

s 22

From: s 22 @meta.com>
Sent: Friday, 1 March 2024 11:50 AM
To: s 22 ; s 22
Cc: s 22 ; s 22 ; s 22
Subject: Re: Meta announcement: Update on Facebook News
Attachments: An-Update-on-Facebook-News-embargoed-until-12pm-AEDT-1-March-_5pm-PT-29-February.pdf
Categories: s 22

Dear s 22 & s 22 ,

Thank you for making the time to meet with us yesterday.

As indicated, we are today announcing that we are deprecating the News Tab product in both Australia and the US. This follows our September 2023 announcement <<https://about.fb.com/news/2023/09/an-update-on-facebook-news-in-europe/>> that we deprecated Facebook News in the UK, France and Germany last year. The deprecation of Facebook News will not impact people's ability to view news on Facebook Feed.

Together with this announcement, we will also be advising Australian publishers that we will not be renewing the commercial deals that we entered into with them to support the new product of Facebook Video and News Tab, as these expire over the remainder of 2024. We will honour existing financial agreements under our current terms of service but will not renew commercial deals for Facebook News Tab or news video moving forward. As you may also be aware, the Walkley Foundation announced<<https://www.walkleys.com/walkley-foundation-announces-51-newsrooms-and-independent-journalists-to-share-au5m-in-meta-australian-news-funds-third-round/>> their third and final round of recipients of the \$15m Meta Australian News Fund in February 2024. The fund program has so far supported around 150 eligible Australian-based newsrooms and journalists to foster innovation and improve public interest journalism in Australia.

We know that people primarily come to Facebook for reasons other than news; to connect with people and discover new opportunities, passions, and interests. As a company, we have to focus our investment on things people tell us they want to see more of on the platform. As a result, we have decided ongoing investment in news products for Facebook is not commercially viable for us in the long-term in these markets.

Attached is a copy of the Newsroom post that will go live at 12pm AEDT.

Please let us know if you have any questions and would like to discuss further.

Kind regards,

s 22

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Regional Director of Policy | Australia, Japan, Korea, New Zealand & Pacific Islands
M: s 22 | E: s 22 @fb.com< s 22 @fb.com>

[image002.png]

From: s 22 @meta.com>
Sent: Thursday, 11 April 2024 9:21 PM
To: s 22
Cc: s 22 ; s 22 ; s 22 ; s 22
Subject: Heads up: New Instagram Tools to Help Protect Against Sextortion and Intimate Image Abuse
Categories: s 22

Hi s 22 ,

I hope you are well. I wanted to make sure you had seen our recent announcement<<https://about.fb.com/news/2024/04/new-tools-to-help-protect-against-sex-tortion-and-intimate-image-abuse/>> about new tools and features on Instagram to help better protect people - especially teens, women creators and the LGBTIQ+ community - from financial sextortion and sharing intimate imagery.

Among the tools/resources we'll be rolling out over the coming weeks –

1. We'll be adding links to new child safety helplines in our education pop-up to users about how to block and report (including for nudity/sexual activity, sexual exploitation, and sharing private images).
2. We'll be showing pop-up warnings to teens that have recently engaged with someone we suspect is a sextorter (these warnings will have sextortion-specific messaging and direct victims to relevant resources).
3. We've also developed signals to detect potential sextorters and prevent them from finding or interacting with teen accounts (e.g., removing the "message" button from their IG profile, routing their message requests to Hidden Folders, stopping them seeing teens in following/follower and like lists, and preventing them from being able to find teen accounts in Search).

Another new feature that we are testing leverages technology on device, which, when turned on, will automatically analyze when images containing nudity are being sent and/or received in Instagram DMs. If the feature is turned on, when a receiver receives a nude image, the app will cover the image with a warning screen and show a pop-up message reminding the receiver of our safety features, and that they shouldn't feel pressured to respond; when a sender has sent a nude image, the app will cover it with a warning screen reminding the sender to be careful, that people can screenshot and re-share these images, and that they can unsend the image if they've changed their mind.

The feature will be default-on for teens in most parts of the world, and because the feature leverages machine learning to analyze these images on the device itself, nudity protection will work in fully end-to-end encrypted chats – where neither Meta nor any other third party can access these images (unless someone chooses to report them to us).

