally, we have specific rules and guidance regarding content related to COVID-19 and vaccines. To see these specific rules please click here.
- Coded statements where the method of violence or harm is not clearly articulated, but the threat is veiled or implicit. Facebook looks at the below signals to determine whether there is a threat of harm in the content.
    - Shared in a retaliatory context (e.g., expressions of desire to do something harmful to others in response to a grievance or threat that may be real, perceived or anticipated)
    - References to historical or fictional incidents of violence (e.g., content that threatens others by referring to known historical incidents of violence that have been executed throughout history or in fictional settings)
    - Acts as a threatening call to action (e.g., content inviting or encouraging others to carry out harmful acts or to join in carrying out the harmful acts)
    - Indicates knowledge of or shares sensitive information that could expose others to harm (e.g., content that either makes note of or implies awareness of personal information that might make a threat of physical violence more credible. This includes implying knowledge of a person's residential address, their place of employment or education, daily commute routes, or current location)
    - Local context or subject matter expertise confirms that the statement in question could be threatening, and/or could lead to imminent violence or physical harm.
    - The subject of the threat reports the content to us.
- Threats against election officials
- Implicit statements of intent or advocacy, calls to action, or aspirational or conditional statements to bring armaments to locations, including but not limited to places of worship, educational facilities, polling places, or locations used to count votes or administer an election (or encouraging others to do the same). We may also restrict calls to bring armaments to certain locations

where there are temporarily signals of a heightened risk of violence or offline harm. This may be the case, for example, when there's a known protest and counter-protest planned or violence broke out at a protest in the same city within the last 7 days

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, mass murders or attempted mass murders, 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, but we require people to clearly indicate their intent. If the intention is unclear, we may remove content.

We Remove:

We remove Praise, Substantive Support, and Representation of various Dangerous Organizations. These concepts apply to the organizations themselves, their activities, and their members. These concepts do not proscribe peaceful advocacy for particular political outcomes.

Praise, defined as any of the below:

- Speak positively about a designated entity or event;
    - E.g., “The fighters for the Islamic State are really brave!”
- Give a designated entity or event a sense of achievement;
    - E.g., “Timothy McVeigh is a martyr.”
- Legitimizing the cause of a designated entity by making claims that their hateful, violent, or criminal conduct is legally, morally, or otherwise justified or acceptable;
    - E.g., “Hitler did nothing wrong.”
- Aligning oneself ideologically with a designated entity or event.
    - E.g., “I stand with Brenton Tarrant.”

We remove Praise of Tier 1 entities and designated events. We will also remove praise of violence carried out by Tier 2 entities.

Substantive Support, defined as any of the below:

- Any act which improves the financial status of a designated entity - including funnelling money towards, or away from a designated entity;
    - E.g., “Donate to the KKK!”
- Any act which provides material aid to a designated entity or event;
    - E.g., “If you want to send care packages to the Sinaloa Cartel, use this address:”
- Putting out a call to action on behalf of a designated entity or event;
    - E.g., “Contact the Atomwaffen Division - (XXX) XXX-XXXX”
- Recruiting on behalf of a designated entity or event;
    - E.g., “If you want to fight for the Caliphate, DM me”

- Channeling information or resources, including official communications, on behalf of a designated entity or event
    - E.g., Directly quoting a designated entity without caption that condemns, neutrally discusses, or is a part of news reporting.

We remove Substantive Support of Tier 1 and Tier 2 entities and designated events.

Representation, defined as any of the below:

- Stating that you are a member of a designated entity, or are a designated entity;
    - E.g., “I am a grand dragon of the KKK.”
- Creating a Page, Profile, Event, Group, or other Facebook entity that is or purports to be owned by a Designated Entity or run on their behalf, or is or purports to be a designated event.
    - E.g., A Page named “American Nazi Party.”

We remove Representation of Tier 1 and 2 Designated Organizations, Hate-Banned Entities, and designated events.

Types and Tiers of Dangerous Organizations

Tier 1: Terrorism, organized hate, large-scale criminal activity, mass and multiple murderers, and violating violent events

We do not allow individuals or organizations involved in organized crime, including those designated by the United States government as specially designated narcotics trafficking kingpins (SDNTKs); hate; or terrorism, including entities designated by the United States government as Foreign Terrorist Organizations (FTOs) or Specially Designated Global Terrorists (SDGTs), to have a presence onthe platform. We also don't allow other people to represent these entities. We do not allow leaders or prominent members of these organizations to have a presence on the platform, symbols that represent them to be used on the platform, or content that praises them or their acts. In addition, we remove any coordination of substantive support for these individuals and organizations.

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

We also do not allow Praise, Substantive Support, or Representation of designated hateful ideologies.

Terrorist organizations and individuals, defined as a 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, defined as an association of three or more people that:

- is organized under a name, sign, or symbol; and
- has an ideology, statements, or physical actions that attack individuals based on characteristics, including race, religious affiliation, national origin, disability, ethnicity, gender, sex, sexual orientation, or serious disease.

Criminal Organizations, defined as an association of three or more people that:

- is united under a name, color(s), hand gesture(s) or recognized indicia; and
- has engaged in or threatens to engage in criminal activity such as homicide, drug trafficking, or kidnapping.

Mass and Multiple Murderers

- We consider an event to be a mass murder or an attempted mass murder if it results in three or more casualties in one incident, defined as deaths or serious injuries. Any Individual who has committed such an attack is considered to be a mass murderer or an attempted mass murderer.
- We consider any individual who has committed two or more murders over multiple incidents or locations a multiple murderer.

Hateful Ideologies

- While our designations of organizations and individuals focus on behavior, we also recognize that there are certain ideologies and beliefs that are inherently tied to violence and attempts to organize people around calls for violence or exclusion of others based on their protected characteristics. In these cases, we designate the ideology itself and remove content that supports this ideology from our platform. These ideologies include:
    - Nazism
    - White Supremacy
    - White Nationalism
    - White Separatism
- We remove explicit Praise, Substantive Support, and Representation of these ideologies, and remove individuals and organizations that ascribe to one or more of these hateful ideologies.

Tier 2: Violent Non-State Actors

Organizations and individuals designated by Facebook as Violent Non-state Actors are not allowed to have a presence on Facebook, or have a presence maintained by others on their behalf. As these groups are actively engaged in violence, substantive

support of these entities is similarly not allowed. We will also remove praise of violence carried out by these entities.

Violent Non-State Actors, defined as any non-state actor that:

- engages in purposive and planned acts of violence primarily against a government military or other armed groups; and
- that causes or attempts to
    - cause death to persons taking direct part in hostilities in an armed conflict, and/or
    - deprive communities of access to vital infrastructure and natural resources, and/or bring significant damage to property, linked to death, serious injury or serious harm to civilians

Tier 3: Militarized Social Movements, Violence-Inducing Conspiracy Networks, and Hate Banned Entities

Pages, Groups, Events, and Profiles or other Facebook entities that are - or claim to be - maintained by, or on behalf of, Militarized Social Movements and Violence-Inducing Conspiracy Networks are prohibited. Admins of these pages, groups and events will also be removed.

Click here to read more about how we address movements and organizations tied to violence.

We do not allow Representation of Organizations and individuals designated by Facebook as Hate-Banned Entities.

Militarized Social Movements (MSMs), which include:

- **Militia Groups**, defined as non-state actors that use weapons as a part of their training, communication, or presence; and are structured or operate as unofficial military or security forces and:
    - Coordinate in preparation for violence or civil war; or
    - Distribute information about the tactical use of weapons for combat; or
    - Coordinate militarized tactical coordination in a present or future armed civil conflict or civil war.
- **Groups supporting violent acts amid protests**, defined as non-State actors that repeatedly:
    - Coordinate, promote, admit to or engage in:
    - Acts of street violence against civilians or law enforcement; or
    - Arson, Looting, or other destruction of property; or
    - Threaten to violently disrupt an election process; or
    - Promote bringing weapons to a location when the stated intent is to intimidate people amid a protest.

Violence-Inducing Conspiracy Networks (VICNs), defined as a Non-State Actor that:

- Organizes under a name, sign, mission statement, or symbol; and
- Promote theories that attribute violent or dehumanizing behavior to people or organizations that have been debunked by credible sources; and
- Has inspired multiple incidents of real-world violence by adherents motivated by the desire to draw attention to or redress the supposed harms promoted by these debunked theories.

Hate-Banned Entities, defined as entities that engage in repeated hateful conduct or rhetoric, but do not rise to the level of a Tier 1 entity because they have not engaged in or explicitly advocated for violence, or because they lack sufficient connections to previously designated organizations or figures.

3. Coordinating Harm and Promoting 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:

<u>Harm against people</u>

- Depicting, admitting to or promoting acts of physical harm against people, including acts of domestic violence - except when shared in the context of redemption or defense.
- Swatting - specifically statements of intent, calls to action, representing, supporting, advocating for, depicting, admitting to or speaking positively about it.
- Depicting, promoting, advocating for or encouraging participation in a high risk viral challenge.
- Promoting or advocating for harmful miracle cures for health issues.
- Coordinating, depicting, admitting to or promoting active and deliberate spread of communicable diseases by you or your associates

<u>Harm against animals</u>

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 who can participate in the census and what information or materials must be provided in order to participate
- Content claiming that the U.S. Immigration and Customs Enforcement (ICE) is at a voting location
- Explicit claims that people will be infected by COVID (or another communicable disease) if they participate in the voting process.

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

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

Do not post:

- Content revealing the identity of someone as a witness, informant, activist, or individuals whose identity or involvement in a legal case has been restricted from public disclosure
- Imagery that is likely to deceive the public as to its origin if:
    - The entity depicted or an authorized representative objects to the imagery, and

    - The imagery has the potential to cause harm to members of the public
- Other misrepresentations related to voting in an official election or census participation may be subject to false news standards, as referenced in section 20
- Misrepresentation of whether a candidate is running or not
- Calls for coordinated interference that would affect an individual's ability to participate in an official census or election
- Content stating that census or voting participation may or will result in law enforcement consequences (for example, arrest, deport or imprisonment)
- Misrepresentation of government involvement in the census, including, where applicable, that an individual's census information will be shared with another (non-census) government agency
- Statements of intent, support, or advocacy to go to an election site, voting location, or vote counting location when the purpose of going to the site is to monitor or watch voters or election officials' activity using militaristic language (e.g. "war," "army," or "soldier") or an expressed goal to intimidate, exert control or display power (e.g. "let's show them who's boss!," "if they're scared, they won't vote!")
- Content coordinating interference with the administration of the COVID-19 vaccine
- Content calling to action, advocating, or promoting that others not get the COVID-19 vaccine

4. Restricted Goods and Services[1]

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, or trade, firearms, firearm parts, ammunition, explosives, or lethal enhancements except when posted by a Page, Group or Instagram Profile representing legitimate brick-and-mortar entities, including retail

[1] Note from Facebook's records, 30 September 2021: "This update clarifies that the co-ordination of the trade of non-medical goods is prohibited on the platform."

businesses, websites, brands or government agencies (e.g. police department, fire department) or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
- Attempts to donate or gift firearms, firearm parts, ammunition, explosives, or lethal enhancements except when posted in the following contexts:
    - Donating, trading in or buying back firearms and ammunition by a Page, Group or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites, brands or government agencies, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
    - An auction or raffle of firearms by legitimate brick-and-mortar entities, including retail businesses, government-affiliated organizations or non-profits, or private individuals affiliated with or sponsored by legitimate brick-and-mortar entities.
- Asks for firearms, firearm parts, ammunition, explosives, or lethal enhancements
- Sells, gifts, exchanges, transfers, coordinates, promotes (by which we mean speaks positively about, encourages the use of) or provides access to 3D printing or computer-aided manufacturing instructions for firearms or firearms parts regardless of context or poster. even when posted by brick and mortar stores, brands and legitimate websites

Non-medical drugs

Content that:

- Attempts to buy, sell, trade, co-ordinate the trade of, donate, or gift or asks for non-medical drugs.
- Admits to buying or trading or co-ordinating the trade of 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. This content may not speak positively about, encourage use of, coordinate or provide instructions to make or use non-medical drugs.
- Coordinates or promotes (by which we mean speaks positively about, encourages the use of, or provides instructions to use or make) non-medical drugs.

Pharmaceutical drugs

Content that:

- Attempts to buy, sell or trade pharmaceutical drugs except when:
    - Listing the price of vaccines in an explicit education or discussion context.
    - Offering delivery when posted by legitimate healthcare e-commerce businesses.
- Attempts to donate or gift pharmaceutical drugs

- Asks for pharmaceutical drugs except when content discusses the affordability, accessibility or efficacy of pharmaceutical drugs in a medical context

Marijuana

Content that attempts to buy, sell, trade, donate or gift or asks for marijuana.

Endangered species (wildlife and plants):

Content that:

- Attempts to buy, sell, trade, donate,or gift or asks for endangered species or their parts.
- Admits to poaching, buying or trading of endangered species or their parts committed by the poster of the content either by themselves or their associatesthrough others. This does not include depictions of poaching by strangers.
- Depicts poaching of endangered species or their parts committed by the poster of the content by themselves or their associates.
- Shows coordination or promotion (by which we mean speaks positively about, encourages the poaching of, or provides instructions to use or make products from endangered species or their parts)

Live non-endangered animals excluding livestock

- Content that attempts to buy, sell or trade live non-endangered animals except when:
    - Posted by a Page, Group or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, legitimate websites, brands, or rehoming shelters, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
    - Posted in the context of donating or rehoming live non-endangered animals, including rehoming fees for peer-to-peer adoptions, selling an animal for a religious offering, or offering a reward for lost pets.

Human blood

- Content that attempts to buy, sell or trade human blood.
- Content that asks for human blood except for a donation or gift.

Alcohol / tobacco

Content that:

- Attempts to buy, sell or trade alcohol or tobacco except when:
    - Posted by a Page, Group, or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses,

websites or brands, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
    - Content refers to alcohol/tobacco that will be exchanged or consumed on location at an event, restaurant, bar, party and so on.
- Attempts to donate or gift alcohol or tobacco except when posted by a Page, Group, or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites or brands, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
- Asks for alcohol or tobacco

Weight loss products

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

Historical artifacts

- Content that attempts to buy, sell, trade, donate or gift or asks for historical artifacts.

Except when any of the above occurs in a fictional or documentary context

For the following content, we restrict visibility to adults 21 years of age and older:

Firearms

- Content posted by or promoting legitimate brick-and-mortar store, entities, including retail businesses websites, brands, or government agencies which attempt to buy, sell, trade, donate or gift (including in the context of an auction or a raffle) firearms, firearm parts, ammunition, explosives, or lethal enhancements.

For the following content, we restrict visibility to adults 18 years of age and older:

Alcohol/tobacco

- Content posted by or promoting legitimate brick-and-mortar entities, including retail businesses websites or brands, which attempt to buy, sell, trade, donate or gift of alcohol or tobacco products.

Bladed weapons

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

Weight loss products and potentially dangerous cosmetic procedures

Content that

- Attempts to buy, sell, trade, donate or gift weight loss products or potentially dangerous cosmetic procedures.

- Admits to or depicts using a weight loss product or potentially dangerous cosmetic procedures, except when admitting to use in a disapproval context.
- Shows coordination or promotion (by which we mean speaks positively, encourages the use of or provides instructions to use or make a diet product or perform dangerous cosmetic procedures).

Sex toys and sexual enhancement products

- Content that attempts to buy, sell, trade, donate or gift sex toys and sexual enhancement products

5. Fraud and Deception

I. Violence and Criminal Behavior

Policy Rationale

In an effort to prevent fraudulent activity that can harm people or businesses, we remove content that purposefully deceives, willfully misrepresents or otherwise defrauds or exploits others for money or property. This includes content that seeks to coordinate or promote these activities using our services.

We allow people to raise awareness and educate others as well as condemn these activities unless this includes content that contains sensitive information, such as personally identifiable information.

Do not post:

Content that provides instructions on, engages in, promotes, coordinates, encourages, facilitates, admits to, recruits for, or admits to the offering or solicitation of any of the following activities:

- Deceiving others to generate a financial or personal benefit to the detriment of a third party or entity through:
    - Investment or financial scams:
        - Loan scams
        - Advance fee scams.
        - Gambling scams
        - Ponzi or pyramid schemes.
        - Money or cash flips or money muling.
        - Investment scams with promise of high rates of return.
    - Inauthentic identity scams:
        - Charity scams.
        - Romance or impersonation scams
        - Establishment of false businesses or entities.
    - Product or rewards scams:
        - Grant and benefits scams.
        - Tangible, spiritual or illuminati scams.

        - Insurance scams, including ghost broking
        - Fake jobs, work from home or get-rich-quick scams.
        - Debt relief or credit repair scams.

- Engaging with others to generate a financial or personal benefit at a loss for a third party, such as people, businesses or organisations through:
    - Fake documents or financial instruments by:
        - Creating, selling or buying of:
            - Fake or forged documents.
            - Fake or counterfeit currency or vouchers.
            - Fake or forged educational and professional certificates.
    - Stolen information, goods, or services by:
        - Credit card fraud and goods or property purchases with stolen financial information
        - Trading, selling or buying of:
            - Personal Identifiable Information.
            - Fake and misleading user reviews or ratings.
            - Future exam papers or answer sheets.
            - Credentials for subscription services.
        - Betting manipulation (for example match fixing).
        - Manipulation of measuring devices such as electricity or water meters in order to bypass their authorised or legal use.

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

Do not post:

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

- Bribery.
- Embezzlement.
- Money laundering (concealment of the origins of criminally obtained money).

6. Suicide and Self-Injury[2]

II. Safety

[2] Note from Facebook's records, 30 September 2021: "These edits do not reflect policy changes, rather additions to the Community Standards for transparency and to better reflect our enforcement."

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide assistance to people in distress.

While we do not allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if our Community Operations team is concerned about immediate harm we will contact local emergency services to get them help. For more information, visit the Facebook Safety Center.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

Do not post:

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

- Suicide.
- Self-injury.
- Eating disorders.

Content that depicts graphic self-injury imagery

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.

Content that mocks victims or survivors of suicide, self-injury or eating disorders who are either publicly known or implied to have experienced suicide or self-injury

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 or suicide attempt 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 self-injury, suicide or recovery context.
- 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.
- Vague, potentially suicidal statements or references (including memes or stock imagery about sad mood or depression) in a suicide or self-injury context.

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

- We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g. government agencies, NGOs).

- A suicide note may also be removed when reported through the Suicidal Content Contact Form or Instagram Contact Form when we have confirmation of a suicide or suicide attempt

7. Child Sexual Exploitation, Abuse and Nudity

II. Safety

Policy Rationale

We do not allow content that sexually exploits or endangers children. When we become aware of apparent child exploitation, we report it to the National Center for Missing and Exploited Children (NCMEC), in compliance with applicable law. We know that sometimes people share nude images of their own children with good intentions; however, we generally remove these images because of the potential for abuse by others and to help avoid the possibility of other people reusing or misappropriating the images.

We also work with external experts, including the Facebook Safety Advisory Board, to discuss and improve our policies and enforcement around online safety issues, especially with regard to children. Learn more about the technology we're using to fight against child exploitation.

Do not post:

Child sexual exploitation

Content that threatens, depicts, praises, supports, provides instructions for, makes statements of intent, admits participation in or shares links of the sexual exploitation of children (real or non-real minors, toddlers or babies), including but not limited to:

- Sexual intercourse
    - Explicit sexual intercourse or oral sex, 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 or oral sex, including when contact is imminent or not directly visible.
    - Stimulation of genitals or anus, including when activity is imminent or not directly visible.
    - Presence of by-products of sexual activity.
    - Any of the above involving an animal.
- Children with sexual elements, including but not limited to:
    - Restraints.
    - Focus on genitals.
    - Presence of aroused adult.

    - Presence of sex toys.
    - Sexualised costume.
    - Stripping.
    - Staged environment (for example, on a bed) or professionally shot (quality/focus/angles).
    - Open-mouth kissing.
- Content of children in a sexual fetish context.
- Content that supports, promotes, advocates or encourages participation in pedophilia unless it is discussed neutrally in an academic or verified health context.
- Content that identifies or mocks alleged victims of child sexual exploitation by name or image.

Solicitation

Content that solicits

- Imagery of child sexual exploitation
- Nude imagery of children
- Sexualized imagery of children
- Real-world sexual encounters with children

Inappropriate interactions with children

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

- Arranging or planning real-world sexual encounters with children
- Purposefully exposing children to sexually explicit language or sexual material
- Engaging in implicitly sexual conversations in private messages with children
- Obtaining or requesting sexual material from children in private messages

Exploitative intimate imagery and sextortion

Content that attempts to exploit minors by:

- Coercing money, favors or intimate imagery with threats to expose intimate imagery or information.
- Sharing, threatening or stating an intent to share private sexual conversations or intimate imagery.

Sexualization of children

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children

- Content (including photos, videos, real-world art, digital content, and verbal depictions) that shows children in a sexualized context.
- Groups, Pages and profiles targeted to sexualizing children.

Child nudity

Content that depicts child nudity where nudity is defined as:

- Close-ups of children's genitalia
- Real nude toddlers, showing:
    - Visible genitalia, even when covered or obscured by transparent clothing.
    - Visible anus and/or fully nude close-up of buttocks.
- Real nude minors, showing:
    - Visible genitalia (including genitalia obscured only by pubic hair or transparent clothing)
    - Visible anus and/or fully nude close-up of buttocks.
    - Uncovered female nipples.
    - No clothes from neck to knee - even if no genitalia or female nipples are showing.
- Digitally-created depictions of nude minors, toddlers or babies unless the image is for health or educational purposes.

Non-sexual child abuse

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.

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

- Videos or photos that depict police officers or military personnel committing non-sexual child abuse.
- Imagery of non-sexual child abuse, when law enforcement, child protection agencies, or trusted safety partners request that we leave the content on the platform for the express purpose of bringing a child back to safety.

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

- Videos or photos of violent immersion of a child in water in the context of religious rituals.

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

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

- Imagery posted by a news agency that depicts child nudity in the context of famine, genocide, war crimes, or crimes against humanity, unless accompanied by a violating caption or shared in a violating context, in which case the content is removed.

8. Adult Sexual Exploitation[3]

II. Safety

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 have 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 except in a real-world art context), or
- Advocacy (including aspirational and conditional statements), or
- Statements of intent, or
- Calls for action, or
- Threatening, sharing, offering 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:

- Sextortion: Coercing money, favors or intimate imagery from people with threats to expose their intimate imagery or intimate information

[3] Note from Facebook's records, 30 September 2021: "These edits do not reflect policy changes, rather additions to the Community Standards for transparency and to better reflect our enforcement."

- Sharing, threatening, stating an intent to share, offering or asking “non-consensual intimate imagery” that fulfills all of the 3 following conditions:
    - Imagery is non-commercial or produced in a private setting.
    - Person in the imagery is (near) nude, engaged in sexual activity or in a sexual pose.
    - Lack of consent to share the imagery is indicated by meeting any of the signals:
        - Vengeful context (such as, caption, comments or page title).
        - Independent sources (such as, law enforcement record) including entertainment media (such as, 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 mock, sexualize or expose 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.

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 the victim or condemnation of the act or for general awareness to be determined by context/caption.

Content mocking the concept of non-consensual sexual touching

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

We may restrict visibility to people over the age of 18 and include a warning label on certain fictional videos (e.g., digital and hand-drawn imagery, film and TV show scenes, comic books, music videos) that depict non-consensual sexual touching.

In addition to our at-scale policy of removing content that threatens or advocates rape or other non-consensual sexual touching, we may also disable the posting account.

9. Bullying and Harassment[4]

II. Safety

Policy Rationale

Bullying and harassment happen in many places and come in many different forms from making threats and 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 personal 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 post and share 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 are doing to protect people from bullying and harassment here.

[4] Note from Facebook's records, 30 September 2021: "We are removing references to "revenge porn" in the Community Standards to only refer to this type of content as "non-consensual intimate imagery."

Note: This policy does not apply to individuals who are part of designated organizations under the Dangerous Organizations and Individuals policy or individuals who died prior to 1900.

Do not:

Tier 1: Target anyone maliciously by:

- Repeatedly contacting someone in a manner that is:
    - Unwanted, or
    - Sexually harassing, or
    - Directed at a large number of individuals with no prior solicitation.

- Attacking someone based on their status as a victim of sexual assault, sexual exploitation, sexual harassment, or domestic abuse.
- Calling for self-injury or suicide of a specific person, or group of people.
- Attacking someone 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 or terrorist attacks 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 to contract or develop a medical condition.
    - Making statements of intent of advocating to engage in sexual activity.
    - Calling for, or making statements of intent to engage in, bullying and/or harassment.
    - 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:
    - Attacks referenced in Tier 1, 2 and 4 of this policy.
    - Targeted cursing.
    - Calls for death, serious disease, disability, epidemic disease or physical harm.

Tier 2: Target private individuals, involuntary public figures or public figures who are minors with:

- Calls for death, or to contract or develop a medical condition.

- Female-gendered cursing terms when used in a derogatory way.
- Claims about sexual activity or sexually transmitted diseases except in the context of criminal allegations against adults about non-consensual sexual touching. .
- 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.

Tier 3: Target public figures by purposefully exposing them to:

- For adults:
    - Calls for death, or to contract or develop a medical condition.
    - Claims about sexually transmitted disease
    - Female-gendered cursing terms when used in a derogatory way.
    - Content that praises, celebrates or mocks their death or medical condition.

- 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 and so on).

Tier 4: Target private individuals or involuntary 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 and so on).
- Attacks through negative physical descriptions.
- Content that ranks individuals on physical appearance or personality.
- Content sexualizing another adult.
- Content that further degrades or expresses disgust toward individuals who are depicted menstruating, urinating, vomiting, or defecating.
- Content that further degrades individuals who are depicted being physically bullied except in self-defense and fight-sport contexts..
- Content that praises, celebrates, or mocks their death or serious physical injury.
- In addition to the above, attacks through Pages or Groups:
    - Negative character or ability claims.
    - First-person voice bullying only if the object targets more than one private individual.

Tier 5: 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 and business reviews against adults. We allow criminal allegations so that people can draw attention to personal experiences or offline events. In cases in which criminal allegations pose off-line harm to the named individual, however, we may remove them.
- Expressions of contempt or disgust, except in the context of criminal allegations against adults.

Tier 6: Target private individuals who are minors with:

- Allegations about criminal or illegal behavior.
- Videos of physical bullying shared in a non-condemning context.

Tier 7: Target private individuals (who must self-report) with:

- First-person voice bullying.
- Unwanted manipulated imagery.
- Comparison to other public, fictional or private individuals on the basis of physical appearance
- Claims about religious identity or blasphemy.
- 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.

We add a cover to this content so people can choose whether to see it:

Videos of physical bullying against minors shared in a condemning context

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

Do not:

- Post content that targets private individuals through unwanted Pages, Groups and Events. We remove this content when it is reported by the victim or an authorized representative of the victim.
- Create accounts to contact someone who has blocked you.
- Post attacks that use derogatory terms related to female gendered cursing. We remove this content when the victim or an authorized representative of the victim informs us of the content, even if the victim has not reported it directly.
- Post content that would otherwise require the victim to report the content or an indicator that the poster is directly targeting the victim (for example the victim is tagged in the post or comment). We will remove this content if we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.

- Post content praising, celebrating or mocking anyone's death. We also remove content targeting a deceased individual that we would normally require the victim to report.
- Post content calling for or stating an intent to engage in behavior that would qualify as bullying and harassment under our policies. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Engage in mass harassment against individuals that targets them based on their decision to take or not take the COVID-19 vaccine with:
    - Statements of mental or moral inferiority based on their decision, or
    - Statements that advocate for or allege a negative outcome as a result of their decision, except for widely proven and/or accepted COVID-19 symptoms or vaccine side effects.
- Remove directed mass harassment, when:
    - Targeting, via any surface, ‘individuals at heightened risk of offline harm’, defined as:
        - Human rights defenders
        - Minors
        - Victims of violent events/tragedies
        - Opposition figures in at-risk countries during election periods
        - Government dissidents who have been targeted based on their dissident status
        - Ethnic and religious minorities in conflict zones
        - Member of a designated and recognizable at-risk group
    - Targeting any individual via personal surfaces, such as inbox or profiles, with:
        - Content that violates the bullying and harassment policies for private individuals or,
        - Objectionable content that is based on a protected characteristic
- Disable accounts engaged in mass harassment as part of either
    - State or state-affiliated networks targeting any individual via any surface.
    - Adversarial networks targeting any individual via any surface with:
        - Content that violates the bullying and harassment policies for private individuals or,
        - Content that targets them based on a protected characteristic, or,
        - Content or behavior otherwise deemed to be objectionable in local context

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 engagein 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[5]

II. Safety

Policy Rationale

Privacy and the protection of personal information are fundamentally important values for Facebook. We work hard to safeguard your personal identity and information and we do not allow people to post personal or confidential information about yourself or of others.

We remove content that shares, offers or solicits personally identifiable information or other private information that could lead to physical or financial harm, including financial, residential, and medical information, as well as private information obtained from illegal sources. We also recognize that private information may become publicly available through news coverage, court filings, press releases, or other sources. When that happens, we may allow the information to be posted.

We also provide people ways to report imagery that they believe to be in violation of their privacy rights.

Do not post:

Content that shares or solicits any of the following private information, either on Facebook or through external links:

Personally identifiable information about yourself or others

- Personal identity: identifying individuals through government-issued numbers.
    - National identification number (for example Social Security Number (SSN), Passport Number, National Insurance/Health Service Number, Personal Public Service Number (PPS), Individual Taxpayer Identification Number (ITIN)).
    - Government IDs of law enforcement, military, or security personnel.

- Personal information: directly identifying an individual, by indicating the ID number or registration information and the individual's name.
    - Records or official documentation of civil registry information (marriage, birth, death, name change or gender recognition, and so on).
    - Immigration and work status documents (for example, green cards, work permits, visas, or immigration papers).
    - Driver's licenses or license plates.
    - Credit Privacy Number (CPN).

[5] Note from Facebook's records, 30 September 2021: "These edits do not reflect policy changes, rather additions to the Community Standards for transparency and to better reflect our enforcement."

- Digital identity: authenticating access to an online identity
    - Email addresses with passwords.
    - Digital identities with passwords.
    - Passwords, pins or codes to access private information.

Other private information

- Personal contact information of others such as phone numbers, addresses and email addresses , except when shared or solicited to promote charitable causes, find missing people, animals, or objects, or contact business service providers.
- Financial information.
    - Personal financial information about yourself or others, including:
        - Non-public financial records or statements.
        - Bank account numbers with security or pin codes.
        - Digital payment method information with log in details, security or pin codes.
        - Credit or debit card information with validity dates or security pins or codes.
    - Financial information about businesses or organizations,unless originally shared by the organization itself, including:
        - Financial records or statements except when the financial records of the business are publicly available (for example, listed on stock exchanges or regulatory agencies, and so on)
        - Bank account numbers accompanied by security or pin codes.
        - Digital payment method information accompanied by log in details, security or pin codes.

- Residential information
    - Imagery that displays the external view of private residences if all of 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/neighborhood or GPS pin (for example, a pin from Google Maps) are identified.
        - The content identifies the resident(s).
        - That same resident objects to the exposure of their private residence, or there is context of organizing protests against the resident (This does not include embassies that also serve as residences).
    - Content that exposes information about safe houses by sharing any of the below, unless the safe house is actively promoting information about their facility
        - Actual address (Note: "Post Box only" is allowed.)
        - Images of the safe house.
        - Identifiable city/neighborhood of the safe house.
        - Information exposing the identity of the safe house residents.

- Medical information
    - Records or official documentation displaying medical, psychological, biometric, or genetic hereditary of others.

- Information obtained from hacked sources.
    - 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.

- Status or occupation related information.
    - Content that exposes the undercover status of law enforcement, military, or security personnel if:
        - The content contains the agent's full name or other explicit identification and explicitly mentions their undercover status.
        - The imagery identifies the faces of the law enforcement personnel and explicitly mentions their undercover status.

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 13 years old, and the content was reported by the minor or a parent or legal guardian.
    - A minor between 13 and 18 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.

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

Do not post:

- Content that puts a defector at risk by outing the individual with personally identifiable information when the content is reported by credible government channels.
- Depictions of someone in a medical or health facility if reported by the person pictured or an authorized representative.

12. Hate Speech

III. Objectionable Content

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.

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".
        - Dalits, scheduled caste or ‘lower caste’ people as menial laborers.

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:

- Segregation in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting segregation.
- Exclusion in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting, defined as
        - Explicit exclusion, which means things like expelling certain groups or saying they are not allowed.
        - Political exclusion, which means denying the right to right to political participation.
        - Economic exclusion, which means denying access to economic entitlements and limiting participation in the labour market.
        - Social exclusion, which means things like denying access to spaces (physical and online)and social services.

