

FACEBOOK OPENING STATEMENT TO THE JOINT OIREACTHAS COMMITTEE ON CHILDREN & YOUTH AFFAIRS

WEDNESDAY, DECEMBER 6, 2018

Thank you for inviting us to address the Committee on this important topic.

We welcome this as an opportunity to explain our policies, tools, reporting infrastructure and general approach to keeping young people safe. We are always keen to hear feedback about any issues you have had with Facebook, because we always want to do better, so this is a learning opportunity for us too.

My name is Niamh Sweeney and I am the Head of Public Policy for Facebook Ireland. I am joined today by my colleagues Siobhán Cummiskey, who leads our Dublin-based Content Policy team, and Julie de Baillencourt, our Head of Safety Policy for Europe the Middle East and Africa.

We are all based in Facebook's International Headquarters at Grand Canal Square in Dublin where we work alongside over 2,200 other colleagues - several hundred of whom work on maintaining the safety and security of our users.

We have grown from just 30 staff when we first set up an Irish office in 2009, and our physical foot print in Ireland now extends to four locations. These locations include our state-of-the-art data centre, which will soon start serving traffic, in Clonee in County Meath, and our Oculus (Virtual Reality) Research Office in Cork.

We have watched this Committee's hearings on Cybersecurity as it relates to children with great interest - particularly as we have a good, active relationship with many of the experts you have heard from on this topic.

Most notably, we have a strong relationship with An Garda Síochána, particularly the Cybercrime, Domestic Violence and Sexual Assault Investigation Units, which handle child safety.

For several years we have worked with a Single Point of Contact (SPOC) in Garda Headquarters. All requests or queries relating to Facebook from around Ireland are channelled through the SPOC which has allowed us to respond efficiently and effectively. We have a dedicated team - again, based here in Dublin - that handles these requests, prioritising safety issues, responding out-of-hours to situations involving real world harm and proactively flagging cases of child exploitation to the National Centre for Missing and Exploited Children (NCMEC), which liaises directly with the Gardaí.

We have worked and consulted with CyberSafelreland, the ISPCC and Webwise, all of whom have made excellent contributions to the Committee in recent weeks. For example, last February, we partnered with Webwise for Safer Internet Day 2017, jointly hosting an event that received extensive media coverage at our Dublin HQ which focussed on highlighting resources that both we and Webwise have created to empower parents who need help addressing the challenges that arise when their children go online. We

have a similarly strong relationship with the ISPC, which will soon become part of our 'Trusted Partner' programme, which we will describe in greater detail later.

We also contributed to the Law Reform Commission's work on harmful online communications, both by corresponding and meeting with Ray Byrne and his team on several occasions to discuss the issues they were considering, and by making a written submission.

We are also a signatory to the Safer Internet Principles flagged by Professor Brian O'Neill in his recent statement to the Committee, and have collaborated with Professor O'Neill on this and other issues at a national and European level for several years.

We take the issue of online safety very seriously.

Facebook has a huge responsibility when it comes to the safety and security of the people who use our service to express themselves, and to share with family and friends, and we fully recognise that.

One of the biggest questions we face relates to what is allowed on Facebook. We spend a lot of time trying to get this right. It's hard, but it is of critical importance. And so today we're going to spend some time explaining how we approach that, refine that approach and continue to try to get it right.

From the outset, let us be clear about this: there is no place on Facebook for content that shames or exploits young people.

We know our enforcement hasn't always been perfect - this is a difficult thing to get right and that's why we have made, and are continuing to make, major investments both in human expertise and in technology to more quickly help people who need our support and remove content that violates our policies.

FACEBOOK'S POLICIES

Over a billion people worldwide share their thoughts and feelings every day on Facebook, and that number jumps to over two billion people when we look at it on a monthly basis. Over 85 percent of our users are based outside the US and Canada, so we are a truly global company and have a strong presence in this region. As you can imagine, a community this size translates to an incredible amount of content shared on the site.

We want people to come to Facebook to share and to connect. But we know they won't do that if they don't feel safe, so we write our policies with the intention of empowering people to share and connect while also safeguarding the safety of our users. When we draft our policies they must be principled, meaning they must be rooted in the mission of our company to build community and bring people together and in the values we strive for around the safety and freedom-to-share of our users. They must also be operable, as we have a team of thousands of reviewers based around the world - including several hundred people that are based in Dublin - and they have to be able to understand and execute on each policy in a way that is consistent and fair. And, finally, they must be explicable: meaning, are we able to clearly explain our policies in a room like this or in any other room in any other country.

These 'Community Standards' are available publicly on our website at www.facebook.com/communitystandards. The Content Policy team, which creates those 'Standards', or policies, is a global team made up of people with diverse backgrounds. For example, the Head of this team in Ireland worked as a human rights lawyer in Ireland and other countries for many years before joining Facebook. Others on the team worked in NGOs, as prosecution lawyers and in politics.

We consult with a variety of people - both within Facebook and externally - to create our Community Standards. At Facebook, we speak with everyone from our internal safety and public policy teams to engineers who are responsible for the user experience. Outside of Facebook, we consult with experts around the world including academics, NGOs, child safety organisations and human rights activists. We are conscious of being locally responsive and so we continuously update, change and improve our policies. That is the purpose of the Content Policy team.