In our announcement, we are also confirming that we have started to share more sextortion-specific signals to Lantern<<https://about.fb.com/news/2023/11/lantern-program-protecting-children-online/>>. As you know, industry cooperation is critical, because predators don't limit themselves to just one platform – and the same is true of sextortion scammers. These criminals target victims across the different apps they use, often moving their conversations from one app to another. We're hoping our efforts will build on the important industry cooperation setup via Lantern and we can all work to try to stop sextortion scams not just on individual platforms, but across the whole internet

Please let us know if you have any other questions, and look forward to continuing our discussions with you around Meta's ongoing and increased work to combat scams.

Kind regards,

s 22

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Regional Director of Policy | Australia, Japan, Korea, New Zealand & Pacific Islands

M: s 22 tel s 22 | E: s 22 @fb.com< s 22 @fb.com>

[image002.png]

s 22

From: s 22 <@pm.gov.au>
Sent: Monday, 22 April 2024 8:25 PM
To: s 22 <@meta.com>; a.albanese.mp@aph.gov.au; Gartrell, Tim
<s 22 <@pm.gov.au>; s 22 <@pm.gov.au>
Cc: s 22 <@pm.gov.au>; s 22 <@meta.com>
Subject: RE: Update: Meta's response to the Sydney attacks [SEC=OFFICIAL]

OFFICIAL

Hi s 22 ,

Confirming receipt – thank you.

s 22

s 22

| Senior Adviser

Office of the Prime Minister, Anthony Albanese MP
Parliament House, Canberra ACT 2600
M s 22 | E s 22 <@pm.gov.au>

I acknowledge the Traditional Owners of the lands and waters where I work. I pay my respect to their culture, and their elders past, present and emerging.

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From: s 22 <@meta.com>
Sent: Monday, 22 April 2024 6:58 PM
To: a.albanese.mp@aph.gov.au; Gartrell, Tim <s 22 <@pm.gov.au>; s 22 <@pm.gov.au>; s 22 <@pm.gov.au>
<s 22 <@pm.gov.au>; s 22 <@pm.gov.au>
Cc: s 22 <@pm.gov.au>; s 22 <@meta.com>
Subject: Update: Meta's response to the Sydney attacks

Dear Prime Minister,

Please see attached.

Kind regards,

s 22

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Regional Director of Policy | Australia, Japan, Korea, New Zealand & Pacific Islands
M: s 22 | E: s 22 <@fb.com>





22 April 2024

The Hon Anthony Albanese MP
Prime Minister of Australia
Parliament House
CANBERRA ACT 2600

By email: a.albanese.mp@aph.gov.au

Dear Prime Minister

I am writing to provide you with details about Meta's work to respond to the recent stabbing attacks that occurred in Sydney last week. Before turning to the details, on behalf of everyone at Meta, I wanted to share my deepest sympathies with the victims and their friends and families who were impacted by these attacks. As part of our work to support the local communities, we have worked to protect the community from harmful content and allow them to use our services to connect and find solace and support at this difficult time.

Whilst the two attacks were different, many aspects of our response were the same: shortly after each attack, we assembled a cross functional team across our content policy, community operations, strategic response, law enforcement liaison and other internal teams to share information, reached out to local stakeholders and partners and worked quickly to identify and respond to any content related to the attacks that was shared on our services.

In the case of the Bondi attack, we contacted the Office of the eSafety Commissioner proactively around 5pm on Saturday 13th April, 2024 to notify them that we were on standby to respond to any online component of the attack. Specifically, in response to this attack:

- Our Australia specialist teams were on standby to review and action any content related to the incident that may be reported by users and we used internal tools to surface all livestreams on Facebook and Instagram in the area to confirm that none related to the incident.

- We undertook outreach to the National Operations and State Service Centre at NSW and NSW Police State Intelligence Command to confirm that we were alert to the situation and ready to act.
- We designated the event as a multiple victim violence incident, which under our policies means that we could act to remove the perpetrator’s accounts and any glorification or praise and support.
- Used publicly available information on the identities of the victims and the law enforcement officer who first responded to the incident to locate their accounts and scan for bullying & harassment of these individuals.
- Where we received requests from family members of victims, we have temporarily deactivated their accounts.
- For those videos showing the immediate aftermath of the act, we applied a “mark as disturbing” interstitial. This has the effect of applying a warning label so that people are aware it may be sensitive before they click through. This also restricts the ability for users under 18 to view such content.
- With respect to a piece of content informally reported by the Office of the eSafety Commissioner, it showed police attending the scene of the attacks, was included in multiple media reports and did not violate our policies. Additionally, we did not receive any formal notice from the Commissioner with respect to content related to the Bondi attack.
- The Facebook [Community Generated Safety Check](#) that allows people to let friends and family know that they are ok was activated.