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 characteristics.

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

Do not post:

- Content explicitly providing or offering to provide products or services that aim to change people's sexual orientation or gender identity.
- Content attacking concepts, institutions, ideas, practices, or beliefs associated with protected characteristics, which are likely to contribute to imminent physical harm, intimidation or discrimination against the people associated with that protected characteristic. Facebook looks at a range of signs to determine whether there is a threat of harm in the content. These include but are not limited to: content that could incite imminent violence or intimidation; whether there is a period of heightened tension such as an election or ongoing conflict; and whether there is a recent history of violence against the targeted protected group. In some cases, we may also consider whether the speaker is a public figure or occupies a position of authority.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that 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

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 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, or 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

Policy Rationale

We restrict the display of nudity or sexual activity because some people in our community may be sensitive to this type of content. Additionally, we default to removing sexual imagery to prevent the sharing of non-consensual or underage content. Restrictions on the display of sexual activity also apply to digitally created content unless it is posted for educational, humorous, or satirical purposes.

Our nudity policies have become more nuanced over time. We understand that nudity can be shared for a variety of reasons, including as a form of protest, to raise awareness about a cause, or for educational or medical reasons.

Where such intent is clear, we make allowances for the content. For example, while we restrict some images of female breasts that include the nipple, we allow other images, including those depicting acts of protest, women actively engaged in breast-feeding and photos of post-mastectomy scarring. For images depicting visible genitalia or the anus in the context of birth and after-birth moments or health-related situations we include a warning label so that people are aware that the content may be sensitive. We also allow photographs of paintings, sculptures, and other art that depicts nude figures.

Do not post:

Imagery of

- Real nude adults, if it depicts:
    - Visible genitalia except in the context of birth giving and after-birth moments or health-related situations (for example, gender confirmation surgery, 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 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 female breasts, defined as a grabbing motion with curved fingers that shows both marks and clear shape change of the breasts. We allow squeezing in breastfeeding contexts.
        - 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, except when posted in an educational or scientific context, or when it meets one of the criteria below and shown only to individuals 18 years and older.
    - Extended audio of sexual activity

We only show this content to individuals 18 and older:

- Real world art that depicts sexual activity.
- Posting photographs or videos of objects that depict sexual activity in real-world art.
- Implied sexual activity in advertisements.
- Implied sexual activity in recognized fictional images or with indicators of fiction.
- Digital content that meets our definition of sexual activity, where:
    - The sexual activity (intercourse or other sexual activities) isn't directly visible.
    - The content was posted in a satirical or humorous context.
    - 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 or commercial sexual services between adults such as prostitution or escort services. We do this to avoid facilitating transactions that

may involve trafficking, coercion, and non-consensual sexual acts. 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:

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.

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. Account Integrity and Authentic Identity

IV. Integrity and Authenticity

Policy Rationale

Authenticity is the cornerstone of our community. We believe that authenticity helps create a community where people are accountable to each other, and to Facebook, in meaningful ways. We want to allow for the range of diverse ways that identity is expressed across our global community, while also preventing impersonation and identity misrepresentation. That is why we require people to connect on Facebook using the name they go by in everyday life. Our authenticity policies are intended to create a safe environment where people can trust and hold one another accountable.

In order to maintain a safe environment and empower free expression, we remove accounts that are harmful to the community, including those that compromise the security of other accounts and our services. We have built a combination of automated and manual systems to block and remove accounts that are used to persistently or egregiously abuse our Community Standards.

Because account level removal is a severe action, whenever possible, we aim to give our community a chance to learn our rules and follow our Community Standards. Penalties, including account disables, are designed to be proportionate to the severity of the violation and the risk of harm posed to the community. Continued violations, despite repeated warnings and restrictions, or violations that pose severe safety risks will lead to an account being disabled.

We do not allow the use of our services and will disable accounts if you:

- Severely violate our Community Standards.
- Persistently violate our Community Standards.
- Represent Dangerous Individuals or Organizations.
- Create or use an account that demonstrates an intent to violate our Community Standards.
- Create an account, Page, Group or Event to evade our enforcement actions, including creating an account to bypass a restriction or after we have disabled your previous account, Page, Group or Event.
- Impersonate others by:
    - Using their photos with the explicit aim to deceive others.
    - Creating an account assuming to be or speak 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.
- Are under 13 years old.
- Are a convicted sex offender.
- Are prohibited from receiving our products, services or software under applicable laws.

In certain cases, such as those outlined below, we will seek further information about an account before taking actions ranging from temporarily restricting accounts to permanently disabling them.

- Accounts misrepresenting their identity (Facebook and Messenger only) by:
    - Using a name that does not abide by our name policies.
    - Providing a false date of birth.
    - Creating a single account that represents or is used by more than one person.
    - Maintaining multiple accounts as a single user.
- Compromised accounts.
- Empty accounts with prolonged dormancy.

17. 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 usin g 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.

18. Cybersecurity

IV. Integrity and Authenticity

Policy Rationale

We recognize that the safety of our users includes the security of their personal information and accounts, profiles, and other Facebook entities they may manage, as well as our products and services more broadly. Attempts to gather sensitive personal information or engage in unauthorized access 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 or engage in unauthorized accessthe abuse of our platform and products, or services.

Do not:

Attempt to compromise user accounts, profiles, or other Facebook entities, abuse our products or services, gather sensitive information through deceptive means, or attempt to engage in unauthorized access, including:

- Gaining access to accounts , profiles, Facebook, Inc. entities, or user data other than your ownthrough deceptive means or without explicit permission from the account, profile, or entity owner.
- Encouraging or deceiving users to download or run files or programs that will compromise a user’s online or data security, including through malicious software or websites.. Such files and programs will be deemed malicious software or "malware" if they harm or gain unauthorized access to a computer, device, or network.
- Attempting to obtain, acquire or request another user’s login credentialsor other sensitive information, , 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)or the use of malicious software or websites..
- Publicly sharing your own or others’ login information, either on platform or through a third party service.
- Creating, sharing, or hosting malicious software browser extensions and mobile applications, on or off platform that put our users or products and services at risk.
- 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.

19. 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.

20. 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 recognize 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 do not remove false news from Facebook but we significantly reduce its distribution by showing it lower in News Feed. Learn more about our work to reduce the spread of false news here and 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 false by independent fact-checkers.
- Empowering people to decide for themselves what to read, trust or share by informing them with more context and promoting news literacy.
- Collaborating with academics and other organizations to help solve this challenging issue

21. 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.

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

Do not post:

Videos that have 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:

A subject of the video said words that they did not say, AND

The video 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.

22. 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 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.

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

When brought to our attention by the legacy contact or a family member of the deceased, we will:

- Remove violating comments on a memorialized profile, which would typically require the individual to self report so that we know that they are unwanted
- 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

23. 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

24. 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

25. 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

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

We may remove content created for the purpose of identifying a private minor if there may be a risk to the minor’s safety when requested

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. This includes content where a symbol represents the target and/or includes a visual of an armament or method to represent violence
- 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 or method that represents violence
- Statements advocating for high-severity violence
- 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.

Content that depicts abductions or kidnappings if it is clear the content is not being shared by a victim or their family as a plea for help, or shared for informational, condemnation or awareness raising purposes

Threats of high-severity violence using digitally produced or altered imagery to target living people with armaments, methods of violence or dismemberment.

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

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

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 violence due to voting, voter registration or the administration or outcome of an election

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 polling places, or locations used to count votes or administer an election (or encouraging others to do the same).

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

Do not post:

- Content that puts LGBTQI+ people at risk by revealing their sexual identity against their will or without permission
- Content that puts unveiled women at risk by revealing their images without veil against their will or without permission
- Violent threats against law enforcement officers
- Violent threats against people accused of a crime. We remove this content when we have reason to believe that the content is intended to cause physical harm
- Misinformation and unverifiable rumors that contribute to the risk of imminent violence or physical harm
    - Additionally, we have specific rules and guidance regarding content related to COVID-19 and vaccines. To see these specific rules please click here.
- Coded statements where the method of violence or harm is not clearly articulated, but the threat is veiled or implicit. Facebook looks at the below signals to determine whether there is a threat of harm in the content.
    - Shared in a retaliatory context (e.g., expressions of desire to do something harmful to others in response to a grievance or threat that may be real, perceived or anticipated)
    - References to historical or fictional incidents of violence (e.g., content that threatens others by referring to known historical incidents of violence that have been executed throughout history or in fictional settings)
    - Acts as a threatening call to action (e.g., content inviting or encouraging others to carry out harmful acts or to join in carrying out the harmful acts)
    - Indicates knowledge of or shares sensitive information that could expose others to harm (e.g., content that either makes note of or implies awareness of personal information that might make a threat of physical violence more credible. This includes implying knowledge of a person's residential address, their place of employment or education, daily commute routes, or current location)
    - Local context or subject matter expertise confirms that the statement in question could be threatening, and/or could lead to imminent violence or physical harm.
    - The subject of the threat reports the content to us.
- Threats against election officials
- Implicit statements of intent or advocacy, calls to action, or aspirational or conditional statements to bring armaments to locations, including but not limited to places of worship, educational facilities, polling places, or locations used to count votes or administer an election (or encouraging others to do the same). We may also restrict calls to bring armaments to certain locations

where there are temporarily signals of a heightened risk of violence or offline harm. This may be the case, for example, when there's a known protest and counter-protest planned or violence broke out at a protest in the same city within the last 7 days

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, mass murders or attempted mass murders, 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, but we require people to clearly indicate their intent. If the intention is unclear, we may remove content.

We Remove:

We remove Praise, Substantive Support, and Representation of various Dangerous Organizations. These concepts apply to the organizations themselves, their activities, and their members. These concepts do not proscribe peaceful advocacy for particular political outcomes.

Praise, defined as any of the below:

- Speak positively about a designated entity or event;
    - E.g., “The fighters for the Islamic State are really brave!”
- Give a designated entity or event a sense of achievement;
    - E.g., “Timothy McVeigh is a martyr.”
- Legitimizing the cause of a designated entity by making claims that their hateful, violent, or criminal conduct is legally, morally, or otherwise justified or acceptable;
    - E.g., “Hitler did nothing wrong.”
- Aligning oneself ideologically with a designated entity or event.
    - E.g., “I stand with Brenton Tarrant.”

We remove Praise of Tier 1 entities and designated events. We will also remove praise of violence carried out by Tier 2 entities.

Substantive Support, defined as any of the below:

- Any act which improves the financial status of a designated entity - including funnelling money towards, or away from a designated entity;
    - E.g., “Donate to the KKK!”
- Any act which provides material aid to a designated entity or event;
    - E.g., “If you want to send care packages to the Sinaloa Cartel, use this address:”
- Putting out a call to action on behalf of a designated entity or event;
    - E.g., “Contact the Atomwaffen Division - (XXX) XXX-XXXX”
- Recruiting on behalf of a designated entity or event;
    - E.g., “If you want to fight for the Caliphate, DM me”

- Channeling information or resources, including official communications, on behalf of a designated entity or event
    - E.g., Directly quoting a designated entity without caption that condemns, neutrally discusses, or is a part of news reporting.

We remove Substantive Support of Tier 1 and Tier 2 entities and designated events.

Representation, defined as any of the below:

- Stating that you are a member of a designated entity, or are a designated entity;
    - E.g., “I am a grand dragon of the KKK.”
- Creating a Page, Profile, Event, Group, or other Facebook entity that is or purports to be owned by a Designated Entity or run on their behalf, or is or purports to be a designated event.
    - E.g., A Page named “American Nazi Party.”

We remove Representation of Tier 1 and 2 Designated Organizations, Hate-Banned Entities, and designated events.

Types and Tiers of Dangerous Organizations

Tier 1: Terrorism, organized hate, large-scale criminal activity, mass and multiple murderers, and violating violent events

We do not allow individuals or organizations involved in organized crime, including those designated by the United States government as specially designated narcotics trafficking kingpins (SDNTKs); hate; or terrorism, including entities designated by the United States government as Foreign Terrorist Organizations (FTOs) or Specially Designated Global Terrorists (SDGTs), to have a presence onthe platform. We also don't allow other people to represent these entities. We do not allow leaders or prominent members of these organizations to have a presence on the platform, symbols that represent them to be used on the platform, or content that praises them or their acts. In addition, we remove any coordination of substantive support for these individuals and organizations.

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

We also do not allow Praise, Substantive Support, or Representation of designated hateful ideologies.

Terrorist organizations and individuals, defined as a 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, defined as an association of three or more people that:

- is organized under a name, sign, or symbol; and
- has an ideology, statements, or physical actions that attack individuals based on characteristics, including race, religious affiliation, national origin, disability, ethnicity, gender, sex, sexual orientation, or serious disease.

Criminal Organizations, defined as an association of three or more people that:

- is united under a name, color(s), hand gesture(s) or recognized indicia; and
- has engaged in or threatens to engage in criminal activity such as homicide, drug trafficking, or kidnapping.

Mass and Multiple Murderers

- We consider an event to be a mass murder or an attempted mass murder if it results in three or more casualties in one incident, defined as deaths or serious injuries. Any Individual who has committed such an attack is considered to be a mass murderer or an attempted mass murderer.
- We consider any individual who has committed two or more murders over multiple incidents or locations a multiple murderer.

Hateful Ideologies

- While our designations of organizations and individuals focus on behavior, we also recognize that there are certain ideologies and beliefs that are inherently tied to violence and attempts to organize people around calls for violence or exclusion of others based on their protected characteristics. In these cases, we designate the ideology itself and remove content that supports this ideology from our platform. These ideologies include:
    - Nazism
    - White Supremacy
    - White Nationalism
    - White Separatism
- We remove explicit Praise, Substantive Support, and Representation of these ideologies, and remove individuals and organizations that ascribe to one or more of these hateful ideologies.

Tier 2: Violent Non-State Actors

Organizations and individuals designated by Facebook as Violent Non-state Actors are not allowed to have a presence on Facebook, or have a presence maintained by others on their behalf. As these groups are actively engaged in violence, substantive

support of these entities is similarly not allowed. We will also remove praise of violence carried out by these entities.

Violent Non-State Actors, defined as any non-state actor that:

- engages in purposive and planned acts of violence primarily against a government military or other armed groups; and
- that causes or attempts to
    - cause death to persons taking direct part in hostilities in an armed conflict, and/or
    - deprive communities of access to vital infrastructure and natural resources, and/or bring significant damage to property, linked to death, serious injury or serious harm to civilians

Tier 3: Militarized Social Movements, Violence-Inducing Conspiracy Networks, and Hate Banned Entities

Pages, Groups, Events, and Profiles or other Facebook entities that are - or claim to be - maintained by, or on behalf of, Militarized Social Movements and Violence-Inducing Conspiracy Networks are prohibited. Admins of these pages, groups and events will also be removed.

Click here to read more about how we address movements and organizations tied to violence.

We do not allow Representation of Organizations and individuals designated by Facebook as Hate-Banned Entities.

Militarized Social Movements (MSMs), which include:

- **Militia Groups**, defined as non-state actors that use weapons as a part of their training, communication, or presence; and are structured or operate as unofficial military or security forces and:
    - Coordinate in preparation for violence or civil war; or
    - Distribute information about the tactical use of weapons for combat; or
    - Coordinate militarized tactical coordination in a present or future armed civil conflict or civil war.
- **Groups supporting violent acts amid protests**, defined as non-State actors that repeatedly:
    - Coordinate, promote, admit to or engage in:
    - Acts of street violence against civilians or law enforcement; or
    - Arson, Looting, or other destruction of property; or
    - Threaten to violently disrupt an election process; or
    - Promote bringing weapons to a location when the stated intent is to intimidate people amid a protest.

Violence-Inducing Conspiracy Networks (VICNs), defined as a Non-State Actor that:

- Organizes under a name, sign, mission statement, or symbol; and
- Promote theories that attribute violent or dehumanizing behavior to people or organizations that have been debunked by credible sources; and
- Has inspired multiple incidents of real-world violence by adherents motivated by the desire to draw attention to or redress the supposed harms promoted by these debunked theories.

Hate-Banned Entities, defined as entities that engage in repeated hateful conduct or rhetoric, but do not rise to the level of a Tier 1 entity because they have not engaged in or explicitly advocated for violence, or because they lack sufficient connections to previously designated organizations or figures.

3. Coordinating Harm and Promoting 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:

<u>Harm against people</u>

- Depicting, admitting to or promoting acts of physical harm against people, including acts of domestic violence - except when shared in the context of redemption or defense.
- Swatting - specifically statements of intent, calls to action, representing, supporting, advocating for, depicting, admitting to or speaking positively about it.
- Depicting, promoting, advocating for or encouraging participation in a high risk viral challenge.
- Promoting or advocating for harmful miracle cures for health issues.
- Coordinating, depicting, admitting to or promoting active and deliberate spread of communicable diseases by you or your associates

<u>Harm against animals</u>

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 who can participate in the census and what information or materials must be provided in order to participate
- Content claiming that the U.S. Immigration and Customs Enforcement (ICE) is at a voting location
- Explicit claims that people will be infected by COVID (or another communicable disease) if they participate in the voting process.

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

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

Do not post:

- Content revealing the identity of someone as a witness, informant, activist, or individuals whose identity or involvement in a legal case has been restricted from public disclosure
- Imagery that is likely to deceive the public as to its origin if:
    - The entity depicted or an authorized representative objects to the imagery, and

    - The imagery has the potential to cause harm to members of the public
- Other misrepresentations related to voting in an official election or census participation may be subject to false news standards, as referenced in section 20
- Misrepresentation of whether a candidate is running or not
- Calls for coordinated interference that would affect an individual's ability to participate in an official census or election
- Content stating that census or voting participation may or will result in law enforcement consequences (for example, arrest, deport or imprisonment)
- Misrepresentation of government involvement in the census, including, where applicable, that an individual's census information will be shared with another (non-census) government agency
- Statements of intent, support, or advocacy to go to an election site, voting location, or vote counting location when the purpose of going to the site is to monitor or watch voters or election officials' activity using militaristic language (e.g. "war," "army," or "soldier") or an expressed goal to intimidate, exert control or display power (e.g. "let's show them who's boss!," "if they're scared, they won't vote!")
- Content coordinating interference with the administration of the COVID-19 vaccine
- Content calling to action, advocating, or promoting that others not get the COVID-19 vaccine

4. Restricted Goods and Services

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, or trade, firearms, firearm parts, ammunition, explosives, or lethal enhancements except when posted by a Page, Group or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites, brands or government agencies (e.g. police department, fire department) or a private individual sharing content on behalf of legitimate brick-and-mortar entities.

- Attempts to donate or gift firearms, firearm parts, ammunition, explosives, or lethal enhancements except when posted in the following contexts:
    - Donating, trading in or buying back firearms and ammunition by a Page, Group or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites, brands or government agencies, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
    - An auction or raffle of firearms by legitimate brick-and-mortar entities, including retail businesses, government-affiliated organizations or non-profits, or private individuals affiliated with or sponsored by legitimate brick-and-mortar entities.
- Asks for firearms, firearm parts, ammunition, explosives, or lethal enhancements
- Sells, gifts, exchanges, transfers, coordinates, promotes (by which we mean speaks positively about, encourages the use of) or provides access to 3D printing or computer-aided manufacturing instructions for firearms or firearms parts regardless of context or poster. even when posted by brick and mortar stores, brands and legitimate websites

Non-medical drugs

Content that:

- Attempts to buy, sell, trade, co-ordinate the trade of, donate, or gift or asks for non-medical drugs.
- Admits to buying or trading or co-ordinating the trade of 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. This content may not speak positively about, encourage use of, coordinate or provide instructions to make or use non-medical drugs.
- Coordinates or promotes (by which we mean speaks positively about, encourages the use of, or provides instructions to use or make) non-medical drugs.

Pharmaceutical drugs

Content that:

- Attempts to buy, sell or trade pharmaceutical drugs except when:
    - Listing the price of vaccines in an explicit education or discussion context.
    - Offering delivery when posted by legitimate healthcare e-commerce businesses.
- Attempts to donate or gift pharmaceutical drugs
- Asks for pharmaceutical drugs except when content discusses the affordability, accessibility or efficacy of pharmaceutical drugs in a medical context

Marijuana

Content that attempts to buy, sell, trade, donate or gift or asks for marijuana.

Endangered species (wildlife and plants):

Content that:

- Attempts to buy, sell, trade, donate,or gift or asks for endangered species or their parts.
- Admits to poaching, buying or trading of endangered species or their parts committed by the poster of the content either by themselves or their associatesthrough others. This does not include depictions of poaching by strangers.
- Depicts poaching of endangered species or their parts committed by the poster of the content by themselves or their associates.
- Shows coordination or promotion (by which we mean speaks positively about, encourages the poaching of, or provides instructions to use or make products from endangered species or their parts)

Live non-endangered animals excluding livestock

- Content that attempts to buy, sell or trade live non-endangered animals except when:
    - Posted by a Page, Group or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, legitimate websites, brands, or rehoming shelters, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
    - Posted in the context of donating or rehoming live non-endangered animals, including rehoming fees for peer-to-peer adoptions, selling an animal for a religious offering, or offering a reward for lost pets.

Human blood

- Content that attempts to buy, sell or trade human blood.
- Content that asks for human blood except for a donation or gift.

Alcohol / tobacco

Content that:

- Attempts to buy, sell or trade alcohol or tobacco except when:
    - Posted by a Page, Group, or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites or brands, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
    - Content refers to alcohol/tobacco that will be exchanged or consumed on location at an event, restaurant, bar, party and so on.
- Attempts to donate or gift alcohol or tobacco except when posted by a Page, Group, or Instagram Profile representing legitimate brick-and-mortar entities,

including retail businesses, websites or brands, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
- Asks for alcohol or tobacco

Weight loss products

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

Historical artifacts

- Content that attempts to buy, sell, trade, donate or gift or asks for historical artifacts.

Except when any of the above occurs in a fictional or documentary context

For the following content, we restrict visibility to adults 21 years of age and older:

Firearms

- Content posted by or promoting legitimate brick-and-mortar store, entities, including retail businesses websites, brands, or government agencies which attempt to buy, sell, trade, donate or gift (including in the context of an auction or a raffle) firearms, firearm parts, ammunition, explosives, or lethal enhancements.

For the following content, we restrict visibility to adults 18 years of age and older:

Alcohol/tobacco

- Content posted by or promoting legitimate brick-and-mortar entities, including retail businesses websites or brands, which attempt to buy, sell, trade, donate or gift of alcohol or tobacco products.

Bladed weapons

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

Weight loss products and potentially dangerous cosmetic procedures

Content that

- Attempts to buy, sell, trade, donate or gift weight loss products or potentially dangerous cosmetic procedures.
- Admits to or depicts using a weight loss product or potentially dangerous cosmetic procedures, except when admitting to use in a disapproval context.
- Shows coordination or promotion (by which we mean speaks positively, encourages the use of or provides instructions to use or make a diet product or perform dangerous cosmetic procedures).

Sex toys and sexual enhancement products

- Content that attempts to buy, sell, trade, donate or gift sex toys and sexual enhancement products

5. Fraud and Deception

I. Violence and Criminal Behavior

Policy Rationale

In an effort to prevent fraudulent activity that can harm people or businesses, we remove content that purposefully deceives, willfully misrepresents or otherwise defrauds or exploits others for money or property. This includes content that seeks to coordinate or promote these activities using our services.

We allow people to raise awareness and educate others as well as condemn these activities unless this includes content that contains sensitive information, such as personally identifiable information.

Do not post:

Content that provides instructions on, engages in, promotes, coordinates, encourages, facilitates, admits to, recruits for, or admits to the offering or solicitation of any of the following activities:

- Deceiving others to generate a financial or personal benefit to the detriment of a third party or entity through:
    - Investment or financial scams:
        - Loan scams
        - Advance fee scams.
        - Gambling scams
        - Ponzi or pyramid schemes.
        - Money or cash flips or money muling.
        - Investment scams with promise of high rates of return.
    - Inauthentic identity scams:
        - Charity scams.
        - Romance or impersonation scams
        - Establishment of false businesses or entities.
    - Product or rewards scams:
        - Grant and benefits scams.
        - Tangible, spiritual or illuminati scams.
        - Insurance scams, including ghost broking
        - Fake jobs, work from home or get-rich-quick scams.
        - Debt relief or credit repair scams.

- Engaging with others to generate a financial or personal benefit at a loss for a third party, such as people, businesses or organisations through:

- Fake documents or financial instruments by:
    - Creating, selling or buying of:
        - Fake or forged documents.
        - Fake or counterfeit currency or vouchers.
        - Fake or forged educational and professional certificates.
- Stolen information, goods, or services by:
    - Credit card fraud and goods or property purchases with stolen financial information
    - Trading, selling or buying of:
        - Personal Identifiable Information.
        - Fake and misleading user reviews or ratings.
        - Future exam papers or answer sheets.
        - Credentials for subscription services.
    - Betting manipulation (for example match fixing).
    - Manipulation of measuring devices such as electricity or water meters in order to bypass their authorised or legal use.

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

Do not post:

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

- Bribery.
- Embezzlement.
- Money laundering (concealment of the origins of criminally obtained money).

6. Suicide and Self-Injury

II. Safety

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide assistance to people in distress.

While we do not allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if our Community Operations team is concerned about immediate harm we will contact local emergency services to get them help. For more information, visit the Facebook Safety Center.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

Do not post:

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

- Suicide.
- Self-injury.
- Eating disorders.

Content that depicts graphic self-injury imagery

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.

Content that mocks victims or survivors of suicide, self-injury or eating disorders who are either publicly known or implied to have experienced suicide or self-injury

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 or suicide attempt 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 self-injury, suicide or recovery context.
- 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.
- Vague, potentially suicidal statements or references (including memes or stock imagery about sad mood or depression) in a suicide or self-injury context.

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

- We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g. government agencies, NGOs).
    - A suicide note may also be removed when reported through the Suicidal Content Contact Form or Instagram Contact Form when we have confirmation of a suicide or suicide attempt

7. Child Sexual Exploitation, Abuse and Nudity

II. Safety

Policy Rationale

We do not allow content that sexually exploits or endangers children. When we become aware of apparent child exploitation, we report it to the National Center for Missing and Exploited Children (NCMEC), in compliance with applicable law. We know that sometimes people share nude images of their own children with good

intentions; however, we generally remove these images because of the potential for abuse by others and to help avoid the possibility of other people reusing or misappropriating the images.

We also work with external experts, including the Facebook Safety Advisory Board, to discuss and improve our policies and enforcement around online safety issues, especially with regard to children. Learn more about the technology we're using to fight against child exploitation.

Do not post:

Child sexual exploitation

Content that threatens, depicts, praises, supports, provides instructions for, makes statements of intent, admits participation in or shares links of the sexual exploitation of children (real or non-real minors, toddlers or babies), including but not limited to:

- Sexual intercourse
    - Explicit sexual intercourse or oral sex, 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 or oral sex, including when contact is imminent or not directly visible.
    - Stimulation of genitals or anus, including when activity is imminent or not directly visible.
    - Presence of by-products of sexual activity.
    - Any of the above involving an animal.
- Children with sexual elements, including but not limited to:
    - Restraints.
    - Focus on genitals.
    - Presence of aroused adult.
    - Presence of sex toys.
    - Sexualised costume.
    - Stripping.
    - Staged environment (for example, on a bed) or professionally shot (quality/focus/angles).
    - Open-mouth kissing.
- Content of children in a sexual fetish context.
- Content that supports, promotes, advocates or encourages participation in pedophilia unless it is discussed neutrally in an academic or verified health context.
- Content that identifies or mocks alleged victims of child sexual exploitation by name or image.

Solicitation

Content that solicits

- Imagery of child sexual exploitation
- Nude imagery of children

- Sexualized imagery of children
- Real-world sexual encounters with children

Inappropriate interactions with children

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

- Arranging or planning real-world sexual encounters with children
- Purposefully exposing children to sexually explicit language or sexual material
- Engaging in implicitly sexual conversations in private messages with children
- Obtaining or requesting sexual material from children in private messages

Exploitative intimate imagery and sextortion

Content that attempts to exploit minors by:

- Coercing money, favors or intimate imagery with threats to expose intimate imagery or information.
- Sharing, threatening or stating an intent to share private sexual conversations or intimate imagery.

Sexualization of children

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children

- Content (including photos, videos, real-world art, digital content, and verbal depictions) that shows children in a sexualized context.
- Groups, Pages and profiles targeted to sexualizing children.

Child nudity

Content that depicts child nudity where nudity is defined as:

- Close-ups of children's genitalia
- Real nude toddlers, showing:
    - Visible genitalia, even when covered or obscured by transparent clothing.
    - Visible anus and/or fully nude close-up of buttocks.
- Real nude minors, showing:
    - Visible genitalia (including genitalia obscured only by pubic hair or transparent clothing)
    - Visible anus and/or fully nude close-up of buttocks.
    - Uncovered female nipples.
    - No clothes from neck to knee - even if no genitalia or female nipples are showing.
- Digitally-created depictions of nude minors, toddlers or babies unless the image is for health or educational purposes.

Non-sexual child abuse

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.

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

- Videos or photos that depict police officers or military personnel committing non-sexual child abuse.
- Imagery of non-sexual child abuse, when law enforcement, child protection agencies, or trusted safety partners request that we leave the content on the platform for the express purpose of bringing a child back to safety.

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

- Videos or photos of violent immersion of a child in water in the context of religious rituals.

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

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

- Imagery posted by a news agency that depicts child nudity in the context of famine, genocide, war crimes, or crimes against humanity, unless accompanied by a violating caption or shared in a violating context, in which case the content is removed.

8. Adult Sexual Exploitation

II. Safety

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 have 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 except in a real-world art context), or
- Advocacy (including aspirational and conditional statements), or
- Statements of intent, or
- Calls for action, or
- Threatening, sharing, offering 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:

- Sextortion: Coercing money, favors or intimate imagery from people with threats to expose their intimate imagery or intimate information
- Sharing, threatening, stating an intent to share, offering or asking "non-consensual intimate imagery" that fulfills all of the 3 following conditions:
    - Imagery is non-commercial or produced in a private setting.
    - Person in the imagery is (near) nude, engaged in sexual activity or in a sexual pose.
    - Lack of consent to share the imagery is indicated by meeting any of the signals:
        - Vengeful context (such as, caption, comments or page title).
        - Independent sources (such as, law enforcement record) including entertainment media (such as, 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 mock, sexualize or expose 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.

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 the victim or condemnation of the act or for general awareness to be determined by context/caption.

Content mocking the concept of non-consensual sexual touching

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

We may restrict visibility to people over the age of 18 and include a warning label on certain fictional videos (e.g., digital and hand-drawn imagery, film and TV show scenes, comic books, music videos) that depict non-consensual sexual touching.

In addition to our at-scale policy of removing content that threatens or advocates rape or other non-consensual sexual touching, we may also disable the posting account.

9. Bullying and Harassment[1]

[1] Note from Facebook's records: „The Bullying and Harassment policy has traditionally provided fewer protections for public figures compared to private individuals to allow for broad discussion and critical commentary of people with a large public audience, such as heads of state or celebrities. Because this commentary could expose public figures to harmful content that could sexualize, degrade them, or attack their appearance, we are increasing the protections for public figures without censoring political or benign commentary. This policy update was based on global engagement with many stakeholders, including free speech advocates, human rights experts, women's safety groups, cartoonists and satirists, female politicians and journalists, representatives of the LGBTIQ+ community, minority groups, content creators and public figures. In our consultations, we explored how best to balance our values of safety and voice, given that public figures are often the subject of media discussion, critical commentary and satire. We also looked at the severity of related harms and listened to diverse perspectives on the limits of political speech or critical commentary. The stakeholders were divided on

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 post and share 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:

Tier 1: Target anyone maliciously by:

- Repeatedly contacting someone in a manner that is:
    - Unwanted, or
    - Sexually harassing, or
    - Directed at a large number of individuals with no prior solicitation.

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where to draw the line; a minority called for allowing all attacks, some for removing anything unrelated to a public figure's line of work, others suggested adopting a sexual harassment approach. Broadly, stakeholders acknowledged that these attacks disproportionately target and intimidate women and members of minority groups and recommended that we recognise power dynamics in our policy approach. We used the input we received on these points to craft a revision to our bullying and harassment policy."

