



September 29, 2023

Dame Caroline Dinenage DBE MP
Chair, House of Commons Culture Media and Sport Committee

Dear Dame Caroline,

Thank you for your letter to Tom Alison on the 20th of September. Tom has asked me to reply to you in my capacity as Director of Public Policy for Meta in the UK.

Keeping the people who use our services safe is our most important responsibility, and both Facebook and Instagram have standards in place that aim to protect the people who use our services and keep abuse and misuse off of our platforms.

In order for publishers and creators to utilise monetisation tools on Facebook, they must pass and remain compliant with a set of rules called [Partner Monetisation Policies](#) and [Content Monetisation Policies](#), all of which are publicly available on our website. While all content on Facebook and Instagram must comply with our Terms of Service and Community Standards, the Content Monetisation Policies set a higher threshold, recognising that content appropriate for Facebook in general is not necessarily appropriate for monetisation.

Under these policies, posts discussing allegations may face monetisation restrictions, and we have applied those policies in the case of the video which you refer to in your letter. This means the content can't be monetised unless an advertiser actively chooses to advertise on this and any similar future content.

All of our policies and standards, which you can read in full in our online [Transparency Centre](#), are based on feedback from people and the advice of experts in fields such as public safety and human rights. At times we amend or update these standards, as the ways people use the internet evolve.

To ensure that everyone's voice is valued, we take great care to create standards that include different views and beliefs, especially from people and communities that might otherwise be overlooked or marginalised. And we pay special attention to the particular needs of people in vulnerable situations, such as those who use our platforms to raise awareness about serious issues such as sexual abuse.

For this reason, our standards allow people to make accusations of sexual assault, even if not legally proven, on our platforms. This is something we introduced during the first cycle of the #MeToo movement when our services were used by many of the movement's campaigners and individual supporters. Convicted sex offenders are not allowed on Facebook or

Instagram, and our policies do not allow threats of sexual assault or sexual violence of any kind.

We also have strict policies against using our platforms to coordinate or encourage acts of violence, including sexual assault. And we remove content that is meant to degrade or shame, including, for example, claims about someone's personal sexual activity. We recognise 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. Anyone who repeatedly posts content that breaks these rules can have their account suspended or be permanently banned.

We'll continue working with people who have first hand experience with these difficult issues, including women's safety groups, to understand the different ways abuse can show up on our platforms, while improving our technology to find and remove abuse more quickly.

Kind regards,

Rebecca Stimson
Director of Public Policy, UK
Meta