

**From:** [Curtis, Christopher](#)  
**To:** [Justin Glawe](#)  
**Subject:** Response to your recent PRA request  
**Date:** Friday, May 28, 2021 4:20:00 PM  
**Attachments:** [Glawe.pdf](#)

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Dear Mr. Glawe,

Thank you for your public record request dated April 29, 2021. By agreement the time for response was amended to today, May 28, 2021. Your request of the Public Protection Division was as follows:

“For the period of January 12, 2020 to present, please provide all communications with all employees of the following companies and entities:

1. Alphabet Inc. and/or Google (emails ending in @alphabet.com or @google.com)
2. Facebook Inc. (@fb.com and @facebook.com)
3. Amazon.com, Inc. (@amazon.com)
4. Apple, Inc. (@apple.com and @apple-inc.com)”

Attached please find records responsive to your request. If you believe this response is in error you may appeal to Chief Deputy Attorney General Joshua Diamond ([joshua.diamond@vermont.gov](mailto:joshua.diamond@vermont.gov)).

Thank you for your interest in the Office of the Vermont Attorney General.

Best,

Christopher J. Curtis  
Chief, Public Protection Division  
Office of the Attorney General  
State of Vermont  
109 State Street  
Montpelier, VT 05609  
802-279-5496

**PRIVILEGED & CONFIDENTIAL COMMUNICATION:** This communication may contain information that is privileged, confidential, and exempt from disclosure under applicable law. DO NOT read, copy or disseminate this communication unless you are the intended addressee. If you are not the intended recipient (or have received this E-mail in error) please notify the sender immediately and destroy this E-mail. Please consider the environment before printing this e-mail.

## Francis, Jennifer

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**From:** Will Castleberry <wcastleberry@fb.com>  
**Sent:** Monday, March 23, 2020 12:26 PM  
**To:** Will Castleberry  
**Cc:** Emma Fox; Annabel Brody; Agustin Torres Jr; Scott Swantner; Erica Woods; Dan Sachs  
**Subject:** Facebook - anti-price gouging efforts and other COVID policy information (Embargoed)  
**Attachments:** Facebook Consumer Policy Reporting Guidelines.pdf; AG Template COVID-19 Reports - Consumer Policy Channel.docx

**EXTERNAL SENDER: Do not open attachments or click on links unless you recognize and trust the sender.**

(AGs are on this note)

Hello all,

Thank you for all of your work during this crisis. I sincerely hope everyone is doing well and is safe. I wanted to give you an update on my last note about our efforts to combat price gouging. Below, please see what we are doing on that front and our efforts to ensure we continue to respond quickly to law enforcement requests. In addition, I have provided information on some other initiatives which you and your constituents may find useful. One that may be of specific interest is the [CrowdTangle Display](#) we built for each state. This will let you see what people and organizations in your state are saying about the virus on social media.

As always, call or email me if there is anything you need and please know that I, and everyone at Facebook, appreciate all that you are doing during this challenging time and that we are here to help.

As we have discussed, Facebook is enforcing a zero-tolerance policy for coronavirus misinformation and fraud on our platform. Here are some of the steps we are taking:

### **Price Gouging:**

We are taking significant steps to prevent price gouging on our platforms:

- We banned advertising or the commercial listings of medical masks, hand sanitizer, surface disinfecting wipes, and COVID-19 testing kits. Also, if we see people selling these products in organic posts on Facebook or Instagram, we'll remove them. We are sweeping for these items and will remove any we find, regardless of the asking price. If you happen to identify any of this content, we appreciate you alerting us to it so that we can take action.
- To that end, we now have a channel for your office to report price gouging and the advertisement or commercial listing of these banned items. Please send all items that fall into the categories above, or that you deem to be price gouging to [consumerpolicy@fb.com](mailto:consumerpolicy@fb.com) and copy Auggie Torres [agustint@fb.com](mailto:agustint@fb.com) on my team. Please forward the attached email template for reports and our Reporting Guidelines for Consumer Bodies to whomever in your office will be submitting the reports. This channel is dedicated to regulators so we will need to add the email addresses of whomever is reporting this content to our list of certified reporters before we can receive their reports. To register, please send a list of the email that will be submitting your reports to [annabelbrody@fb.com](mailto:annabelbrody@fb.com). Our terms of service permit us to remove content that violates local law. Therefore, it is important that your team deems the content to be illegal and that your report includes: **"The following content is in violation of [INSERT LAW] and we request that it is removed."** This will allow us to remove the content quickly. Reports for any of the banned items may be submitted without a price gouging determination.

**Safety and Trust Team:** As you can imagine, the shelter in place orders have put significant strain on our operations. With that, we are focusing resources on our most vital tasks, and working with law enforcement is at the top of that list. Our trust and safety teams are actively reaching out to key law enforcement authorities around the US and the world to

ensure we're able to continue to respond to the highest priority requests and to understand and adapt to changes and challenges for safety in the COVID-19 environment. Scott Swantner [swantners@fb.com](mailto:swantners@fb.com), our Director of Law Enforcement Outreach, has agreed to be the emergency contact for your teams until the crisis passes. Please reach out to Scott with any urgent needs.

### Stopping Misinformation:

- We prohibit ads for products that refer to the coronavirus in ways intended to create a panic or imply that their products guarantee a cure or prevent people from contracting it. For example, ads for items that claim are guaranteed to prevent the virus from spreading will not be allowed to run on our platforms.
- We remove content with false claims or conspiracy theories that have been flagged by leading global health organizations and local health authorities that could cause harm to people who believe them. We're focusing on claims that are designed to discourage treatment or taking appropriate precautions. This includes claims related to false cures or prevention methods — like drinking bleach cures the coronavirus — or claims that create confusion about health resources that are available.
- We block or restrict hashtags used to spread misinformation on Instagram, and are conducting proactive sweeps to find and remove as much of this content as we can.
- As more governments have implemented social distancing measures to combat the virus' spread, we are removing content that suggests such efforts don't work or discourages people from following three guidelines.
- Our third-party fact-checkers are continuing their work reviewing content and debunking false claims that are spreading related to the coronavirus. When they rate information as false, we limit its spread on Facebook and Instagram and show people accurate information from these partners. We also send notifications to people who already shared or are trying to share this content to alert them that it's been fact-checked.

### Helping you get the message out:

We have taken several steps to help you and other government agencies disseminate important information.

- **Local Alerts** - To help state and local government and first responders keep people safe, we implemented our [Local Alerts tool](#) for government agency Facebook Pages across the country:
  - At State Level: public health agency pages, law enforcement and emergency responder pages
  - At City and County Level: primary government page (City of or County of XYZ), law enforcement and emergency responder pages, and public health agency pages
- **State Specific CrowdTangle** - To make it easy to see what content is being shared on social media about the virus, we've built a set of state specific [CrowdTangle Live Displays](#). Your offices can use them to keep track of some of the most seen content about coronavirus on Facebook and Instagram from local news outlets, regional World Health Organization Pages, government agencies, local politicians, and more.
- **World Health Organization Information:** We have provided the WHO with unlimited advertising credits to disseminate vital information.
- **Created Coronavirus (COVID-19) Information Center** - This page is featured at the top of News Feed, to provide a central place for people to get the latest news and information as well as resources and tips to stay healthy and support their family and community.