- Attacking someone based on their status as a victim of sexual assault, sexual exploitation, sexual harassment, or domestic abuse.
- Calling for self-injury or suicide of a specific person, or group of people.
- Attacking someone through derogatory terms related to sexual activity (for example: 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 or terrorist attacks 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.
- Making severe sexualized commentary
- Sharing derogatory sexualized photoshopped imagery or drawings
- Calling for, or making statements of intent to engage in, bullying and/or harassment.
- Posting content that further degrades or expresses disgust toward individuals who are depicted in the process of, or right after, menstruating, urinating, vomiting, or defecating
- Creating Pages or Groups that are dedicated to attacking individual(s) by:
    - Calling for death, or to contract or develop a medical condition.
    - Making statements of intent of advocating to engage in sexual activity.
    - Making claims that the individual has or may have a sexually transmitted disease.
    - Sexualizing another adult.

- Sending messages that contain the following attacks when aimed at an individual or group of individuals in the thread:
    - Attacks referenced in Tier 1, 2 and 4 of this policy.
    - Targeted cursing.
    - Calls for death, serious disease, disability, epidemic disease or physical harm.

Tier 2: Target private individuals, limited scope public figures (for example, individuals whose primary fame is limited to their activism, journalism, or those who become famous through involuntary means) or public figures who are minors with:

- Calls for death, or to contract or develop a medical condition.
- Female-gendered cursing terms when used in a derogatory way.
- Claims about sexual activity or sexually transmitted diseases except in the context of criminal allegations against adults about non-consensual sexual touching.
- 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.

Tier 3: Target public figures by purposefully exposing them to:

- For adults and minors:
    - Calls for death, or to contract or develop a medical condition.
    - Claims about sexually transmitted disease
    - Female-gendered cursing terms when used in a derogatory way.
    - Content that praises, celebrates or mocks their death or medical condition.
    - Attacks through negative physical descriptions.

- 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 and so on).

Tier 4: Target private individuals or limited scope 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 and so on).
- Attacks through negative physical descriptions.
- Content that ranks individuals on physical appearance or personality.
- Content sexualizing another adult.
- Content that further degrades individuals who are depicted being physically bullied except in self-defense and fight-sport contexts.
- Content that praises, celebrates, or mocks their death or serious physical injury.
- In addition to the above, attacks through Pages or Groups:
    - Negative character or ability claims.
    - First-person voice bullying only if the object targets more than one private individual.

Tier 5: 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 and business reviews against adults. We allow criminal allegations

so that people can draw attention to personal experiences or offline events. In cases in which criminal allegations pose off-line harm to the named individual, however, we may remove them.
- Expressions of contempt or disgust, except in the context of criminal allegations against adults.

Tier 6: Target private individuals who are minors with:

- Allegations about criminal or illegal behavior.
- Videos of physical bullying shared in a non-condemning context.

Tier 7: Target private individuals (who must self-report) with:

- First-person voice bullying.
- Unwanted manipulated imagery.
- Comparison to other public, fictional or private individuals on the basis of physical appearance
- Claims about religious identity or blasphemy.
- 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.

We add a cover to this content so people can choose whether to see it:

Videos of physical bullying against minors shared in a condemning context

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

Do not:

- Post content that targets private individuals through unwanted Pages, Groups and Events. We remove this content when it is reported by the victim or an authorized representative of the victim.
- Create accounts to contact someone who has blocked you.
- Post attacks that use derogatory terms related to female gendered cursing. We remove this content when the victim or an authorized representative of the victim informs us of the content, even if the victim has not reported it directly.
- Post content that would otherwise require the victim to report the content or an indicator that the poster is directly targeting the victim (for example: the victim is tagged in the post or comment). We will remove this content if we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Post content praising, celebrating or mocking anyone's death. We also remove content targeting a deceased individual that we would normally require the victim to report.
- Post content calling for or stating an intent to engage in behavior that would qualify as bullying and harassment under our policies. We will remove this

content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.

- Post content sexualizing a public figure. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Repeatedly contact someone to sexually harass them. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Engage in mass harassment against individuals that targets them based on their decision to take or not take the COVID-19 vaccine with:
    - Statements of mental or moral inferiority based on their decision, or
    - Statements that advocate for or allege a negative outcome as a result of their decision, except for widely proven and/or accepted COVID-19 symptoms or vaccine side effects.
- Remove directed mass harassment, when:
    - Targeting, via any surface, ‘individuals at heightened risk of offline harm’, defined as:
        - Human rights defenders
        - Minors
        - Victims of violent events/tragedies
        - Opposition figures in at-risk countries during election periods
        - Government dissidents who have been targeted based on their dissident status
        - Ethnic and religious minorities in conflict zones
        - Member of a designated and recognizable at-risk group
    - Targeting any individual via personal surfaces, such as inbox or profiles, with:
        - Content that violates the bullying and harassment policies for private individuals or,
        - Objectionable content that is based on a protected characteristic
- Disable accounts engaged in mass harassment as part of either
    - State or state-affiliated networks targeting any individual via any surface.
    - Adversarial networks targeting any individual via any surface with:
        - Content that violates the bullying and harassment policies for private individuals or,
        - Content that targets them based on a protected characteristic, or,
        - Content or behavior otherwise deemed to be objectionable in local context

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 engagein 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

Policy Rationale

Privacy and the protection of personal information are fundamentally important values for Facebook. We work hard to safeguard your personal identity and information and we do not allow people to post personal or confidential information about yourself or of others.

We remove content that shares, offers or solicits personally identifiable information or other private information that could lead to physical or financial harm, including financial, residential, and medical information, as well as private information obtained from illegal sources. We also recognize that private information may become publicly available through news coverage, court filings, press releases, or other sources. When that happens, we may allow the information to be posted.

We also provide people ways to report imagery that they believe to be in violation of their privacy rights.

Do not post:

Content that shares or solicits any of the following private information, either on Facebook or through external links:

Personally identifiable information about yourself or others

- Personal identity: identifying individuals through government-issued numbers.
    - National identification number (for example Social Security Number (SSN), Passport Number, National Insurance/Health Service Number, Personal Public Service Number (PPS), Individual Taxpayer Identification Number (ITIN)).
    - Government IDs of law enforcement, military, or security personnel.

- Personal information: directly identifying an individual, by indicating the ID number or registration information and the individual's name.
    - Records or official documentation of civil registry information (marriage, birth, death, name change or gender recognition, and so on).
    - Immigration and work status documents (for example, green cards, work permits, visas, or immigration papers).
    - Driver's licenses or license plates.
    - Credit Privacy Number (CPN).

- Digital identity: authenticating access to an online identity
    - Email addresses with passwords.
    - Digital identities with passwords.
    - Passwords, pins or codes to access private information.

Other private information

- Personal contact information of others such as phone numbers, addresses and email addresses , except when shared or solicited to promote charitable causes, find missing people, animals, or objects, or contact business service providers.
- Financial information.
    - Personal financial information about yourself or others, including:
        - Non-public financial records or statements.
        - Bank account numbers with security or pin codes.
        - Digital payment method information with log in details, security or pin codes.
        - Credit or debit card information with validity dates or security pins or codes.
    - Financial information about businesses or organizations,unless originally shared by the organization itself, including:
        - Financial records or statements except when the financial records of the business are publicly available (for example, listed on stock exchanges or regulatory agencies, and so on)
        - Bank account numbers accompanied by security or pin codes.
        - Digital payment method information accompanied by log in details, security or pin codes.

- Residential information
    - Imagery that displays the external view of private residences if all of 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/neighborhood or GPS pin (for example, a pin from Google Maps) are identified.
        - The content identifies the resident(s).
        - That same resident objects to the exposure of their private residence, or there is context of organizing protests against the resident (This does not include embassies that also serve as residences).
    - Content that exposes information about safe houses by sharing any of the below, unless the safe house is actively promoting information about their facility
        - Actual address (Note: "Post Box only" is allowed.)
        - Images of the safe house.
        - Identifiable city/neighborhood of the safe house.
        - Information exposing the identity of the safe house residents.

- Medical information
    - Records or official documentation displaying medical, psychological, biometric, or genetic hereditary of others.

- Information obtained from hacked sources.
    - 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.

- Status or occupation related information.
    - Content that exposes the undercover status of law enforcement, military, or security personnel if:
        - The content contains the agent's full name or other explicit identification and explicitly mentions their undercover status.
        - The imagery identifies the faces of the law enforcement personnel and explicitly mentions their undercover status.

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 13 years old, and the content was reported by the minor or a parent or legal guardian.
    - A minor between 13 and 18 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.

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

Do not post:

- Content that puts a defector at risk by outing the individual with personally identifiable information when the content is reported by credible government channels.
- Depictions of someone in a medical or health facility if reported by the person pictured or an authorized representative.

12. Hate Speech

III. Objectionable Content

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.

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".
    - Dalits, scheduled caste or ‘lower caste’ people as menial laborers.

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:

- Segregation in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting segregation.
- Exclusion in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting, defined as
    - Explicit exclusion, which means things like expelling certain groups or saying they are not allowed.
    - Political exclusion, which means denying the right to right to political participation.
    - Economic exclusion, which means denying access to economic entitlements and limiting participation in the labour market.
    - Social exclusion, which means things like denying access to spaces (physical and online)and social services.

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 characteristics.

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

Do not post:

- Content explicitly providing or offering to provide products or services that aim to change people's sexual orientation or gender identity.
- Content attacking concepts, institutions, ideas, practices, or beliefs associated with protected characteristics, which are likely to contribute to imminent physical harm, intimidation or discrimination against the people associated with that protected characteristic. Facebook looks at a range of signs to determine whether there is a threat of harm in the content. These include but are not limited to: content that could incite imminent violence or intimidation; whether there is a period of heightened tension such as an election or ongoing conflict; and whether there is a recent history of violence against the targeted protected group. In some cases, we may also consider whether the speaker is a public figure or occupies a position of authority.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that 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

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 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, or 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

Policy Rationale

We restrict the display of nudity or sexual activity because some people in our community may be sensitive to this type of content. Additionally, we default to removing sexual imagery to prevent the sharing of non-consensual or underage content. Restrictions on the display of sexual activity also apply to digitally created content unless it is posted for educational, humorous, or satirical purposes.

Our nudity policies have become more nuanced over time. We understand that nudity can be shared for a variety of reasons, including as a form of protest, to raise awareness about a cause, or for educational or medical reasons.

Where such intent is clear, we make allowances for the content. For example, while we restrict some images of female breasts that include the nipple, we allow other images, including those depicting acts of protest, women actively engaged in breast-

feeding and photos of post-mastectomy scarring. For images depicting visible genitalia or the anus in the context of birth and after-birth moments or health-related situations we include a warning label so that people are aware that the content may be sensitive. We also allow photographs of paintings, sculptures, and other art that depicts nude figures.

Do not post:

Imagery of

- Real nude adults, if it depicts:
    - Visible genitalia except in the context of birth giving and after-birth moments or health-related situations (for example, gender confirmation surgery, 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 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 female breasts, defined as a grabbing motion with curved fingers that shows

both marks and clear shape change of the breasts. We allow squeezing in breastfeeding contexts.
    - 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, except when posted in an educational or scientific context, or when it meets one of the criteria below and shown only to individuals 18 years and older.
- Extended audio of sexual activity

We only show this content to individuals 18 and older:

- Real world art that depicts sexual activity.
- Posting photographs or videos of objects that depict sexual activity in real-world art.
- Implied sexual activity in advertisements.
- Implied sexual activity in recognized fictional images or with indicators of fiction.
- Digital content that meets our definition of sexual activity, where:
    - The sexual activity (intercourse or other sexual activities) isn't directly visible.
    - The content was posted in a satirical or humorous context.
    - 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 or commercial sexual services between adults such as prostitution or escort services. We do this to avoid facilitating transactions that may involve trafficking, coercion, and non-consensual sexual acts. 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:

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.

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. Account Integrity and Authentic Identity

IV. Integrity and Authenticity

Policy Rationale

Authenticity is the cornerstone of our community. We believe that authenticity helps create a community where people are accountable to each other, and to Facebook, in meaningful ways. We want to allow for the range of diverse ways that identity is expressed across our global community, while also preventing impersonation and identity misrepresentation. That is why we require people to connect on Facebook using the name they go by in everyday life. Our authenticity policies are intended to create a safe environment where people can trust and hold one another accountable.

In order to maintain a safe environment and empower free expression, we remove accounts that are harmful to the community, including those that compromise the security of other accounts and our services. We have built a combination of automated and manual systems to block and remove accounts that are used to persistently or egregiously abuse our Community Standards.

Because account level removal is a severe action, whenever possible, we aim to give our community a chance to learn our rules and follow our Community Standards. Penalties, including account disables, are designed to be proportionate to the severity of the violation and the risk of harm posed to the community. Continued violations, despite repeated warnings and restrictions, or violations that pose severe safety risks will lead to an account being disabled.

We do not allow the use of our services and will disable accounts if you:

- Severely violate our Community Standards.
- Persistently violate our Community Standards.
- Represent Dangerous Individuals or Organizations.
- Create or use an account that demonstrates an intent to violate our Community Standards.
- Create an account, Page, Group or Event to evade our enforcement actions, including creating an account to bypass a restriction or after we have disabled your previous account, Page, Group or Event.

- Impersonate others by:
    - Using their photos with the explicit aim to deceive others.
    - Creating an account assuming to be or speak 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.
- Are under 13 years old.
- Are a convicted sex offender.
- Are prohibited from receiving our products, services or software under applicable laws.

In certain cases, such as those outlined below, we will seek further information about an account before taking actions ranging from temporarily restricting accounts to permanently disabling them.

- Accounts misrepresenting their identity (Facebook and Messenger only) by:
    - Using a name that does not abide by our name policies.
    - Providing a false date of birth.
    - Creating a single account that represents or is used by more than one person.
    - Maintaining multiple accounts as a single user.
- Compromised accounts.
- Empty accounts with prolonged dormancy.

17. 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 usin g 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.

18. Cybersecurity

IV. Integrity and Authenticity

Policy Rationale

We recognize that the safety of our users includes the security of their personal information and accounts, profiles, and other Facebook entities they may manage, as well as our products and services more broadly. Attempts to gather sensitive personal information or engage in unauthorized access 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 or engage in unauthorized accessthe abuse of our platform and products, or services.

Do not:

Attempt to compromise user accounts, profiles, or other Facebook entities, abuse our products or services, gather sensitive information through deceptive means, or attempt to engage in unauthorized access, including:

- Gaining access to accounts , profiles, Facebook, Inc. entities, or user data other than your ownthrough deceptive means or without explicit permission from the account, profile, or entity owner.
- Encouraging or deceiving users to download or run files or programs that will compromise a user's online or data security, including through malicious software or websites.. Such files and programs will be deemed malicious software or "malware" if they harm or gain unauthorized access to a computer, device, or network.
- Attempting to obtain, acquire or request another user's login credentialsor other sensitive information, , 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)or the use of malicious software or websites..
- Publicly sharing your own or others' login information, either on platform or through a third party service.
- Creating, sharing, or hosting malicious software browser extensions and mobile applications, on or off platform that put our users or products and services at risk.
- 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.

19. 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.

20. 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 recognize 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 do not remove false news from Facebook but we significantly reduce its distribution by showing it lower in News Feed. Learn more about our work to reduce the spread of false news here and 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 false by independent fact-checkers.

- Empowering people to decide for themselves what to read, trust or share by informing them with more context and promoting news literacy.
- Collaborating with academics and other organizations to help solve this challenging issue

21. 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.

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

Do not post:

> Videos that have 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:
>
> > A subject of the video said words that they did not say, AND
> >
> > The video 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.

22. 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 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.

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

When brought to our attention by the legacy contact or a family member of the deceased, we will:

- Remove violating comments on a memorialized profile, which would typically require the individual to self report so that we know that they are unwanted
- 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

23. 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

24. 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

25. 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

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

We may remove content created for the purpose of identifying a private minor if there may be a risk to the minor’s safety when requested

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. This includes content where a symbol represents the target and/or includes a visual of an armament or method to represent violence
- 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 or method that represents violence
- Statements advocating for high-severity violence
- 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.

Content that depicts abductions or kidnappings if it is clear the content is not being shared by a victim or their family as a plea for help, or shared for informational, condemnation or awareness raising purposes

Threats of high-severity violence using digitally produced or altered imagery to target living people with armaments, methods of violence or dismemberment.

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

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

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 violence due to voting, voter registration or the administration or outcome of an election

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 polling places, or locations used to count votes or administer an election (or encouraging others to do the same).

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

Do not post:

- Content that puts LGBTQI+ people at risk by revealing their sexual identity against their will or without permission
- Content that puts unveiled women at risk by revealing their images without veil against their will or without permission
- Violent threats against law enforcement officers
- Violent threats against people accused of a crime. We remove this content when we have reason to believe that the content is intended to cause physical harm
- Misinformation and unverifiable rumors that contribute to the risk of imminent violence or physical harm
    - Additionally, we have specific rules and guidance regarding content related to COVID-19 and vaccines. To see these specific rules please click here.
- Coded statements where the method of violence or harm is not clearly articulated, but the threat is veiled or implicit. Facebook looks at the below signals to determine whether there is a threat of harm in the content.
    - Shared in a retaliatory context (e.g., expressions of desire to do something harmful to others in response to a grievance or threat that may be real, perceived or anticipated)
    - References to historical or fictional incidents of violence (e.g., content that threatens others by referring to known historical incidents of violence that have been executed throughout history or in fictional settings)
    - Acts as a threatening call to action (e.g., content inviting or encouraging others to carry out harmful acts or to join in carrying out the harmful acts)
    - Indicates knowledge of or shares sensitive information that could expose others to harm (e.g., content that either makes note of or implies awareness of personal information that might make a threat of physical violence more credible. This includes implying knowledge of a person's residential address, their place of employment or education, daily commute routes, or current location)
    - Local context or subject matter expertise confirms that the statement in question could be threatening, and/or could lead to imminent violence or physical harm.
    - The subject of the threat reports the content to us.
- Threats against election officials
- Implicit statements of intent or advocacy, calls to action, or aspirational or conditional statements to bring armaments to locations, including but not limited to places of worship, educational facilities, polling places, or locations used to count votes or administer an election (or encouraging others to do the same). We may also restrict calls to bring armaments to certain locations

where there are temporarily signals of a heightened risk of violence or offline harm. This may be the case, for example, when there's a known protest and counter-protest planned or violence broke out at a protest in the same city within the last 7 days

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, but we require people to clearly indicate their intent. If the intention is unclear, we may remove content.

We Remove:

We remove Praise, Substantive Support, and Representation of various Dangerous Organizations. These concepts apply to the organizations themselves, their activities, and their members. These concepts do not proscribe peaceful advocacy for particular political outcomes.

Praise, defined as any of the below:

- Speak positively about a designated entity or event;
    - E.g., “The fighters for the Islamic State are really brave!”
- Give a designated entity or event a sense of achievement;
    - E.g., “Timothy McVeigh is a martyr.”
- Legitimizing the cause of a designated entity by making claims that their hateful, violent, or criminal conduct is legally, morally, or otherwise justified or acceptable;
    - E.g., “Hitler did nothing wrong.”
- Aligning oneself ideologically with a designated entity or event.
    - E.g., “I stand with Brenton Tarrant.”

We remove Praise of Tier 1 entities and designated events. We will also remove praise of violence carried out by Tier 2 entities.

Substantive Support, defined as any of the below:

- Any act which improves the financial status of a designated entity - including funnelling money towards, or away from a designated entity;
    - E.g., “Donate to the KKK!”
- Any act which provides material aid to a designated entity or event;
    - E.g., “If you want to send care packages to the Sinaloa Cartel, use this address:”
- Putting out a call to action on behalf of a designated entity or event;
    - E.g., “Contact the Atomwaffen Division - (XXX) XXX-XXXX”
- Recruiting on behalf of a designated entity or event;
    - E.g., “If you want to fight for the Caliphate, DM me”

- Channeling information or resources, including official communications, on behalf of a designated entity or event
    - E.g., Directly quoting a designated entity without caption that condemns, neutrally discusses, or is a part of news reporting.

We remove Substantive Support of Tier 1 and Tier 2 entities and designated events.

Representation, defined as any of the below:

- Stating that you are a member of a designated entity, or are a designated entity;
    - E.g., “I am a grand dragon of the KKK.”
- Creating a Page, Profile, Event, Group, or other Facebook entity that is or purports to be owned by a Designated Entity or run on their behalf, or is or purports to be a designated event.
    - E.g., A Page named “American Nazi Party.”

We remove Representation of Tier 1 and 2 Designated Organizations, Hate-Banned Entities, and designated events.

Types and Tiers of Dangerous Organizations

Tier 1: Terrorism, organized hate, large-scale criminal activity, attempted multiple-victim violence, multiple-victim violence ***multiple murderers, and violating violent events***

We do not allow individuals or organizations involved in organized crime, including those designated by the United States government as specially designated narcotics trafficking kingpins (SDNTKs); hate; or terrorism, including entities designated by the United States government as Foreign Terrorist Organizations (FTOs) or Specially Designated Global Terrorists (SDGTs), to have a presence onthe platform. We also don't allow other people to represent these entities. We do not allow leaders or prominent members of these organizations to have a presence on the platform, symbols that represent them to be used on the platform, or content that praises them or their acts. In addition, we remove any coordination of substantive support for these individuals and organizations.

We do not allow content that praises, substantively supports, or represents events that Facebook designates as terrorist attacks, hate events, multiple-victim violence or attempted multiple-victim violence, serial murders, hate crimes or violating violent events.

We also do not allow Praise, Substantive Support, or Representation of designated hateful ideologies.

Terrorist organizations and individuals, defined as a 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, defined as an association of three or more people that:

- is organized under a name, sign, or symbol; and
- has an ideology, statements, or physical actions that attack individuals based on characteristics, including race, religious affiliation, national origin, disability, ethnicity, gender, sex, sexual orientation, or serious disease.

Criminal Organizations, defined as an association of three or more people that:

- is united under a name, color(s), hand gesture(s) or recognized indicia; and
- has engaged in or threatens to engage in criminal activity such as homicide, drug trafficking, or kidnapping.

Multiple-Victim Violence and Multiple Murderers

- We consider an event to be a multiple-victim violence or attempted multiple-victim violence if it results in three or more casualties in one incident, defined as deaths or serious injuries. Any Individual who has committed such an attack is considered to be a perpetratoror an attempted perpetrator of multiple-victim violence.
- We consider any individual who has committed two or more murders over multiple incidents or locations a multiple murderer.

Hateful Ideologies

- While our designations of organizations and individuals focus on behavior, we also recognize that there are certain ideologies and beliefs that are inherently tied to violence and attempts to organize people around calls for violence or exclusion of others based on their protected characteristics. In these cases, we designate the ideology itself and remove content that supports this ideology from our platform. These ideologies include:
    - Nazism
    - White Supremacy
    - White Nationalism
    - White Separatism
- We remove explicit Praise, Substantive Support, and Representation of these ideologies, and remove individuals and organizations that ascribe to one or more of these hateful ideologies.

Tier 2: Violent Non-State Actors

Organizations and individuals designated by Facebook as Violent Non-state Actors are not allowed to have a presence on Facebook, or have a presence maintained by others on their behalf. As these groups are actively engaged in violence, substantive support of these entities is similarly not allowed. We will also remove praise of violence carried out by these entities.

Violent Non-State Actors, defined as any non-state actor that:

- engages in purposive and planned acts of violence primarily against a government military or other armed groups; and
- that causes or attempts to
    - cause death to persons taking direct part in hostilities in an armed conflict, and/or
    - deprive communities of access to vital infrastructure and natural resources, and/or bring significant damage to property, linked to death, serious injury or serious harm to civilians

Tier 3: Militarized Social Movements, Violence-Inducing Conspiracy Networks, and Hate Banned Entities

Pages, Groups, Events, and Profiles or other Facebook entities that are - or claim to be - maintained by, or on behalf of, Militarized Social Movements and Violence-Inducing Conspiracy Networks are prohibited. Admins of these pages, groups and events will also be removed.

Click here to read more about how we address movements and organizations tied to violence.

We do not allow Representation of Organizations and individuals designated by Facebook as Hate-Banned Entities.

Militarized Social Movements (MSMs), which include:

- **Militia Groups**, defined as non-state actors that use weapons as a part of their training, communication, or presence; and are structured or operate as unofficial military or security forces and:
    - Coordinate in preparation for violence or civil war; or
    - Distribute information about the tactical use of weapons for combat; or
    - Coordinate militarized tactical coordination in a present or future armed civil conflict or civil war.
- **Groups supporting violent acts amid protests**, defined as non-State actors that repeatedly:
    - Coordinate, promote, admit to or engage in:
    - Acts of street violence against civilians or law enforcement; or
    - Arson, Looting, or other destruction of property; or
    - Threaten to violently disrupt an election process; or
    - Promote bringing weapons to a location when the stated intent is to intimidate people amid a protest.

Violence-Inducing Conspiracy Networks (VICNs), defined as a Non-State Actor that:

- Organizes under a name, sign, mission statement, or symbol; and
- Promote theories that attribute violent or dehumanizing behavior to people or organizations that have been debunked by credible sources; and
- Has inspired multiple incidents of real-world violence by adherents motivated by the desire to draw attention to or redress the supposed harms promoted by these debunked theories.

Hate-Banned Entities, defined as entities that engage in repeated hateful conduct or rhetoric, but do not rise to the level of a Tier 1 entity because they have not engaged in or explicitly advocated for violence, or because they lack sufficient connections to previously designated organizations or figures.

3. Coordinating Harm and Promoting 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:

<u>Harm against people</u>

- Depicting, admitting to or promoting acts of physical harm against people, including acts of domestic violence - except when shared in the context of redemption or defense.
- Swatting - specifically statements of intent, calls to action, representing, supporting, advocating for, depicting, admitting to or speaking positively about it.
- Depicting, promoting, advocating for or encouraging participation in a high risk viral challenge.
- Promoting or advocating for harmful miracle cures for health issues.
- Coordinating, depicting, admitting to or promoting active and deliberate spread of communicable diseases by you or your associates

<u>Harm against animals</u>

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 who can participate in the census and what information or materials must be provided in order to participate
- Content claiming that the U.S. Immigration and Customs Enforcement (ICE) is at a voting location
- Explicit claims that people will be infected by COVID (or another communicable disease) if they participate in the voting process.

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

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

Do not post:

- Content revealing the identity of someone as a witness, informant, activist, or individuals whose identity or involvement in a legal case has been restricted from public disclosure
- Imagery that is likely to deceive the public as to its origin if:
    - The entity depicted or an authorized representative objects to the imagery, and
    - The imagery has the potential to cause harm to members of the public
- Other misrepresentations related to voting in an official election or census participation may be subject to false news standards, as referenced in section 20
- Misrepresentation of whether a candidate is running or not
- Calls for coordinated interference that would affect an individual's ability to participate in an official census or election
- Content stating that census or voting participation may or will result in law enforcement consequences (for example, arrest, deport or imprisonment)
- Misrepresentation of government involvement in the census, including, where applicable, that an individual's census information will be shared with another (non-census) government agency
- Statements of intent, support, or advocacy to go to an election site, voting location, or vote counting location when the purpose of going to the site is to monitor or watch voters or election officials' activity using militaristic language (e.g. "war," "army," or "soldier") or an expressed goal to intimidate, exert control or display power (e.g. "let's show them who's boss!," "if they're scared, they won't vote!")
- Content coordinating interference with the administration of the COVID-19 vaccine
- Content calling to action, advocating, or promoting that others not get the COVID-19 vaccine

4. Restricted Goods and Services

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, or trade, firearms, firearm parts, ammunition, explosives, or lethal enhancements except when posted by a Page, Group or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites, brands or government agencies (e.g. police department, fire department) or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
- Attempts to donate or gift firearms, firearm parts, ammunition, explosives, or lethal enhancements except when posted in the following contexts:
    - Donating, trading in or buying back firearms and ammunition by a Page, Group or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites, brands or government agencies, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
    - An auction or raffle of firearms by legitimate brick-and-mortar entities, including retail businesses, government-affiliated organizations or non-profits, or private individuals affiliated with or sponsored by legitimate brick-and-mortar entities.
- Asks for firearms, firearm parts, ammunition, explosives, or lethal enhancements
- Sells, gifts, exchanges, transfers, coordinates, promotes (by which we mean speaks positively about, encourages the use of) or provides access to 3D printing or computer-aided manufacturing instructions for firearms or firearms parts regardless of context or poster. even when posted by brick and mortar stores, brands and legitimate websites

Non-medical drugs

Content that:

- Attempts to buy, sell, trade, co-ordinate the trade of, donate, or gift or asks for non-medical drugs.
- Admits to buying or trading or co-ordinating the trade of 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. This content may not speak positively about, encourage use of, coordinate or provide instructions to make or use non-medical drugs.
- Coordinates or promotes (by which we mean speaks positively about, encourages the use of, or provides instructions to use or make) non-medical drugs.

Pharmaceutical drugs

Content that:

- Attempts to buy, sell or trade pharmaceutical drugs except when:
    - Listing the price of vaccines in an explicit education or discussion context.
    - Offering delivery when posted by legitimate healthcare e-commerce businesses.

- Attempts to donate or gift pharmaceutical drugs
- Asks for pharmaceutical drugs except when content discusses the affordability, accessibility or efficacy of pharmaceutical drugs in a medical context

Marijuana

Content that attempts to buy, sell, trade, donate or gift or asks for marijuana.

Endangered species (wildlife and plants):

Content that:

- Attempts to buy, sell, trade, donate,or gift or asks for endangered species or their parts.
- Admits to poaching, buying or trading of endangered species or their parts committed by the poster of the content either by themselves or their associatesthrough others. This does not include depictions of poaching by strangers.
- Depicts poaching of endangered species or their parts committed by the poster of the content by themselves or their associates.
- Shows coordination or promotion (by which we mean speaks positively about, encourages the poaching of, or provides instructions to use or make products from endangered species or their parts)

Live non-endangered animals excluding livestock

- Content that attempts to buy, sell or trade live non-endangered animals except when:
    - Posted by a Page, Group or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, legitimate websites, brands, or rehoming shelters, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
    - Posted in the context of donating or rehoming live non-endangered animals, including rehoming fees for peer-to-peer adoptions, selling an animal for a religious offering, or offering a reward for lost pets.

Human blood

- Content that attempts to buy, sell or trade human blood.
- Content that asks for human blood except for a donation or gift.

Alcohol / tobacco

Content that:

- Attempts to buy, sell or trade alcohol or tobacco except when:

    - Posted by a Page, Group, or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites or brands, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
    - Content refers to alcohol/tobacco that will be exchanged or consumed on location at an event, restaurant, bar, party and so on.
- Attempts to donate or gift alcohol or tobacco except when posted by a Page, Group, or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites or brands, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
- Asks for alcohol or tobacco

Weight loss products

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

Historical artifacts

- Content that attempts to buy, sell, trade, donate or gift or asks for historical artifacts.

Except when any of the above occurs in a fictional or documentary context

For the following content, we restrict visibility to adults 21 years of age and older:

Firearms

- Content posted by or promoting legitimate brick-and-mortar store, entities, including retail businesses websites, brands, or government agencies which attempt to buy, sell, trade, donate or gift (including in the context of an auction or a raffle) firearms, firearm parts, ammunition, explosives, or lethal enhancements.

For the following content, we restrict visibility to adults 18 years of age and older:

Alcohol/tobacco

- Content posted by or promoting legitimate brick-and-mortar entities, including retail businesses websites or brands, which attempt to buy, sell, trade, donate or gift of alcohol or tobacco products.

Bladed weapons

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

Weight loss products and potentially dangerous cosmetic procedures

Content that

- Attempts to buy, sell, trade, donate or gift weight loss products or potentially dangerous cosmetic procedures.
- Admits to or depicts using a weight loss product or potentially dangerous cosmetic procedures, except when admitting to use in a disapproval context.
- Shows coordination or promotion (by which we mean speaks positively, encourages the use of or provides instructions to use or make a diet product or perform dangerous cosmetic procedures).

Sex toys and sexual enhancement products

- Content that attempts to buy, sell, trade, donate or gift sex toys and sexual enhancement products

5. Fraud and Deception

I. Violence and Criminal Behavior

Policy Rationale

In an effort to prevent fraudulent activity that can harm people or businesses, we remove content that purposefully deceives, willfully misrepresents or otherwise defrauds or exploits others for money or property. This includes content that seeks to coordinate or promote these activities using our services.

We allow people to raise awareness and educate others as well as condemn these activities unless this includes content that contains sensitive information, such as personally identifiable information.