Our Standards govern everything which we believe has the potential to compromise the safety of our community, from bullying to hate speech and graphic violence, to spam and pornography. We know you have a particular interest in our bullying policies. These are addressed in a specific section of our Community Standards that you can read here online: <https://www.facebook.com/communitystandards#bullying-and-harassment>.

In short, we do not tolerate bullying or harassment. We *do* allow people to speak freely on matters - and people - of public interest, but we remove content that targets private individuals with the intention of degrading or shaming them. This includes: pages that shame private people, photos or videos of bullying that are posted to mock or support the bullying, the alteration of images or text overlay on images that mock or bully.

As you all know, bullying is a very complex and nuanced area. It is a problem that has existed for a long time and has not been solved either offline or online. But we have been working hard for many years to understand it, and to tackle it.

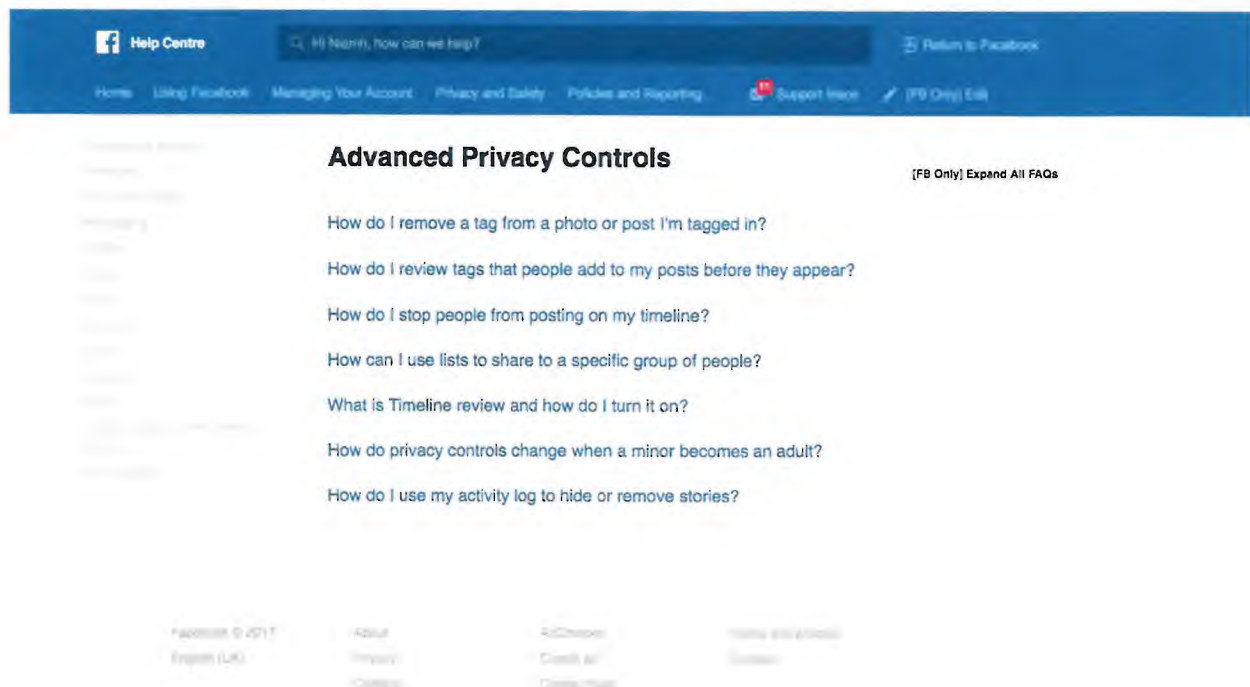
For example, a page called "Ann Black has really pretty hair" would be removed if Ann Black herself reported it to us as bullying, as there may be a complex backstory to this, such that, in this particular context, she understands it as bullying. This point is important because when it comes to bullying, context is everything. So, where a person reports content as being bullying *against them*, we take that context into account when making a decision.

We have a vast array of other policies that complement our bullying policies. These include our 'Authentic Identity' policy which prohibits users from using a name on Facebook that does not reflect their authentic identity. This goes a long way toward encouraging responsible behaviour online. Many people are less likely to engage in abusive behaviour online when they must put the name they use in real life beside it. We believe this environment helps assist teachers, parents and others in authority to understand and solve problems associated with cyberbullying and harassment. We would encourage all members of the Committee to report accounts they believe are operating under a fake name.

FACEBOOK'S TOOLS

We have also built a sophisticated array of tools to address the problem of people engaging in this behaviour on our platform, and to help people to manage their own experience on Facebook. They include tools and features related to privacy and security, as well as tools related to conflict resolution, blocking and reporting.

For example, we provide granular privacy controls to the people who use our site. People can select the audience for each post and may change or delete the content they have shared at any time. Users can also control *who* can post on their timeline and they can review any posts they are tagged in before they appear or 'go live' on their timeline. Additional information about Facebook's Advanced Privacy Controls can be found here: <https://www.facebook.com/help/466544860022370>



We regularly run 'in-app' education campaigns to raise awareness around these features. They include timely and relevant reminders that appear in a user's Newsfeed immediately after they have posted content, for example reminding them they can control the audience for their post.