### Doing our part to help the economy

- Facebook COO Sheryl Sandberg announced a [\\$100 million dollar global program](#) to help small businesses get back on their feet when this is over. The details have not been finalized, but we expect US business to receive significant funds from this program. When this settles, small businesses should know that Facebook will be here to help.
- To help businesses cope with the economic challenges of COVID, we have created a [Business Resource Hub](#) which provides quick and easy access to credible and accurate information about COVID-19 and other resources to help people and businesses. We also have a small business [Resilience Toolkit](#) that provides best practices, tools and a self-assessment to help protect businesses from interruptions. Also available on the hub is the [Quick-Action Guide](#) that helps businesses plan their emergency response and develop plans to minimize downtime. Please feel free to pass these on to business in your state.

Again, thank you for all of your help and please let me know what else we can do. If you think your team would benefit from a conference call to discuss any of these programs or policies, please let me know.

Be well,

Will

202.420.0173

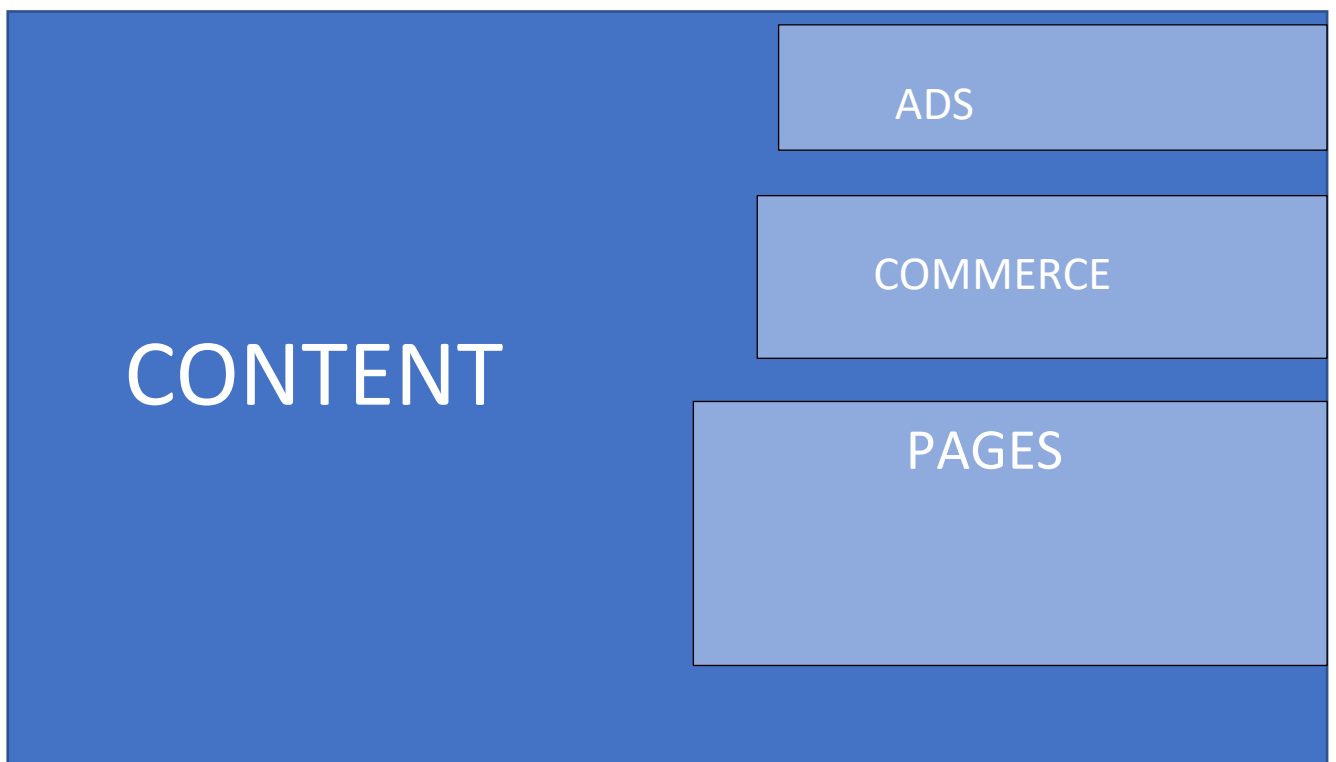
# FACEBOOK



## Reporting Guidelines for Consumer Bodies



## Different types of content on Facebook



We have global policies for different types of content. The Community Standards serve as a guide for how to communicate on Facebook.

<https://www.facebook.com/communitystandards/>



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

## Advertising Policies

Ads on Facebook can be identified in the News Feed by the word “Sponsored”

The image shows a Facebook post from 'The Lake Festival' (100% Village) with a 'Like Page' button. The post text reads: 'Villagers! Earlybird tickets have just been released for everyone. These are limited and won't be around for long. Good luck! 🌲🌍🌲'. Below the text is a photograph of a lake at dusk with lights reflecting on the water. A blue arrow points from the word 'Sponsored' in the text to a white box containing the word 'Sponsored' and a globe icon. The post is dated '23-26 August 2018'.





Our Advertising Policies provide guidance on what types of advert content are allowed. When advertisers place an order, each advert is reviewed against these policies.

Please visit <https://www.facebook.com/policies/ads> for full information on our advertising policies.

## Pages, Groups and Events Policies

Our Pages, Groups and Events Policies outlines the types of content that is and is not allowed on pages across Facebook.

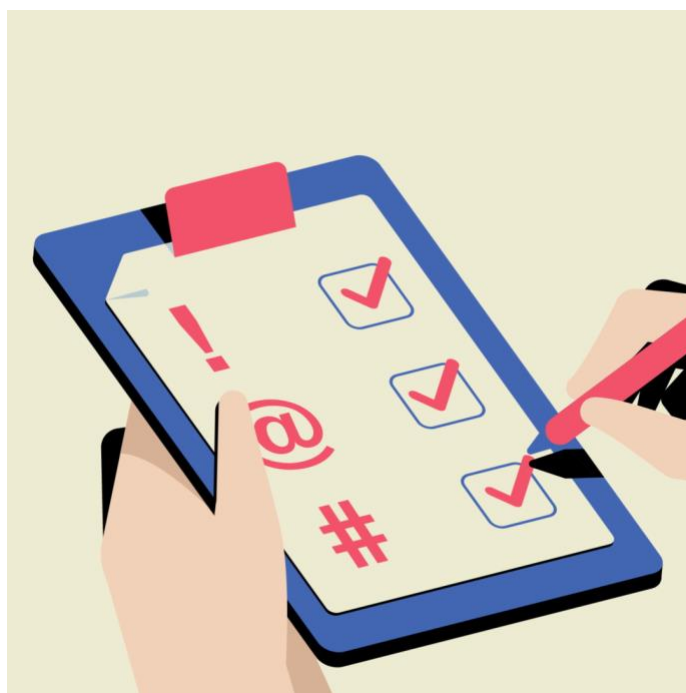
Please visit [https://www.facebook.com/page\\_guidelines.php](https://www.facebook.com/page_guidelines.php) for full information on our Pages, Groups and Events Policies.