Do not post:

Content that provides instructions on, engages in, promotes, coordinates, encourages, facilitates, admits to, recruits for, or admits to the offering or solicitation of any of the following activities:

- Deceiving others to generate a financial or personal benefit to the detriment of a third party or entity through:
    - Investment or financial scams:
        - Loan scams
        - Advance fee scams.
        - Gambling scams
        - Ponzi or pyramid schemes.
        - Money or cash flips or money muling.
        - Investment scams with promise of high rates of return.
    - Inauthentic identity scams:
        - Charity scams.
        - Romance or impersonation scams
        - Establishment of false businesses or entities.
    - Product or rewards scams:

        - Grant and benefits scams.
        - Tangible, spiritual or illuminati scams.
        - Insurance scams, including ghost broking
        - Fake jobs, work from home or get-rich-quick scams.
        - Debt relief or credit repair scams.

- Engaging with others to generate a financial or personal benefit at a loss for a third party, such as people, businesses or organisations through:
    - Fake documents or financial instruments by:
        - Creating, selling or buying of:
            - Fake or forged documents.
            - Fake or counterfeit currency or vouchers.
            - Fake or forged educational and professional certificates.
    - Stolen information, goods, or services by:
        - Credit card fraud and goods or property purchases with stolen financial information
        - Trading, selling or buying of:
            - Personal Identifiable Information.
            - Fake and misleading user reviews or ratings.
            - Future exam papers or answer sheets.
            - Credentials for subscription services.
        - Betting manipulation (for example match fixing).
        - Manipulation of measuring devices such as electricity or water meters in order to bypass their authorised or legal use.

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

Do not post:

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

- Bribery.
- Embezzlement.
- Money laundering (concealment of the origins of criminally obtained money).

6. Suicide and Self-Injury

II. Safety

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and

enforcement, and work with organizations around the world to provide assistance to people in distress.

While we do not allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if our Community Operations team is concerned about immediate harm we will contact local emergency services to get them help. For more information, visit the Facebook Safety Center.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

Do not post:

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

- Suicide.
- Self-injury.
- Eating disorders.

Content that depicts graphic self-injury imagery

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.

Content that mocks victims or survivors of suicide, self-injury or eating disorders who are either publicly known or implied to have experienced suicide or self-injury

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 or suicide attempt 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 self-injury, suicide or recovery context.
- 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.
- Vague, potentially suicidal statements or references (including memes or stock imagery about sad mood or depression) in a suicide or self-injury context.

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

- We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g. government agencies, NGOs).
    - A suicide note may also be removed when reported through the Suicidal Content Contact Form or Instagram Contact Form when we have confirmation of a suicide or suicide attempt

7. Child Sexual Exploitation, Abuse and Nudity

II. Safety

Policy Rationale

We do not allow content that sexually exploits or endangers children. When we become aware of apparent child exploitation, we report it to the National Center for Missing and Exploited Children (NCMEC), in compliance with applicable law. We know that sometimes people share nude images of their own children with good intentions; however, we generally remove these images because of the potential for abuse by others and to help avoid the possibility of other people reusing or misappropriating the images.

We also work with external experts, including the Facebook Safety Advisory Board, to discuss and improve our policies and enforcement around online safety issues, especially with regard to children. Learn more about the technology we're using to fight against child exploitation.

Do not post:

Child sexual exploitation

Content that threatens, depicts, praises, supports, provides instructions for, makes statements of intent, admits participation in or shares links of the sexual exploitation of children (real or non-real minors, toddlers or babies), including but not limited to:

- Sexual intercourse
    - Explicit sexual intercourse or oral sex, 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 or oral sex, including when contact is imminent or not directly visible.
    - Stimulation of genitals or anus, including when activity is imminent or not directly visible.
    - Presence of by-products of sexual activity.
    - Any of the above involving an animal.
- Children with sexual elements, including but not limited to:
    - Restraints.
    - Focus on genitals.
    - Presence of aroused adult.
    - Presence of sex toys.
    - Sexualised costume.
    - Stripping.
    - Staged environment (for example, on a bed) or professionally shot (quality/focus/angles).
    - Open-mouth kissing.
- Content of children in a sexual fetish context.

- Content that supports, promotes, advocates or encourages participation in pedophilia unless it is discussed neutrally in an academic or verified health context.
- Content that identifies or mocks alleged victims of child sexual exploitation by name or image.

Solicitation

Content that solicits

- Imagery of child sexual exploitation
- Nude imagery of children
- Sexualized imagery of children
- Real-world sexual encounters with children

Inappropriate interactions with children

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

- Arranging or planning real-world sexual encounters with children
- Purposefully exposing children to sexually explicit language or sexual material
- Engaging in implicitly sexual conversations in private messages with children
- Obtaining or requesting sexual material from children in private messages

Exploitative intimate imagery and sextortion

Content that attempts to exploit minors by:

- Coercing money, favors or intimate imagery with threats to expose intimate imagery or information.
- Sharing, threatening or stating an intent to share private sexual conversations or intimate imagery.

Sexualization of children

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children

- Content (including photos, videos, real-world art, digital content, and verbal depictions) that shows children in a sexualized context.
- Groups, Pages and profiles targeted to sexualizing children.

Child nudity

Content that depicts child nudity where nudity is defined as:

- Close-ups of children’s genitalia
- Real nude toddlers, showing:

    - Visible genitalia, even when covered or obscured by transparent clothing.
    - Visible anus and/or fully nude close-up of buttocks.
- Real nude minors, showing:
    - Visible genitalia (including genitalia obscured only by pubic hair or transparent clothing)
    - Visible anus and/or fully nude close-up of buttocks.
    - Uncovered female nipples.
    - No clothes from neck to knee - even if no genitalia or female nipples are showing.
- Digitally-created depictions of nude minors, toddlers or babies unless the image is for health or educational purposes.

Non-sexual child abuse

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.

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

- Videos or photos that depict police officers or military personnel committing non-sexual child abuse.
- Imagery of non-sexual child abuse, when law enforcement, child protection agencies, or trusted safety partners request that we leave the content on the platform for the express purpose of bringing a child back to safety.

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

- Videos or photos of violent immersion of a child in water in the context of religious rituals.

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

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

- Imagery posted by a news agency that depicts child nudity in the context of famine, genocide, war crimes, or crimes against humanity, unless accompanied by a violating caption or shared in a violating context, in which case the content is removed.

8. Adult Sexual Exploitation

II. Safety

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 have 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 except in a real-world art context), or
- Advocacy (including aspirational and conditional statements), or
- Statements of intent, or
- Calls for action, or
- Threatening, sharing, offering 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:

- Sextortion: Coercing money, favors or intimate imagery from people with threats to expose their intimate imagery or intimate information
- Sharing, threatening, stating an intent to share, offering or asking "non-consensual intimate imagery" that fulfills all of the 3 following conditions:
    - Imagery is non-commercial or produced in a private setting.
    - Person in the imagery is (near) nude, engaged in sexual activity or in a sexual pose.
    - Lack of consent to share the imagery is indicated by meeting any of the signals:
        - Vengeful context (such as, caption, comments or page title).
        - Independent sources (such as, law enforcement record) including entertainment media (such as, 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 mock, sexualize or expose 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.

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 the victim or condemnation of the act or for general awareness to be determined by context/caption.

Content mocking the concept of non-consensual sexual touching

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

We may restrict visibility to people over the age of 18 and include a warning label on certain fictional videos (e.g., digital and hand-drawn imagery, film and TV show scenes, comic books, music videos) that depict non-consensual sexual touching.

In addition to our at-scale policy of removing content that threatens or advocates rape or other non-consensual sexual touching, we may also disable the posting account.

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 post and share 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:

Tier 1: Target anyone maliciously by:

- Repeatedly contacting someone in a manner that is:
    - Unwanted, or
    - Sexually harassing, or
    - Directed at a large number of individuals with no prior solicitation.
- Attacking someone based on their status as a victim of sexual assault, sexual exploitation, sexual harassment, or domestic abuse.
- Calling for self-injury or suicide of a specific person, or group of people.
- Attacking someone through derogatory terms related to sexual activity (for example: 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 or terrorist attacks 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.
- Making severe sexualized commentary
- Sharing derogatory sexualized photoshopped imagery or drawings
- Calling for, or making statements of intent to engage in, bullying and/or harassment.
- Posting content that further degrades or expresses disgust toward individuals who are depicted in the process of, or right after, menstruating, urinating, vomiting, or defecating
- Creating Pages or Groups that are dedicated to attacking individual(s) by:
    - Calling for death, or to contract or develop a medical condition.
    - Making statements of intent of advocating to engage in sexual activity.
    - Making claims that the individual has or may have a sexually transmitted disease.
    - Sexualizing another adult.

- Sending messages that contain the following attacks when aimed at an individual or group of individuals in the thread:
    - Attacks referenced in Tier 1, 2 and 4 of this policy.
    - Targeted cursing.
    - Calls for death, serious disease, disability, epidemic disease or physical harm.

Tier 2: Target private individuals, limited scope public figures (for example, individuals whose primary fame is limited to their activism, journalism, or those who become famous through involuntary means) or public figures who are minors with:

- Calls for death, or to contract or develop a medical condition.
- Female-gendered cursing terms when used in a derogatory way.
- Claims about sexual activity or sexually transmitted diseases except in the context of criminal allegations against adults about non-consensual sexual touching.
- 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.

Tier 3: Target public figures by purposefully exposing them to:

- For adults and minors:
    - Calls for death, or to contract or develop a medical condition.

    - Claims about sexually transmitted disease
    - Female-gendered cursing terms when used in a derogatory way.
    - Content that praises, celebrates or mocks their death or medical condition.
    - Attacks through negative physical descriptions.

- 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 and so on).

Tier 4: Target private individuals or limited scope 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 and so on).
- Attacks through negative physical descriptions.
- Content that ranks individuals on physical appearance or personality.
- Content sexualizing another adult.
- Content that further degrades individuals who are depicted being physically bullied except in self-defense and fight-sport contexts.
- Content that praises, celebrates, or mocks their death or serious physical injury.
- In addition to the above, attacks through Pages or Groups:
    - Negative character or ability claims.
    - First-person voice bullying only if the object targets more than one private individual.

Tier 5: 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 and business reviews against adults. We allow criminal allegations so that people can draw attention to personal experiences or offline events. In cases in which criminal allegations pose off-line harm to the named individual, however, we may remove them.
- Expressions of contempt or disgust, except in the context of criminal allegations against adults.

Tier 6: Target private individuals who are minors with:

- Allegations about criminal or illegal behavior.
- Videos of physical bullying shared in a non-condemning context.

Tier 7: Target private individuals (who must self-report) with:

- First-person voice bullying.
- Unwanted manipulated imagery.
- Comparison to other public, fictional or private individuals on the basis of physical appearance
- Claims about religious identity or blasphemy.
- 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.

We add a cover to this content so people can choose whether to see it:

Videos of physical bullying against minors shared in a condemning context

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

Do not:

- Post content that targets private individuals through unwanted Pages, Groups and Events. We remove this content when it is reported by the victim or an authorized representative of the victim.
- Create accounts to contact someone who has blocked you.
- Post attacks that use derogatory terms related to female gendered cursing. We remove this content when the victim or an authorized representative of the victim informs us of the content, even if the victim has not reported it directly.
- Post content that would otherwise require the victim to report the content or an indicator that the poster is directly targeting the victim (for example: the victim is tagged in the post or comment). We will remove this content if we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Post content praising, celebrating or mocking anyone's death. We also remove content targeting a deceased individual that we would normally require the victim to report.
- Post content calling for or stating an intent to engage in behavior that would qualify as bullying and harassment under our policies. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Post content sexualizing a public figure. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Repeatedly contact someone to sexually harass them. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Engage in mass harassment against individuals that targets them based on their decision to take or not take the COVID-19 vaccine with:
    - Statements of mental or moral inferiority based on their decision, or

        - Statements that advocate for or allege a negative outcome as a result of their decision, except for widely proven and/or accepted COVID-19 symptoms or vaccine side effects.
- Remove directed mass harassment, when:
    - Targeting, via any surface, ‘individuals at heightened risk of offline harm’, defined as:
        - Human rights defenders
        - Minors
        - Victims of violent events/tragedies
        - Opposition figures in at-risk countries during election periods
        - Government dissidents who have been targeted based on their dissident status
        - Ethnic and religious minorities in conflict zones
        - Member of a designated and recognizable at-risk group
    - Targeting any individual via personal surfaces, such as inbox or profiles, with:
        - Content that violates the bullying and harassment policies for private individuals or,
        - Objectionable content that is based on a protected characteristic
- Disable accounts engaged in mass harassment as part of either
    - State or state-affiliated networks targeting any individual via any surface.
    - Adversarial networks targeting any individual via any surface with:
        - Content that violates the bullying and harassment policies for private individuals or,
        - Content that targets them based on a protected characteristic, or,
        - Content or behavior otherwise deemed to be objectionable in local context

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 engagein 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

Policy Rationale

Privacy and the protection of personal information are fundamentally important values for Facebook. We work hard to safeguard your personal identity and information and we do not allow people to post personal or confidential information about yourself or of others.

We remove content that shares, offers or solicits personally identifiable information or other private information that could lead to physical or financial harm, including financial, residential, and medical information, as well as private information obtained from illegal sources. We also recognize that private information may become publicly available through news coverage, court filings, press releases, or other sources. When that happens, we may allow the information to be posted.

We also provide people ways to report imagery that they believe to be in violation of their privacy rights.

Do not post:

Content that shares or solicits any of the following private information, either on Facebook or through external links:

Personally identifiable information about yourself or others

- Personal identity: identifying individuals through government-issued numbers.
    - National identification number (for example Social Security Number (SSN), Passport Number, National Insurance/Health Service Number, Personal Public Service Number (PPS), Individual Taxpayer Identification Number (ITIN)).
    - Government IDs of law enforcement, military, or security personnel.

- Personal information: directly identifying an individual, by indicating the ID number or registration information and the individual's name.
    - Records or official documentation of civil registry information (marriage, birth, death, name change or gender recognition, and so on).
    - Immigration and work status documents (for example, green cards, work permits, visas, or immigration papers).
    - Driver's licenses or license plates.
    - Credit Privacy Number (CPN).

- Digital identity: authenticating access to an online identity
    - Email addresses with passwords.
    - Digital identities with passwords.
    - Passwords, pins or codes to access private information.

Other private information

- Personal contact information of others such as phone numbers, addresses and email addresses , except when shared or solicited to promote charitable causes, find missing people, animals, or objects, or contact business service providers.
- Financial information.
    - Personal financial information about yourself or others, including:
        - Non-public financial records or statements.
        - Bank account numbers with security or pin codes.

        - Digital payment method information with log in details, security or pin codes.
        - Credit or debit card information with validity dates or security pins or codes.
    - Financial information about businesses or organizations,unless originally shared by the organization itself, including:
        - Financial records or statements except when the financial records of the business are publicly available (for example, listed on stock exchanges or regulatory agencies, and so on)
        - Bank account numbers accompanied by security or pin codes.
        - Digital payment method information accompanied by log in details, security or pin codes.

- Residential information
    - Imagery that displays the external view of private residences if all of 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/neighborhood or GPS pin (for example, a pin from Google Maps) are identified.
        - The content identifies the resident(s).
        - That same resident objects to the exposure of their private residence, or there is context of organizing protests against the resident (This does not include embassies that also serve as residences).
    - Content that exposes information about safe houses by sharing any of the below, unless the safe house is actively promoting information about their facility
        - Actual address (Note: "Post Box only" is allowed.)
        - Images of the safe house.
        - Identifiable city/neighborhood of the safe house.
        - Information exposing the identity of the safe house residents.

- Medical information
    - Records or official documentation displaying medical, psychological, biometric, or genetic hereditary of others.

- Information obtained from hacked sources.
    - 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.

- Status or occupation related information.
    - Content that exposes the undercover status of law enforcement, military, or security personnel if:

    - The content contains the agent's full name or other explicit identification and explicitly mentions their undercover status.
    - The imagery identifies the faces of the law enforcement personnel and explicitly mentions their undercover status.

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 13 years old, and the content was reported by the minor or a parent or legal guardian.
    - A minor between 13 and 18 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.

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

Do not post:

- Content that puts a defector at risk by outing the individual with personally identifiable information when the content is reported by credible government channels.
- Depictions of someone in a medical or health facility if reported by the person pictured or an authorized representative.

12. Hate Speech

III. Objectionable Content

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.

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".
        - Dalits, scheduled caste or ‘lower caste’ people as menial laborers.

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:

- Segregation in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting segregation.
- Exclusion in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting, defined as
    - Explicit exclusion, which means things like expelling certain groups or saying they are not allowed.
    - Political exclusion, which means denying the right to right to political participation.
    - Economic exclusion, which means denying access to economic entitlements and limiting participation in the labour market.
    - Social exclusion, which means things like denying access to spaces (physical and online)and social services.

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 characteristics.

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

Do not post:

- Content explicitly providing or offering to provide products or services that aim to change people’s sexual orientation or gender identity.
- Content attacking concepts, institutions, ideas, practices, or beliefs associated with protected characteristics, which are likely to contribute to imminent physical harm, intimidation or discrimination against the people associated

with that protected characteristic. Facebook looks at a range of signs to determine whether there is a threat of harm in the content. These include but are not limited to: content that could incite imminent violence or intimidation; whether there is a period of heightened tension such as an election or ongoing conflict; and whether there is a recent history of violence against the targeted protected group. In some cases, we may also consider whether the speaker is a public figure or occupies a position of authority.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that 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

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 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, or 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

Policy Rationale

We restrict the display of nudity or sexual activity because some people in our community may be sensitive to this type of content. Additionally, we default to removing sexual imagery to prevent the sharing of non-consensual or underage content. Restrictions on the display of sexual activity also apply to digitally created content unless it is posted for educational, humorous, or satirical purposes.

Our nudity policies have become more nuanced over time. We understand that nudity can be shared for a variety of reasons, including as a form of protest, to raise awareness about a cause, or for educational or medical reasons.

Where such intent is clear, we make allowances for the content. For example, while we restrict some images of female breasts that include the nipple, we allow other images, including those depicting acts of protest, women actively engaged in breast-feeding and photos of post-mastectomy scarring. For images depicting visible genitalia or the anus in the context of birth and after-birth moments or health-related situations we include a warning label so that people are aware that the content may be sensitive. We also allow photographs of paintings, sculptures, and other art that depicts nude figures.

Do not post:

Imagery of

- Real nude adults, if it depicts:
    - Visible genitalia except in the context of birth giving and after-birth moments or health-related situations (for example, gender confirmation surgery, 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 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 female breasts, defined as a grabbing motion with curved fingers that shows both marks and clear shape change of the breasts. We allow squeezing in breastfeeding contexts.
    - 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, except when posted in an educational or scientific context, or when it meets one of the criteria below and shown only to individuals 18 years and older.
    - Extended audio of sexual activity

We only show this content to individuals 18 and older:

- Real world art that depicts sexual activity.
- Posting photographs or videos of objects that depict sexual activity in real-world art.
- Implied sexual activity in advertisements.
- Implied sexual activity in recognized fictional images or with indicators of fiction.
- Digital content that meets our definition of sexual activity, where:
    - The sexual activity (intercourse or other sexual activities) isn't directly visible.
    - The content was posted in a satirical or humorous context.
    - 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 or commercial sexual services between adults such as prostitution or escort services. We do this to avoid facilitating transactions that may involve trafficking, coercion, and non-consensual sexual acts. 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:

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.

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. Account Integrity and Authentic Identity

IV. Integrity and Authenticity

Policy Rationale

Authenticity is the cornerstone of our community. We believe that authenticity helps create a community where people are accountable to each other, and to Facebook, in meaningful ways. We want to allow for the range of diverse ways that identity is expressed across our global community, while also preventing impersonation and identity misrepresentation. That is why we require people to connect on Facebook using the name they go by in everyday life. Our authenticity policies are intended to create a safe environment where people can trust and hold one another accountable.

In order to maintain a safe environment and empower free expression, we remove accounts that are harmful to the community, including those that compromise the security of other accounts and our services. We have built a combination of automated and manual systems to block and remove accounts that are used to persistently or egregiously abuse our Community Standards.

Because account level removal is a severe action, whenever possible, we aim to give our community a chance to learn our rules and follow our Community Standards. Penalties, including account disables, are designed to be proportionate to the severity of the violation and the risk of harm posed to the community. Continued violations, despite repeated warnings and restrictions, or violations that pose severe safety risks will lead to an account being disabled.

We do not allow the use of our services and will disable accounts if you:

- Severely violate our Community Standards.
- Persistently violate our Community Standards.
- Represent Dangerous Individuals or Organizations.
- Create or use an account that demonstrates an intent to violate our Community Standards.
- Create an account, Page, Group or Event to evade our enforcement actions, including creating an account to bypass a restriction or after we have disabled your previous account, Page, Group or Event.
- Impersonate others by:
    - Using their photos with the explicit aim to deceive others.
    - Creating an account assuming to be or speak 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.
- Are under 13 years old.

- Are a convicted sex offender.
- Are prohibited from receiving our products, services or software under applicable laws.

In certain cases, such as those outlined below, we will seek further information about an account before taking actions ranging from temporarily restricting accounts to permanently disabling them.

- Accounts misrepresenting their identity (Facebook and Messenger only) by:
    - Using a name that does not abide by our name policies.
    - Providing a false date of birth.
    - Creating a single account that represents or is used by more than one person.
    - Maintaining multiple accounts as a single user.
- Compromised accounts.
- Empty accounts with prolonged dormancy.

17. 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 usin g 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.

18. Cybersecurity

IV. Integrity and Authenticity

Policy Rationale

We recognize that the safety of our users includes the security of their personal information and accounts, profiles, and other Facebook entities they may manage, as well as our products and services more broadly. Attempts to gather sensitive personal information or engage in unauthorized access 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 or engage in unauthorized accessthe abuse of our platform and products, or services.

Do not:

Attempt to compromise user accounts, profiles, or other Facebook entities, abuse our products or services, gather sensitive information through deceptive means, or attempt to engage in unauthorized access, including:

- Gaining access to accounts , profiles, Facebook, Inc. entities, or user data other than your ownthrough deceptive means or without explicit permission from the account, profile, or entity owner.
- Encouraging or deceiving users to download or run files or programs that will compromise a user's online or data security, including through malicious software or websites.. Such files and programs will be deemed malicious software or "malware" if they harm or gain unauthorized access to a computer, device, or network.
- Attempting to obtain, acquire or request another user's login credentialsor other sensitive information, , 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)or the use of malicious software or websites..
- Publicly sharing your own or others' login information, either on platform or through a third party service.
- Creating, sharing, or hosting malicious software browser extensions and mobile applications, on or off platform that put our users or products and services at risk.
- 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.

19. 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.

20. 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 recognize 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 do not remove false news from Facebook but we significantly reduce its distribution by showing it lower in News Feed. Learn more about our work to reduce the spread of false news here and 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 false by independent fact-checkers.
- Empowering people to decide for themselves what to read, trust or share by informing them with more context and promoting news literacy.
- Collaborating with academics and other organizations to help solve this challenging issue

21. 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.

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

Do not post:

> Videos that have 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:
>
> > A subject of the video said words that they did not say, AND
> >
> > The video 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.

22. 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 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.

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

When brought to our attention by the legacy contact or a family member of the deceased, we will:

> Remove violating comments on a memorialized profile, which would typically require the individual to self report so that we know that they are unwanted
> 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

23. 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

24. 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

25. 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

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

We may remove content created for the purpose of identifying a private minor if there may be a risk to the minor’s safety when requested

1. Violence and Incitement[1]

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. This includes content where a symbol represents the target and/or includes a visual of an armament or method to represent violence.
- 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 or method that represents violence.
- Statements advocating for high-severity violence.
- 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

[1] Note from Facebook's records: "The policy is being updated to clarify that for content where we have additional information and/or context may remove content that puts non-convicted individuals at risk by revealing their identity and the status as a target of a sting operation as a sexual predator."

Content that depicts abductions or kidnappings if it is clear the content is not being shared by a victim or their family as a plea for help, or shared for informational, condemnation or awareness raising purposes

Threats of high-severity violence using digitally-produced or altered imagery to target living people with armaments, methods of violence or dismemberment

Threats that lead to serious injury (mid-severity violence) toward 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

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

Instructions on how to make or use weapons if there is 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 a Page or with a 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 violence due to voting, voter registration or the administration or outcome of an election

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, polling places or locations used to count votes or administer an election (or encouraging others to do the same).

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

Do not post:

- Content that puts LGBTQI+ people at risk by revealing their sexual identity against their will or without permission.
- Content that puts unveiled women at risk by revealing their images without veil against their will or without permission.
- Content that puts non-convicted individuals at risk by revealing their identity and their status as a target of a sting operation as a sexual predator.
- Violent threats against law enforcement officers.
- Violent threats against people accused of a crime. We remove this content when we have reason to believe that the content is intended to cause physical harm.
- Misinformation and unverifiable rumors that contribute to the risk of imminent violence or physical harm.
    - Additionally, we have specific rules and guidance regarding content related to COVID-19 and vaccines. To see these specific rules please click here.
- Coded statements where the method of violence or harm is not clearly articulated, but the threat is veiled or implicit. Facebook looks at the below signals to determine whether there is a threat of harm in the content.
    - Shared in a retaliatory context (e.g., expressions of desire to do something harmful to others in response to a grievance or threat that may be real, perceived or anticipated)
    - References to historical or fictional incidents of violence (e.g., content that threatens others by referring to known historical incidents of violence that have been executed throughout history or in fictional settings)
    - Acts as a threatening call-to-action (e.g. content inviting or encouraging others to carry out harmful acts or to join in carrying out the harmful acts)
    - Indicates knowledge of or shares sensitive information that could expose others to harm (e.g. content that either makes note of or implies awareness of personal information that might make a threat of physical violence more credible. This includes implying knowledge of a person's residential address, their place of employment or education, daily commute routes or current location)

    - Local context or subject matter expertise confirms that the statement in question could be threatening and/or could lead to imminent violence or physical harm.
    - The subject of the threat reports the content to us.
- Threats against election officials
- Implicit statements of intent or advocacy, calls to action, or aspirational or conditional statements to bring armaments to locations, including but not limited to places of worship, educational facilities, polling places, or locations used to count votes or administer an election (or encouraging others to do the same). We may also restrict calls to bring armaments to certain locations where there are temporarily signals of a heightened risk of violence or offline harm. This may be the case, for example, when there is a known protest and counter-protest planned or violence broke out at a protest in the same city within the last 7 days

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, but we require people to clearly indicate their intent. If the intention is unclear, we may remove content.

We Remove:

We remove Praise, Substantive Support, and Representation of various Dangerous Organizations. These concepts apply to the organizations themselves, their activities, and their members. These concepts do not proscribe peaceful advocacy for particular political outcomes.

Praise, defined as any of the below:

- Speak positively about a designated entity or event;
    - E.g., “The fighters for the Islamic State are really brave!”
- Give a designated entity or event a sense of achievement;
    - E.g., “Timothy McVeigh is a martyr.”
- Legitimizing the cause of a designated entity by making claims that their hateful, violent, or criminal conduct is legally, morally, or otherwise justified or acceptable;
    - E.g., “Hitler did nothing wrong.”
- Aligning oneself ideologically with a designated entity or event.
    - E.g., “I stand with Brenton Tarrant.”

We remove Praise of Tier 1 entities and designated events. We will also remove praise of violence carried out by Tier 2 entities.

Substantive Support, defined as any of the below:

- Any act which improves the financial status of a designated entity - including funnelling money towards, or away from a designated entity;
    - E.g., “Donate to the KKK!”
- Any act which provides material aid to a designated entity or event;
    - E.g., “If you want to send care packages to the Sinaloa Cartel, use this address:”
- Putting out a call to action on behalf of a designated entity or event;
    - E.g., “Contact the Atomwaffen Division - (XXX) XXX-XXXX”
- Recruiting on behalf of a designated entity or event;
    - E.g., “If you want to fight for the Caliphate, DM me”
- Channeling information or resources, including official communications, on behalf of a designated entity or event
    - E.g., Directly quoting a designated entity without caption that condemns, neutrally discusses, or is a part of news reporting.

We remove Substantive Support of Tier 1 and Tier 2 entities and designated events.

Representation, defined as any of the below:

- Stating that you are a member of a designated entity, or are a designated entity;
    - E.g., “I am a grand dragon of the KKK.”
- Creating a Page, Profile, Event, Group, or other Facebook entity that is or purports to be owned by a Designated Entity or run on their behalf, or is or purports to be a designated event.
    - E.g., A Page named “American Nazi Party.”

We remove Representation of Tier 1 and 2 Designated Organizations, Hate-Banned Entities, and designated events.

Types and Tiers of Dangerous Organizations

Tier 1: Terrorism, organized hate, large-scale criminal activity, attempted multiple-victim violence, multiple-victim violence ***multiple murderers, and violating violent events***

We do not allow individuals or organizations involved in organized crime, including those designated by the United States government as specially designated narcotics trafficking kingpins (SDNTKs); hate; or terrorism, including entities designated by the United States government as Foreign Terrorist Organizations (FTOs) or Specially Designated Global Terrorists (SDGTs), to have a presence onthe platform. We also don't allow other people to represent these entities. We do not allow leaders or prominent members of these organizations to have a presence on the platform, symbols that represent them to be used on the platform, or content that praises them or their acts. In addition, we remove any coordination of substantive support for these individuals and organizations.

We do not allow content that praises, substantively supports, or represents events that Facebook designates as terrorist attacks, hate events, multiple-victim

violence or attempted multiple-victim violence, serial murders, hate crimes or violating violent events.

We also do not allow Praise, Substantive Support, or Representation of designated hateful ideologies.

Terrorist organizations and individuals, defined as a 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, defined as an association of three or more people that:

- is organized under a name, sign, or symbol; and
- has an ideology, statements, or physical actions that attack individuals based on characteristics, including race, religious affiliation, national origin, disability, ethnicity, gender, sex, sexual orientation, or serious disease.

Criminal Organizations, defined as an association of three or more people that:

- is united under a name, color(s), hand gesture(s) or recognized indicia; and
- has engaged in or threatens to engage in criminal activity such as homicide, drug trafficking, or kidnapping.

Multiple-Victim Violence and Multiple Murderers

- We consider an event to be a multiple-victim violence or attempted multiple-victim violence if it results in three or more casualties in one incident, defined as deaths or serious injuries. Any Individual who has committed such an attack is considered to be a perpetratoror an attempted perpetrator of multiple-victim violence.
- We consider any individual who has committed two or more murders over multiple incidents or locations a multiple murderer.

Hateful Ideologies

- While our designations of organizations and individuals focus on behavior, we also recognize that there are certain ideologies and beliefs that are inherently tied to violence and attempts to organize people around calls for violence or exclusion of others based on their protected characteristics. In these cases, we designate the ideology itself and remove content that supports this ideology from our platform. These ideologies include:
    - Nazism

        - White Supremacy
        - White Nationalism
        - White Separatism
- We remove explicit Praise, Substantive Support, and Representation of these ideologies, and remove individuals and organizations that ascribe to one or more of these hateful ideologies.

Tier 2: Violent Non-State Actors

Organizations and individuals designated by Facebook as Violent Non-state Actors are not allowed to have a presence on Facebook, or have a presence maintained by others on their behalf. As these groups are actively engaged in violence, substantive support of these entities is similarly not allowed. We will also remove praise of violence carried out by these entities.

Violent Non-State Actors, defined as any non-state actor that:

- engages in purposive and planned acts of violence primarily against a government military or other armed groups; and
- that causes or attempts to
    - cause death to persons taking direct part in hostilities in an armed conflict, and/or
    - deprive communities of access to vital infrastructure and natural resources, and/or bring significant damage to property, linked to death, serious injury or serious harm to civilians

Tier 3: Militarized Social Movements, Violence-Inducing Conspiracy Networks, and Hate Banned Entities

Pages, Groups, Events, and Profiles or other Facebook entities that are - or claim to be - maintained by, or on behalf of, Militarized Social Movements and Violence-Inducing Conspiracy Networks are prohibited. Admins of these pages, groups and events will also be removed.

Click here to read more about how we address movements and organizations tied to violence.

We do not allow Representation of Organizations and individuals designated by Facebook as Hate-Banned Entities.

Militarized Social Movements (MSMs), which include:

- **Militia Groups**, defined as non-state actors that use weapons as a part of their training, communication, or presence; and are structured or operate as unofficial military or security forces and:
    - Coordinate in preparation for violence or civil war; or
    - Distribute information about the tactical use of weapons for combat; or
    - Coordinate militarized tactical coordination in a present or future armed civil conflict or civil war.

- **Groups supporting violent acts amid protests**, defined as non-State actors that repeatedly:
    - Coordinate, promote, admit to or engage in:
    - Acts of street violence against civilians or law enforcement; or
    - Arson, Looting, or other destruction of property; or
    - Threaten to violently disrupt an election process; or
    - Promote bringing weapons to a location when the stated intent is to intimidate people amid a protest.