Our Law Enforcement Outreach Team continues to engage with the law enforcement and respond to their requests.

With respect to the misidentification of the attacker – which we understand occurred on X, we quickly checked for bullying & harassing or hateful content directed towards this person - and did not find hateful content directed on our services. That person appears to have used our [“Locked Profile” tool](#) on Facebook to protect themselves and we only saw supportive comments on Instagram.

Our fact checkers also fact checked the allegations that misidentified the attacker – the fact check from AFP was published [here](#) and the fact check from AAP is [here](#). In addition, AAP fact checked claims that the Bondi attacks were a false flag event [here](#) and claims that mainstream media were biased in their reporting of the tragedy [here](#). Once a content has been rated false by our fact checkers, we take action by reducing the distribution of identical and nearly identical content on our platforms, showing labels on top of the content, and removing them from recommendations.

In the case of the attack at the Christ The Good Shepherd Church in Wakeley, at 10:48pm on 15 April 2024, we provided confirmation to the Office of the eSafety Commissioner that we were aware of these tragic events and were taking reasonable steps to identify and remove this content. Specifically, in response to this attack:

- The Church’s livestream of the sermon captured the moment of the attack but we worked quickly to bank all copies of the moment of the attack as it was shared on our services. This has the effect of blocking – at upload – all further copies of this video. In many cases, content that was informally reported to us by the Office of the eSafety Commissioner was already removed via this proactive technology before we received these reports. As new copies were created and intended to be shared, we continued to take action and bank these so as to prevent them being reshared on our services.
- We also removed images or stills of the attack that were shared by people.
- When we received the “Class 1 Removal Notice” from the eSafety Commissioner, we quickly responded to confirm that we had already been taking action in relation to the content that was the subject of the Notice. We note that Meta and X were in receipt of the Notice, while other platforms such as Tik Tok were not.
- We again reached out to law enforcement to let them know that we were on standby to assist with any inquiries.
- We initially designated the event as a multiple victim violence incident, which under our policies means that we could act to remove the perpetrator’s accounts and any glorification or praise and support. When the event was designated a terror attack, we promptly changed this designation even though the practical impact of this with respect to the actions taken under our policies did not change, since we were already treating this incident with the highest priority.
- We noticed a spike in the creation of new Instagram accounts in the name “Mar Mari Emmanuel” and instituted a block on the creation of new accounts in this name out of concern that this was the work of scammers seeking to profit from this tragedy. We also undertook a sweep of profiles with this name on Facebook and removed these upon learning from public information that the bishop did not have a Facebook account.
- We removed a video that was reported to us by the New South Wales Department of Education out of concern for the attacker’s safety, given that it would potentially identify a student.

Our thoughts continue to be with the victims and communities impacted by these tragedies and we stand ready to continue to assist the Australian Government and the New South Wales Government as they respond and support people through the coming months.

This information in this letter has been provided to the Australian Government, NSW Government and Federal Opposition.

If you have any questions or would like any further information here, please do not hesitate to let us know.

Yours sincerely

s 22

s 22

Regional Director of Policy
Australia, Japan, Korea, New Zealand & Pacific Islands

s 22

From: s 22 @meta.com>
Sent: Tuesday, 7 May 2024 9:04 AM
To: s 22
Cc: s 22 ; s 22 ; s 22
Subject: Re: Message from s 22 , Meta [SEC=OFFICIAL]

Categories: s 22

(moving s 22 to bcc, + s 22)

Hi s 22 ,

Thank you for your reply. We would welcome the chance to meet with you and s 22 . In the first instance, it's best for me to set up a time. I appreciate it's a busy time coming up to the Budget so please let me know some days and times that work for you, and if virtual or a Sydney-catch up will work best for you both.

s 22

From: s 22 @pm.gov.au>
Date: Friday, 3 May 2024 at 9:46 AM
To: s 22 @meta.com>
Cc: s 22 @pm.gov.au>, s 22 @meta.com>
Subject: RE: Message from s 22 , Meta [SEC=OFFICIAL]

OFFICIAL

Hi s 22 and s 22 ,

Thank you for the offer to brief the Prime Minister.