## Commerce Policies

Our Commerce Policies apply to commerce products on Facebook including Facebook Marketplace

Please visit <https://www.facebook.com/policies/commerce> for full information on our Commerce Policies.

## Guidelines for reporting content to the Consumer Policy Channel



These guidelines are for consumer bodies using the dedicated Consumer Regulatory channel to alert us to content on Facebook.

Email address: [consumerpolicy@fb.com](mailto:consumerpolicy@fb.com)





Note: Only email addresses that have been provided to the Facebook team will be able to access this channel. If your organisation needs to add further email addresses, please reach out to us to let us know.

## REPORTING TEMPLATE

**Please fill out the following information as best you can when sending us reports:**

**Email Subject:** [Entity Name, Case Name or Reference Number] Entity# (a new # will be created for each new body)

**Email Body:**

**Content Description:** Please indicate whether the content you are reporting is an Ad, Page, Profile Group, Event, Marketplace, or a General Post

**Issue Description:** Brief synopsis of the issues reported

**Applicable Law or self-regulatory rule:** If applicable, please include the specific provision of local law/code of practice the URL/ad is purported to violate

**Action Requested:** (e.g. remove post, remove page, age-gate)

**Attachments:**

- a. URLs leading to reported content
- b. Screenshots (when links are not available e.g. closed groups).
- c. Any other documentation (e.g. standard complaint form, correspondence)



## Additional guidelines:

- Write in English in your email whenever possible
- Please provide full URL links for our team to review (link to the actual page for a page review, link to the exact photo for a photo review)
- For paid for advertising, if you are unable to locate a link, please provide a screenshot of the ad and the date the ad was seen
- Be as specific as possible as to what content you are reporting (if it is a comment, link to the comment)
- In the case of a long video, please provide exact time of abuse (for example, graphic violence at 5.35mins)
- Provide a reason or full context for the flagged content
- Please only provide links to Facebook content (We cannot act based on links or screenshots of content from other online providers)
- If you disagree with a decision we have taken, please provide full context as to why this is
- Our team will review reports quickly, prioritizing their work according to the seriousness of the situation and will provide email confirmation when this is done

## Reports this channel does not support:

This channel does not support reports of hacked accounts or impersonation cases (except when that of a child account). For any hacked accounts, please refer

to <https://www.facebook.com/help/131719720300233/> or [www.facebook.com/hacked](http://www.facebook.com/hacked).

For any impersonation of an adult, please follow the following guidelines here: <https://www.facebook.com/help/www/174210519303259>

This channel does not support requests related to page names changes, page verification etc. Please refer to this section of the Help Centre for more details: <https://www.facebook.com/help/281592001947683/>

Facebook Safety Centre: <https://www.facebook.com/safety>

Facebook Security Tips: <https://www.facebook.com/about/security>



## How to provide URLs to the Consumer Policy Channel

In order for us to accurately investigate your report, we need to understand the specific piece of content you believe to be in violation of our policies. This can only be done if you provide the URL to the specific content at issue (or screenshot for paid for advertising when a link is not feasible).

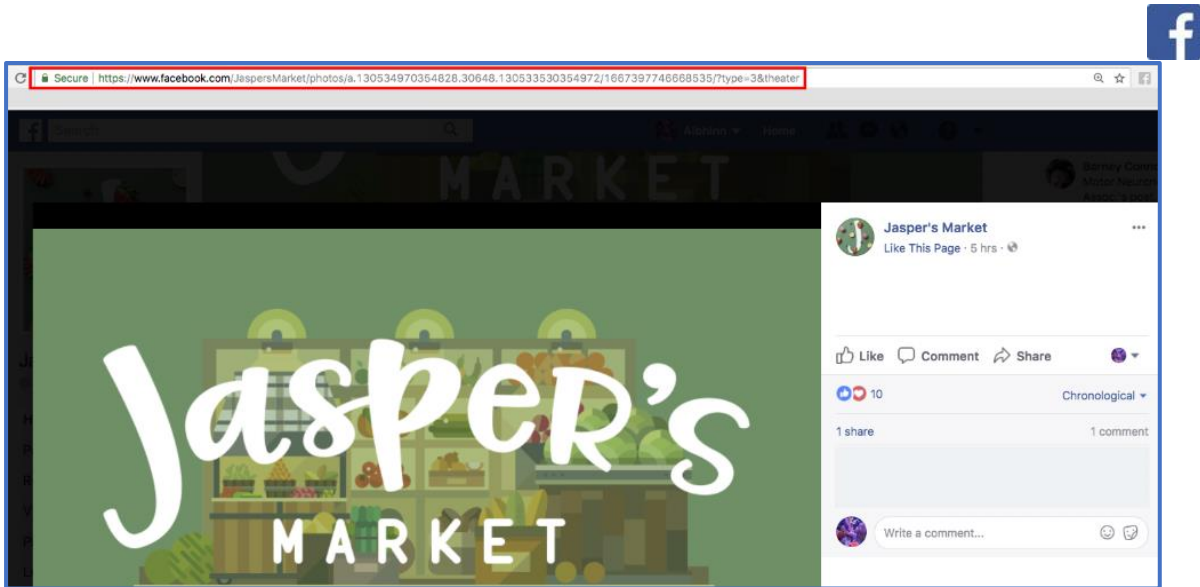
URLs of posts, photos, videos or comments can be generated by clicking on the time or date on which content has been posted.