Violence-Inducing Conspiracy Networks (VICNs), defined as a Non-State Actor that:

- Organizes under a name, sign, mission statement, or symbol; and
- Promote theories that attribute violent or dehumanizing behavior to people or organizations that have been debunked by credible sources; and
- Has inspired multiple incidents of real-world violence by adherents motivated by the desire to draw attention to or redress the supposed harms promoted by these debunked theories.

Hate-Banned Entities, defined as entities that engage in repeated hateful conduct or rhetoric, but do not rise to the level of a Tier 1 entity because they have not engaged in or explicitly advocated for violence, or because they lack sufficient connections to previously designated organizations or figures.

3. Coordinating Harm and Promoting 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:

<u>Harm against people</u>

- Depicting, admitting to or promoting acts of physical harm against people, including acts of domestic violence - except when shared in the context of redemption or defense.
- Swatting - specifically statements of intent, calls to action, representing, supporting, advocating for, depicting, admitting to or speaking positively about it.
- Depicting, promoting, advocating for or encouraging participation in a high risk viral challenge.

- Promoting or advocating for harmful miracle cures for health issues.
- Coordinating, depicting, admitting to or promoting active and deliberate spread of communicable diseases by you or your associates

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 who can participate in the census and what information or materials must be provided in order to participate
- Content claiming that the U.S. Immigration and Customs Enforcement (ICE) is at a voting location
- Explicit claims that people will be infected by COVID (or another communicable disease) if they participate in the voting process.

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

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

Do not post:

- Content revealing the identity of someone as a witness, informant, activist, or individuals whose identity or involvement in a legal case has been restricted from public disclosure
- Imagery that is likely to deceive the public as to its origin if:
    - The entity depicted or an authorized representative objects to the imagery, and
    - The imagery has the potential to cause harm to members of the public
- Other misrepresentations related to voting in an official election or census participation may be subject to false news standards, as referenced in section 20
- Misrepresentation of whether a candidate is running or not
- Calls for coordinated interference that would affect an individual's ability to participate in an official census or election
- Content stating that census or voting participation may or will result in law enforcement consequences (for example, arrest, deport or imprisonment)
- Misrepresentation of government involvement in the census, including, where applicable, that an individual's census information will be shared with another (non-census) government agency
- Statements of intent, support, or advocacy to go to an election site, voting location, or vote counting location when the purpose of going to the site is to monitor or watch voters or election officials' activity using militaristic language (e.g. "war," "army," or "soldier") or an expressed goal to intimidate, exert control or display power (e.g. "let's show them who's boss!," "if they're scared, they won't vote!")
- Content coordinating interference with the administration of the COVID-19 vaccine
- Content calling to action, advocating, or promoting that others not get the COVID-19 vaccine

4. Restricted Goods and Services

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, or trade, firearms, firearm parts, ammunition, explosives, or lethal enhancements except when posted by a Page, Group or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites, brands or government agencies (e.g. police department, fire department) or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
- Attempts to donate or gift firearms, firearm parts, ammunition, explosives, or lethal enhancements except when posted in the following contexts:
    - Donating, trading in or buying back firearms and ammunition by a Page, Group or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites, brands or government agencies, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
    - An auction or raffle of firearms by legitimate brick-and-mortar entities, including retail businesses, government-affiliated organizations or non-profits, or private individuals affiliated with or sponsored by legitimate brick-and-mortar entities.
- Asks for firearms, firearm parts, ammunition, explosives, or lethal enhancements
- Sells, gifts, exchanges, transfers, coordinates, promotes (by which we mean speaks positively about, encourages the use of) or provides access to 3D printing or computer-aided manufacturing instructions for firearms or firearms parts regardless of context or poster. even when posted by brick and mortar stores, brands and legitimate websites

Non-medical drugs

Content that:

- Attempts to buy, sell, trade, co-ordinate the trade of, donate, or gift or asks for non-medical drugs.
- Admits to buying or trading or co-ordinating the trade of 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. This content may not speak positively about, encourage use of, coordinate or provide instructions to make or use non-medical drugs.

- Coordinates or promotes (by which we mean speaks positively about, encourages the use of, or provides instructions to use or make) non-medical drugs.

Pharmaceutical drugs

Content that:

- Attempts to buy, sell or trade pharmaceutical drugs except when:
    - Listing the price of vaccines in an explicit education or discussion context.
    - Offering delivery when posted by legitimate healthcare e-commerce businesses.
- Attempts to donate or gift pharmaceutical drugs
- Asks for pharmaceutical drugs except when content discusses the affordability, accessibility or efficacy of pharmaceutical drugs in a medical context

Marijuana

Content that attempts to buy, sell, trade, donate or gift or asks for marijuana.

Endangered species (wildlife and plants):

Content that:

- Attempts to buy, sell, trade, donate,or gift or asks for endangered species or their parts.
- Admits to poaching, buying or trading of endangered species or their parts committed by the poster of the content either by themselves or their associatesthrough others. This does not include depictions of poaching by strangers.
- Depicts poaching of endangered species or their parts committed by the poster of the content by themselves or their associates.
- Shows coordination or promotion (by which we mean speaks positively about, encourages the poaching of, or provides instructions to use or make products from endangered species or their parts)

Live non-endangered animals excluding livestock

- Content that attempts to buy, sell or trade live non-endangered animals except when:
    - Posted by a Page, Group or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, legitimate websites, brands, or rehoming shelters, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
    - Posted in the context of donating or rehoming live non-endangered animals, including rehoming fees for peer-to-peer adoptions, selling an animal for a religious offering, or offering a reward for lost pets.

Human blood

- Content that attempts to buy, sell or trade human blood.
- Content that asks for human blood except for a donation or gift.

Alcohol / tobacco

Content that:

- Attempts to buy, sell or trade alcohol or tobacco except when:
    - Posted by a Page, Group, or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites or brands, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
    - Content refers to alcohol/tobacco that will be exchanged or consumed on location at an event, restaurant, bar, party and so on.
- Attempts to donate or gift alcohol or tobacco except when posted by a Page, Group, or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites or brands, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
- Asks for alcohol or tobacco

Weight loss products

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

Historical artifacts

- Content that attempts to buy, sell, trade, donate or gift or asks for historical artifacts.

Except when any of the above occurs in a fictional or documentary context

For the following content, we restrict visibility to adults 21 years of age and older:

Firearms

- Content posted by or promoting legitimate brick-and-mortar store, entities, including retail businesses websites, brands, or government agencies which attempt to buy, sell, trade, donate or gift (including in the context of an auction or a raffle) firearms, firearm parts, ammunition, explosives, or lethal enhancements.

For the following content, we restrict visibility to adults 18 years of age and older:

Alcohol/tobacco

- Content posted by or promoting legitimate brick-and-mortar entities, including retail businesses websites or brands, which attempt to buy, sell, trade, donate or gift of alcohol or tobacco products.

Bladed weapons

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

Weight loss products and potentially dangerous cosmetic procedures

Content that

- Attempts to buy, sell, trade, donate or gift weight loss products or potentially dangerous cosmetic procedures.
- Admits to or depicts using a weight loss product or potentially dangerous cosmetic procedures, except when admitting to use in a disapproval context.
- Shows coordination or promotion (by which we mean speaks positively, encourages the use of or provides instructions to use or make a diet product or perform dangerous cosmetic procedures).

Sex toys and sexual enhancement products

- Content that attempts to buy, sell, trade, donate or gift sex toys and sexual enhancement products

5. Fraud and Deception[2]

I. Violence and Criminal Behavior

Policy Rationale

In an effort to prevent fraudulent activity that can harm people or businesses, we remove content that purposefully deceives, willfully misrepresents or otherwise defrauds or exploits others for money or property. This includes content that seeks to coordinate or promote these activities using our services.
We allow people to raise awareness and educate others as well as condemn these activities unless this includes content that contains sensitive information, such as personally identifiable information.

Do not post:

Content that provides instructions on, engages in, promotes, coordinates, encourages, facilitates, admits to, recruits for, or admits to the offering or solicitation of any of the following activities:

[2] Note from Facebook's records: "This update moves the money laundering policy language to a policy that is enforced at scale instead of just when additional information or context is available. This update also prohibits the sale of coupons."

- Deceiving others to generate a financial or personal benefit to the detriment of a third party or entity through:
    - Investment or financial scams:
        - Loan scams
        - Advance fee scams.
        - Gambling scams
        - Ponzi or pyramid schemes.
        - Money or cash flips or money muling.
        - Investment scams with promise of high rates of return.
    - Inauthentic identity scams:
        - Charity scams.
        - Romance or impersonation scams
        - Establishment of false businesses or entities.
    - Product or rewards scams:
        - Grant and benefits scams.
        - Tangible, spiritual or illuminati scams.
        - Insurance scams, including ghost broking
        - Fake jobs, work from home or get-rich-quick scams.
        - Debt relief or credit repair scams.

- Engaging with others to generate a financial or personal benefit at a loss for a third party, such as people, businesses or organisations through:
    - Fake documents or financial instruments by:
        - Creating, selling or buying of:
            - Fake or forged documents.
            - Fake or counterfeit currency or vouchers.
            - Fake or forged educational and professional certificates.
            - Money laundering
    - Stolen information, goods, or services by:
        - Credit card fraud and goods or property purchases with stolen financial information
        - Trading, selling or buying of:
            - Personal Identifiable Information.
            - Fake and misleading user reviews or ratings.
            - Future exam papers or answer sheets.
            - Credentials for subscription services.
            - Coupons.
        - Betting manipulation (for example match fixing).
        - Manipulation of measuring devices such as electricity or water meters in order to bypass their authorised or legal use.

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

Do not post:

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

- Bribery.
- Embezzlement.
- Money laundering (concealment of the origins of criminally obtained money).

6. Suicide and Self-Injury

II. Safety

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide assistance to people in distress.

While we do not allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if our Community Operations team is concerned about immediate harm we will contact local emergency services to get them help. For more information, visit the Facebook Safety Center.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

Do not post:

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

- Suicide.
- Self-injury.
- Eating disorders.

Content that depicts graphic self-injury imagery

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.

Content that mocks victims or survivors of suicide, self-injury or eating disorders who are either publicly known or implied to have experienced suicide or self-injury

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 or suicide attempt 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 self-injury, suicide or recovery context.
- 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.
- Vague, potentially suicidal statements or references (including memes or stock imagery about sad mood or depression) in a suicide or self-injury context.

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

- We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g. government agencies, NGOs).
    - A suicide note may also be removed when reported through the Suicidal Content Contact Form or Instagram Contact Form when we have confirmation of a suicide or suicide attempt

7. Child Sexual Exploitation, Abuse and Nudity[3]

II. Safety

Policy Rationale

We do not allow content that sexually exploits or endangers children. When we become aware of apparent child exploitation, we report it to the National Center for Missing and Exploited Children (NCMEC), in compliance with applicable law. We know that sometimes people share nude images of their own children with good intentions; however, we generally remove these images because of the potential for abuse by others and to help avoid the possibility of other people reusing or misappropriating the images.

We also work with external experts, including the Facebook Safety Advisory Board, to discuss and improve our policies and enforcement around online safety issues, especially with regard to children. Learn more about the technology we're using to fight against child exploitation.

Do not post:

Child sexual exploitation

Content that threatens, depicts, praises, supports, provides instructions for, makes statements of intent, admits participation in or shares links of the sexual exploitation of children (real or non-real minors, toddlers or babies), including but not limited to:

- Sexual intercourse
    - Explicit sexual intercourse or oral sex, 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.

[3] Note from Facebook's records: "The policy is being updated to clarify that for content where we have additional information and/or context may also remove imagery depicting the aftermath of non-sexual child abuse when reported by news media partners, NGOs or other trusted safety partners."

    - Implied sexual intercourse or oral sex, including when contact is imminent or not directly visible.
    - Stimulation of genitals or anus, including when activity is imminent or not directly visible.
    - Presence of by-products of sexual activity.
    - Any of the above involving an animal.
- Children with sexual elements, including but not limited to:
    - Restraints.
    - Focus on genitals.
    - Presence of aroused adult.
    - Presence of sex toys.
    - Sexualised costume.
    - Stripping.
    - Staged environment (for example, on a bed) or professionally shot (quality/focus/angles).
    - Open-mouth kissing.
- Content of children in a sexual fetish context.
- Content that supports, promotes, advocates or encourages participation in pedophilia unless it is discussed neutrally in an academic or verified health context.
- Content that identifies or mocks alleged victims of child sexual exploitation by name or image.

Solicitation

Content that solicits

- Imagery of child sexual exploitation
- Nude imagery of children
- Sexualized imagery of children
- Real-world sexual encounters with children

Inappropriate interactions with children

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

- Arranging or planning real-world sexual encounters with children
- Purposefully exposing children to sexually explicit language or sexual material
- Engaging in implicitly sexual conversations in private messages with children
- Obtaining or requesting sexual material from children in private messages

Exploitative intimate imagery and sextortion

Content that attempts to exploit minors by:

- Coercing money, favors or intimate imagery with threats to expose intimate imagery or information.
- Sharing, threatening or stating an intent to share private sexual conversations or intimate imagery.

Sexualization of children

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children

- Content (including photos, videos, real-world art, digital content, and verbal depictions) that shows children in a sexualized context.
- Groups, Pages and profiles targeted to sexualizing children.

Child nudity

Content that depicts child nudity where nudity is defined as:

- Close-ups of children's genitalia
- Real nude toddlers, showing:
    - Visible genitalia, even when covered or obscured by transparent clothing.
    - Visible anus and/or fully nude close-up of buttocks.
- Real nude minors, showing:
    - Visible genitalia (including genitalia obscured only by pubic hair or transparent clothing)
    - Visible anus and/or fully nude close-up of buttocks.
    - Uncovered female nipples.
    - No clothes from neck to knee - even if no genitalia or female nipples are showing.
- Digitally-created depictions of nude minors, toddlers or babies unless the image is for health or educational purposes.

Non-sexual child abuse

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.

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

- Videos or photos that depict police officers or military personnel committing non-sexual child abuse.
- Imagery of non-sexual child abuse, when law enforcement, child protection agencies, or trusted safety partners request that we leave the content on the platform for the express purpose of bringing a child back to safety.

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

- Videos or photos of violent immersion of a child in water in the context of religious rituals.

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

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

- Imagery posted by a news agency that depicts child nudity in the context of famine, genocide, war crimes, or crimes against humanity, unless accompanied by a violating caption or shared in a violating context, in which case the content is removed.

We may also remove imagery depicting the aftermath of non-sexual child abuse when reported by news media partners, NGOs or other trusted safety partners.

8. Adult Sexual Exploitation

II. Safety

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 have 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 except in a real-world art context), or
- Advocacy (including aspirational and conditional statements), or
- Statements of intent, or

- Calls for action, or
- Threatening, sharing, offering 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:

- Sextortion: Coercing money, favors or intimate imagery from people with threats to expose their intimate imagery or intimate information
- Sharing, threatening, stating an intent to share, offering or asking “non-consensual intimate imagery” that fulfills all of the 3 following conditions:
    - Imagery is non-commercial or produced in a private setting.
    - Person in the imagery is (near) nude, engaged in sexual activity or in a sexual pose.
    - Lack of consent to share the imagery is indicated by meeting any of the signals:
        - Vengeful context (such as, caption, comments or page title).
        - Independent sources (such as, law enforcement record) including entertainment media (such as, 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 mock, sexualize or expose 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.

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 the victim or condemnation of the act or for general awareness to be determined by context/caption.

Content mocking the concept of non-consensual sexual touching

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

We may restrict visibility to people over the age of 18 and include a warning label on certain fictional videos (e.g., digital and hand-drawn imagery, film and TV show scenes, comic books, music videos) that depict non-consensual sexual touching.

In addition to our at-scale policy of removing content that threatens or advocates rape or other non-consensual sexual touching, we may also disable the posting account.

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 post and share 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:

Tier 1: Target anyone maliciously by:

- Repeatedly contacting someone in a manner that is:
    - Unwanted, or
    - Sexually harassing, or
    - Directed at a large number of individuals with no prior solicitation.
- Attacking someone based on their status as a victim of sexual assault, sexual exploitation, sexual harassment, or domestic abuse.
- Calling for self-injury or suicide of a specific person, or group of people.
- Attacking someone through derogatory terms related to sexual activity (for example: 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 or terrorist attacks 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.
- Making severe sexualized commentary
- Sharing derogatory sexualized photoshopped imagery or drawings
- Calling for, or making statements of intent to engage in, bullying and/or harassment.
- Posting content that further degrades or expresses disgust toward individuals who are depicted in the process of, or right after, menstruating, urinating, vomiting, or defecating
- Creating Pages or Groups that are dedicated to attacking individual(s) by:
    - Calling for death, or to contract or develop a medical condition.
    - Making statements of intent of advocating to engage in sexual activity.
    - Making claims that the individual has or may have a sexually transmitted disease.
    - Sexualizing another adult.

- Sending messages that contain the following attacks when aimed at an individual or group of individuals in the thread:
    - Attacks referenced in Tier 1, 2 and 4 of this policy.
    - Targeted cursing.
    - Calls for death, serious disease, disability, epidemic disease or physical harm.

Tier 2: Target private individuals, limited scope public figures (for example, individuals whose primary fame is limited to their activism, journalism, or those who become famous through involuntary means) or public figures who are minors with:

- Calls for death, or to contract or develop a medical condition.
- Female-gendered cursing terms when used in a derogatory way.
- Claims about sexual activity or sexually transmitted diseases except in the context of criminal allegations against adults about non-consensual sexual touching.
- 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.

Tier 3: Target public figures by purposefully exposing them to:

- For adults and minors:
    - Calls for death, or to contract or develop a medical condition.
    - Claims about sexually transmitted disease
    - Female-gendered cursing terms when used in a derogatory way.
    - Content that praises, celebrates or mocks their death or medical condition.
    - Attacks through negative physical descriptions.

- 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 and so on).

Tier 4: Target private individuals or limited scope 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 and so on).
- Attacks through negative physical descriptions.
- Content that ranks individuals on physical appearance or personality.
- Content sexualizing another adult.
- Content that further degrades individuals who are depicted being physically bullied except in self-defense and fight-sport contexts.
- Content that praises, celebrates, or mocks their death or serious physical injury.
- In addition to the above, attacks through Pages or Groups:
    - Negative character or ability claims.

- First-person voice bullying only if the object targets more than one private individual.

Tier 5: 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 and business reviews against adults. We allow criminal allegations so that people can draw attention to personal experiences or offline events. In cases in which criminal allegations pose off-line harm to the named individual, however, we may remove them.
- Expressions of contempt or disgust, except in the context of criminal allegations against adults.

Tier 6: Target private individuals who are minors with:

- Allegations about criminal or illegal behavior.
- Videos of physical bullying shared in a non-condemning context.

Tier 7: Target private individuals (who must self-report) with:

- First-person voice bullying.
- Unwanted manipulated imagery.
- Comparison to other public, fictional or private individuals on the basis of physical appearance
- Claims about religious identity or blasphemy.
- 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.

We add a cover to this content so people can choose whether to see it:

Videos of physical bullying against minors shared in a condemning context

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

Do not:

- Post content that targets private individuals through unwanted Pages, Groups and Events. We remove this content when it is reported by the victim or an authorized representative of the victim.
- Create accounts to contact someone who has blocked you.

- Post attacks that use derogatory terms related to female gendered cursing. We remove this content when the victim or an authorized representative of the victim informs us of the content, even if the victim has not reported it directly.
- Post content that would otherwise require the victim to report the content or an indicator that the poster is directly targeting the victim (for example: the victim is tagged in the post or comment). We will remove this content if we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Post content praising, celebrating or mocking anyone's death. We also remove content targeting a deceased individual that we would normally require the victim to report.
- Post content calling for or stating an intent to engage in behavior that would qualify as bullying and harassment under our policies. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Post content sexualizing a public figure. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Repeatedly contact someone to sexually harass them. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Engage in mass harassment against individuals that targets them based on their decision to take or not take the COVID-19 vaccine with:
    - Statements of mental or moral inferiority based on their decision, or
    - Statements that advocate for or allege a negative outcome as a result of their decision, except for widely proven and/or accepted COVID-19 symptoms or vaccine side effects.
- Remove directed mass harassment, when:
    - Targeting, via any surface, ‘individuals at heightened risk of offline harm’, defined as:
        - Human rights defenders
        - Minors
        - Victims of violent events/tragedies
        - Opposition figures in at-risk countries during election periods
        - Government dissidents who have been targeted based on their dissident status
        - Ethnic and religious minorities in conflict zones
        - Member of a designated and recognizable at-risk group
    - Targeting any individual via personal surfaces, such as inbox or profiles, with:
        - Content that violates the bullying and harassment policies for private individuals or,
        - Objectionable content that is based on a protected characteristic
- Disable accounts engaged in mass harassment as part of either
    - State or state-affiliated networks targeting any individual via any surface.
    - Adversarial networks targeting any individual via any surface with:

- Content that violates the bullying and harassment policies for private individuals or,
- Content that targets them based on a protected characteristic, or,
- Content or behavior otherwise deemed to be objectionable in local context

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 engagein 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

Policy Rationale

Privacy and the protection of personal information are fundamentally important values for Facebook. We work hard to safeguard your personal identity and information and we do not allow people to post personal or confidential information about yourself or of others.

We remove content that shares, offers or solicits personally identifiable information or other private information that could lead to physical or financial harm, including financial, residential, and medical information, as well as private information obtained from illegal sources. We also recognize that private information may become publicly available through news coverage, court filings, press releases, or other sources. When that happens, we may allow the information to be posted.

We also provide people ways to report imagery that they believe to be in violation of their privacy rights.

Do not post:

Content that shares or solicits any of the following private information, either on Facebook or through external links:

Personally identifiable information about yourself or others

- Personal identity: identifying individuals through government-issued numbers.
    - National identification number (for example Social Security Number (SSN), Passport Number, National Insurance/Health Service Number, Personal Public Service Number (PPS), Individual Taxpayer Identification Number (ITIN)).
    - Government IDs of law enforcement, military, or security personnel.

- Personal information: directly identifying an individual, by indicating the ID number or registration information and the individual's name.
    - Records or official documentation of civil registry information (marriage, birth, death, name change or gender recognition, and so on).
    - Immigration and work status documents (for example, green cards, work permits, visas, or immigration papers).
    - Driver's licenses or license plates.
    - Credit Privacy Number (CPN).

- Digital identity: authenticating access to an online identity
    - Email addresses with passwords.
    - Digital identities with passwords.
    - Passwords, pins or codes to access private information.

Other private information

- Personal contact information of others such as phone numbers, addresses and email addresses , except when shared or solicited to promote charitable causes, find missing people, animals, or objects, or contact business service providers.
- Financial information.
    - Personal financial information about yourself or others, including:
        - Non-public financial records or statements.
        - Bank account numbers with security or pin codes.
        - Digital payment method information with log in details, security or pin codes.
        - Credit or debit card information with validity dates or security pins or codes.
    - Financial information about businesses or organizations,unless originally shared by the organization itself, including:
        - Financial records or statements except when the financial records of the business are publicly available (for example, listed on stock exchanges or regulatory agencies, and so on)
        - Bank account numbers accompanied by security or pin codes.
        - Digital payment method information accompanied by log in details, security or pin codes.

- Residential information
    - Imagery that displays the external view of private residences if all of 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/neighborhood or GPS pin (for example, a pin from Google Maps) are identified.
        - The content identifies the resident(s).
        - That same resident objects to the exposure of their private residence, or there is context of organizing protests

against the resident (This does not include embassies that also serve as residences).
    - Content that exposes information about safe houses by sharing any of the below, unless the safe house is actively promoting information about their facility
        - Actual address (Note: "Post Box only" is allowed.)
        - Images of the safe house.
        - Identifiable city/neighborhood of the safe house.
        - Information exposing the identity of the safe house residents.

- Medical information
    - Records or official documentation displaying medical, psychological, biometric, or genetic hereditary of others.

- Information obtained from hacked sources.
    - 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.

- Status or occupation related information.
    - Content that exposes the undercover status of law enforcement, military, or security personnel if:
        - The content contains the agent's full name or other explicit identification and explicitly mentions their undercover status.
        - The imagery identifies the faces of the law enforcement personnel and explicitly mentions their undercover status.

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 13 years old, and the content was reported by the minor or a parent or legal guardian.
    - A minor between 13 and 18 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.

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

Do not post:

- Content that puts a defector at risk by outing the individual with personally identifiable information when the content is reported by credible government channels.

- Depictions of someone in a medical or health facility if reported by the person pictured or an authorized representative.

12. Hate Speech[4]

III. Objectionable Content

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

[4] Note from Facebook's records: "These edits do not reflect policy changes, rather additions to the Community Standards for transparency and to better reflect our enforcement."

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".
    - Dalits, scheduled caste or ‘lower caste’ people as menial laborers.

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,except certain gender-based cursing in a romantic break-up context, 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:

- Segregation in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting segregation.
- Exclusion in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting, defined as
    - Explicit exclusion, which means things like expelling certain groups or saying they are not allowed.
    - Political exclusion, which means denying the right to right to political participation.
    - Economic exclusion, which means denying access to economic entitlements and limiting participation in the labour market.
    - Social exclusion, which means things like denying access to spaces (physical and online)and social services , except for gender-based exclusion in health and positive support Groups.

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 characteristics.

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

Do not post:

- Content explicitly providing or offering to provide products or services that aim to change people's sexual orientation or gender identity.
- Content attacking concepts, institutions, ideas, practices, or beliefs associated with protected characteristics, which are likely to contribute to imminent physical harm, intimidation or discrimination against the people associated with that protected characteristic. Facebook looks at a range of signs to determine whether there is a threat of harm in the content. These include but are not limited to: content that could incite imminent violence or intimidation; whether there is a period of heightened tension such as an election or ongoing conflict; and whether there is a recent history of violence against the targeted protected group. In some cases, we may also consider whether the speaker is a public figure or occupies a position of authority.
- Content targeting a person or group of people on the basis of their protected characteristic(s) with claims that they have or spread the novel coronavirus, are responsible for the existence of the novel coronavirus, are deliberately spreading the novel coronavirus, or mocking them for having or experiencing the novel coronavirus.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that 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

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 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, or 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

Policy Rationale

We restrict the display of nudity or sexual activity because some people in our community may be sensitive to this type of content. Additionally, we default to removing sexual imagery to prevent the sharing of non-consensual or underage content. Restrictions on the display of sexual activity also apply to digitally created content unless it is posted for educational, humorous, or satirical purposes.

Our nudity policies have become more nuanced over time. We understand that nudity can be shared for a variety of reasons, including as a form of protest, to raise awareness about a cause, or for educational or medical reasons.

Where such intent is clear, we make allowances for the content. For example, while we restrict some images of female breasts that include the nipple, we allow other images, including those depicting acts of protest, women actively engaged in breast-feeding and photos of post-mastectomy scarring. For images depicting visible genitalia or the anus in the context of birth and after-birth moments or health-related situations we include a warning label so that people are aware that the content may be sensitive. We also allow photographs of paintings, sculptures, and other art that depicts nude figures.

Do not post:

Imagery of

- Real nude adults, if it depicts:
    - Visible genitalia except in the context of birth giving and after-birth moments or health-related situations (for example, gender confirmation surgery, 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 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 female breasts, defined as a grabbing motion with curved fingers that shows both marks and clear shape change of the breasts. We allow squeezing in breastfeeding contexts.
        - 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, except when posted in an educational or scientific context, or when it meets one of the criteria below and shown only to individuals 18 years and older.
    - Extended audio of sexual activity

We only show this content to individuals 18 and older:

- Real world art that depicts sexual activity.
- Posting photographs or videos of objects that depict sexual activity in real-world art.
- Implied sexual activity in advertisements.
- Implied sexual activity in recognized fictional images or with indicators of fiction.
- Digital content that meets our definition of sexual activity, where:

- The sexual activity (intercourse or other sexual activities) isn't directly visible.
- The content was posted in a satirical or humorous context.
- Only body shapes or contours are visible.

15. Sexual Solicitation[5]

III. Objectionable Content

Policy Rationale

As noted in Section 8 of our Community Standards (Adult Sexual Exploitation), people use Facebook to discuss and draw attention to sexual violence and exploitation. We recognize the importance and allow for this discussion. We also allow for the discussion of sex worker rights advocacy and sex work regulation. We draw the line, however, when content facilitates, encourages or coordinates sexual encounters or commercial sexual services between adults recognize the importance of We do this to avoid facilitating transactions that may involve trafficking, coercion and non-consensual sexual acts.

We also restrict sexually-explicit language that may lead to sexual 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:

Content that offers or asks for adult commercial services, such as requesting, offering or asking for rates for escort service and paid sexual fetish or domination services. (Content that recruits or offers other people for third-party commercial sex work is separately considered underthe Human Exploitation policy).

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 or erotic dances.
- Sexual, erotic or tantric massages.

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

[5] Note from Facebook's records: "The policy is being updated to clarify that discussion of sex worker rights advocacy and sex work regulation is allowed. We are also making edits which do not reflect policy changes, but rather additions to the Community Standards for transparency and to better reflect our enforcement."

- Offering or asking for sex or sexual partners (including partners who share fetish or sexual interests).
- Sex chat or conversations.
- Nude photos/videos/imagery/sexual fetish items.
- Sexual slang terms.

We allow expressing desire for sexual activity, promoting sex education, discussing sexual practices or experiences, or offering classes or programs that teach techniques or discuss sex.

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 that implicitly or indirectly (typically through providing a method of contact) offers or asks for sexual solicitation.
- **Criteria 2: Suggestive Elements**
    - Content that 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 (e.g. sexual penetration or self-pleasuring), or
        - Poses.
        - Audio of sexual activity or other content that violates the Adult Nudity and Sexual Activity policy.

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 (e.g wetness or erection) or
- An act of sexual intercourse (e.g sexual penetration, self-pleasuring or exercising fetish scenarios).
- Except for content shared in a humorous, satirical, or educational context, as a sexual metaphor or as sexual cursing.

16. Account Integrity and Authentic Identity

IV. Integrity and Authenticity

Policy Rationale

Authenticity is the cornerstone of our community. We believe that authenticity helps create a community where people are accountable to each other, and to Facebook, in meaningful ways. We want to allow for the range of diverse ways that identity is expressed across our global community, while also preventing impersonation and identity misrepresentation. That is why we require people to connect on Facebook using the name they go by in everyday life. Our authenticity policies are intended to create a safe environment where people can trust and hold one another accountable.

In order to maintain a safe environment and empower free expression, we remove accounts that are harmful to the community, including those that compromise the security of other accounts and our services. We have built a combination of automated and manual systems to block and remove accounts that are used to persistently or egregiously abuse our Community Standards.

Because account level removal is a severe action, whenever possible, we aim to give our community a chance to learn our rules and follow our Community Standards. Penalties, including account disables, are designed to be proportionate to the severity of the violation and the risk of harm posed to the community. Continued violations, despite repeated warnings and restrictions, or violations that pose severe safety risks will lead to an account being disabled.

We do not allow the use of our services and will disable accounts if you:

- Severely violate our Community Standards.
- Persistently violate our Community Standards.
- Represent Dangerous Individuals or Organizations.
- Create or use an account that demonstrates an intent to violate our Community Standards.
- Create an account, Page, Group or Event to evade our enforcement actions, including creating an account to bypass a restriction or after we have disabled your previous account, Page, Group or Event.
- Impersonate others by:
    - Using their photos with the explicit aim to deceive others.
    - Creating an account assuming to be or speak 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.
- Are under 13 years old.
- Are a convicted sex offender.
- Are prohibited from receiving our products, services or software under applicable laws.

In certain cases, such as those outlined below, we will seek further information about an account before taking actions ranging from temporarily restricting accounts to permanently disabling them.

- Accounts misrepresenting their identity (Facebook and Messenger only) by:

    - Using a name that is not the authentic name you go by in everyday life
        - Using an inherently violating name, containing slurs or any other violations of the Community Standards
    - Providing a false date of birth.
    - Creating a single account that represents or is used by more than one person.
    - Maintaining multiple accounts as a single user.
- Compromised accounts.
- Empty accounts with prolonged dormancy.

17. 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 usin g 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.

18. Cybersecurity

IV. Integrity and Authenticity

Policy Rationale

We recognize that the safety of our users includes the security of their personal information and accounts, profiles, and other Facebook entities they may manage, as well as our products and services more broadly. Attempts to gather sensitive personal information or engage in unauthorized access 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 or engage in unauthorized accessthe abuse of our platform and products, or services.

Do not:

Attempt to compromise user accounts, profiles, or other Facebook entities, abuse our products or services, gather sensitive information through deceptive means, or attempt to engage in unauthorized access, including:

- Gaining access to accounts , profiles, Facebook, Inc. entities, or user data other than your ownthrough deceptive means or without explicit permission from the account, profile, or entity owner.