You're in control of who can see the things that you post

Julie, it looks like someone who isn't your friend recently liked one of your posts. We want to make sure that you know who can see the things that you post. To learn more, have a look at Privacy Basics.

— The Facebook Privacy Team

[Go to Privacy Basics](#)

You can also find these tools highlighted in our safety centre: www.facebook.com/safety

← ↻ Secure <https://www.facebook.com/safety>

Apps Facebook Imported

Safety Centre

- Privacy
- Tools
- Resources

Parents Portal

- Get to know Facebook
- Parenting tips
- Report a problem

Bullying Prevention Hub

- Tools
- Resources
- Get to know

Online wellbeing

- Get to know
- Resources

Help Centre

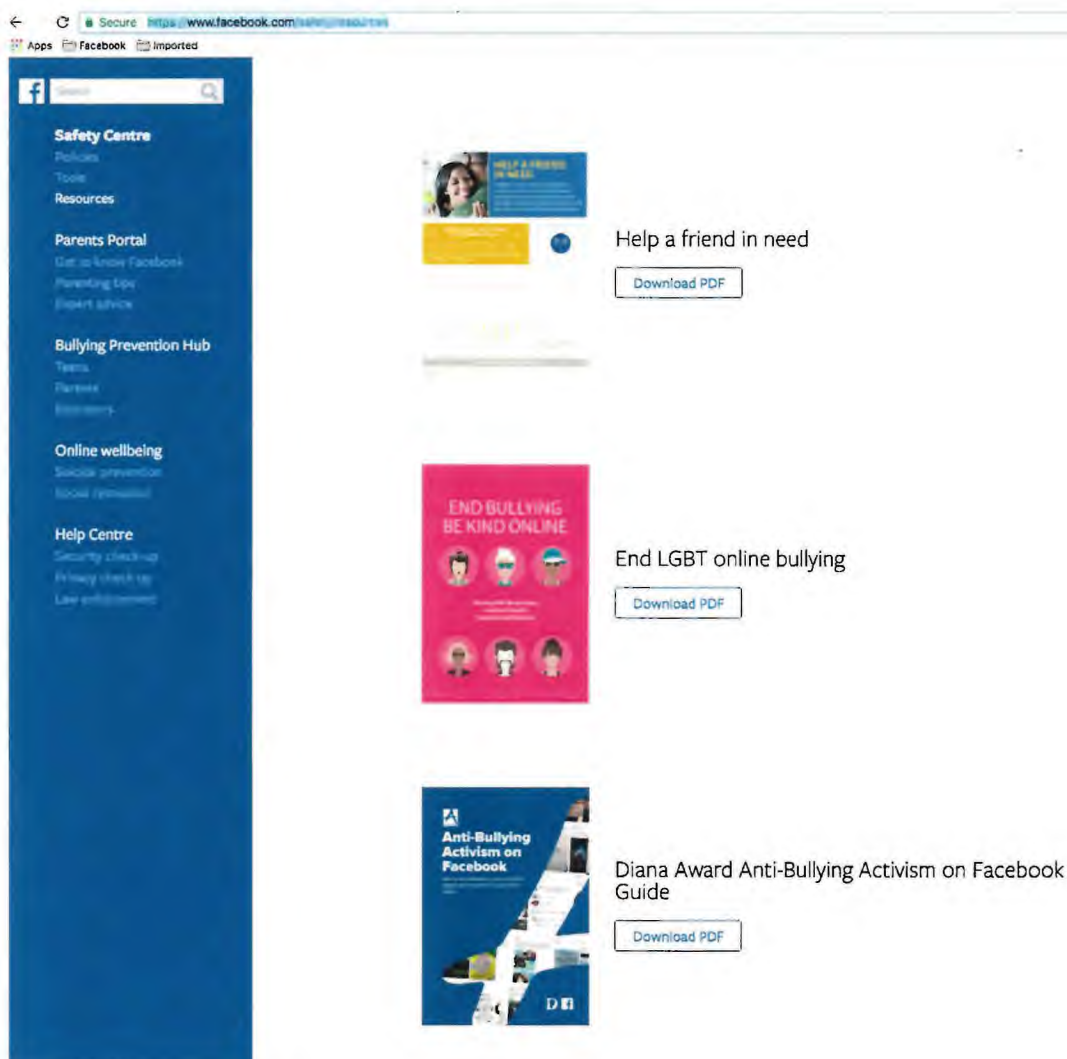
- Security
- Privacy
- Use enforcement

Safety@Facebook

People come to Facebook to share their stories, see the world through the eyes of others and connect with friends and family. Our mission is to give people the power to share and to make the world more open and connected. We want everyone to feel safe when using Facebook.

We work with external experts, including a [Safety Advisory Board](#), and gather feedback from our community to develop policies, tools and resources to keep you safe.