For example, sometimes pages may contain violating content but it may be a particular post rather than the entire page that contains violating content. Therefore, in order for our team to investigate you can provide us with a URL to the specific post by following these instructions:

1. Click on the time or date on the page post

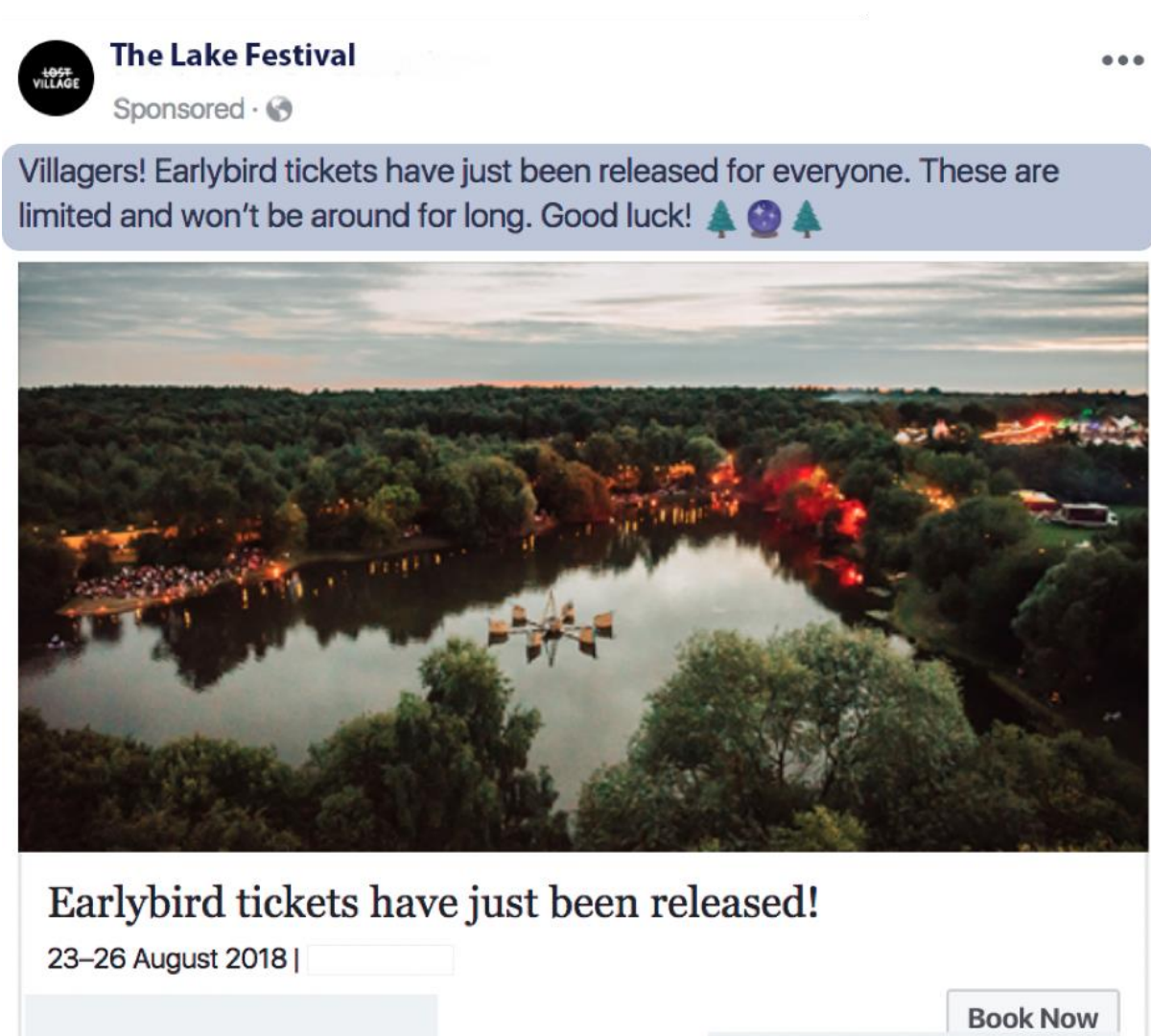


2. Clicking on the time or date of the page post will generate a new browser window. Copy the URL of this new browser window. This is the URL to the page post. Send this URL to the Trusted Partner Channel if you wish us to review this specific piece of content.



## Reporting Ads

Step 1: Take a screenshot of the full ad as shown in the image below and paste it into an email





Step 2: Copy the text above the image of the advertisement and paste it into the same email.



**The Lake Festival**

Sponsored ·



Villagers! Earlybird tickets have just been released for everyone. These are limited and won't be around for long. Good luck! 🌲 🌍 🌲



**Earlybird tickets have just been released!**

23–26 August 2018 |

[Book Now](#)





Step 3: Right-click the link in the top part of the ad and click 'Copy Link Address'. Then paste it into the same email where you already inserted the screenshot of the ad and the body of the text.

The image shows a Facebook advertisement for 'The Lake Festival' by 'LOOSE VILLAGE'. The ad features a scenic photograph of a lake at dusk with lights reflecting on the water. A context menu is open over a link in the text 'Villagers! Earlybird tickets limited and won't be around...'. The menu options include: 'Open Link in New Tab', 'Open Link in New Window', 'Open Link in Incognito Window', 'Save Link As...', 'Copy Link Address' (highlighted in blue), 'Copy', 'Print...', 'Inspect', 'Speech Services', and 'Services'. Below the image, the text reads 'Earlybird tickets have just been released!' followed by the dates '23-26 August 2018 |' and a 'Book Now' button.

**The Lake Festival**  
Sponsored ·

Villagers! Earlybird tickets limited and won't be around... [Link](#)

Earlybird tickets have just been released!  
23-26 August 2018 |

[Book Now](#)

## AG COVID-19 Reports - Consumer Policy Channel

Please send links to price gouging and the sale or commercial listing (medical masks, hand sanitizer, surface disinfecting wipes, and COVID-19 testing kits) to [consumerpolicy@fb.com](mailto:consumerpolicy@fb.com) and copy Auggie Torres at [agustint@fb.com](mailto:agustint@fb.com)

**Please do not share this address.** This channel is dedicated to regulators so we will need to add the email addresses of whomever is reporting this content to our list of certified reporters before we can receive their reports. To register, please send a list of the email that will be submitting your reports to [annabelbrody@fb.com](mailto:annabelbrody@fb.com).

Please follow the template below when reporting. It would be helpful if you could batch reports.

**Email Subject:** (State Name) COVID-19 Price Gouging Report

### Email Body:

1. **Content Description:** [Ad, Page, Profile, Group, Event, Marketplace, General Post].
2. **Issue Description:** Price Gouging or Banned Item
3. **Applicable Law or Self-Regulatory Rule:** [If applicable, please include the specific provision of local law/code of practice the URL/Ad is purported to violate.]
4. **Action Requested:**
  - a. If Price Gouging: The following content is in violation of [INSERT LAW] and we request that it is removed:
  - b. If Banned Item: The following content is banned under Facebook's COVID-19 policy
5. **Attachments:**
  1. [URLs leading to reported content].
  2. [Screenshots (when links are not available e.g. closed groups) ].
  3. [Any other documentation (e.g. standard complaint form, correspondence)].



As noted above, action will not be taken against direct consumer reports. Instead, we would encourage you to inform members of the public that they can report ads on our platform using these steps:

1. Click next to the ad you want to report
2. Click Report Ad and then follow the on-screen instructions
3. We incorporate signals of negative feedback from people, such as people reporting, hiding, or blocking an ad.
4. This helps train our systems to get better at automatically detecting these ads before they go live.

Further details on user reporting of different types of content are available here:

<https://www.facebook.com/help/181495968648557>.