- Encouraging or deceiving users to download or run files or programs that will compromise a user's online or data security, including through malicious software or websites.. Such files and programs will be deemed malicious software or "malware" if they harm or gain unauthorized access to a computer, device, or network.
- Attempting to obtain, acquire or request another user's login credentialsor other sensitive information, , 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)or the use of malicious software or websites..
- Publicly sharing your own or others' login information, either on platform or through a third party service.
- Creating, sharing, or hosting malicious software browser extensions and mobile applications, on or off platform that put our users or products and services at risk.
- 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.

19. 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.

20. 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 recognize 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 do not remove false news from Facebook but we significantly reduce its distribution by showing it lower in News Feed. Learn more about our work to reduce the spread of false news here and 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 false by independent fact-checkers.
- Empowering people to decide for themselves what to read, trust or share by informing them with more context and promoting news literacy.
- Collaborating with academics and other organizations to help solve this challenging issue

21. 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.

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

Do not post:

> Videos that have 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:
>
> > A subject of the video said words that they did not say, AND
> >
> > The video 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.

22. 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 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.

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

When brought to our attention by the legacy contact or a family member of the deceased, we will:

> Remove violating comments on a memorialized profile, which would typically require the individual to self report so that we know that they are unwanted
> 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

23. 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

24. 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

25. 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

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

We may remove content created for the purpose of identifying a private minor if there may be a risk to the minor’s safety when requested

1. Violence and Incitement[1]

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. This includes content where a symbol represents the target and/or includes a visual of an armament or method to represent violence.
- 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 or method that represents violence.
- Statements advocating for high-severity violence.
- 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 or abduct a target or that promotes, supports or advocates for kidnapping or abduction

[1] Note from Facebook's records: "The policy has been updated to refine language on kidnappings and abductions to make it consistent throughout."

Content that depicts kidnappings or abductions if it is clear the content is not being shared by a victim or their family as a plea for help, or shared for informational, condemnation or awareness raising purposes

Threats of high-severity violence using digitally-produced or altered imagery to target living people with armaments, methods of violence or dismemberment

Threats that lead to serious injury (mid-severity violence) toward 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

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

Instructions on how to make or use weapons if there is 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 a Page or with a 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 violence due to voting, voter registration or the administration or outcome of an election

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, polling places or locations used to count votes or administer an election (or encouraging others to do the same).

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

Do not post:

- Content that puts LGBTQI+ people at risk by revealing their sexual identity against their will or without permission.
- Content that puts unveiled women at risk by revealing their images without veil against their will or without permission.
- Content that puts non-convicted individuals at risk by revealing their identity and their status as a target of a sting operation as a sexual predator.
- Violent threats against law enforcement officers.
- Violent threats against people accused of a crime. We remove this content when we have reason to believe that the content is intended to cause physical harm.
- Misinformation and unverifiable rumors that contribute to the risk of imminent violence or physical harm.
    - Additionally, we have specific rules and guidance regarding content related to COVID-19 and vaccines. To see these specific rules please click here.
- Coded statements where the method of violence or harm is not clearly articulated, but the threat is veiled or implicit. Facebook looks at the below signals to determine whether there is a threat of harm in the content.
    - Shared in a retaliatory context (e.g., expressions of desire to do something harmful to others in response to a grievance or threat that may be real, perceived or anticipated)
    - References to historical or fictional incidents of violence (e.g., content that threatens others by referring to known historical incidents of violence that have been executed throughout history or in fictional settings)
    - Acts as a threatening call-to-action (e.g. content inviting or encouraging others to carry out harmful acts or to join in carrying out the harmful acts)
    - Indicates knowledge of or shares sensitive information that could expose others to harm (e.g. content that either makes note of or implies awareness of personal information that might make a threat of physical violence more credible. This includes implying knowledge of a person's residential address, their place of employment or education, daily commute routes or current location)

    - Local context or subject matter expertise confirms that the statement in question could be threatening and/or could lead to imminent violence or physical harm.
    - The subject of the threat reports the content to us.
- Threats against election officials
- Implicit statements of intent or advocacy, calls to action, or aspirational or conditional statements to bring armaments to locations, including but not limited to places of worship, educational facilities, polling places, or locations used to count votes or administer an election (or encouraging others to do the same). We may also restrict calls to bring armaments to certain locations where there are temporarily signals of a heightened risk of violence or offline harm. This may be the case, for example, when there is a known protest and counter-protest planned or violence broke out at a protest in the same city within the last 7 days

2. Dangerous Individuals and Organizations[2]

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

[2] Note from Facebook's records: "As part of our response to an Oversight Board decision, we are updating our context-specific policy to clarify that in certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them."

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 Remove:

We remove Praise, Substantive Support, and Representation of various Dangerous Organizations. These concepts apply to the organizations themselves, their activities, and their members. These concepts do not proscribe peaceful advocacy for particular political outcomes.

Praise, defined as any of the below:

- Speak positively about a designated entity or event;
    - E.g., “The fighters for the Islamic State are really brave!”
- Give a designated entity or event a sense of achievement;
    - E.g., “Timothy McVeigh is a martyr.”
- Legitimizing the cause of a designated entity by making claims that their hateful, violent, or criminal conduct is legally, morally, or otherwise justified or acceptable;
    - E.g., “Hitler did nothing wrong.”
- Aligning oneself ideologically with a designated entity or event.
    - E.g., “I stand with Brenton Tarrant.”

We remove Praise of Tier 1 entities and designated events. We will also remove praise of violence carried out by Tier 2 entities.

Substantive Support, defined as any of the below:

- Any act which improves the financial status of a designated entity - including funnelling money towards, or away from a designated entity;
    - E.g., “Donate to the KKK!”
- Any act which provides material aid to a designated entity or event;
    - E.g., “If you want to send care packages to the Sinaloa Cartel, use this address:”
- Putting out a call to action on behalf of a designated entity or event;
    - E.g., “Contact the Atomwaffen Division - (XXX) XXX-XXXX”
- Recruiting on behalf of a designated entity or event;
    - E.g., “If you want to fight for the Caliphate, DM me”
- Channeling information or resources, including official communications, on behalf of a designated entity or event
    - E.g., Directly quoting a designated entity without caption that condemns, neutrally discusses, or is a part of news reporting.

We remove Substantive Support of Tier 1 and Tier 2 entities and designated events.

Representation, defined as any of the below:

- Stating that you are a member of a designated entity, or are a designated entity;
    - E.g., “I am a grand dragon of the KKK.”
- Creating a Page, Profile, Event, Group, or other Facebook entity that is or purports to be owned by a Designated Entity or run on their behalf, or is or purports to be a designated event.
    - E.g., A Page named “American Nazi Party.”

We remove Representation of Tier 1 and 2 Designated Organizations, Hate-Banned Entities, and designated events.

Types and Tiers of Dangerous Organizations

Tier 1: Terrorism, organized hate, large-scale criminal activity, attempted multiple-victim violence, multiple victim violence, multiple murders, and violating violent events

We do not allow individuals or organizations involved in organized crime, including those designated by the United States government as specially designated narcotics trafficking kingpins (SDNTKs); hate; or terrorism, including entities designated by the United States government as Foreign Terrorist Organizations (FTOs) or Specially Designated Global Terrorists (SDGTs), to have a presence onthe platform. We also don't allow other people to represent these entities. We do not allow leaders or prominent members of these organizations to have a presence on the platform, symbols that represent them to be used on the platform, or content that praises them or their acts. In addition, we remove any coordination of substantive support for these individuals and organizations.

We do not allow content that praises, substantively supports, or represents events that Facebook designates as terrorist attacks, hate events, multiple-victim violence or attempted multiple-victim violence, serial murders, hate crimes or violating violent events.

We also do not allow Praise, Substantive Support, or Representation of designated hateful ideologies.

Terrorist organizations and individuals, defined as a 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, defined as an association of three or more people that:

- is organized under a name, sign, or symbol; and
- has an ideology, statements, or physical actions that attack individuals based on characteristics, including race, religious affiliation, national origin, disability, ethnicity, gender, sex, sexual orientation, or serious disease.

Criminal Organizations, defined as an association of three or more people that:

- is united under a name, color(s), hand gesture(s) or recognized indicia; and
- has engaged in or threatens to engage in criminal activity such as homicide, drug trafficking, or kidnapping.

Multiple-Victim Violence and Multiple Murders

- We consider an event to be multiple-victim violence or attempted multiple-victim violence if it results in three or more casualties in one incident, defined as deaths or serious injuries. Any Individual who has committed such an attack is considered to be a perpetrator or an attempted perpetrator of multiple-victim violence.
- We consider any individual who has committed two or more murders over multiple incidents or locations a multiple murderer.

Hateful Ideologies

- While our designations of organizations and individuals focus on behavior, we also recognize that there are certain ideologies and beliefs that are inherently tied to violence and attempts to organize people around calls for violence or exclusion of others based on their protected characteristics. In these cases, we designate the ideology itself and remove content that supports this ideology from our platform. These ideologies include:
    - Nazism
    - White Supremacy
    - White Nationalism
    - White Separatism
- We remove explicit Praise, Substantive Support, and Representation of these ideologies, and remove individuals and organizations that ascribe to one or more of these hateful ideologies.

Tier 2: Violent Non-State Actors

Organizations and individuals designated by Facebook as Violent Non-state Actors are not allowed to have a presence on Facebook, or have a presence maintained by others on their behalf. As these groups are actively engaged in violence, substantive support of these entities is similarly not allowed. We will also remove praise of violence carried out by these entities.

Violent Non-State Actors, defined as any non-state actor that:

- engages in purposive and planned acts of violence primarily against a government military or other armed groups; and
- that causes or attempts to
    - cause death to persons taking direct part in hostilities in an armed conflict, and/or
    - deprive communities of access to vital infrastructure and natural resources, and/or bring significant damage to property, linked to death, serious injury or serious harm to civilians

Tier 3: Militarized Social Movements, Violence-Inducing Conspiracy Networks, and Hate Banned Entities

Pages, Groups, Events, and Profiles or other Facebook entities that are - or claim to be - maintained by, or on behalf of, Militarized Social Movements and Violence-

Inducing Conspiracy Networks are prohibited. Admins of these pages, groups and events will also be removed.

Click here to read more about how we address movements and organizations tied to violence.

We do not allow Representation of Organizations and individuals designated by Facebook as Hate-Banned Entities.

Militarized Social Movements (MSMs), which include:

- **Militia Groups**, defined as non-state actors that use weapons as a part of their training, communication, or presence; and are structured or operate as unofficial military or security forces and:
    - Coordinate in preparation for violence or civil war; or
    - Distribute information about the tactical use of weapons for combat; or
    - Coordinate militarized tactical coordination in a present or future armed civil conflict or civil war.
- **Groups supporting violent acts amid protests**, defined as non-State actors that repeatedly:
    - Coordinate, promote, admit to or engage in:
    - Acts of street violence against civilians or law enforcement; or
    - Arson, Looting, or other destruction of property; or
    - Threaten to violently disrupt an election process; or
    - Promote bringing weapons to a location when the stated intent is to intimidate people amid a protest.

Violence-Inducing Conspiracy Networks (VICNs), defined as a Non-State Actor that:

- Organizes under a name, sign, mission statement, or symbol; and
- Promote theories that attribute violent or dehumanizing behavior to people or organizations that have been debunked by credible sources; and
- Has inspired multiple incidents of real-world violence by adherents motivated by the desire to draw attention to or redress the supposed harms promoted by these debunked theories.

Hate-Banned Entities, defined as entities that engage in repeated hateful conduct or rhetoric, but do not rise to the level of a Tier 1 entity because they have not engaged in or explicitly advocated for violence, or because they lack sufficient connections to previously designated organizations or figures.

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

- In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being

satirized or attributed to something or someone else in order to mock or criticize them.

3. Coordinating Harm and Promoting 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:

<u>Harm against people</u>

- Depicting, admitting to or promoting acts of physical harm against people, including acts of domestic violence - except when shared in the context of redemption or defense.
- Swatting - specifically statements of intent, calls to action, representing, supporting, advocating for, depicting, admitting to or speaking positively about it.
- Depicting, promoting, advocating for or encouraging participation in a high risk viral challenge.
- Promoting or advocating for harmful miracle cures for health issues.
- Coordinating, depicting, admitting to or promoting active and deliberate spread of communicable diseases by you or your associates

<u>Harm against animals</u>

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

<u>Harm against property</u>

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 who can participate in the census and what information or materials must be provided in order to participate
- Content claiming that the U.S. Immigration and Customs Enforcement (ICE) is at a voting location
- Explicit claims that people will be infected by COVID (or another communicable disease) if they participate in the voting process.

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

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

Do not post:

- Content revealing the identity of someone as a witness, informant, activist, or individuals whose identity or involvement in a legal case has been restricted from public disclosure
- Imagery that is likely to deceive the public as to its origin if:
    - The entity depicted or an authorized representative objects to the imagery, and
    - The imagery has the potential to cause harm to members of the public
- Other misrepresentations related to voting in an official election or census participation may be subject to false news standards, as referenced in section 20
- Misrepresentation of whether a candidate is running or not
- Calls for coordinated interference that would affect an individual's ability to participate in an official census or election

- Content stating that census or voting participation may or will result in law enforcement consequences (for example, arrest, deport or imprisonment)
- Misrepresentation of government involvement in the census, including, where applicable, that an individual's census information will be shared with another (non-census) government agency
- Statements of intent, support, or advocacy to go to an election site, voting location, or vote counting location when the purpose of going to the site is to monitor or watch voters or election officials' activity using militaristic language (e.g. "war," "army," or "soldier") or an expressed goal to intimidate, exert control or display power (e.g. "let's show them who's boss!," "if they're scared, they won't vote!")
- Content coordinating interference with the administration of the COVID-19 vaccine
- Content calling to action, advocating, or promoting that others not get the COVID-19 vaccine

4. Restricted Goods and Services[3]

[3] Note from Facebook's records: "As part of our response to an Oversight Board decision, we are updating our context-specific policy to clarify that in certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

The title and policy rationale has also been updated to clarify our principled approach, which is based on the potential harm these products and services can result in rather than in existing regulations. New policy language has also been added to address gambling content to protect minors against potentially harmful content.

Finally, the real money online gaming policy update was based on global stakeholder engagement with various gambling regulatory authorities, gambling and addiction subject matter experts and fundraising professionals in the non-profit sector. We also connected with experts who work at the intersection of content governance and online gambling. In our consultations, we explored the harms or risks of allowing online gambling in organic content. We also sought to understand the impact of prohibiting online gambling on charities or smaller, "friendly" examples of gambling and whether there were other unexpected consequences of prohibiting online gambling. We listened to experts tell us about the variety of harms associated with online gambling, including addiction, financial ruin, and diminished mental and physical health. However, there was a general consensus that while all forms of gambling carry risk, not all gambling is harmful. Only a small percentage of those that gamble has gambling problems. All stakeholders we spoke to highlighted the importance of reducing harm by protecting those most at risk, including problem gamblers and minors. Generally, stakeholders acknowledged that small-dollar raffles

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, or trade, firearms, firearm parts, ammunition, explosives, or lethal enhancements except when posted by a Page, Group or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites, brands or government agencies (e.g. police department, fire department) or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
- Attempts to donate or gift firearms, firearm parts, ammunition, explosives, or lethal enhancements except when posted in the following contexts:
    - Donating, trading in or buying back firearms and ammunition by a Page, Group or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites, brands or government agencies, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
    - An auction or raffle of firearms by legitimate brick-and-mortar entities, including retail businesses, government-affiliated organizations or non-profits, or private individuals affiliated with or sponsored by legitimate brick-and-mortar entities.
- Asks for firearms, firearm parts, ammunition, explosives, or lethal enhancements
- Sells, gifts, exchanges, transfers, coordinates, promotes (by which we mean speaks positively about, encourages the use of) or provides access to 3D printing or computer-aided manufacturing instructions for firearms or firearms parts regardless of context or poster. even when posted by brick and mortar stores, brands and legitimate websites

Non-medical drugs

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are not as problematic. We used the input we received on these points to craft a revision to our Restricted Goods and Services policy."

Content that:

- Attempts to buy, sell, trade, co-ordinate the trade of, donate, gift or asks for non-medical drugs.
- Admits to buying,trading or co-ordinating the trade of 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. This content may not speak positively about, encourage use of, coordinate or provide instructions to make or use non-medical drugs.
- Coordinates or promotes (by which we mean speaks positively about, encourages the use of, or provides instructions to use or make) non-medical drugs.

Pharmaceutical drugs

Content that:

- Attempts to buy, sell or trade pharmaceutical drugs except when:
    - Listing the price of vaccines in an explicit education or discussion context.
    - Offering delivery when posted by legitimate healthcare e-commerce businesses.
- Attempts to donate or gift pharmaceutical drugs
- Asks for pharmaceutical drugs except when content discusses the affordability, accessibility or efficacy of pharmaceutical drugs in a medical context

Marijuana

Content that attempts to buy, sell, trade, donate or gift or asks for marijuana.

Endangered species (wildlife and plants):

Content that:

- Attempts to buy, sell, trade, donate,or gift or asks for endangered species or their parts.
- Admits to poaching, buying or trading of endangered species or their parts committed by the poster of the content either by themselves or their associatesthrough others. This does not include depictions of poaching by strangers.
- Depicts poaching of endangered species or their parts committed by the poster of the content by themselves or their associates.
- Shows coordination or promotion (by which we mean speaks positively about, encourages the poaching of, or provides instructions to use or make products from endangered species or their parts)

Live non-endangered animals excluding livestock

- Content that attempts to buy, sell or trade live non-endangered animals except when:
    - Posted by a Page, Group or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, legitimate websites, brands, or rehoming shelters, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
    - Posted in the context of donating or rehoming live non-endangered animals, including rehoming fees for peer-to-peer adoptions, selling an animal for a religious offering, or offering a reward for lost pets.

Human blood

- Content that attempts to buy, sell or trade human blood.
- Content that asks for human blood except for a donation or gift.

Alcohol / tobacco

Content that:

- Attempts to buy, sell or trade alcohol or tobacco except when:
    - Posted by a Page, Group, or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites or brands, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
    - Content refers to alcohol/tobacco that will be exchanged or consumed on location at an event, restaurant, bar, party and so on.
- Attempts to donate or gift alcohol or tobacco except when posted by a Page, Group, or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites or brands, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
- Asks for alcohol or tobacco

Weight loss products

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

Historical artifacts

- Content that attempts to buy, sell, trade, donate or gift or asks for historical artifacts.

Except when any of the above occurs in a fictional or documentary context

For the following content, we restrict visibility to adults 21 years of age and older:

Firearms

- Content posted by or promoting legitimate brick-and-mortar store, entities, including retail businesses websites, brands, or government agencies which attempt to buy, sell, trade, donate or gift (including in the context of an auction or a raffle) firearms, firearm parts, ammunition, explosives, or lethal enhancements.

For the following content, we restrict visibility to adults 18 years of age and older:

Alcohol/tobacco

- Content posted by or promoting legitimate brick-and-mortar entities, including retail businesses websites or brands, which attempt to buy, sell, trade, donate or gift of alcohol or tobacco products.

Bladed weapons

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

Weight loss products and potentially dangerous cosmetic procedures

Content that

- Attempts to buy, sell, trade, donate or gift weight loss products or potentially dangerous cosmetic procedures.
- Admits to or depicts using a weight loss product or potentially dangerous cosmetic procedures, except when admitting to use in a disapproval context.
- Shows coordination or promotion (by which we mean speaks positively, encourages the use of or provides instructions to use or make a diet product or perform dangerous cosmetic procedures).

Sex toys and sexual enhancement products

- Content that attempts to buy, sell, trade, donate or gift sex toys and sexual enhancement products

Real money gambling

- Content that attempts to sell or promote online gaming and gambling services where anything of monetary value (including cash or digital/virtual currencies, e.g. bitcoin) is required to play and anything of monetary value forms part of the prize.

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

- In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

5. Fraud and Deception[4]

I. Violence and Criminal Behavior

Policy Rationale

In an effort to prevent fraudulent activity that can harm people or businesses, we remove content that purposefully deceives, willfully misrepresents or otherwise defrauds or exploits others for money or property. This includes content that seeks to coordinate or promote these activities using our services.
We allow people to raise awareness and educate others as well as condemn these activities unless this includes content that contains sensitive information, such as personally identifiable information.

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[4] Note from Facebook's records: "As part of our response to an Oversight Board decision, we are updating our context-specific policy to clarify that in certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

The policy has also been updated to clarify that sharing of future exam papers or answer sheets is violating, in addition to existing prohibitions on selling, trading, and buying of future exam papers or answer sheets.

Finally, the real money online gaming policy update was based on global stakeholder engagement with various gambling regulatory authorities, gambling and addiction subject matter experts and fundraising professionals in the non-profit sector. We also connected with experts who work at the intersection of content governance and online gambling. In our consultations, we explored the harms or risks of allowing online gambling in organic content. We also sought to understand the impact of prohibiting online gambling on charities or smaller, "friendly" examples of gambling and whether there were other unexpected consequences of prohibiting online gambling. We listened to experts tell us about the variety of harms associated with online gambling, including addiction, financial ruin, and diminished mental and physical health. However, there was a general consensus that while all forms of gambling carry risk, not all gambling is harmful. Only a small percentage of those that gamble has gambling problems. All stakeholders we spoke to highlighted the importance of reducing harm by protecting those most at risk, including problem gamblers and minors. Generally, stakeholders acknowledged that small-dollar raffles are not as problematic. We used the input we received on these points to craft a revision to our Restricted Goods and Services policy."

Do not post:

Content that provides instructions on, engages in, promotes, coordinates, encourages, facilitates, admits to, recruits for, or admits to the offering or solicitation of any of the following activities:

- Deceiving others to generate a financial or personal benefit to the detriment of a third party or entity through:
    - Investment or financial scams:
        - Loan scams
        - Advance fee scams.
        - Gambling scams
        - Ponzi or pyramid schemes.
        - Money or cash flips or money muling.
        - Investment scams with promise of high rates of return.
    - Inauthentic identity scams:
        - Charity scams.
        - Romance or impersonation scams
        - Establishment of false businesses or entities.
    - Product or rewards scams:
        - Grant and benefits scams.
        - Tangible, spiritual or illuminati scams.
        - Insurance scams, including ghost broking
        - Fake jobs, work from home or get-rich-quick scams.
        - Debt relief or credit repair scams.

- Engaging with others to generate a financial or personal benefit at a loss for a third party, such as people, businesses or organisations through:
    - Fake documents or financial instruments by:
        - Creating, selling or buying of:
            - Fake or forged documents.
            - Fake or counterfeit currency or vouchers.
            - Fake or forged educational and professional certificates.
            - Money laundering
    - Stolen information, goods, or services by:
        - Credit card fraud and goods or property purchases with stolen financial information
        - Trading, selling or buying of:
            - Personal Identifiable Information.
            - Fake and misleading user reviews or ratings.
            - Future exam papers or answer sheets.
            - Credentials for subscription services.
            - Coupons.
- Sharing, selling, trading, or buying of:
    - Future exam papers or answer sheets.
- Betting manipulation (for example match fixing).
- Manipulation of measuring devices such as electricity or water meters in order to bypass their authorised or legal use.

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

Do not post:

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

- Bribery.
- Embezzlement.

In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

6. Suicide and Self-Injury

II. Safety

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide assistance to people in distress.

While we do not allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if our Community Operations team is concerned about immediate harm we will contact local emergency services to get them help. For more information, visit the Facebook Safety Center.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

Do not post:

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

- Suicide.
- Self-injury.
- Eating disorders.

Content that depicts graphic self-injury imagery

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.

Content that mocks victims or survivors of suicide, self-injury or eating disorders who are either publicly known or implied to have experienced suicide or self-injury

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 or suicide attempt 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 self-injury, suicide or recovery context.
- 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.
- Vague, potentially suicidal statements or references (including memes or stock imagery about sad mood or depression) in a suicide or self-injury context.

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

- We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g. government agencies, NGOs).
    - A suicide note may also be removed when reported through the Suicidal Content Contact Form or Instagram Contact Form when we have confirmation of a suicide or suicide attempt

7. Child Sexual Exploitation, Abuse and Nudity[5]

II. Safety

Policy Rationale

We do not allow content that sexually exploits or endangers children. When we become aware of apparent child exploitation, we report it to the National Center for Missing and Exploited Children (NCMEC), in compliance with applicable law. We know that sometimes people share nude images of their own children with good intentions; however, we generally remove these images because of the potential for abuse by others and to help avoid the possibility of other people reusing or misappropriating the images.

We also work with external experts, including the Facebook Safety Advisory Board, to discuss and improve our policies and enforcement around online safety issues, especially with regard to children. Learn more about the technology we're using to fight against child exploitation.

Do not post:

Child sexual exploitation

[5] Note from Facebook's records: "The policy has been updated to replace "imagery of child sexual exploitation" with "Child Sexual Abuse Material" to align with current accepted terminology."

Content that threatens, depicts, praises, supports, provides instructions for, makes statements of intent, admits participation in or shares links of the sexual exploitation of children (real or non-real minors, toddlers or babies), including but not limited to:

- Sexual intercourse
    - Explicit sexual intercourse or oral sex, 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 or oral sex, including when contact is imminent or not directly visible.
    - Stimulation of genitals or anus, including when activity is imminent or not directly visible.
    - Presence of by-products of sexual activity.
    - Any of the above involving an animal.
- Children with sexual elements, including but not limited to:
    - Restraints.
    - Focus on genitals.
    - Presence of aroused adult.
    - Presence of sex toys.
    - Sexualised costume.
    - Stripping.
    - Staged environment (for example, on a bed) or professionally shot (quality/focus/angles).
    - Open-mouth kissing.
- Content of children in a sexual fetish context.
- Content that supports, promotes, advocates or encourages participation in pedophilia unless it is discussed neutrally in an academic or verified health context.
- Content that identifies or mocks alleged victims of child sexual exploitation by name or image.

Solicitation

Content that solicits

- Child Sexual Abuse Material (CSAM)
- Nude imagery of children
- Sexualized imagery of children
- Real-world sexual encounters with children

Inappropriate interactions with children

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

- Arranging or planning real-world sexual encounters with children
- Purposefully exposing children to sexually explicit language or sexual material
- Engaging in implicitly sexual conversations in private messages with children
- Obtaining or requesting sexual material from children in private messages

Exploitative intimate imagery and sextortion

Content that attempts to exploit minors by:

- Coercing money, favors or intimate imagery with threats to expose intimate imagery or information.
- Sharing, threatening or stating an intent to share private sexual conversations or intimate imagery.

Sexualization of children

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children

- Content (including photos, videos, real-world art, digital content, and verbal depictions) that shows children in a sexualized context.
- Groups, Pages and profiles targeted to sexualizing children.

Child nudity

Content that depicts child nudity where nudity is defined as:

- Close-ups of children's genitalia
- Real nude toddlers, showing:
    - Visible genitalia, even when covered or obscured by transparent clothing.
    - Visible anus and/or fully nude close-up of buttocks.
- Real nude minors, showing:
    - Visible genitalia (including genitalia obscured only by pubic hair or transparent clothing)
    - Visible anus and/or fully nude close-up of buttocks.
    - Uncovered female nipples.
    - No clothes from neck to knee - even if no genitalia or female nipples are showing.
- Digitally-created depictions of nude minors, toddlers or babies unless the image is for health or educational purposes.

Non-sexual child abuse

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.

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

- Videos or photos that depict police officers or military personnel committing non-sexual child abuse.
- Imagery of non-sexual child abuse, when law enforcement, child protection agencies, or trusted safety partners request that we leave the content on the platform for the express purpose of bringing a child back to safety.

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

- Videos or photos of violent immersion of a child in water in the context of religious rituals.

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

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

- Imagery posted by a news agency that depicts child nudity in the context of famine, genocide, war crimes, or crimes against humanity, unless accompanied by a violating caption or shared in a violating context, in which case the content is removed.

We may also remove imagery depicting the aftermath of non-sexual child abuse when reported by news media partners, NGOs or other trusted safety partners.

8. Adult Sexual Exploitation[6]

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.

[6] Note from Facebook's records, 24 November 2021: "The policy is being updated to move language addressing bestiality from the Adult Sexual Exploitation policy to the Adult Nudity and Sexual Activity policy"

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 have 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, , necrophilia, or bestiality,or forced stripping, including:

- Depictions (including real photos/videos except in a real-world art context), or
- Sharing, offering, asking for or threatening to share imagery, or
- Descriptions, unless shared by or in support of the victim/survivor, or
- Advocacy (including aspirational and conditional statements), or
- Statements of intent, or
- Calls for action, or
- Threatening, sharing, offering 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:

- Sextortion: Coercing money, favors or intimate imagery from people with threats to expose their intimate imagery or intimate information
- Sharing, threatening, stating an intent to share, offering or asking for non-consensual intimate imagery" that fulfills all of the 3 following conditions:
    - Imagery is non-commercial or produced in a private setting.
    - Person in the imagery is (near) nude, engaged in sexual activity or in a sexual pose.
    - Lack of consent to share the imagery is indicated by meeting any of the signals:
        - Vengeful context (such as, caption, comments or page title).
        - Independent sources (such as, law enforcement record) including entertainment media (such as, 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 mock, sexualize or expose 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.

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 description 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 the victim or condemnation of the act or for general awareness to be determined by context/caption.

Content mocking the concept of non-consensual sexual touching

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

We may restrict visibility to people over the age of 18 and include a warning label on certain fictional videos (e.g., digital and hand-drawn imagery, film and TV show scenes, comic books, music videos) that depict non-consensual sexual touching.

In addition to our at-scale policy of removing content that threatens or advocates rape or other non-consensual sexual touching, we may also disable the posting account.

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 post and share 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:

Tier 1: Target anyone maliciously by:

- Repeatedly contacting someone in a manner that is:
    - Unwanted, or
    - Sexually harassing, or
    - Directed at a large number of individuals with no prior solicitation.
- Attacking someone based on their status as a victim of sexual assault, sexual exploitation, sexual harassment, or domestic abuse.
- Calling for self-injury or suicide of a specific person, or group of people.
- Attacking someone through derogatory terms related to sexual activity (for example: 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 or terrorist attacks 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.
- Making severe sexualized commentary
- Sharing derogatory sexualized photoshopped imagery or drawings
- Calling for, or making statements of intent to engage in, bullying and/or harassment.

- Posting content that further degrades or expresses disgust toward individuals who are depicted in the process of, or right after, menstruating, urinating, vomiting, or defecating
- Creating Pages or Groups that are dedicated to attacking individual(s) by:
    - Calling for death, or to contract or develop a medical condition.
    - Making statements of intent of advocating to engage in sexual activity.
    - Making claims that the individual has or may have a sexually transmitted disease.
    - Sexualizing another adult.

- Sending messages that contain the following attacks when aimed at an individual or group of individuals in the thread:
    - Attacks referenced in Tier 1, 2 and 4 of this policy.
    - Targeted cursing.
    - Calls for death, serious disease, disability, epidemic disease or physical harm.

Tier 2: Target private individuals, limited scope public figures (for example, individuals whose primary fame is limited to their activism, journalism, or those who become famous through involuntary means) or public figures who are minors with:

- Calls for death, or to contract or develop a medical condition.
- Female-gendered cursing terms when used in a derogatory way.
- Claims about sexual activity or sexually transmitted diseases except in the context of criminal allegations against adults about non-consensual sexual touching.
- 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.

Tier 3: Target public figures by purposefully exposing them to:

- For adults and minors:
    - Calls for death, or to contract or develop a medical condition.
    - Claims about sexually transmitted disease
    - Female-gendered cursing terms when used in a derogatory way.
    - Content that praises, celebrates or mocks their death or medical condition.
    - Attacks through negative physical descriptions.

- 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 and so on).

Tier 4: Target private individuals or limited scope 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 and so on).
- Attacks through negative physical descriptions.
- Content that ranks individuals on physical appearance or personality.
- Content sexualizing another adult.
- Content that further degrades individuals who are depicted being physically bullied except in self-defense and fight-sport contexts.
- Content that praises, celebrates, or mocks their death or serious physical injury.
- In addition to the above, attacks through Pages or Groups:
    - Negative character or ability claims.
    - First-person voice bullying only if the object targets more than one private individual.

Tier 5: 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 and business reviews against adults. We allow criminal allegations so that people can draw attention to personal experiences or offline events. In cases in which criminal allegations pose off-line harm to the named individual, however, we may remove them.
- Expressions of contempt or disgust, except in the context of criminal allegations against adults.

Tier 6: Target private individuals who are minors with:

- Allegations about criminal or illegal behavior.
- Videos of physical bullying shared in a non-condemning context.