There you will also find resources we have launched in partnership with organisations including Spunout.ie ('Think Before You Share') and the Diana Award ('Anti-Bullying Activism on Facebook'), which can be found here: <https://www.facebook.com/safety/resources>



The screenshot shows the Facebook Safety Centre resources page. On the left is a blue sidebar with a search bar and several menu categories: Safety Centre (Policies, Tools, Resources), Parents Portal (Get to know Facebook, Parenting tips, Report advice), Bullying Prevention Hub (Teams, Parents, Resources), Online wellbeing (Social prevention, School prevention), and Help Centre (Security check-up, Privacy check-up, Law enforcement). The main content area features three resource cards. The first card, titled 'Help a friend in need', shows a person's face and a 'Download PDF' button. The second card, titled 'End LGBT online bullying', has a pink background with the text 'END BULLYING BE KIND ONLINE' and icons of diverse people, with a 'Download PDF' button. The third card, titled 'Diana Award Anti-Bullying Activism on Facebook Guide', shows a collage of images and a 'Download PDF' button.

Apps Facebook Imported

Search

Safety Centre
Policies
Tools
Resources

Parents Portal
Get to know Facebook
Parenting tips
Report advice

Bullying Prevention Hub
Teams
Parents
Resources

Online wellbeing
Social prevention
School prevention

Help Centre
Security check-up
Privacy check-up
Law enforcement

Help a friend in need
Download PDF

End LGBT online bullying
Download PDF

Diana Award Anti-Bullying Activism on Facebook Guide
Download PDF

Additional safety-focused resources can also be found in our Help Centre: <https://www.facebook.com/help/592679377575472>

[Help Centre](#)

[Return to Facebook](#)

[Home](#)
[Using Facebook](#)
[Managing Your Account](#)
[Privacy and Safety](#)
[Policies and Reporting](#)
[Support Inbox](#)
[\(FB Only\) Edit](#)

[Staying Safe](#)

[Abuse Resources](#)
[Suicide and Self-Injury Resources](#)
[Disaster Response](#)
[Safety Resources for Parents](#)
[Info for Law Enforcement](#)

[ABOUT](#)

Staying Safe

We care about the safety of our global community, which is why we provide tools to help keep your [account secure](#) and your [privacy protected](#). If you see something that goes against the [Facebook Community Standards](#), please let us know. You can also [unfriend](#) or [block someone](#) if they're bothering you.

Was this information helpful?

Yes
No

[Share article](#)

Popular articles about this topic

[How can I stay safe when using Facebook Spaces?](#)

[What are some things I can do to stay safe when requesting and offering help in Crisis Response?](#)

[How can I stay safe on Facebook and what safety resources are available to me?](#)

[How do I mark myself safe or ask if someone else is safe during a disaster?](#)

[I received a prompt to mark myself safe. Why did I receive this and how do I mark myself safe?](#)

Related topics

[ABOUT](#)

Reporting Abuse

Learn how to report something that goes against the Facebook Community Standards.

[ABOUT](#)

Your Privacy

Learn how privacy settings help you control and share with people you trust.

[ABOUT](#)

Keeping Your Account Secure

Use our security tools to protect your account.

REPORTING VIOLATING CONTENT ON FACEBOOK

We have invested a huge amount of time and resources in building an industry-leading reporting system.

Reporting a piece of content to Facebook is quick, easy and confidential. **Every single piece of content on our platform can be reported to us** via user-friendly reporting links which appear beside each piece of content. This is irrespective of whether a person is using Facebook on a mobile device or a desktop computer.

People who report content can let us know why they believe the content should not be on Facebook, be that because it is a nude picture or a bullying comment. Non-Facebook users can also report content to us via a dedicated reporting form, which can be found here: <https://www.facebook.com/help/contact/274459462613911>

This is what the non-Facebook-user reporting form looks like:

The screenshot shows the Facebook 'Report Something on Facebook' form. At the top is the Facebook logo and a search bar. Below the logo is a 'Computer help' link. The main heading is 'Report Something on Facebook'. A paragraph explains that the user should select the option that best describes what they want to report. Below this is a question: 'Do you have a Facebook account?'. There are two radio button options: 'Yes' and 'No'. The 'No' option is selected. Below this is a list of reasons for reporting, each with a radio button. The reasons are: 'My account has been hacked', 'I want to report something that shouldn't be on Facebook (e.g. photo, group, Page)', 'I want to report a fake account', 'Someone is pretending to be me', 'Someone is pretending to be someone I know', 'Someone is using my email address for their Facebook account', 'Someone is using my photos or my child's photos without my permission', 'Something on Facebook violates my rights', 'I found an underage child on Facebook', 'Someone is threatening to share things that I want to keep private', 'Bullying or harassment', and 'Other abuse'. Below the list is a paragraph explaining that Facebook wants to help but needs to be able to find something to report in order to review it. It asks the user to ask a friend who can see what they're reporting to help answer the questions below. Below this is a link to 'How do I report abuse on Facebook if I don't have an account or can't see it?'. At the bottom, there is a link to 'Link to the content' and a note that the user should go to the content and click on the 'Report' button. The footer shows the page load time 'TTT:3.1s DD:3.1s', a 97% completion rate, and social media icons.

Additional information on how to report can be found here: www.facebook.com/report.

Our team receives tens of millions of reports every week from all over the world. We prioritise the most serious issues - meaning that reports related to suicide or self-harm, credible threats, child safety or bullying are reviewed ahead of other topics.