Whilst the Prime Minister is not able to take up the invitation at this time, myself and the Prime Minister's Principal Private Secretary, s 22 would be pleased to take you up on this opportunity.

Please let me know if there are some times over the next week that would suit.

Kind regards,

s 22

s 22 | **Senior Adviser**
Office of the Prime Minister, Anthony Albanese MP
Parliament House, Canberra ACT 2600
M s 22 | E s 22 @pm.gov.au

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From: s 22 @meta.com>
Sent: Monday, 29 April 2024 8:36 AM

To: s 22 @pm.gov.au>
Subject: Re: Message from s 22 , Meta [SEC=OFFICIAL]

Hi s 22 ,

I hope you were able to enjoy the weekend. I did want to check in with you – I read an article suggesting that Meta’s leadership was refusing to speak with the Prime Minister.

Just popping this email thread to the top of your inbox and also attaching the letter sent on the Prime Minister’s behalf responding to our President’s outreach to the Prime Minister offering to be available to discuss things at any time

Our offer to engage still stands. Please let me know if it’s helpful for me to suggest some days and times for a virtual meeting.

Kind regards,

s 22

From: s 22 @pm.gov.au>
Date: Thursday, 14 March 2024 at 1:32 PM
To: s 22 @meta.com>, a.albanese.mp@aph.gov.au <a.albanese.mp@aph.gov.au>
Cc: s 22 @pm.gov.au>, s 22 @meta.com>, s 22
s 22 @meta.com>, s 22 @meta.com>
Subject: RE: Message from s 22 , Meta [SEC=OFFICIAL]

OFFICIAL

Hi s 22 ,

Thank you for your email to the Prime Minister.

We appreciate you reaching out, and s 22 , s 22 and s 22 ’s engagement with the Government to date.

We will come back to you as soon as possible.

Kind regards,

s 22

s 22 | Senior Adviser
Office of the Prime Minister, Anthony Albanese MP
Parliament House, Canberra ACT 2600
M s 22 | E s 22 @pm.gov.au

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From: s 22 @meta.com>
Sent: Thursday, 14 March 2024 10:17 AM
To: a.albanese.mp@aph.gov.au
Cc: s 22 @pm.gov.au>; s 22 @pm.gov.au>; s 22 @pm.gov.au>; s 22 @meta.com>; s 22 @meta.com>
Subject: Message from s 22 , Meta

Dear Prime Minister,

I hope you are well. I appreciate that we have not yet met but I wanted to write about Meta's decision to not renew commercial agreements with publishing companies. Our local team have been liaising with ^{s 22} and ^{s 22} in your office, as well as with the Assistant Treasurer and Minister Rowland – we've very much appreciated the open channels of communication with your government.

As you know, we have worked to engage constructively with Australia's many regulatory frameworks governing digital platforms – from online safety to scams, and privacy to cybersecurity. These issues are core to the long-term success of our business in Australia and globally.

I understand our most recent announcement to deprecate the Facebook News product and not renewing the commercial agreements with Australian publishers may have provoked some public and political commentary. However, it is consistent with similar announcements in the UK, France, Germany and the US. It also aligns with the commercial reality and consumer demands for our services.

The truth is, our users don't come to us for news. They come to share the ups and downs of life, the things that make them happy and sad, that interest them and entertain them. Links to news stories are a tiny proportion of that – less than three percent of the content they see in their Facebook Feed. In fact, we have seen that the number of daily and monthly active users and time spent on Facebook in Canada have all increased since we unfortunately had to end news availability there.

We have constructively engaged with the Australian Government on the *Treasury Laws Amendment (News Media and Digital Platforms Mandatory Bargaining Code) Act 2021*. However, the Code is based on a fundamentally flawed understanding of the relationship between platforms and news publishers, based on the incorrect presumption that social media companies benefit unfairly from news content shared on our platforms, when the reverse is true. It's not a driver of revenue for us, but news publishers do find our services valuable. Publishers choose to use our platforms because they benefit from free distribution of their content and increased web traffic to their sites.