Tier 7: Target private individuals (who must self-report) with:

- First-person voice bullying.
- Unwanted manipulated imagery.
- Comparison to other public, fictional or private individuals on the basis of physical appearance
- Claims about religious identity or blasphemy.
- 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.

We add a cover to this content so people can choose whether to see it:

Videos of physical bullying against minors shared in a condemning context

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

Do not:

- Post content that targets private individuals through unwanted Pages, Groups and Events. We remove this content when it is reported by the victim or an authorized representative of the victim.
- Create accounts to contact someone who has blocked you.
- Post attacks that use derogatory terms related to female gendered cursing. We remove this content when the victim or an authorized representative of the victim informs us of the content, even if the victim has not reported it directly.
- Post content that would otherwise require the victim to report the content or an indicator that the poster is directly targeting the victim (for example: the victim is tagged in the post or comment). We will remove this content if we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Post content praising, celebrating or mocking anyone's death. We also remove content targeting a deceased individual that we would normally require the victim to report.
- Post content calling for or stating an intent to engage in behavior that would qualify as bullying and harassment under our policies. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Post content sexualizing a public figure. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Repeatedly contact someone to sexually harass them. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Engage in mass harassment against individuals that targets them based on their decision to take or not take the COVID-19 vaccine with:
    - Statements of mental or moral inferiority based on their decision, or
    - Statements that advocate for or allege a negative outcome as a result of their decision, except for widely proven and/or accepted COVID-19 symptoms or vaccine side effects.
- Remove directed mass harassment, when:
    - Targeting, via any surface, ‘individuals at heightened risk of offline harm’, defined as:
        - Human rights defenders
        - Minors
        - Victims of violent events/tragedies

        - Opposition figures in at-risk countries during election periods
        - Government dissidents who have been targeted based on their dissident status
        - Ethnic and religious minorities in conflict zones
        - Member of a designated and recognizable at-risk group
    - Targeting any individual via personal surfaces, such as inbox or profiles, with:
        - Content that violates the bullying and harassment policies for private individuals or,
        - Objectionable content that is based on a protected characteristic
- Disable accounts engaged in mass harassment as part of either
    - State or state-affiliated networks targeting any individual via any surface.
    - Adversarial networks targeting any individual via any surface with:
        - Content that violates the bullying and harassment policies for private individuals or,
        - Content that targets them based on a protected characteristic, or,
        - Content or behavior otherwise deemed to be objectionable in local context

10. Human Exploitation[7]

II. Safety

Policy Rationale

Bullying and harassment happen in many places and come in many different forms from making threats and 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 personal activity. We recognize that bullying and harassment can have more of an

[7] Note from Facebook's records, 24 November 2021: "The policy language has been updated to clarify that using our platforms for any sales of children, in addition to illegal adoptions, is prohibited."

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 post and share 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 are doing to protect people from bullying and harassment here.

Note: This policy does not apply to individuals who are part of designated organizations under the Dangerous Organizations and Individuals policy or individuals who died prior to 1900.

Do not:

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

- Sex trafficking, covering minors and adults.
- Sales of children or illegal adoption.
- Orphanage trafficking and orphanage volun-tourism.
- Forced marriages.
- Labor exploitation (including 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 to provide or facilitate human smuggling

11. Privacy Violations and Image Privacy Rights[8]

II. Safety

Policy Rationale

Privacy and the protection of personal information are fundamentally important values for Facebook. We work hard to safeguard your personal identity and information and we do not allow people to post personal or confidential information about yourself or of others.

We remove content that shares, offers or solicits personally identifiable information or other private information that could lead to physical or financial harm, including financial, residential, and medical information, as well as private information obtained from illegal sources. We also recognize that private information may become publicly available through news coverage, court filings, press releases, or other sources. When that happens, we may allow the information to be posted.

We also provide people ways to report imagery that they believe to be in violation of their privacy rights.

Do not post:

Content that shares or solicits any of the following private information, either on Facebook or through external links:

Personally identifiable information about yourself or others

- Personal identity: identifying individuals through government-issued numbers.
    - National identification number (for example Social Security Number (SSN), Passport Number, National Insurance/Health Service

[8] As part of our response to an Oversight Board decision, we are updating our context-specific policy to clarify that in certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

In addition, the policy title has been updated to clarify that the primary focus is Privacy Violations.

Finally, the policy rationale has been updated to clarify that the sharing of license plates in connection with a person's name to facilitate finding missing people or animals is allowed.

Number, Personal Public Service Number (PPS), Individual Taxpayer Identification Number (ITIN)).
    - Government IDs of law enforcement, military, or security personnel.

- Personal information: directly identifying an individual, by indicating the ID number or registration information and the individual's name.
    - Records or official documentation of civil registry information (marriage, birth, death, name change or gender recognition, and so on).
    - Immigration and work status documents (for example, green cards, work permits, visas, or immigration papers).
    - Driver's licenses or license plates, except when license plates are shared to facilitate finding missing people or animals.
    - Credit Privacy Number (CPN).

- Digital identity: authenticating access to an online identity
    - Email addresses with passwords.
    - Digital identities with passwords.
    - Passwords, pins or codes to access private information.

Other private information

- Personal contact information of others such as phone numbers, addresses and email addresses, except when shared or solicited to promote charitable causes, find missing people, animals, or objects, or contact business service providers.
- Financial information.
    - Personal financial information about yourself or others, including:
        - Non-public financial records or statements.
        - Bank account numbers with security or pin codes.
        - Digital payment method information with log in details, security or pin codes.
        - Credit or debit card information with validity dates or security pins or codes.
    - Financial information about businesses or organizations, unless originally shared by the organization itself, including:
        - Financial records or statements except when the financial records of the business are publicly available (for example, listed on stock exchanges or regulatory agencies, and so on)
        - Bank account numbers accompanied by security or pin codes.
        - Digital payment method information accompanied by log in details, security or pin codes.

- Residential information
    - Imagery that displays the external view of private residences if all of 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/neighborhood or GPS pin (for example, a pin from Google Maps) are identified.
        - The content identifies the resident(s).
        - That same resident objects to the exposure of their private residence, or there is context of organizing protests against the resident (This does not include embassies that also serve as residences).
    - Content that exposes information about safe houses by sharing any of the below, unless the safe house is actively promoting information about their facility
        - Actual address (Note: "Post Box only" is allowed.)
        - Images of the safe house.
        - Identifiable city/neighborhood of the safe house.
        - Information exposing the identity of the safe house residents.

- Medical information
    - Records or official documentation displaying medical, psychological, biometric, or genetic hereditary of others.

- Information obtained from hacked sources.
    - 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.

- Status or occupation related information.
    - Content that exposes the undercover status of law enforcement, military, or security personnel if:
        - The content contains the agent's full name or other explicit identification and explicitly mentions their undercover status.
        - The imagery identifies the faces of the law enforcement personnel and explicitly mentions their undercover status.

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 13 years old, and the content was reported by the minor or a parent or legal guardian.
    - A minor between 13 and 18 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.

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

Do not post:

- Content that puts a defector at risk by outing the individual with personally identifiable information when the content is reported by credible government channels.
- Depictions of someone in a medical or health facility if reported by the person pictured or an authorized representative.

In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

12. Hate Speech[9]

III. Objectionable Content

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

[9] Note from Facebook's records: "As part of our response to an Oversight Board decision, we are updating our context-specific policy to clarify that in certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

The policy has also been updated to clarify that non-protected groups of people representing less than half a group are not protected under the policy."

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 groups except those who are considered non-protected groups described as having carried out violent crimes or sexual offenses or representing less than half of a group) 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".
        - Dalits, scheduled caste or ‘lower caste’ people as menial laborers.

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, except certain gender-based cursing in a romantic break-up context, 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:

- Segregation in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting segregation.
- Exclusion in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting, defined as
    - Explicit exclusion, which means things like expelling certain groups or saying they are not allowed.
    - Political exclusion, which means denying the right to right to political participation.
    - Economic exclusion, which means denying access to economic entitlements and limiting participation in the labour market.
    - Social exclusion, which means things like denying access to spaces (physical and online)and social services, except for gender-based exclusion in health and positive support Groups.

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 characteristics.

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

Do not post:

- Content explicitly providing or offering to provide products or services that aim to change people’s sexual orientation or gender identity.
- Content attacking concepts, institutions, ideas, practices, or beliefs associated with protected characteristics, which are likely to contribute to imminent physical harm, intimidation or discrimination against the people associated with that protected characteristic. Facebook looks at a range of signs to

determine whether there is a threat of harm in the content. These include but are not limited to: content that could incite imminent violence or intimidation; whether there is a period of heightened tension such as an election or ongoing conflict; and whether there is a recent history of violence against the targeted protected group. In some cases, we may also consider whether the speaker is a public figure or occupies a position of authority.

- Content targeting a person or group of people on the basis of their protected characteristic(s) with claims that they have or spread the novel coronavirus, are responsible for the existence of the novel coronavirus, are deliberately spreading the novel coronavirus, or mocking them for having or experiencing the novel coronavirus.

In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that 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

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 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, or 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[10]

III. Objectionable Content

Policy Rationale

We restrict the display of nudity or sexual activity because some people in our community may be sensitive to this type of content. Additionally, we default to removing sexual imagery to prevent the sharing of non-consensual or underage content. Restrictions on the display of sexual activity also apply to digitally created content unless it is posted for educational, humorous, or satirical purposes.

[10] Note from Facebook's records: "The policy is being updated to move references of bestiality from the Adult Sexual Exploitation policy to the Adult Nudity and Sexual Activity policy. It also updates language to more clearly define what is explicit sexual activity and stimulation compared to implicit sexual activity and stimulation."

Our nudity policies have become more nuanced over time. We understand that nudity can be shared for a variety of reasons, including as a form of protest, to raise awareness about a cause, or for educational or medical reasons.

Where such intent is clear, we make allowances for the content. For example, while we restrict some images of female breasts that include the nipple, we allow other images, including those depicting acts of protest, women actively engaged in breast-feeding and photos of post-mastectomy scarring. For images depicting visible genitalia or the anus in the context of birth and after-birth moments or health-related situations we include a warning label so that people are aware that the content may be sensitive. We also allow photographs of paintings, sculptures, and other art that depicts nude figures.

Do not post:

- Imagery of real nude adults, if it depicts:
    - Visible genitalia except in the context of birth giving and after-birth moments or health-related situations (for example, gender confirmation surgery, 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.
- Imagery of sexual activity, including:
    - Explicit sexual activity and stimulation
        - Explicit sexual intercourse or oral sex, 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.
        - Explicit stimulation of genitalia or anus, defined as stimulating genitalia or anus or inserting objects, including sex toys, into genitalia or anus, where the genitalia and contact with the genitalia is directly visible.
    - Implied sexual activity and stimulation
        - Implied sexual intercourse or oral sex, defined as mouth or genitals entering or in contact with another person's genitals or anus, when the genitalia 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 or anus, defined as stimulating genitalia or anus or inserting objects, including sex toys, into or above genitalia or/anus, when the activity or contact is not directly visible, except in cases of sexual health context, advertisements, and recognized fictional images or with indicators of fiction.
- Other activities including but not limited to:
    - Erections

    - Presence of by-products of sexual activity.
    - Stimulation of naked human nipples.
    - Squeezing female breasts, defined as a grabbing motion with curved fingers that shows both marks and clear shape change of the breasts. We allow squeezing in breastfeeding contexts.
- 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.
    - Bestiality.
- Digital content that meets our definition of sexual activity, except when posted in an educational or scientific context, or when it meets one of the criteria below and shown only to individuals 18 years and older.
- Extended audio of sexual activity

We only show this content to individuals 18 and older:

- Real world art that depicts sexual activity.
- Posting photographs or videos of objects that depict sexual activity in real-world art.
- Imagery depicting bestiality in real-world art provided it is shared neutrally or in condemnation and the people or animals depicted are not real.
- Implied sexual activity in advertisements.
- Implied sexual activity in recognized fictional images or with indicators of fiction.
- Digital content that meets our definition of sexual activity, where:
    - The sexual activity (intercourse or other sexual activities) isn't directly visible.
    - The content was posted in a satirical or humorous context.
    - Only body shapes or contours are visible.

15. Sexual Solicitation[11]

III. Objectionable Content

Policy Rationale

As noted in Section 8 of our Community Standards (Adult Sexual Exploitation), people use Facebook to discuss and draw attention to sexual violence and exploitation. We recognize the importance of and allow for this discussion.We also allow for the discussion of sex worker rights advocacy and sex work regulation. We

[11] Note from Facebook's records: "As part of our response to an Oversight Board decision, we are updating our context-specific policy to clarify that in certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them."

draw the line, however, when content facilitates, encourages or coordinates sexual encounters or commercial sexual services between adults. We do this to avoid facilitating transactions that may involve trafficking, coercion and non-consensual sexual acts.

We also restrict sexually-explicit language that may lead to sexual 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:

Content that offers or asks for adult commercial services, such as requesting, offering or asking for rates for escort service and paid sexual fetish or domination services.(Content that recruits or offers other people for third-party commercial sex work is separately considered under the Human Exploitation policy).

Attempted coordination of or recruitment for, adult sexual activities, except when promoting an event or venue, including but not limited to:

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

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

- Offering or asking for sex or sexual partners (including partners who share fetish or sexual interests).
- Sex chat or conversations.
- Nude photos/videos/imagery/sexual fetish items.
- Sexual slang terms.

We allow expressing desire for sexual activity, promoting sex education, discussing sexual practices or experiences, or offering classes or programs that teach techniques or discuss sex.

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 that implicitly or indirectly (typically through providing a method of contact) offers or asks for sexual solicitation.
- **Criteria 2: Suggestive Elements**

- Content that 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 (e.g. sexual penetration or self-pleasuring), or
    - Poses.
    - Audio of sexual activity or other content that violates the Adult Nudity and Sexual Activity

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 (e.g wetness or erection) or
- An act of sexual intercourse (e.g sexual penetration, self-pleasuring or exercising fetish scenarios).
- Except for content shared in a humorous, satirical, or educational context, as a sexual metaphor or as sexual cursing.

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

- In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

16. Account Integrity and Authentic Identity

IV. Integrity and Authenticity

Policy Rationale

Authenticity is the cornerstone of our community. We believe that authenticity helps create a community where people are accountable to each other, and to Facebook, in meaningful ways. We want to allow for the range of diverse ways that identity is expressed across our global community, while also preventing impersonation and identity misrepresentation. That is why we require people to connect on Facebook using the name they go by in everyday life. Our authenticity policies are intended to create a safe environment where people can trust and hold one another accountable.

In order to maintain a safe environment and empower free expression, we remove accounts that are harmful to the community, including those that compromise the security of other accounts and our services. We have built a combination of automated and manual systems to block and remove accounts that are used to persistently or egregiously abuse our Community Standards.

Because account level removal is a severe action, whenever possible, we aim to give our community a chance to learn our rules and follow our Community Standards. Penalties, including account disables, are designed to be proportionate to the severity of the violation and the risk of harm posed to the community. Continued violations, despite repeated warnings and restrictions, or violations that pose severe safety risks will lead to an account being disabled.

We do not allow the use of our services and will disable accounts if you:

- Severely violate our Community Standards.
- Persistently violate our Community Standards.
- Represent Dangerous Individuals or Organizations.
- Create or use an account that demonstrates an intent to violate our Community Standards.
- Create an account, Page, Group or Event to evade our enforcement actions, including creating an account to bypass a restriction or after we have disabled your previous account, Page, Group or Event.
- Impersonate others by:
    - Using their photos with the explicit aim to deceive others.
    - Creating an account assuming to be or speak 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.
- Are under 13 years old.
- Are a convicted sex offender.
- Are prohibited from receiving our products, services or software under applicable laws.

In certain cases, such as those outlined below, we will seek further information about an account before taking actions ranging from temporarily restricting accounts to permanently disabling them.

- Accounts misrepresenting their identity (Facebook and Messenger only) by:
    - Using a name that is not the authentic name you go by in everyday life
        - Using an inherently violating name, containing slurs or any other violations of the Community Standards
    - Providing a false date of birth.
    - Creating a single account that represents or is used by more than one person.
    - Maintaining multiple accounts as a single user.
- Compromised accounts.
- Empty accounts with prolonged dormancy.

17. 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 usin g 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.

18. Cybersecurity

IV. Integrity and Authenticity

Policy Rationale

We recognize that the safety of our users includes the security of their personal information and accounts, profiles, and other Facebook entities they may manage, as well as our products and services more broadly. Attempts to gather sensitive personal information or engage in unauthorized access 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 or engage in unauthorized accessthe abuse of our platform and products, or services.

Do not:

Attempt to compromise user accounts, profiles, or other Facebook entities, abuse our products or services, gather sensitive information through deceptive means, or attempt to engage in unauthorized access, including:

- Gaining access to accounts , profiles, Facebook, Inc. entities, or user data other than your ownthrough deceptive means or without explicit permission from the account, profile, or entity owner.
- Encouraging or deceiving users to download or run files or programs that will compromise a user’s online or data security, including through malicious software or websites.. Such files and programs will be deemed malicious software or "malware" if they harm or gain unauthorized access to a computer, device, or network.
- Attempting to obtain, acquire or request another user’s login credentialsor other sensitive information, , 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)or the use of malicious software or websites..
- Publicly sharing your own or others’ login information, either on platform or through a third party service.

- Creating, sharing, or hosting malicious software browser extensions and mobile applications, on or off platform that put our users or products and services at risk.
- 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.

19. 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.

20. 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 recognize 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 do not remove false news from Facebook but we significantly reduce its distribution by showing it lower in News Feed. Learn more about our work to reduce the spread of false news here and 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 false by independent fact-checkers.
- Empowering people to decide for themselves what to read, trust or share by informing them with more context and promoting news literacy.
- Collaborating with academics and other organizations to help solve this challenging issue

21. 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.

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

Do not post:

> Videos that have 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:
>
> > A subject of the video said words that they did not say, AND
> >
> > The video 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.

22. 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 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.

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

When brought to our attention by the legacy contact or a family member of the deceased, we will:

- Remove violating comments on a memorialized profile, which would typically require the individual to self report so that we know that they are unwanted
- 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

23. 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

24. 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

25. 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

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

We may remove content created for the purpose of identifying a private minor if there may be a risk to the minor’s safety when requested

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. This includes content where a symbol represents the target and/or includes a visual of an armament or method to represent violence.
- 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 or method that represents violence.
- Statements advocating for high-severity violence.
- 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 or abduct a target or that promotes, supports or advocates for kidnapping or abduction

Content that depicts kidnappings or abductions if it is clear the content is not being shared by a victim or their family as a plea for help, or shared for informational, condemnation or awareness raising purposes

Threats of high-severity violence using digitally-produced or altered imagery to target living people with armaments, methods of violence or dismemberment

Threats that lead to serious injury (mid-severity violence) toward 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

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

Instructions on how to make or use weapons if there is 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 a Page or with a 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 violence due to voting, voter registration or the administration or outcome of an election

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, polling places or locations used to count votes or administer an election (or encouraging others to do the same).

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

Do not post:

- Content that puts LGBTQI+ people at risk by revealing their sexual identity against their will or without permission.
- Content that puts unveiled women at risk by revealing their images without veil against their will or without permission.
- Content that puts non-convicted individuals at risk by revealing their identity and their status as a target of a sting operation as a sexual predator.
- Violent threats against law enforcement officers.
- Violent threats against people accused of a crime. We remove this content when we have reason to believe that the content is intended to cause physical harm.
- Misinformation and unverifiable rumors that contribute to the risk of imminent violence or physical harm.
    - Additionally, we have specific rules and guidance regarding content related to COVID-19 and vaccines. To see these specific rules please click here.
- Coded statements where the method of violence or harm is not clearly articulated, but the threat is veiled or implicit. Facebook looks at the below signals to determine whether there is a threat of harm in the content.
    - Shared in a retaliatory context (e.g., expressions of desire to do something harmful to others in response to a grievance or threat that may be real, perceived or anticipated)
    - References to historical or fictional incidents of violence (e.g., content that threatens others by referring to known historical incidents of violence that have been executed throughout history or in fictional settings)
    - Acts as a threatening call-to-action (e.g. content inviting or encouraging others to carry out harmful acts or to join in carrying out the harmful acts)
    - Indicates knowledge of or shares sensitive information that could expose others to harm (e.g. content that either makes note of or implies awareness of personal information that might make a threat of physical violence more credible. This includes implying knowledge of a person's residential address, their place of employment or education, daily commute routes or current location)
    - Local context or subject matter expertise confirms that the statement in question could be threatening and/or could lead to imminent violence or physical harm.
    - The subject of the threat reports the content to us.
- Threats against election officials
- Implicit statements of intent or advocacy, calls to action, or aspirational or conditional statements to bring armaments to locations, including but not limited to places of worship, educational facilities, polling places, or locations

used to count votes or administer an election (or encouraging others to do the same). We may also restrict calls to bring armaments to certain locations where there are temporarily signals of a heightened risk of violence or offline harm. This may be the case, for example, when there is a known protest and counter-protest planned or violence broke out at a protest in the same city within the last 7 days

2. Dangerous Individuals and Organizations[1]

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.

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[1] Note from Facebook's records: "In keeping with our commitments to the Oversight Board, and to improve transparency, we have updated our Dangerous Individuals and Organizations policy to clarify that advocating for the human rights of dangerous entities, or calling for those rights to be respected is allowed under our policies."

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 orunclear, 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 Remove:

We remove Praise, Substantive Support, and Representation of various Dangerous Organizations. These concepts apply to the organizations themselves, their activities, and their members. These concepts do not proscribe peaceful advocacy for particular political outcomes.

Praise, defined as any of the below:

- Speak positively about a designated entity or event;
    - E.g., “The fighters for the Islamic State are really brave!”
- Give a designated entity or event a sense of achievement;
    - E.g., “Timothy McVeigh is a martyr.”
- Legitimizing the cause of a designated entity by making claims that their hateful, violent, or criminal conduct is legally, morally, or otherwise justified or acceptable;
    - E.g., “Hitler did nothing wrong.”
- Aligning oneself ideologically with a designated entity or event.
    - E.g., “I stand with Brenton Tarrant.”

We remove Praise of Tier 1 entities and designated events. We will also remove praise of violence carried out by Tier 2 entities.

Substantive Support, defined as any of the below:

- Any act which improves the financial status of a designated entity - including funnelling money towards, or away from a designated entity;
    - E.g., “Donate to the KKK!”
- Any act which provides material aid to a designated entity or event;
    - E.g., “If you want to send care packages to the Sinaloa Cartel, use this address:”
- Putting out a call to action on behalf of a designated entity or event;
    - E.g., “Contact the Atomwaffen Division - (XXX) XXX-XXXX”
- Recruiting on behalf of a designated entity or event;
    - E.g., “If you want to fight for the Caliphate, DM me”
- Channeling information or resources, including official communications, on behalf of a designated entity or event
    - E.g., Directly quoting a designated entity without caption that condemns, neutrally discusses, or is a part of news reporting.

We remove Substantive Support of Tier 1 and Tier 2 entities and designated events.

Representation, defined as any of the below:

- Stating that you are a member of a designated entity, or are a designated entity;
    - E.g., “I am a grand dragon of the KKK.”
- Creating a Page, Profile, Event, Group, or other Facebook entity that is or purports to be owned by a Designated Entity or run on their behalf, or is or purports to be a designated event.
    - E.g., A Page named “American Nazi Party.”

We remove Representation of Tier 1 and 2 Designated Organizations, Hate-Banned Entities, and designated events.

Types and Tiers of Dangerous Organizations

Tier 1: Terrorism, organized hate, large-scale criminal activity, attempted multiple-victim violence, multiple victim violence, multiple murders, and violating violent events

We do not allow individuals or organizations involved in organized crime, including those designated by the United States government as specially designated narcotics trafficking kingpins (SDNTKs); hate; or terrorism, including entities designated by the United States government as Foreign Terrorist Organizations (FTOs) or Specially Designated Global Terrorists (SDGTs), to have a presence onthe platform. We also don't allow other people to represent these entities. We do not allow leaders or prominent members of these organizations to have a presence on the platform, symbols that represent them to be used on the platform, or content that praises them

or their acts. In addition, we remove any coordination of substantive support for these individuals and organizations.

We do not allow content that praises, substantively supports, or represents events that Facebook designates as terrorist attacks, hate events, multiple-victim violence or attempted multiple-victim violence, serial murders, hate crimes or violating violent events.

We also do not allow Praise, Substantive Support, or Representation of designated hateful ideologies.

Terrorist organizations and individuals, defined as a 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, defined as an association of three or more people that:

- is organized under a name, sign, or symbol; and
- has an ideology, statements, or physical actions that attack individuals based on characteristics, including race, religious affiliation, national origin, disability, ethnicity, gender, sex, sexual orientation, or serious disease.

Criminal Organizations, defined as an association of three or more people that:

- is united under a name, color(s), hand gesture(s) or recognized indicia; and
- has engaged in or threatens to engage in criminal activity such as homicide, drug trafficking, or kidnapping.

Multiple-Victim Violence and Multiple Murders

- We consider an event to be multiple-victim violence or attempted multiple-victim violence if it results in three or more casualties in one incident, defined as deaths or serious injuries. Any Individual who has committed such an attack is considered to be a perpetrator or an attempted perpetrator of multiple-victim violence.
- We consider any individual who has committed two or more murders over multiple incidents or locations a multiple murderer.

Hateful Ideologies

- While our designations of organizations and individuals focus on behavior, we also recognize that there are certain ideologies and beliefs that are inherently

tied to violence and attempts to organize people around calls for violence or exclusion of others based on their protected characteristics. In these cases, we designate the ideology itself and remove content that supports this ideology from our platform. These ideologies include:
    - Nazism
    - White Supremacy
    - White Nationalism
    - White Separatism
- We remove explicit Praise, Substantive Support, and Representation of these ideologies, and remove individuals and organizations that ascribe to one or more of these hateful ideologies.

Tier 2: Violent Non-State Actors

Organizations and individuals designated by Facebook as Violent Non-state Actors are not allowed to have a presence on Facebook, or have a presence maintained by others on their behalf. As these groups are actively engaged in violence, substantive support of these entities is similarly not allowed. We will also remove praise of violence carried out by these entities.

Violent Non-State Actors, defined as any non-state actor that:

- engages in purposive and planned acts of violence primarily against a government military or other armed groups; and
- that causes or attempts to
    - cause death to persons taking direct part in hostilities in an armed conflict, and/or
    - deprive communities of access to vital infrastructure and natural resources, and/or bring significant damage to property, linked to death, serious injury or serious harm to civilians

Tier 3: Militarized Social Movements, Violence-Inducing Conspiracy Networks, and Hate Banned Entities

Pages, Groups, Events, and Profiles or other Facebook entities that are - or claim to be - maintained by, or on behalf of, Militarized Social Movements and Violence-Inducing Conspiracy Networks are prohibited. Admins of these pages, groups and events will also be removed.

Click here to read more about how we address movements and organizations tied to violence.

We do not allow Representation of Organizations and individuals designated by Facebook as Hate-Banned Entities.

Militarized Social Movements (MSMs), which include:

- **Militia Groups**, defined as non-state actors that use weapons as a part of their training, communication, or presence; and are structured or operate as unofficial military or security forces and:

    - Coordinate in preparation for violence or civil war; or
    - Distribute information about the tactical use of weapons for combat; or
    - Coordinate militarized tactical coordination in a present or future armed civil conflict or civil war.
- **Groups supporting violent acts amid protests**, defined as non-State actors that repeatedly:
    - Coordinate, promote, admit to or engage in:
    - Acts of street violence against civilians or law enforcement; or
    - Arson, Looting, or other destruction of property; or
    - Threaten to violently disrupt an election process; or
    - Promote bringing weapons to a location when the stated intent is to intimidate people amid a protest.

Violence-Inducing Conspiracy Networks (VICNs), defined as a Non-State Actor that:

- Organizes under a name, sign, mission statement, or symbol; and
- Promote theories that attribute violent or dehumanizing behavior to people or organizations that have been debunked by credible sources; and
- Has inspired multiple incidents of real-world violence by adherents motivated by the desire to draw attention to or redress the supposed harms promoted by these debunked theories.

Hate-Banned Entities, defined as entities that engage in repeated hateful conduct or rhetoric, but do not rise to the level of a Tier 1 entity because they have not engaged in or explicitly advocated for violence, or because they lack sufficient connections to previously designated organizations or figures.

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

- In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

3. Coordinating Harm and Promoting 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 acts of physical harm against people, including acts of domestic violence - except when shared in the context of redemption or defense.
- Swatting - specifically statements of intent, calls to action, representing, supporting, advocating for, depicting, admitting to or speaking positively about it.
- Depicting, promoting, advocating for or encouraging participation in a high risk viral challenge.
- Promoting or advocating for harmful miracle cures for health issues.
- Coordinating, depicting, admitting to or promoting active and deliberate spread of communicable diseases by you or your associates

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 who can participate in the census and what information or materials must be provided in order to participate
- Content claiming that the U.S. Immigration and Customs Enforcement (ICE) is at a voting location
- Explicit claims that people will be infected by COVID (or another communicable disease) if they participate in the voting process.

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

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

Do not post:

- Content revealing the identity of someone as a witness, informant, activist, or individuals whose identity or involvement in a legal case has been restricted from public disclosure
- Imagery that is likely to deceive the public as to its origin if:
    - The entity depicted or an authorized representative objects to the imagery, and
    - The imagery has the potential to cause harm to members of the public
- Other misrepresentations related to voting in an official election or census participation may be subject to false news standards, as referenced in section 20
- Misrepresentation of whether a candidate is running or not
- Calls for coordinated interference that would affect an individual's ability to participate in an official census or election
- Content stating that census or voting participation may or will result in law enforcement consequences (for example, arrest, deport or imprisonment)
- Misrepresentation of government involvement in the census, including, where applicable, that an individual's census information will be shared with another (non-census) government agency
- Statements of intent, support, or advocacy to go to an election site, voting location, or vote counting location when the purpose of going to the site is to monitor or watch voters or election officials' activity using militaristic language (e.g. "war," "army," or "soldier") or an expressed goal to intimidate, exert control or display power (e.g. "let's show them who's boss!," "if they're scared, they won't vote!")
- Content coordinating interference with the administration of the COVID-19 vaccine

- Content calling to action, advocating, or promoting that others not get the COVID-19 vaccine

4. Restricted Goods and Services[2]

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, or trade, firearms, firearm parts, ammunition, explosives, or lethal enhancements except when posted by a Page, Group or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites, brands or government agencies (e.g. police department, fire department) or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
- Attempts to donate or gift firearms, firearm parts, ammunition, explosives, or lethal enhancements except when posted in the following contexts:
    - Donating, trading in or buying back firearms and ammunition by a Page, Group or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites, brands or government agencies, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
    - An auction or raffle of firearms by legitimate brick-and-mortar entities, including retail businesses, government-affiliated organizations or non-profits, or private individuals affiliated with or sponsored by legitimate brick-and-mortar entities.
- Asks for firearms, firearm parts, ammunition, explosives, or lethal enhancements
- Sells, gifts, exchanges, transfers, coordinates, promotes (by which we mean speaks positively about, encourages the use of) or provides access to 3D printing or computer-aided manufacturing instructions for firearms or firearms

[2] Note from Facebook's records: "The policy is being updated to clarify that content that attempts to buy, sell, trade, donate or gift or asks for hazardous goods and materials is prohibited."

parts regardless of context or poster. even when posted by brick and mortar stores, brands and legitimate websites

Non-medical drugs

Content that:

- Attempts to buy, sell, trade, co-ordinate the trade of, donate, gift or asks for non-medical drugs.
- Admits to buying, trading or co-ordinating the trade of 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. This content may not speak positively about, encourage use of, coordinate or provide instructions to make or use non-medical drugs.
- Coordinates or promotes (by which we mean speaks positively about, encourages the use of, or provides instructions to use or make) non-medical drugs.

Pharmaceutical drugs

Content that:

- Attempts to buy, sell or trade pharmaceutical drugs except when:
    - Listing the price of vaccines in an explicit education or discussion context.
    - Offering delivery when posted by legitimate healthcare e-commerce businesses.
- Attempts to donate or gift pharmaceutical drugs
- Asks for pharmaceutical drugs except when content discusses the affordability, accessibility or efficacy of pharmaceutical drugs in a medical context

Marijuana

Content that attempts to buy, sell, trade, donate or gift or asks for marijuana.

Endangered species (wildlife and plants):

Content that:

- Attempts to buy, sell, trade, donate,or gift or asks for endangered species or their parts.
- Admits to poaching, buying or trading of endangered species or their parts committed by the poster of the content either by themselves or their associates through others. This does not include depictions of poaching by strangers.
- Depicts poaching of endangered species or their parts committed by the poster of the content by themselves or their associates.