We work hard to ensure that these reports are reviewed by experts in our team as quickly as possible. The vast majority of reports are reviewed within 24 hours, and evaluated against our Community Standards. Our Community Operations team comprises of experts in many topics and native speakers of over 50 languages, working 24/7 around the globe. The team is close to 7,500 people - again, as mentioned earlier, several hundred of whom work at our Dublin Headquarters.

It is extremely easy to report content. For those who are unfamiliar with the process, we have documented it with screen grabs below.

Every single piece of content on Facebook - be it a photo, a post, a comment, a profile or a page - can be reported to us for violating our policies. In each case there is a link to the reporting flow visible in the top

right-hand corner. (To report a comment on a mobile phone, you would simply hold your thumb on the comment for a few seconds, which triggers the reporting flow.) Here's a screen grab of the three dots linking to the reporting flow on this photograph:

[redacted] was tagged in a photo.



[redacted] added a new photo — with [redacted] and 3 others.

Yesterday at 23:39 · 🌐

Much love for these wonderful people! ❤️🌹



[redacted] and 25 others

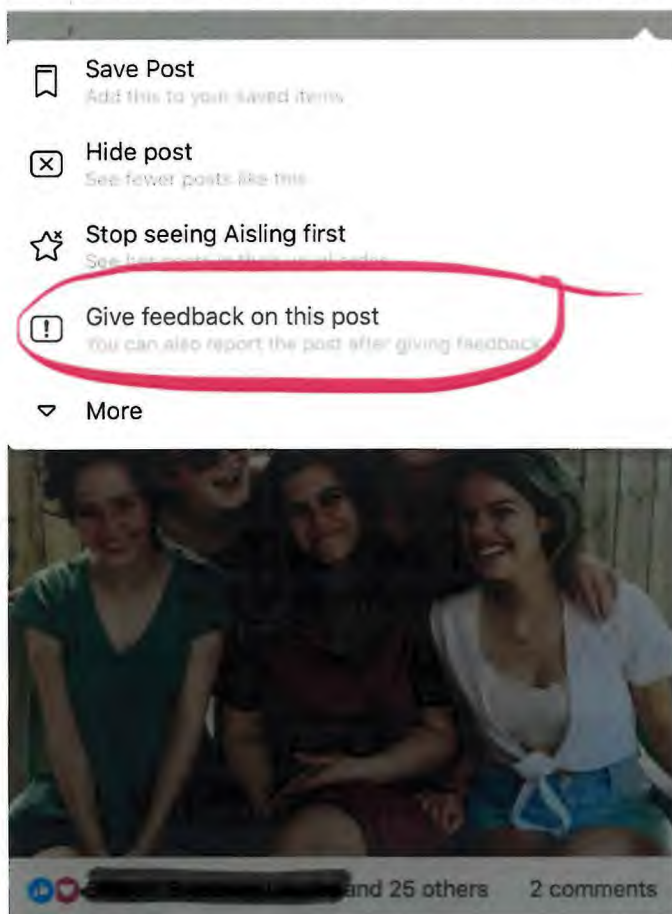
2 comments

👍 Like

💬 Comment

➦ Share

By clicking on those three dots - which sometimes appear as a little grey arrow, depending on the device you are using - this will trigger a new screen which gives you the option to report the content:



Not all content will violate our policies, so we do give users options in addition to reporting content which help them to control what they see. For example, they can report the content, or block the other person, as illustrated below:



Thanks for your feedback

We use your feedback to help our systems learn when something isn't right. Here are some other steps you can take.

More things you can do



Report photo

Submit to Facebook for review



Block Aisling

You won't be able to see or contact each other.



Unfollow Aisling

Stop seeing posts but stay friends

SEE MORE

Done

At this point in the 'reporting flow' we will help the user to tell us what the exact issue with the content is. Doing this helps us to respond effectively and efficiently, by making sure the right team reviews the content based on what the issue is:

New version is available. Double tap to update.

Report

Cancel

Help us understand what's happening
What's happening?

It's annoying or not interesting

I'm in this photo and I don't like it

I don't think it should be on Facebook

It's spam

Clicking on 'I don't think this should be on Facebook' then triggers another screen that tries to dig a bit deeper on what the issue is:

New version is available. Double tap to update.

< Back

Report

Done

Help us understand what's happening

What's wrong with this photo?

This is nudity or pornography

For example, sexual acts, people soliciting sex, photos of me naked

This is a photo of me or my family that I don't want on Facebook

Examples: photos from my past relationships, photos someone else posted

This humiliates me or someone I know

Examples: altered images of me, degrading or mocking comments

This is inappropriate, annoying or not funny

Examples: people I don't like, things that I'm not interested in or that I don't support, memes

Something else

Once we have established that the issue is, for example, a photo that has been altered to degrade the person reporting this content to us, the user can click on 'Submit to Facebook for Review':

New version is available. Double tap to update.

< Back

Report

Done


What You Can Do


We know that this may be upsetting, so here are some things that you can do about it.

 **Submit to Facebook for Review**
Report this photo if it goes against our Community standards.

 **Block Aisling**
You won't be able to see or contact each other.

 **Unfollow Aisling**
Stop seeing posts but stay friends

 **Unfriend Aisling**
You'll no longer be friends on Facebook.

 **Get help from someone you trust**
Ask for help or discuss this with someone you trust.

The report is immediately sent to our team for review, and if it is found to be against our Community Standards, it is removed.