## Francis, Jennifer

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**From:** Will Castleberry <wcastleberry@fb.com>  
**Sent:** Monday, April 6, 2020 2:46 PM  
**To:** Will Castleberry  
**Subject:** Facebook Announcement Data for Good (EMBARGOED)

**EXTERNAL SENDER: Do not open attachments or click on links unless you recognize and trust the sender.**

Hey all

I hope everyone is safe and well. We will announce some new data tools that we are offering to hospitals and public health systems to help them flatten the global COVID-19 curve. You can find our full announcement and highlights below. As there are always privacy questions around these kinds of tools, I want to make sure you have the right information in case you are asked by policymakers or your constituent. Our Data for Good tools **only share aggregate information** using [privacy preserving techniques](#). I know many of your states have found our [Disaster Maps](#) useful for this, and other, crises. With regard to the surveys, this will occur off-Facebook and we will not have access to users' responses. We will continue to be transparent about our approach and consult with privacy experts about our practices. As always, let me know if you have any questions.

### Announcement:

As part of our [Data for Good](#) program, we help academics and non-governmental organizations understand population movements through aggregated data. We have heard from these researchers how valuable this information can be in responding to COVID-19, so we're releasing three Data for Good products:

- Improved co-location insights that not only help researchers better understand general movement patterns like commute patterns, but also the probability that people in areas with disease outbreaks will come in contact with new populations. These maps are important to understand the actual chance that a disease will be spread by human to human contact.
- Trends on staying near home by generating statistics at a county or regional level that show whether populations are generally staying in one part of town, presumably close to home, or whether populations are on average visiting many parts of a city or town. Around the world, many countries and regions have issued orders related to sheltering in place and people generally staying home. While Facebook data in aggregated format does not answer this question about specific households, these trends provide important insights into whether non-pharmaceutical interventions are headed in the right direction towards flattening the COVID-19 curve.
- A social connectedness index that shares the likelihood of friendship across states and countries, in aggregate, is another helpful input for disease modeling, as well as understanding the areas from where areas hardest hit by COVID19 might seek support.

In addition, starting today in the US, some people will see a link at the top of News Feed to an optional, off-Facebook survey to help health researchers better monitor and forecast the spread of COVID-19. The survey — run by Carnegie Mellon University (CMU) Delphi Research Center (a CDC Center of Excellence) — is designed to help health researchers identify COVID-19 hotspots earlier so public health organizations can respond faster, and can also help health systems plan their responses to when, where and how they can reopen parts of society. **CMU won't share individual survey responses with Facebook, and Facebook won't share information about who you are with the researchers.**

Please let me know if you have any questions.

All the best,

Will Castleberry



## Francis, Jennifer

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**From:** Will Castleberry <wcastleberry@fb.com>  
**Sent:** Wednesday, September 23, 2020 4:36 PM  
**To:** Will Castleberry  
**Cc:** Scott Swantner; Neil Potts; Ademuyiwa Bamiduro; Erica Woods; Brian Lewis; Jess Leinwand; Dan Sachs  
**Subject:** Facebook Election Day Preparation Meeting Tuesday September 29th 2:00pm EDT (embargoed)

**EXTERNAL SENDER: Do not open attachments or click on links unless you recognize and trust the sender.**

Attorneys General and staff,

Next Tuesday, we were hoping to talk to you and your teams about preparing for potential threats of violence on our platform surrounding the election, including voter intimidation.

***Please join us for a Zoom meeting at 2:00 EDT on Tuesday, September 29<sup>th</sup>. Here is the link: <https://fb.zoom.us/j/94091804848> Passcode: 896076***

Our goals for the meeting are to:

- Lock down communications channels between your office and Facebook's Law Enforcement support team in case any emergencies arise.
  - To that end, please invite your staff member who is managing election day operations to join the call.
- Ensure your team has the information needed to submit data preservation, subpoena, warrant, or emergency requests.
- Briefly go over our voter suppression and intimidation policy.
- Answer any questions you or your team may have.

Before election day, if your team is made aware of potential voter intimidation or suppression on our platform, please email me directly at [wcastleberry@fb.com](mailto:wcastleberry@fb.com).

As always, date preservation requests, subpoenas, warrants, or emergency requests should be made through the law enforcement portal [www.facebook.com/records](http://www.facebook.com/records)

We look forward to speaking with you on Tuesday. As always, if you have any question, please call me on my cell below.

Will  
202.420.0173

Here is some additional information on our voter suppression and intimidation policy.

### **Fighting Voter Suppression and Intimidation**

The 2020 election is unlike any election we have seen before. In preparation for Election Day and post-Election Day, Facebook is committed to working with state and local governments to make voting as easy and safe as possible. Attempts to interfere with or suppress voting undermine our core values as a company, and we work proactively to remove this type of harmful content. Ahead of the 2018 midterm elections, we extended our voter suppression and intimidation policies to prohibit:

- Misrepresentation of the dates, locations, times and methods for voting or voter registration (e.g. "Vote by text!");

- 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 (e.g. “If you voted in the primary, your vote in the general election won’t count.”); and
- Threats of violence relating to voting, voter registration or the outcome of an election.

We remove this type of content regardless of who it’s coming from, and ahead of the midterm elections, our Elections Operations Center removed more than 45,000 pieces of content that violated these policies — more than 90% of which our systems detected before anyone reported the content to us.

We also recognize that there are certain types of content, such as hate speech, that are equally likely to suppress voting. That’s why our [hate speech policies](#) ban efforts to exclude people from political participation on the basis of things like race, ethnicity or religion (e.g., telling people not to vote for a candidate because of the candidate’s race, or indicating that people of a certain religion should not be allowed to hold office).

In advance of the 2020 elections, we’re implementing additional policies and expanding our technical capabilities on Facebook and Instagram to protect the integrity of the election. Following up on a commitment we made in the [civil rights audit report](#) released in June, we have now implemented our policy banning paid advertising that suggests voting is useless or meaningless, or advises people not to vote.

In addition, our systems are now more effective at proactively detecting and removing this harmful content. We use machine learning to help us quickly identify potentially incorrect voting information and remove it.

We are also continuing to expand and develop our partnerships to provide expertise on trends in voter suppression and intimidation, as well as early detection of violating content. This includes working directly with secretaries of state and election directors to address localized voter suppression that may only be occurring in a single state or district. This work will be supported by our Elections Operations Center during both the primary and general elections.

## Francis, Jennifer

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**From:** Will Castleberry <wcastleberry@fb.com>  
**Sent:** Friday, June 26, 2020 3:04 PM  
**To:** Will Castleberry  
**Cc:** Erica Woods  
**Subject:** Facebook Election-related Content Announcement

**EXTERNAL SENDER: Do not open attachments or click on links unless you recognize and trust the sender.**

Hello All

I hope you are all safe and well.