- Shows coordination or promotion (by which we mean speaks positively about, encourages the poaching of, or provides instructions to use or make products from endangered species or their parts)

Live non-endangered animals excluding livestock

- Content that attempts to buy, sell or trade live non-endangered animals except when:
    - Posted by a Page, Group or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, legitimate websites, brands, or rehoming shelters, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
    - Posted in the context of donating or rehoming live non-endangered animals, including rehoming fees for peer-to-peer adoptions, selling an animal for a religious offering, or offering a reward for lost pets.

Human blood

- Content that attempts to buy, sell or trade human blood.
- Content that asks for human blood except for a donation or gift.

Alcohol / tobacco

Content that:

- Attempts to buy, sell or trade alcohol or tobacco except when:
    - Posted by a Page, Group, or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites or brands, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
    - Content refers to alcohol/tobacco that will be exchanged or consumed on location at an event, restaurant, bar, party and so on.
- Attempts to donate or gift alcohol or tobacco except when posted by a Page, Group, or Instagram Profile representing legitimate brick-and-mortar entities, including retail businesses, websites or brands, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
- Asks for alcohol or tobacco

Weight loss products

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

Historical artifacts

- Content that attempts to buy, sell, trade, donate or gift or asks for historical artifacts.

Except when any of the above occurs in a fictional or documentary context

Hazardous Goods and Materials

- Content that attempts to buy, sell, trade, donate or gift or asks for hazardous goods and materials

Except when any of the above occurs in a fictional or documentary context

For the following content, we restrict visibility to adults 21 years of age and older:

Firearms

- Content posted by or promoting legitimate brick-and-mortar store, entities, including retail businesses websites, brands, or government agencies which attempt to buy, sell, trade, donate or gift (including in the context of an auction or a raffle) firearms, firearm parts, ammunition, explosives, or lethal enhancements.

For the following content, we restrict visibility to adults 18 years of age and older:

Alcohol/tobacco

- Content posted by or promoting legitimate brick-and-mortar entities, including retail businesses websites or brands, which attempt to buy, sell, trade, donate or gift of alcohol or tobacco products.

Bladed weapons

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

Weight loss products and potentially dangerous cosmetic procedures

Content that

- Attempts to buy, sell, trade, donate or gift weight loss products or potentially dangerous cosmetic procedures.
- Admits to or depicts using a weight loss product or potentially dangerous cosmetic procedures, except when admitting to use in a disapproval context.
- Shows coordination or promotion (by which we mean speaks positively, encourages the use of or provides instructions to use or make a diet product or perform dangerous cosmetic procedures).

Sex toys and sexual enhancement products

- Content that attempts to buy, sell, trade, donate or gift sex toys and sexual enhancement products

Real money gambling

- Content that attempts to sell or promote online gaming and gambling services where anything of monetary value (including cash or digital/virtual currencies,

e.g. bitcoin) is required to play and anything of monetary value forms part of the prize.

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

- In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

5. Fraud and Deception[3]

I. Violence and Criminal Behavior

Policy Rationale

In an effort to prevent fraudulent activity that can harm people or businesses, we remove content that purposefully deceives, willfully misrepresents or otherwise defrauds or exploits others for money or property. This includes content that seeks to coordinate or promote these activities using our services.
We allow people to raise awareness and educate others as well as condemn these activities unless this includes content that contains sensitive information, such as personally identifiable information.

Do not post:

Content that provides instructions on, engages in, promotes, coordinates, encourages, facilitates, admits to, recruits for, or admits to the offering or solicitation of any of the following activities:

- Deceiving others to generate a financial or personal benefit to the detriment of a third party or entity through:
    - Investment or financial scams:
        - Loan scams
        - Advance fee scams.
        - Gambling scams
        - Ponzi or pyramid schemes.
        - Money or cash flips or money muling.
        - Investment scams with promise of high rates of return.
    - Inauthentic identity scams:
        - Charity scams.
        - Romance or impersonation scams
        - Establishment of false businesses or entities.

[3] Note from Facebook's records: "The policy is being updated to clarify that engaging with others to generate a financial benefit at a loss for a third party is a violation when it is done fraudulently."

        - Product or rewards scams:
            - Grant and benefits scams.
            - Tangible, spiritual or illuminati scams.
            - Insurance scams, including ghost broking
            - Fake jobs, work from home or get-rich-quick scams.
            - Debt relief or credit repair scams.

- Engaging and co-ordinating with others to fraudulently generate a financial or personal benefit at a loss for a third party, such as people, businesses or organisations through:
    - Fake documents or financial instruments by:
        - Creating, selling or buying of:
            - Fake or forged documents.
            - Fake or counterfeit currency or vouchers.
            - Fake or forged educational and professional certificates.
            - Money laundering
    - Stolen information, goods, or services by:
        - Credit card fraud and goods or property purchases with stolen financial information
        - Trading, selling or buying of:
            - Personal Identifiable Information.
            - Fake and misleading user reviews or ratings.
            - Credentials for subscription services.
            - Coupons.
- Sharing, selling, trading, or buying of:
    - Future exam papers or answer sheets.
- Betting manipulation (for example match fixing).
- Manipulation of measuring devices such as electricity or water meters in order to bypass their authorised or legal use.

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

Do not post:

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

- Bribery.
- Embezzlement.

In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

6. Suicide and Self-Injury

II. Safety

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide assistance to people in distress.

While we do not allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if our Community Operations team is concerned about immediate harm we will contact local emergency services to get them help. For more information, visit the Facebook Safety Center.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

Do not post:

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

- Suicide.
- Self-injury.
- Eating disorders.

Content that depicts graphic self-injury imagery

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.

Content that mocks victims or survivors of suicide, self-injury or eating disorders who are either publicly known or implied to have experienced suicide or self-injury

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 or suicide attempt 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 self-injury, suicide or recovery context.
- 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.
- Vague, potentially suicidal statements or references (including memes or stock imagery about sad mood or depression) in a suicide or self-injury context.

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

- We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g. government agencies, NGOs).

- A suicide note may also be removed when reported through the Suicidal Content Contact Form or Instagram Contact Form when we have confirmation of a suicide or suicide attempt

7. Child Sexual Exploitation, Abuse and Nudity

II. Safety

Policy Rationale

We do not allow content that sexually exploits or endangers children. When we become aware of apparent child exploitation, we report it to the National Center for Missing and Exploited Children (NCMEC), in compliance with applicable law. We know that sometimes people share nude images of their own children with good intentions; however, we generally remove these images because of the potential for abuse by others and to help avoid the possibility of other people reusing or misappropriating the images.

We also work with external experts, including the Facebook Safety Advisory Board, to discuss and improve our policies and enforcement around online safety issues, especially with regard to children. Learn more about the technology we're using to fight against child exploitation.

Do not post:

Child sexual exploitation

Content that threatens, depicts, praises, supports, provides instructions for, makes statements of intent, admits participation in or shares links of the sexual exploitation of children (real or non-real minors, toddlers or babies), including but not limited to:

- Sexual intercourse
    - Explicit sexual intercourse or oral sex, 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 or oral sex, including when contact is imminent or not directly visible.
    - Stimulation of genitals or anus, including when activity is imminent or not directly visible.
    - Presence of by-products of sexual activity.
    - Any of the above involving an animal.
- Children with sexual elements, including but not limited to:
    - Restraints.
    - Focus on genitals.
    - Presence of aroused adult.
    - Presence of sex toys.
    - Sexualised costume.
    - Stripping.

        - Staged environment (for example, on a bed) or professionally shot (quality/focus/angles).
        - Open-mouth kissing.
- Content of children in a sexual fetish context.
- Content that supports, promotes, advocates or encourages participation in pedophilia unless it is discussed neutrally in an academic or verified health context.
- Content that identifies or mocks alleged victims of child sexual exploitation by name or image.

Solicitation

Content that solicits

- Child Sexual Abuse Material (CSAM)
- Nude imagery of children
- Sexualized imagery of children
- Real-world sexual encounters with children

Inappropriate interactions with children

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

- Arranging or planning real-world sexual encounters with children
- Purposefully exposing children to sexually explicit language or sexual material
- Engaging in implicitly sexual conversations in private messages with children
- Obtaining or requesting sexual material from children in private messages

Exploitative intimate imagery and sextortion

Content that attempts to exploit minors by:

- Coercing money, favors or intimate imagery with threats to expose intimate imagery or information.
- Sharing, threatening or stating an intent to share private sexual conversations or intimate imagery.

Sexualization of children

Content that solicits imagery of child sexual exploitation, or nude or sexualized images or videos of children

- Content (including photos, videos, real-world art, digital content, and verbal depictions) that shows children in a sexualized context.
- Groups, Pages and profiles targeted to sexualizing children.

Child nudity

Content that depicts child nudity where nudity is defined as:

- Close-ups of children's genitalia
- Real nude toddlers, showing:
    - Visible genitalia, even when covered or obscured by transparent clothing.
    - Visible anus and/or fully nude close-up of buttocks.
- Real nude minors, showing:
    - Visible genitalia (including genitalia obscured only by pubic hair or transparent clothing)
    - Visible anus and/or fully nude close-up of buttocks.
    - Uncovered female nipples.
    - No clothes from neck to knee - even if no genitalia or female nipples are showing.
- Digitally-created depictions of nude minors, toddlers or babies unless the image is for health or educational purposes.

Non-sexual child abuse

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.

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

- Videos or photos that depict police officers or military personnel committing non-sexual child abuse.
- Imagery of non-sexual child abuse, when law enforcement, child protection agencies, or trusted safety partners request that we leave the content on the platform for the express purpose of bringing a child back to safety.

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

- Videos or photos of violent immersion of a child in water in the context of religious rituals.

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

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

- Imagery posted by a news agency that depicts child nudity in the context of famine, genocide, war crimes, or crimes against humanity, unless

accompanied by a violating caption or shared in a violating context, in which case the content is removed.

We may also remove imagery depicting the aftermath of non-sexual child abuse when reported by news media partners, NGOs or other trusted safety partners.

8. Adult Sexual Exploitation[4]

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 have 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, necrophilia, or forced stripping, including:

- Depictions (including real photos/videos except in a real-world art context), or
- Sharing, offering, asking for or threatening to share imagery, or
- Descriptions, unless shared by or in support of the victim/survivor, or
- Advocacy (including aspirational and conditional statements), or
- Statements of intent, or
- Calls for action, or
- Admitting participation, or
- Mocking victims of any of the above.

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

[4] Note from Facebook's records: "This update does not represent a policy change but rather an edit to correct grammar."

- Sextortion: Coercing money, favors or intimate imagery from people with threats to expose their intimate imagery or intimate information
- Sharing, threatening, stating an intent to share, offering or asking for non-consensual intimate imagery" that fulfills all of the 3 following conditions:
    - Imagery is non-commercial or produced in a private setting.
    - Person in the imagery is (near) nude, engaged in sexual activity or in a sexual pose.
    - Lack of consent to share the imagery is indicated by meeting any of the signals:
        - Vengeful context (such as, caption, comments or page title).
        - Independent sources (such as, law enforcement record) including entertainment media (such as, 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 mock, sexualize or expose 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.

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 description 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 the victim or condemnation of the act or for general awareness to be determined by context/caption.

Content mocking the concept of non-consensual sexual touching

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

We may restrict visibility to people over the age of 18 and include a warning label on certain fictional videos (e.g., digital and hand-drawn imagery, film and TV show scenes, comic books, music videos) that depict non-consensual sexual touching.

In addition to our at-scale policy of removing content that threatens or advocates rape or other non-consensual sexual touching, we may also disable the posting account.

9. Bullying and Harassment[5]

II. Safety

Policy Rationale

Bullying and harassment happen in many places and come in many different forms from making threats and 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 personal 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 post and share 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

[5] Note from Facebook's records: "The policy is being updated to include the definition of limited scope public figures in Tier 4 in addition to Tier 2."

about bullying. Learn more about what we are doing to protect people from bullying and harassment here.

Note: This policy does not apply to individuals who are part of designated organizations under the Dangerous Organizations and Individuals policy or individuals who died prior to 1900.

Do not:

Tier 1: Target anyone maliciously by:

- Repeatedly contacting someone in a manner that is:
    - Unwanted, or
    - Sexually harassing, or
    - Directed at a large number of individuals with no prior solicitation.
- Attacking someone based on their status as a victim of sexual assault, sexual exploitation, sexual harassment, or domestic abuse.
- Calling for self-injury or suicide of a specific person, or group of people.
- Attacking someone through derogatory terms related to sexual activity (for example: 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 or terrorist attacks 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.
- Making severe sexualized commentary
- Sharing derogatory sexualized photoshopped imagery or drawings
- Calling for, or making statements of intent to engage in, bullying and/or harassment.
- Posting content that further degrades or expresses disgust toward individuals who are depicted in the process of, or right after, menstruating, urinating, vomiting, or defecating
- Creating Pages or Groups that are dedicated to attacking individual(s) by:
    - Calling for death, or to contract or develop a medical condition.
    - Making statements of intent of advocating to engage in sexual activity.
    - Making claims that the individual has or may have a sexually transmitted disease.
    - Sexualizing another adult.

- Sending messages that contain the following attacks when aimed at an individual or group of individuals in the thread:
    - Attacks referenced in Tier 1, 2 and 4 of this policy.

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

Tier 2: Target private individuals, limited scope public figures (for example, individuals whose primary fame is limited to their activism, journalism, or those who become famous through involuntary means) or public figures who are minors with:

- Calls for death, or to contract or develop a medical condition.
- Female-gendered cursing terms when used in a derogatory way.
- Claims about sexual activity or sexually transmitted diseases except in the context of criminal allegations against adults about non-consensual sexual touching.
- 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.

Tier 3: Target public figures by purposefully exposing them to:

- For adults and minors:
    - Calls for death, or to contract or develop a medical condition.
    - Claims about sexually transmitted disease
    - Female-gendered cursing terms when used in a derogatory way.
    - Content that praises, celebrates or mocks their death or medical condition.
    - Attacks through negative physical descriptions.

- 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 and so on).

Tier 4: Target private individuals or limited scope public figures (for example, individuals whose primary fame is limited to their activism, journalism, or those who become famous through involuntary means) 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 and so on).
- Attacks through negative physical descriptions.
- Content that ranks individuals on physical appearance or personality.
- Content sexualizing another adult.

- Content that further degrades individuals who are depicted being physically bullied except in self-defense and fight-sport contexts.
- Content that praises, celebrates, or mocks their death or serious physical injury.
- In addition to the above, attacks through Pages or Groups:
    - Negative character or ability claims.
    - First-person voice bullying only if the object targets more than one private individual.

Tier 5: 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 and business reviews against adults. We allow criminal allegations so that people can draw attention to personal experiences or offline events. In cases in which criminal allegations pose off-line harm to the named individual, however, we may remove them.
- Expressions of contempt or disgust, except in the context of criminal allegations against adults.

Tier 6: Target private individuals who are minors with:

- Allegations about criminal or illegal behavior.
- Videos of physical bullying shared in a non-condemning context.

Tier 7: Target private individuals (who must self-report) with:

- First-person voice bullying.
- Unwanted manipulated imagery.
- Comparison to other public, fictional or private individuals on the basis of physical appearance
- Claims about religious identity or blasphemy.
- 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.

We add a cover to this content so people can choose whether to see it:

Videos of physical bullying against minors shared in a condemning context

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

Do not:

- Post content that targets private individuals through unwanted Pages, Groups and Events. We remove this content when it is reported by the victim or an authorized representative of the victim.
- Create accounts to contact someone who has blocked you.
- Post attacks that use derogatory terms related to female gendered cursing. We remove this content when the victim or an authorized representative of the victim informs us of the content, even if the victim has not reported it directly.
- Post content that would otherwise require the victim to report the content or an indicator that the poster is directly targeting the victim (for example: the victim is tagged in the post or comment). We will remove this content if we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Post content praising, celebrating or mocking anyone's death. We also remove content targeting a deceased individual that we would normally require the victim to report.
- Post content calling for or stating an intent to engage in behavior that would qualify as bullying and harassment under our policies. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Post content sexualizing a public figure. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Repeatedly contact someone to sexually harass them. We will remove this content when we have confirmation from the victim or an authorized representative of the victim that the content is unwanted.
- Engage in mass harassment against individuals that targets them based on their decision to take or not take the COVID-19 vaccine with:
    - Statements of mental or moral inferiority based on their decision, or
    - Statements that advocate for or allege a negative outcome as a result of their decision, except for widely proven and/or accepted COVID-19 symptoms or vaccine side effects.
- Remove directed mass harassment, when:
    - Targeting, via any surface, ‘individuals at heightened risk of offline harm’, defined as:
        - Human rights defenders
        - Minors
        - Victims of violent events/tragedies
        - Opposition figures in at-risk countries during election periods
        - Government dissidents who have been targeted based on their dissident status
        - Ethnic and religious minorities in conflict zones
        - Member of a designated and recognizable at-risk group
    - Targeting any individual via personal surfaces, such as inbox or profiles, with:
        - Content that violates the bullying and harassment policies for private individuals or,
        - Objectionable content that is based on a protected characteristic
- Disable accounts engaged in mass harassment as part of either

- State or state-affiliated networks targeting any individual via any surface.
- Adversarial networks targeting any individual via any surface with:
    - Content that violates the bullying and harassment policies for private individuals or,
    - Content that targets them based on a protected characteristic, or,
    - Content or behavior otherwise deemed to be objectionable in local context

10. Human Exploitation

II. Safety

Policy Rationale

Bullying and harassment happen in many places and come in many different forms from making threats and 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 personal 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 post and share 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 are doing to protect people from bullying and harassment here.

Note: This policy does not apply to individuals who are part of designated organizations under the Dangerous Organizations and Individuals policy or individuals who died prior to 1900.

Do not:

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

- Sex trafficking, covering minors and adults.
- Sales of children or illegal adoption.
- Orphanage trafficking and orphanage volun-tourism.
- Forced marriages.
- Labor exploitation (including 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 to provide or facilitate human smuggling

11. Privacy Violations and Image Privacy Rights

II. Safety

Policy Rationale

Privacy and the protection of personal information are fundamentally important values for Facebook. We work hard to safeguard your personal identity and information and we do not allow people to post personal or confidential information about yourself or of others.

We remove content that shares, offers or solicits personally identifiable information or other private information that could lead to physical or financial harm, including financial, residential, and medical information, as well as private information obtained from illegal sources. We also recognize that private information may become publicly available through news coverage, court filings, press releases, or other sources. When that happens, we may allow the information to be posted.

We also provide people ways to report imagery that they believe to be in violation of their privacy rights.

Do not post:

Content that shares or solicits any of the following private information, either on Facebook or through external links:

Personally identifiable information about yourself or others

- Personal identity: identifying individuals through government-issued numbers.
    - National identification number (for example Social Security Number (SSN), Passport Number, National Insurance/Health Service Number, Personal Public Service Number (PPS), Individual Taxpayer Identification Number (ITIN)).
    - Government IDs of law enforcement, military, or security personnel.

- Personal information: directly identifying an individual, by indicating the ID number or registration information and the individual's name.
    - Records or official documentation of civil registry information (marriage, birth, death, name change or gender recognition, and so on).
    - Immigration and work status documents (for example, green cards, work permits, visas, or immigration papers).
    - Driver's licenses or license plates, except when license plates are shared to facilitate finding missing people or animals.
    - Credit Privacy Number (CPN).

- Digital identity: authenticating access to an online identity
    - Email addresses with passwords.
    - Digital identities with passwords.
    - Passwords, pins or codes to access private information.

Other private information

- Personal contact information of others such as phone numbers, addresses and email addresses, except when shared or solicited to promote charitable causes, find missing people, animals, or objects, or contact business service providers.
- Financial information.
    - Personal financial information about yourself or others, including:
        - Non-public financial records or statements.
        - Bank account numbers with security or pin codes.
        - Digital payment method information with log in details, security or pin codes.
        - Credit or debit card information with validity dates or security pins or codes.
    - Financial information about businesses or organizations, unless originally shared by the organization itself, including:

        - Financial records or statements except when the financial records of the business are publicly available (for example, listed on stock exchanges or regulatory agencies, and so on)
        - Bank account numbers accompanied by security or pin codes.
        - Digital payment method information accompanied by log in details, security or pin codes.

- Residential information
    - Imagery that displays the external view of private residences if all of 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/neighborhood or GPS pin (for example, a pin from Google Maps) are identified.
        - The content identifies the resident(s).
        - That same resident objects to the exposure of their private residence, or there is context of organizing protests against the resident (This does not include embassies that also serve as residences).
    - Content that exposes information about safe houses by sharing any of the below, unless the safe house is actively promoting information about their facility
        - Actual address (Note: "Post Box only" is allowed.)
        - Images of the safe house.
        - Identifiable city/neighborhood of the safe house.
        - Information exposing the identity of the safe house residents.

- Medical information
    - Records or official documentation displaying medical, psychological, biometric, or genetic hereditary of others.

- Information obtained from hacked sources.
    - 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.

- Status or occupation related information.
    - Content that exposes the undercover status of law enforcement, military, or security personnel if:
        - The content contains the agent’s full name or other explicit identification and explicitly mentions their undercover status.
        - The imagery identifies the faces of the law enforcement personnel and explicitly mentions their undercover status.

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 13 years old, and the content was reported by the minor or a parent or legal guardian.
    - A minor between 13 and 18 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.

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

Do not post:

- Content that puts a defector at risk by outing the individual with personally identifiable information when the content is reported by credible government channels.
- Depictions of someone in a medical or health facility if reported by the person pictured or an authorized representative.

In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

12. Hate Speech

III. Objectionable Content

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 groups except those who are considered non-protected groups described as having carried out violent crimes or sexual offenses or representing less than half of a group) 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".
        - Dalits, scheduled caste or ‘lower caste’ people as menial laborers.

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, except certain gender-based cursing in a romantic break-up context, 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:

- Segregation in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting segregation.
- Exclusion in the form of calls for action, statements of intent, aspirational or conditional statements, or statements advocating or supporting, defined as
    - Explicit exclusion, which means things like expelling certain groups or saying they are not allowed.
    - Political exclusion, which means denying the right to right to political participation.
    - Economic exclusion, which means denying access to economic entitlements and limiting participation in the labour market.
    - Social exclusion, which means things like denying access to spaces (physical and online)and social services, except for gender-based exclusion in health and positive support Groups.

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 characteristics.

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

Do not post:

- Content explicitly providing or offering to provide products or services that aim to change people’s sexual orientation or gender identity.
- Content attacking concepts, institutions, ideas, practices, or beliefs associated with protected characteristics, which are likely to contribute to imminent physical harm, intimidation or discrimination against the people associated with that protected characteristic. Facebook looks at a range of signs to

determine whether there is a threat of harm in the content. These include but are not limited to: content that could incite imminent violence or intimidation; whether there is a period of heightened tension such as an election or ongoing conflict; and whether there is a recent history of violence against the targeted protected group. In some cases, we may also consider whether the speaker is a public figure or occupies a position of authority.

- Content targeting a person or group of people on the basis of their protected characteristic(s) with claims that they have or spread the novel coronavirus, are responsible for the existence of the novel coronavirus, are deliberately spreading the novel coronavirus, or mocking them for having or experiencing the novel coronavirus.

In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

13. Violent and Graphic Content

III. Objectionable Content

Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about 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 eighteen and so that 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

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 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, or 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[6]

III. Objectionable Content

Policy Rationale

We restrict the display of nudity or sexual activity because some people in our community may be sensitive to this type of content. Additionally, we default to removing sexual imagery to prevent the sharing of non-consensual or underage

[6] Note from Facebook's records, 13 December 2021: "The policy is being edited to clarify that content depicting sex toys placed upon or inserted into a mouth is not permitted. This edit does not reflect a policy change but rather correcting language that was omitted when the policy was updated in November 2021."

content. Restrictions on the display of sexual activity also apply to digitally created content unless it is posted for educational, humorous, or satirical purposes.

Our nudity policies have become more nuanced over time. We understand that nudity can be shared for a variety of reasons, including as a form of protest, to raise awareness about a cause, or for educational or medical reasons.

Where such intent is clear, we make allowances for the content. For example, while we restrict some images of female breasts that include the nipple, we allow other images, including those depicting acts of protest, women actively engaged in breast-feeding and photos of post-mastectomy scarring. For images depicting visible genitalia or the anus in the context of birth and after-birth moments or health-related situations we include a warning label so that people are aware that the content may be sensitive. We also allow photographs of paintings, sculptures, and other art that depicts nude figures.

Do not post:

- Imagery of real nude adults, if it depicts:
    - Visible genitalia except in the context of birth giving and after-birth moments or health-related situations (for example, gender confirmation surgery, 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.
- Imagery of sexual activity, including:
    - Explicit sexual activity and stimulation
        - Explicit sexual intercourse or oral sex, 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.
        - Explicit stimulation of genitalia or anus, defined as stimulating genitalia or anus or inserting objects, including sex toys, into genitalia or anus, where the genitalia and contact with the genitalia is directly visible.
    - Implied sexual activity and stimulation
        - Implied sexual intercourse or oral sex, defined as mouth or genitals entering or in contact with another person's genitals or anus, when the genitalia 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 or anus, defined as stimulating genitalia or anus or inserting objects, including sex toys, into or above genitalia or anus, when the activity or contact is not directly visible, except in cases of sexual

health context, advertisements, and recognized fictional images or with indicators of fiction.
    - Other activities including but not limited to:
        - Erections
        - Presence of by-products of sexual activity.
        - Sex toys placed upon or inserted into mouth.
        - Stimulation of naked human nipples.
        - Squeezing female breasts, defined as a grabbing motion with curved fingers that shows both marks and clear shape change of the breasts. We allow squeezing in breastfeeding contexts.
    - 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.
        - Bestiality.
    - Digital content that meets our definition of sexual activity, except when posted in an educational or scientific context, or when it meets one of the criteria below and shown only to individuals 18 years and older.
- Extended audio of sexual activity

We only show this content to individuals 18 and older:

- Real world art that depicts sexual activity.
- Posting photographs or videos of objects that depict sexual activity in real-world art.
- Imagery depicting bestiality in real-world art provided it is shared neutrally or in condemnation and the people or animals depicted are not real.
- Implied sexual activity in advertisements.
- Implied sexual activity in recognized fictional images or with indicators of fiction.
- Digital content that meets our definition of sexual activity, where:
    - The sexual activity (intercourse or other sexual activities) isn't directly visible.
    - The content was posted in a satirical or humorous context.
    - Only body shapes or contours are visible.

15. Sexual Solicitation[7]

III. Objectionable Content

[7] Note from Facebook's records: "This update does not represent a policy change but rather edits to correct formatting."

Policy Rationale

As noted in Section 8 of our Community Standards (Adult Sexual Exploitation), people use Facebook to discuss and draw attention to sexual violence and exploitation. We recognize the importance of and allow for this discussion.We also allow for the discussion of sex worker rights advocacy and sex work regulation. We draw the line, however, when content facilitates, encourages or coordinates sexual encounters or commercial sexual services between adults. We do this to avoid facilitating transactions that may involve trafficking, coercion and non-consensual sexual acts.

We also restrict sexually-explicit language that may lead to sexual 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:

Content that offers or asks for adult commercial services, such as requesting, offering or asking for rates for escort service and paid sexual fetish or domination services. (Content that recruits or offers other people for third-party commercial sex work is separately considered under the Human Exploitation policy).

Attempted coordination of or recruitment for, adult sexual activities, except when promoting an event or venue, including but not limited to:

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

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

- Offering or asking for sex or sexual partners (including partners who share fetish or sexual interests).
- Sex chat or conversations.
- Nude photos/videos/imagery/sexual fetish items.
- Sexual slang terms.

We allow expressing desire for sexual activity, promoting sex education, discussing sexual practices or experiences, or offering classes or programs that teach techniques or discuss sex.

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 that implicitly or indirectly (typically through providing a method of contact) offers or asks for sexual solicitation.
- **Criteria 2: Suggestive Elements**
    - Content that 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 (e.g. sexual penetration or self-pleasuring), or
        - Poses.
        - Audio of sexual activity or other content that violates the Adult Nudity and Sexual Activity

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 (e.g wetness or erection) or
- An act of sexual intercourse (e.g sexual penetration, self-pleasuring or exercising fetish scenarios).
- Except for content shared in a humorous, satirical, or educational context, as a sexual metaphor or as sexual cursing.

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

- In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

16. Account Integrity and Authentic Identity

IV. Integrity and Authenticity

Policy Rationale

Authenticity is the cornerstone of our community. We believe that authenticity helps create a community where people are accountable to each other, and to Facebook, in meaningful ways. We want to allow for the range of diverse ways that identity is expressed across our global community, while also preventing impersonation and identity misrepresentation. That is why we require people to connect on Facebook

using the name they go by in everyday life. Our authenticity policies are intended to create a safe environment where people can trust and hold one another accountable.

In order to maintain a safe environment and empower free expression, we remove accounts that are harmful to the community, including those that compromise the security of other accounts and our services. We have built a combination of automated and manual systems to block and remove accounts that are used to persistently or egregiously abuse our Community Standards.

Because account level removal is a severe action, whenever possible, we aim to give our community a chance to learn our rules and follow our Community Standards. Penalties, including account disables, are designed to be proportionate to the severity of the violation and the risk of harm posed to the community. Continued violations, despite repeated warnings and restrictions, or violations that pose severe safety risks will lead to an account being disabled.

We do not allow the use of our services and will disable accounts if you:

- Severely violate our Community Standards.
- Persistently violate our Community Standards.
- Represent Dangerous Individuals or Organizations.
- Create or use an account that demonstrates an intent to violate our Community Standards.
- Create an account, Page, Group or Event to evade our enforcement actions, including creating an account to bypass a restriction or after we have disabled your previous account, Page, Group or Event.
- Impersonate others by:
    - Using their photos with the explicit aim to deceive others.
    - Creating an account assuming to be or speak 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.
- Are under 13 years old.
- Are a convicted sex offender.
- Are prohibited from receiving our products, services or software under applicable laws.

In certain cases, such as those outlined below, we will seek further information about an account before taking actions ranging from temporarily restricting accounts to permanently disabling them.

- Accounts misrepresenting their identity (Facebook and Messenger only) by:
    - Using a name that is not the authentic name you go by in everyday life
        - Using an inherently violating name, containing slurs or any other violations of the Community Standards
    - Providing a false date of birth.
    - Creating a single account that represents or is used by more than one person.

    - Maintaining multiple accounts as a single user.
- Compromised accounts.
- Empty accounts with prolonged dormancy.

17. 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 usin g 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.

18. Cybersecurity

IV. Integrity and Authenticity

Policy Rationale

We recognize that the safety of our users includes the security of their personal information and accounts, profiles, and other Facebook entities they may manage, as well as our products and services more broadly. Attempts to gather sensitive personal information or engage in unauthorized access 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 or engage in unauthorized accessthe abuse of our platform and products, or services.

Do not:

Attempt to compromise user accounts, profiles, or other Facebook entities, abuse our products or services, gather sensitive information through deceptive means, or attempt to engage in unauthorized access, including:

- Gaining access to accounts , profiles, Facebook, Inc. entities, or user data other than your ownthrough deceptive means or without explicit permission from the account, profile, or entity owner.
- Encouraging or deceiving users to download or run files or programs that will compromise a user’s online or data security, including through malicious software or websites.. Such files and programs will be deemed malicious software or "malware" if they harm or gain unauthorized access to a computer, device, or network.
- Attempting to obtain, acquire or request another user’s login credentialsor other sensitive information, , 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)or the use of malicious software or websites..

- Publicly sharing your own or others' login information, either on platform or through a third party service.
- Creating, sharing, or hosting malicious software browser extensions and mobile applications, on or off platform that put our users or products and services at risk.
- 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.

19. 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.

20. 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 recognize 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 do not remove false news from Facebook but we significantly reduce its distribution by showing it lower in News Feed. Learn more about our work to reduce the spread of false news here and 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 false by independent fact-checkers.
- Empowering people to decide for themselves what to read, trust or share by informing them with more context and promoting news literacy.
- Collaborating with academics and other organizations to help solve this challenging issue

21. 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.

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

Do not post:

> Videos that have 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:
>
> > A subject of the video said words that they did not say, AND
> >
> > The video 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.

22. 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 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.

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

When brought to our attention by the legacy contact or a family member of the deceased, we will:

Remove violating comments on a memorialized profile, which would typically require the individual to self report so that we know that they are unwanted
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

23. 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

24. 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

25. 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

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

We may remove content created for the purpose of identifying a private minor if there may be a risk to the minor’s safety when requested