As you can also see from the image above, we encourage people to speak up and ask for additional help from someone they trust - like a parent, friend or trusted adult. This is especially important when it comes to bullying. We want to make sure young people are encouraged and empowered to share their feelings with someone who may also be able to help solve the situation in the 'real world'.

Furthermore, we always 'close the loop' with the person who reported the content, to let them know what action we have taken (or otherwise) on foot of their report. We may also provide them with additional resources. For example, we may direct them to expert services like Pieta House or Jigsaw in Ireland if the person reported to us seems to be struggling with their mental well-being. People can also provide us feedback on how they think we did, or can appeal our decisions if they feel we made a mistake by removing their account or page. As for people who engage in abusive behaviour on Facebook, they face varying consequences, ranging from a warning with educational messages for less egregious behaviour, to

permanently losing their account. In the most severe cases, for example where child exploitation is involved, they can be referred to law enforcement. Needless to say, we have zero tolerance for predatory behaviour, or any attempt to groom, coerce or solicit intimate material from young people. As mentioned at the outset, we work very closely with An Garda Síochána here and with law enforcement all over the world to tackle these issues.

In addition to the 'quick reporting' links (as set out above) that appear beside every piece of content on Facebook, we also provide additional ways to report content to us via our Help Centre: www.facebook.com/help.

We have a whole section dedicated to reporting potentially-abusive messages to our team: <https://www.facebook.com/help/118100101665319/>

We have a contact form where people can also let us know if they are receiving abusive or threatening messages from several people at once, or provide us with additional context that we may not have to help address the issue at hand: https://www.facebook.com/help/contact/497274833784151?helpref=faq_content

We also have a specific contact form for people who are being targeted by threats to share intimate images, in what is commonly referred to 'revenge porn': <https://www.facebook.com/help/contact/567360146613371>

Earlier this year we also announced we had created new tools to prevent the upload of these images by bad actors if they are flagged to us:

<https://www.irishtimes.com/business/technology/facebook-to-crack-down-on-revenge-porn-on-platform-1.3037533>

Here's how it works:

- If you see an intimate image on Facebook that looks like it was shared without permission, you can report it by using the "Report" link that appears when you tap on the downward arrow or "..." next to a post.
- Specially trained representatives from our Community Operations team review the image and remove it if it violates our Community Standards. In most cases, we will also disable the account for sharing intimate images without permission. We offer an appeals process if someone believes an image was taken down in error.
- We then use photo-matching technologies to help thwart further attempts to share the image on Facebook, Messenger and Instagram. If someone tries to share the image after it's been reported and removed, we will alert them that it violates our policies and that we have stopped their attempt to share it.
- We also partner with safety organizations to offer resources and support to the victims of this behaviour.

We are keen to support people who may be victim of this abhorrent behaviour by suggesting they also connect with expert organisations in their country: <https://www.facebook.com/help/www/1064477647018047>

And our team is on standby 24/7 to help people facing difficult situations like these. Additional contact forms cover egregious topics such as:

Human trafficking: <https://www.facebook.com/help/179468058793941>

Child abuse: <https://www.facebook.com/help/189165674568397?>),

Impersonation: https://www.facebook.com/help/contact/295309487309948?helpref=faq_content

Requests to memorialise an account in case of death: https://www.facebook.com/help/1111566045566400/?helpref=hc_fnav

Privacy Rights violations: <https://www.facebook.com/help/contact/144059062408922> (additional information on image privacy rights can be found here: https://www.facebook.com/help/428478523862899?helpref=faq_content)

Defamation: https://www.facebook.com/help/contact/732748663560891?helpref=faq_content

Account removal requests for a medically-incapacitated person: <https://www.facebook.com/help/contact/191122007680088>

Copyright: <https://www.facebook.com/help/contact/567360146613371>

Our commitment to safety means that we never stand still, and are always looking for ways to improve our tools, especially when we get feedback from our partners.

In April 2016 we launched an 'Impersonation Alert' tool. If Facebook believes that someone may be trying to impersonate another person, we proactively surface an alert to the person-at-risk, to help us determine whether the other profile is indeed impersonating them. If they confirm that it is impersonating them, our team will quickly review their report.

TEENS ON FACEBOOK

When young people register on Facebook, they benefit from specific behind the scenes protections to ensure they have a fun and safe experience.

We do not allow anybody under the age of 13 on our platform and will deter teens under this age from registering. Note that parents, teachers and family members can also alert us if they believe a child under this age has created an account, by reporting it via this form: <https://www.facebook.com/help/contact/209046679279097/>

These reports are swiftly reviewed by our team and the accounts removed.

On the privacy and safety side, teens have a slightly different experience to other users:

- They do not surface in public search listings, it is not possible for them to set their email address or phone number to “public”.
- The “public” audience setting for any material they share on the site is not available unless the young person completes extensive education around what it means to post publicly.
- Messages sent to minors from adults who are not their Facebook friend (or a friend of the minor's friends) are filtered out of the minor's inbox.
- Finally, we have some behind the scenes technology that may flag to our team any suspicious friending activity between adults and teens.