Today, Facebook's [CEO is announcing](#) some new policies around election related content and I wanted to make sure you were aware of the changes. We are reaching out to the state election offices as well.

Facebook's goal is to connect the people who use our service with authoritative information about voting, crack down on voter suppression, and fight hate speech. Details are in the Post but the changes include:

**Providing authoritative information on voting during the pandemic:** Covid-19 introduces the potential for new forms of voter suppression. For instance, if someone says on Election Day that a city has been identified as a Covid hotspot, is that simply sharing health information or could it be a campaign to suppress the vote? We want to make sure people get authoritative information whenever they see something like this. So for any post that talks about voting, including connecting voting and Covid, we'll add a link to our Voting Information Center. This includes posts from politicians.

**More steps to fight voter suppression:** In 2018 we banned content that misleads people on when or how to vote. We're now tightening these policies to reflect the realities of the 2020 elections, banning posts that make false claims about ICE agents checking for immigration papers at polling places, or other threats meant to discourage voting. We'll also use our Election Operations Center to work with your state election authorities to remove false claims about polling conditions in the 72 hrs leading into election day.

**Creating a higher standard for hateful content in ads:** We're expanding our ads policy to prohibit claims that people from a specific race, ethnicity, national origin, religious affiliation, caste, sexual orientation, gender identity or immigration status are a threat to the physical safety, health, or survival of others. While we already prohibited dehumanizing and violent speech targeted at immigrants, migrants, refugees and asylum seekers - we're now banning ads suggesting these groups are inferior or express contempt, dismissal or disgust directed at them.

**Labeling Newsworthy Content:** We occasionally leave up content that would otherwise violate our policies if the public interest outweighs the risk of harm. In the same way news outlets will report what a politician says, we think people should generally be able to see it for themselves on our platforms. We will soon start labeling some of the content we leave up because it's deemed newsworthy, so people can know when this is the case. We'll allow people to share this content to condemn it, just like we do with other problematic content, because this is an important part of how we discuss what's acceptable in our society -- but we'll add a prompt to tell people the post may violate our policies.

As always, happy to talk about any of these polices and thanks again for your help.

All the best,

Will Castleberry





## Francis, Jennifer

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**From:** Will Castleberry <wcastleberry@fb.com>  
**Sent:** Wednesday, August 19, 2020 5:10 PM  
**To:** Will Castleberry  
**Cc:** Jess Leinwand; Gina Moon; Dan Sachs; Erica Woods  
**Subject:** Facebook Hand Sanitizer Ban Update

**EXTERNAL SENDER: Do not open attachments or click on links unless you recognize and trust the sender.**

Hello all,

Hope you are doing well. This is a quick follow up my June email (below) about lifting our ban on non-medical masks. We are now lifting our temporary ban on promoting hand sanitizer and surface disinfectant wipes in organic posts, ads, and commerce listings.

Like our June update regarding non-medical masks, we will be implementing the same eligibility and ad targeting restrictions.

As always, we will take down instances of price gouging that your offices report to us.

Let me know if you have any questions.

Thanks,

Will  
202.4200173

Hello all,

I wanted to give you a quick heads up to a slight change we are making with regard to our ban on masks. First, thank you for all of your help in combating price gouging. We received hundreds of reports from your offices and we have been able to take down the violating content (usually within a day). Your efforts went a long way in helping us to better protect the people who use our service!

Since health authorities now advise wearing non-medical masks for an expanding list of activities, and we've seen businesses of all sizes working to fill this need, **we are adjusting our temporary ban to allow people to promote and sell non-medical masks.** We hope this change will allow people to more easily find and obtain these types of masks and that small businesses will be better able to meet an important need. We will still maintain a temporary ban on selling medical masks (such as surgical or N95 masks) as well as hand sanitizer, testing kits, and disinfecting wipes in our ongoing effort to prevent their exploitation for financial gain. We are also implementing a few additional safeguards. For example, all advertisers promoting non-medical masks will be required to have an advertising history of at least 4 months and, in certain countries with high volumes of violating ads, we will restrict people's ability to advertise to within their jurisdiction (i.e. advertisers based in Vietnam will only be able to run ads for non-medical masks targeting people in Vietnam).

Thanks again and please let me know if you have any questions or concerns about this change. It seems like the best way to continue to fight fraud while letting small businesses meet the growing demand for non-medical masks.

All the best,

Will Castleberry  
Facebook Public Policy  
202.420.0173

Office of the Minnesota Attorney General Disclaimer: This e-mail is intended to be read only by the intended recipient. This e-mail may be legally privileged or protected from disclosure by law. If you are not the intended recipient, any dissemination of this e-mail or any attachments is strictly prohibited, and you should refrain from reading this e-mail or examining any attachments. If you received this e-mail in error, please notify the sender immediately and delete this e-mail and any attachments. Thank you.

**Francis, Jennifer**

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**From:** Will Castleberry <wcastleberry@fb.com>  
**Sent:** Wednesday, June 10, 2020 8:08 AM  
**To:** Will Castleberry  
**Cc:** Jess Leinwand; Erica Woods; Dan Sachs  
**Subject:** Facebook Mask Ban (Embargoed)

**EXTERNAL SENDER: Do not open attachments or click on links unless you recognize and trust the sender.**

Hello all,

I wanted to give you a quick heads up to a slight change we are making with regard to our ban on masks. First, thank you for all of your help in combating price gouging. We received hundreds of reports from your offices and we have been able to take down the violating content (usually within a day). Your efforts went a long way in helping us to better protect the people who use our service!

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All the best,

Will Castleberry  
Facebook Public Policy  
202.420.0173

## Francis, Jennifer

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**From:** Will Castleberry <wcastleberry@fb.com>  
**Sent:** Wednesday, March 31, 2021 3:24 PM  
**To:** Will Castleberry  
**Cc:** Jess Leinwand; Erica Woods; Jamie Radice  
**Subject:** Facebook New Feed

**EXTERNAL SENDER: Do not open attachments or click on links unless you recognize and trust the sender.**

Hello all,

I have spoken with many of you about Facebook's algorithm and how we might improve it as well as other features in our News Feed. This is something we have been thinking a lot about. Today, Nick Clegg, our Vice President of Global Affairs, posted [this article](#). It outlines our increased focus on improving our content ranking process and discusses some of the new features we are launching. It is very much worth reading.

