

# **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:

##### **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.

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

- Content questioning hygiene

- Coordination, advocacy, or promotion of exclusion

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

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

Target private individuals who are minors with:

- Allegations about criminal or illegal behavior

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

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

- Self-referential bullying

- Unwanted manipulated imagery

- Comparison to other public, fictional or private individuals on the basis of physical appearance

- Claims about religious identity or blasphemy, except in at-risk countries where the Violence and Incitement policy should be applied

- Comparisons to animals or insects that are not culturally perceived as intellectually or physically inferior ("tiger," "lion")

- Neutral or positive physical descriptions

- Non-negative character or ability claims

- Any bullying or harassment violation, when shared in an endearing context

- Attacks through derogatory terms related to a lack of sexual activity

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

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

## **10. Human Exploitation**

### **II: Safety**

#### **Policy Rationale**

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

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

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

Do not post:

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

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

Content geared towards the:

Recruitment of potential victims through force, fraud, coercion, enticement, deception, blackmail or other non-consensual acts.

Facilitation of human exploitation by coordinating, transporting, transferring, harboring or brokering of victims prior or during the exploitation.

Exploitation of humans by promoting, depicting, or advocating for it.

Content that offers or assists in smuggling of humans

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

### **II. Safety**

Do not post:

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

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

Government IDs

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

Digital identities, including passwords

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

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

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

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

Bank account and/or card information

Financial records paired with account information

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

Private phone numbers or addresses

Email, Messenger, and chat identities

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

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

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

- Driver's licenses, Government IDs other than driver's licenses, Green Cards, or immigration papers
- Marriage, birth, and name change certificates
- Digital identities, including passwords
- License plates

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

- The residence is a single-family home, or the resident's unit number is identified in the image/caption
- The city or neighborhood is identified
- A resident is mentioned or depicted
- That same resident objects to the exposure of their private residence

Content that exposes the undercover status of law enforcement personnel if

- The content contains the agent's full name or other explicit identification and explicitly mentions their undercover status, or
- The content contains images identifying the faces of the law enforcement personnel and explicitly mentions their undercover status

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

- Actual address of the safe house (post box only is allowed),
- Images of the safe house,
- Identifiable city/neighborhood of the safe house, or
- Information outing residents of the safe house

The following content also may be removed

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

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

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

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

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

## **12. Hate Speech**

### **III. Objectionable Content**

#### **Policy Rationale**

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 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 using a name, domain, or content featuring typos, misspellings, or other means to impersonate well-known brands (e.g. www.faceb00k.com, www.face\_book.com, using a landing page similar to another, trusted site to mislead visitors).

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

## 19. Cybersecurity

### IV. Integrity and Authenticity

#### Policy Rationale

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

#### Do not:

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

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

Encouraging or deceiving users and entities to download or run files or programs that will compromise a user's online or data security. Such files and

programs will be deemed malicious software or "malware" if they harm or gain unauthorized access to a computer, device, or network.

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

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

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

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

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

## **20. Inauthentic Behavior**

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

#### **Policy Rationale**

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

#### **Do not:**

Use multiple Facebook accounts or share accounts between multiple people

Misuse Facebook or Instagram reporting systems to harass others

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

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

- about the identity, purpose, or origin of the entity that they represent

- about the popularity of Facebook or Instagram content or assets

- about the purpose of an audience or community

- about the source or origin of content

to evade enforcement under our Community Standards

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

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

## **21. False news**

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

#### Policy rationale

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

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

- Disrupting economic incentives for people, Pages and domains that propagate misinformation

- Using various signals, including feedback from our community, to inform a machine learning model that predicts which stories may be false

- Reducing the distribution of content rated as false by independent third-party fact-checkers

- Empowering people to decide for themselves what to read, trust and share by informing them with more context and promoting news literacy

- Collaborating with academics and other organisations to help solve this challenging issue

## **22. 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