Since 2015, we have been using graphic warning for specific types of content (such as animal cruelty), that may be shocking or upsetting. When we put these graphic warnings in place, we also ensure that this content is rendered invisible to young people, who won't be exposed to it.

In November 2017 we started a pilot programme in partnership with Childline/National Society for the Prevention of Cruelty to Children (NSPCC) and the Royal Foundation in the UK, where young people reporting bullying content on Facebook would also be shown signposts to contact Childline for emotional support. While we do our best to act quickly to remove a bullying piece of content, our philosophy is to empower young people to speak to someone they trust about these issues, in order to get resolution where the bullying may take place for example in the classroom.

We know the most powerful way to deliver educational material, is to have young people themselves sharing this with their friends. That's why we place a huge value on peer-to-peer education programmes - research bears out that they work and so for the past five years, we have partnered with The Diana Award in the delivery of Anti-Bullying Ambassador training to schools across the UK and Ireland. Over 1500 students from more than 200 schools across the island of Ireland have been trained as Anti-Bullying Ambassadors as part of this programme, with an additional 360 staff also trained in the delivery of the training.

TEENS AND ADVERTISING

When it comes to advertising, our policies here are even stricter than our Community Standards, especially when it comes to potential exposure to alcohol or tobacco products. All adverts are reviewed before they are shown. Administrators of Facebook pages that run ads on the platform are required to declare the age-

appropriate audience suitable for their page. On foot of that, we can restrict access to both these pages and ads to minors, depending on the content. We also ask page administrators to age-gate their pages when it promotes regulated goods such as tobacco and alcohol.

CHILD EXPLOITATION IMAGERY (CEI)

As mentioned previously, we also want to highlight the tools and processes we have in place against child sexual exploitation. Facebook has been using an image-recognition tool created by Microsoft called PhotoDNA since 2011. Whenever a photo is uploaded to our platform it is scanned by PhotoDNA, and any attempt to share child sexual exploitation imagery that has been previously identified as such will be prevented (and will result in the account being disabled). We then pass this information to the National Centre for Missing Exploited Children (NCMEC) in the US, who in turn will share this with law enforcement agencies across the world, including here in Ireland. Whenever we are alerted to the existence of new illegal material on our platform - by young people themselves, by one of our safety partners or by the police - we add this new content to our bank of images against which all new uploads are scanned, which is how we prevent the re-sharing of the material and mitigate further victimisation. Our policies also prevent the sexualisation of young people, and we work hard to make sure such content is quickly removed from our site.

We have done a lot of work on teen self-generated sexual material. As mentioned above, we do not allow it on our platform, will remove it and use PhotoDNA to prevent further resharing. We also want to make sure young people understand that this behaviour can be risky. We funnel young people who have been reported to us for engaging in this kind of behaviour into an educational 'checkpoint', through which we are able to explain the impact of sharing such content.

If the young person is found to have shared further material, they will be enrolled again in our educational checkpoint, but the tone will gradually become sterner, and we will be clear that they will risk losing their account if they keep engaging in such conduct. If they persist and are again reported to us, their account will be permanently removed from Facebook.

SUICIDE PREVENTION AND MENTAL WELLBEING

We have been heavily invested in suicide prevention since 2006, and work with over 70 suicide prevention experts across the world, as well as people with a lived-in experience. When people report instances of self-harm or self-injury to our team, we strive to review these reports within minutes. When our teams identify that someone is at immediate and credible risk of hurting themselves, we also escalate such instances to the Gardaí. The feedback we have received demonstrates that when people are struggling to cope, hearing from a lovedone can make a real difference to their mental wellbeing. The tools that we have developed aim to do just this, by providing friends and family - as well as the person who is struggling - with support. In Ireland, we partner with the Samaritans, Jigsaw and Pieta House, and list these expert organisations as additional resources on our site.

In addition, Facebook joined the taskforce on youth mental wellbeing established by Minister McEntee in August 2016, which recently completed its work under Minister Jim Daly. We are in contact with the

National Office for Suicide Prevention on planned future measures, and have supported many Irish NGOs reach their online audience by providing digital skills training and advertising credits.

In September 2017 we also launched a new 'wellbeing' section in our Safety Centre which gathers together a lot of resources and new tips to help people who may be struggling:

<https://www.facebook.com/safety/wellbeing>

ADDITIONAL RESOURCES

Over the past few years we have also created a number of safety resources: <https://www.facebook.com/safety/resources>

Our education material speaks to a range of audiences, from young people to parents, to educators.

Our Help Centre and our Safety Centre contain a wealth of easy-to-understand articles, short practical videos, tips and advice to explain all of the privacy and security features available. These resources are available in 55 languages.

In 2016 we relaunched our Bullying Prevention Hub which we developed with the Yale Centre for Emotional Intelligence: <https://www.facebook.com/safety/bullying>

We have also heard feedback from parents across the world, who asked us to develop specific resources for them. As a result in 2016 we launched our Parents Portal, which aims to empower parents with knowledge and to answer their questions about Facebook: www.facebook.com/safety/parents

We encourage them to have regular conversations with their children about their online activities. We also regularly run online campaigns aiming to proactively connect people to our tools and resources, and promote safe and responsible sharing.