**The article and changes address some of your specific suggestions** including: creating better tools for people to control who can comment on their posts, providing people with more control over what they see in their News Feed (including an option to see content in chronological order), and striving to be more transparent in how News Feed works. The [announced changes](#) include tools to help people:

- **Control What Is Shared:** People will now have more control over what is shared to News Feed by managing who can comment on their public posts. *Now, they can [control](#) the commenting audience for a given public post by choosing from a menu of options ranging from anyone who can see the post to only the people and Pages they tag.*
- **Control What Is Seen:** We've launched [Favorites](#), a new tool where people can control and prioritize posts from the friends and Pages they care about most in News Feed. By selecting up to 30 friends and Pages to include in Favorites, posts will appear higher in ranked News Feed and can also be viewed as a separate filter. *In addition, we are making it easier to access [Most Recent](#), so people can easily switch between an algorithmically-ranked News Feed and a feed sorted chronologically with the newest posts first.*
- **Understand Why Suggested Posts Are Seen in News Feed:** To help people discover new and relevant content, we suggest posts in News Feeds from places like Pages and Groups that they don't already follow, but that we think they may be interested in. These post suggestions are primarily based on factors such as post engagement, related topics, and location. Because they haven't chosen to follow these accounts on Facebook, we have clear [guidelines](#) about what content we aim to recommend to people. Today, we're providing more context around the content we suggest in News Feed by expanding "[Why am I seeing this?](#)" This means that people will be able to tap on posts from the friends, Pages, and Groups they follow as well as some of the posts we suggest to them and get more context on why they're appearing in their News Feed.

These changes are outlined in more detail [here](#) and, of course, I am available to talk if you have any questions.

All the best,

Will Castleberry  
Facebook Public Policy  
202.420.0173

## Francis, Jennifer

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**From:** Will Castleberry <wcastleberry@fb.com>  
**Sent:** Wednesday, January 13, 2021 9:59 PM  
**To:** Will Castleberry  
**Cc:** Neil Potts; Scott Swantner; Jess Leinwand; Dan Sachs; Erica Woods  
**Subject:** Facebook Safety Operations Center

**EXTERNAL SENDER: Do not open attachments or click on links unless you recognize and trust the sender.**

Dear Generals and staff,

With the increase in threats of violence leading up to the Inauguration, we have decided to keep our Integrity Operations Center operational through January 22. This will help us monitor and respond to threats in real time. Per our policies, our law enforcement outreach team will report legitimate threats of real world harm to law enforcement.

As these threats target each state Capital, I wanted to make sure that you and your staff have our contact information at hand. Please reach out directly if you have any questions or see anything of concern on our platform. Copied on this note are Neil Potts (Director of Trust and Safety), and Scott Swantner (Director of Law Enforcement Outreach). You likely know both of them from past meetings and presentations.

If your offices need to preserve data, issues a subpoena or warrant, or issue an emergency order, the Law Enforcement Online Request System [www.facebook.com/records](http://www.facebook.com/records) is staffed around the clock.

Good luck and thank you for all of your work.

Thanks,

Will  
202.4200173

## Francis, Jennifer

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**From:** Will Castleberry <wcastleberry@fb.com>  
**Sent:** Thursday, October 1, 2020 6:19 PM  
**To:** Will Castleberry  
**Cc:** Daniel Roberts; Jess Leinwand; Bridgette Arnold; Brian Lewis; Eva Guidarini; Ademuyiwa Bamiduro; Erica Woods; Dan Sachs  
**Subject:** RE: Facebook Election Day Preparation Meeting Tuesday September 29th 2:00pm EDT (embargoed)  
**Attachments:** Facebook Law Enforcement Resources - Sept 2020.pdf

**EXTERNAL SENDER: Do not open attachments or click on links unless you recognize and trust the sender.**

Thanks to all who attended Tuesday's meeting on law enforcement training and the upcoming election.

Some states would like to speak publicly about this effort, either in a stand alone release or as part of a list of efforts they are taking to combat violence. We are fine with this and can provide a quote if it helps. **Please have your press team reach out to Daniel Roberts - [danielroberts@fb.com](mailto:danielroberts@fb.com) – to get a Facebook quote or to discuss press outreach.**

Currently, we are working to schedule time with the people who requested an individual training. Bridgette (cced) will be in touch. If you are interested in the training but have not reached out to us, please shoot me a note.

Attached, please find the Facebook Law Enforcement Resources one-pager we discussed on the call and below are a few links that may be helpful.

- [Facebook's ad archive](#)
- Law Enforcement Online Request System [www.facebook.com/records](http://www.facebook.com/records)
- [Guidelines for Law Enforcement](#)

Good luck and call if you need anything.

Thanks,

Will  
202.4200173

Attorneys General and staff,

Next Tuesday, we were hoping to talk to you and your teams about preparing for potential threats of violence on our platform surrounding the election, including voter intimidation.

**Please join us for a Zoom meeting at 2:00 EDT on Tuesday, September 29<sup>th</sup>. Here is the link: <https://fb.zoom.us/j/94091804848> Passcode: 896076**

Our goals for the meeting are to:

- Lock down communications channels between your office and Facebook’s Law Enforcement support team in case any emergencies arise.
  - To that end, please invite your staff member who is managing election day operations to join the call.
- Ensure your team has the information needed to submit data preservation, subpoena, warrant, or emergency requests.
- Briefly go over our voter suppression and intimidation policy.
- Answer any questions you or your team may have.

Before election day, if your team is made aware of potential voter intimidation or suppression on our platform, please email me directly at [wcastleberry@fb.com](mailto:wcastleberry@fb.com).

As always, date preservation requests, subpoenas, warrants, or emergency requests should be made through the law enforcement portal [www.facebook.com/records](http://www.facebook.com/records)

We look forward to speaking with you on Tuesday. As always, if you have any question, please call me on my cell below.

Will  
202.420.0173

Here is some additional information on our voter suppression and intimidation policy.

### **Fighting Voter Suppression and Intimidation**

The 2020 election is unlike any election we have seen before. In preparation for Election Day and post-Election Day, Facebook is committed to working with state and local governments to make voting as easy and safe as possible. Attempts to interfere with or suppress voting undermine our core values as a company, and we work proactively to remove this type of harmful content. Ahead of the 2018 midterm elections, we extended our voter suppression and intimidation policies to prohibit:

- Misrepresentation of the dates, locations, times and methods for voting or voter registration (e.g. “Vote by text!”);
- 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 (e.g. “If you voted in the primary, your vote in the general election won’t count.”); and
- Threats of violence relating to voting, voter registration or the outcome of an election.

We remove this type of content regardless of who it’s coming from, and ahead of the midterm elections, our Elections Operations Center removed more than 45,000 pieces of content that violated these policies — more than 90% of which our systems detected before anyone reported the content to us.

We also recognize that there are certain types of content, such as hate speech, that are equally likely to suppress voting. That’s why our [hate speech policies](#) ban efforts to exclude people from political participation on the basis of things like race, ethnicity or religion (e.g., telling people not to vote for a candidate because of the candidate’s race, or indicating that people of a certain religion should not be allowed to hold office).