As part of our engagements with your government, we shared that we referred more than 3.5 billion clicks to Australian publishers from Facebook in 12 months to March 2022. This referral traffic is provided to publishers at no cost. The estimated market value of these referrals was US\$340 million for that year. Using the same methodology for the calendar year 2023, we found that Facebook Feed sent Australian news publishers more than 2.3 billion clicks – additional traffic worth US\$115M in estimated value. This data demonstrates not only that value is transferred from Facebook to publishers, but also that there are 1.2 billion fewer clicks (a 34% drop) over a 12-month period on news content in Australia.

The situation today is very different to that in 2021, when we launched Facebook News in Australia (an additional surface for media-interested consumers to find news and provide additional referral traffic to publishers) and chose to invest in commercial deals to support it. The number of daily active users of Facebook News in Australia dropped over 80% in 2023. As such, we are not able to continue to support the product nor renew the commercial deals behind it.

Please let me know if it is helpful to discuss this issue and answer any questions you may have.

Kind Regards,

^{s 22}



^{s 22}

President, Global Affairs
Meta

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From: s 22
To: s 22
Cc: s 22 ; s 22
Subject: Meta updates
Date: Thursday, 6 June 2024 7:38:37 AM

Hi s 22 ,

I hope you are well. I wanted to flag to developments for you in case it is of assistance to your work.

Firstly, as you may have seen, DIGI recently published the annual transparency reports under the Australian Code of Practice on Disinformation and Misinformation. I am pleased to share a [link](#) to Meta's 2024 Transparency Report, covering the 2023 calendar year. Below are the key, Australia-specific metrics that we included in this report:

- We took action on over 9,700 pieces of content across Facebook and Instagram in Australia for violating our Misinformation policies.
- In addition to this, over 6,200 ads were removed in Australia for violating our Misinformation policy.
- We displayed warnings on over 9.2 million distinct pieces of content on Facebook, and over 510,000 on Instagram, in Australia (including reshares) based on articles written by our third-party fact-checking partners.
- We removed over 75,000 ads in Australia for not complying with our Social Issues, Elections and Politics (SIEP) ads policy.

Our 2024 report also includes new case studies on the global trends in Coordinated Inauthentic Behaviour for 2023, as well as on our work to combat mis- and disinformation during the 2023 Aboriginal and Torres Strait Islander Voice Referendum.

As in previous reports, we have also sought to comply with the latest best practice reporting guidelines and incorporate feedback prepared by DIGI's independent reviewer in response to our initial draft. This includes providing multi-year/trended data wherever it is available and, to the extent possible, reporting consistently each year against the KPIs to which we have committed under the Code. We also continually add new commitments in response to emerging issues; for example, in this latest report, we have committed to report against two new commitments in 2025 with respect to our safeguards and transparency relating to Meta's GenAI features.

Secondly, I wanted to make sure you had seen that decisions have been published on the two cases that Meta's Oversight Board investigated in relation to the Australian Electoral Commission's voting rules around the Voice Referendum. The Oversight Board has completed its review of these cases and published its [decision](#) on 9 May, in which it upheld Meta's decision to remove the posts, assessing that they had 'called for others to engage in illegal behaviour [and] impacted the political rights of people living in Australia'. The Board also decided that Meta 'was correct to protect democratic processes by preventing voter fraud attempts from circulating on its platforms, given the frequent claims that the

Voice Referendum was rigged.'

The Board acknowledged Meta's efforts on the Voice Referendum and found that 'the company proactively identified potentially violating content under the voting interference rules of the Coordinating Harm and Promoting Crime and Misinformation Community Standards.'

Finally, the Board recommended that Meta should more clearly inform users of the rules relating to our Coordinating Harm and Promoting Crime Community Standard, by incorporating our definition of the term 'illegal voting' into the relevant public-facing language of this particular policy. Meta responds publicly within 60 days to each recommendation made by the Oversight Board and publishes updates on our commitment level and the implementation status relating to these recommendations in our [Transparency Centre](#) and our [quarterly updates](#) on the Oversight Board.

For further details on the Oversight Board's decision, you can also read the 9 May [announcement](#), [full decision](#) and [synopsis](#) of public comments in relation to these cases.

Please let us know if you have any questions or wish to discuss this or any other issues further.

Kind regards,

s 22

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Regional Director of Policy | Australia, Japan, Korea, New Zealand & Pacific Islands

M: [+s 22](#) | E: [s 22](#) [@fb.com](#)

image002.png