We also work with experts, and back in 2010 we created the Facebook Safety Advisory Board, comprising of several leading internet safety organisations: <https://www.facebook.com/help/222332597793306/?ref=sc>

These organisations include: Childnet International, Telefono Azzurro, the National Network to End Domestic Violence (NNEDV), Connect Safely, the Family Online Safety Institute (FOSI), the Centre for Social Research (CSR).

We rely on partnerships with safety experts across the globe, to guide where next we should be focusing our efforts. As mentioned at the outset, in Ireland, we regularly engage and partner with Spunout.ie, Webwise.ie, CyberSafeIreland, the ISPCC, the Samaritans, Pieta House, Jigsaw, Womens Aid, as well as BeLonGTo, the Irish Traveller Movement and many more. We have launched a number of educational programmes and resources, related to responsible sharing for young people, mental wellbeing, survivors of domestic violence, or preventing bullying against young members of the LGBTIQ community.

And as mentioned earlier, in Ireland, we have launched a resource called 'Think Before You Share' in partnership with Spunout.ie and MediaSmarts (2016), another called 'Help A Friend In Need' in partnership with the Samaritans (2014), and 'A Guide to Staying Safe on Facebook' with Womens Aids and the National Network to End Domestic Violence (2016). All of these resources and many more are available to download from our safety centre: <https://www.facebook.com/safety/resources>

TRUSTED PARTNERS

Our safety partners across the world also have a dedicated channel through which they can contact us to report sensitive safety situations. This 'Trusted Partner' programme was implemented in 2012, and includes hundreds of expert NGOs from all over the world.

This way our partners can alert us to sensitive situations related to child safety, for example, or discrimination against vulnerable groups. In Ireland several partners have access to this channel, including The Irish Traveller Movement (ITM), the European Network Against Racism (ENAR), Hotline.ie, and, more recently, the Crime Victims Helpline. We are also in the process of adding the ISPCC as a Trusted Partner.

EUROPE AND SELF-REGULATORY INITIATIVES

Facebook has been involved in a number of European self-regulatory initiatives, such the ICT Coalition, since 2012.

The ICT Coalition for Children Online aims to help younger internet users across Europe to make the most of the online world and deal with any potential challenges and risks: www.ictcoalition.eu

Members of the ICT Coalition for Children Online have pledged to encourage the safe and responsible use of online services and internet devices among children and young people and to empower parents and carers to engage with and help protect their children in the digital world. In 2012, members of the ICT Coalition signed up to a set of guiding principles to ensure that the safety of younger internet users is integral to the products and services they develop. The Coalition's members are committed to self-evaluating their safety practices on a regular basis and to publishing this evaluation, as well as to commissioning research and independent assessments of new emerging online trends. The ICT Coalition publishes a regular bulletin and organises a forum twice a year in Brussels, where members of civil society, platforms and service providers, as well as European officials can interact and share insights. Forthcoming research is underway by the ICT Coalition and is likely to be published in the summer of 2018. Members include Google, Twitter, Lego, Vodafone, Ask.fm etc. The full list of commitments and implementation reports can be found here: <http://www.ictcoalition.eu/commitments>

In February of this year, we also signed up to the European Commission's [Alliance to Better Protect Children Online](https://ec.europa.eu/digital-single-market/en/alliance-better-protect-minors-online), together with other ICT and media industry members, NGOs and UNICEF: <https://ec.europa.eu/digital-single-market/en/alliance-better-protect-minors-online>

As part of the Alliance, we have made a number of commitments that we are actively delivering before the August 2018 deadline. For example, we have committed to proactively connecting over 80 million people in

EU member states to our tools and educational material. We have also committed to organising a number of global safety roundtable events, and to providing capacity building for safety partners and law enforcement agencies.

All of the signatories' commitments can be found here:
<https://ec.europa.eu/digital-single-market/en/news/individual-company-statements-alliance-better-protect-minors-online>

After August 2018, an independent evaluation will take place to review the output of all signatories.

GLOBAL EFFORTS

Since 2015, Facebook has been a member of the international board of the [WePROTECT Global Alliance](http://www.weprotect.org/why-we-must-act/) to End Child Sexual Exploitation Online: <http://www.weprotect.org/why-we-must-act/>

This international movement is dedicated to national and global action to end the sexual exploitation of children online. Board members also include ECPAT (End Child Prostitution in Asian Tourism), Interpol, UNICEF, the IWF, Google, CEOP, Microsoft and INHOPE (of which Hotline.ie is a member).

We partner on an ongoing basis with other industry players such as Google, Microsoft and Twitter to ensure we share knowledge and work together on a number of topics such as child sexual exploitation or counter terrorism. For the past two years, Facebook has been convening employees from these companies for large hackathons, where engineers work together on creating the next generation of tools that will help fight the sexual exploitation of children, in partnership with [NCMEC](#) (the National Centre for Missing and Exploited Children) and [Thorn](#).

For the past two years, Facebook and Google have joined forces to run what is now an annual Safety Summit for safety organisations from across EMEA in Dublin. We look forward to welcoming over 200 guests from civil society organisations all over the region for our third annual event on the 18th and 19th of April 2018. We would be honoured if the members of the Committee would like to join us for some or all of next year's Summit.

ENDS/