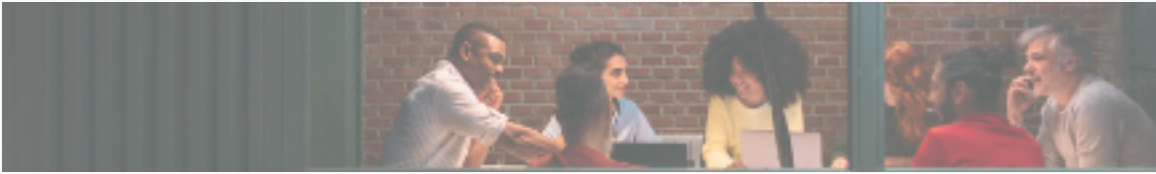
In advance of the 2020 elections, we’re implementing additional policies and expanding our technical capabilities on Facebook and Instagram to protect the integrity of the election. Following up on a commitment we made in the [civil rights audit report](#) released in June, we have now implemented our policy banning paid advertising that suggests voting is useless or meaningless, or advises people not to vote.

In addition, our systems are now more effective at proactively detecting and removing this harmful content. We use machine learning to help us quickly identify potentially incorrect voting information and remove it.



We are also continuing to expand and develop our partnerships to provide expertise on trends in voter suppression and intimidation, as well as early detection of violating content. This includes working directly with secretaries of state and election directors to address localized voter suppression that may only be occurring in a single state or district. This work will be supported by our Elections Operations Center during both the primary and general elections.

# FACEBOOK



## Law Enforcement Resources

*The following is a summary of resources available to Law Enforcement.*

### FACEBOOK & INSTAGRAM

#### Online Records Request System -

[facebook.com/records](https://www.facebook.com/records)

#### Law Enforcement Guidelines

- Instagram:  
[help.instagram.com/494561080557017](https://help.instagram.com/494561080557017)
- Facebook:  
[facebook.com/safety/groups/law/guidelines](https://www.facebook.com/safety/groups/law/guidelines)

#### How to Report Abuse:

<https://www.facebook.com/help/reportlinks>

#### Facebook Safety Center:

[facebook.com/safety](https://www.facebook.com/safety)

#### Create a LE Page:

[facebook.com/pages/create](https://www.facebook.com/pages/create)

- How to Become Verified:  
<https://www.facebook.com/help/1288173394636262>

#### Two- Factor Authentication (turn on before page verification):

<https://www.facebook.com/help/148233965247823>

#### Transparency Report:

<https://transparency.facebook.com/>

### WHATSAPP

#### WhatsApp Online Request System -

[whatsapp.com/records](https://www.whatsapp.com/records)

#### WhatsApp Law Enforcement Guidelines -

[faq.whatsapp.com/general/security-and-privacy/information-for-law-enforcement-authorities](https://faq.whatsapp.com/general/security-and-privacy/information-for-law-enforcement-authorities)

Report Abuse - [support@whatsapp.com](mailto:support@whatsapp.com)

#### FAQs:

WhatsApp: [faq.whatsapp.com/](https://faq.whatsapp.com/)

Facebook / Instagram: [facebook.com/help](https://www.facebook.com/help)

- What can I do if my Facebook account has been hacked?"  
[facebook.com/hacked](https://www.facebook.com/hacked)
- Where can I find information about online safety?" [facebook.com/safety](https://www.facebook.com/safety)
- Where can I find information about bullying prevention?"  
[facebook.com/safety/bullying](https://www.facebook.com/safety/bullying)
- Where can I view a history of my activity on Facebook or download my information?  
[facebook.com/help/accessyourdata](https://www.facebook.com/help/accessyourdata)

## Francis, Jennifer

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**From:** Will Castleberry <wcastleberry@fb.com>  
**Sent:** Wednesday, March 25, 2020 2:10 PM  
**To:** Curtis, Christopher  
**Subject:** RE: Touching Base

**EXTERNAL SENDER: Do not open attachments or click on links unless you recognize and trust the sender.**

Thanks

When are you free?

Thanks,

Will  
202.4200173

---

**From:** Curtis, Christopher <Christopher.Curtis@vermont.gov>  
**Sent:** Wednesday, March 25, 2020 1:51 PM  
**To:** Will Castleberry <wcastleberry@fb.com>  
**Subject:** Touching Base

Hi Will,

Wanted to reach out and touch base on the letter we issued with other states today, answer any questions you may have, and share more about our efforts with respect to price gouging complaints. We recognize that many platforms and online retailers are taking steps to try to address the problem, and given the complaints coming to our offices I know that everyone hopes there is yet more we can do in concert to protect consumers (or customers).

I'm available at: 802-279-5496. Call or email anytime. Thanks, and hope you, your family, friends, and colleagues are all healthy and safe during this challenging time.

Best, Christopher

Christopher J. Curtis  
Chief, Public Protection Division  
Office of the Attorney General  
State of Vermont  
109 State Street  
Montpelier, VT 05609  
802-828-5586

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## Francis, Jennifer

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**From:** Curtis, Christopher  
**Sent:** Friday, February 26, 2021 11:12 AM  
**To:** cpantazis@google.com  
**Subject:** Touching Base

Dear Ms. Pantazis,

I hope this note finds you well. I recall reaching out to you some time ago on a matter. And, given your helpfulness at the time, I'm hoping to find a time to connect briefly again. If you have a free moment and could give me a call at your convenience I would be grateful. Thank you for your consideration.

Best, Christopher

Christopher J. Curtis  
Chief, Public Protection Division  
Office of the Attorney General  
State of Vermont  
109 State Street  
Montpelier, VT 05609  
802-279-5496

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## Francis, Jennifer

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**From:** Will Castleberry <wcastleberry@fb.com>  
**Sent:** Thursday, October 29, 2020 7:56 PM  
**To:** Will Castleberry  
**Cc:** Eva Guidarini; Khalid Pagan; Erica Woods; Jess Leinwand; Dan Sachs  
**Subject:** Voting and Local Alerts for AGs

**EXTERNAL SENDER: Do not open attachments or click on links unless you recognize and trust the sender.**

Hello all,

I hope all is well.

General Healey reached out about setting up a process for the AGs to disseminate election information on and around election day in case an emergency arises. This makes a lot of sense!

To that end we wanted to make you aware of our voting alerts tool, which is currently available the election officials in your state. These alerts allow Pages to broadcast essential updates about the voting process to people in their community by marking a Page post as a voting alert. This sends out a notification to everyone on Facebook who lives in the jurisdiction, and places the alert at the top of Facebook's Voting Information Center.

If your office has an alert that you'd like to issue this election cycle (including during the days following the election), you can work with the teams in your state elections office to issue the alert through their Facebook pages. They will be able to disseminate your message and link back to your Page. You can find guidelines for using Facebook voting alerts [here](#) and learn more about the tool [here](#).

If you have a law enforcement update related to the election that does not fit within the guidelines for issuing a voting alert, you can also work with the relevant emergency management, law enforcement, and local government agencies in your state to have them issue a Facebook local alert. Local alerts don't show up in our voting information center, but they are a powerful tool for broadcasting out emergency Enforcement messaging. You can find more about local alerts [here](#).

If you are having any questions using these tools (or Facebook in general) to get out your message during this critical time, please feel free to reach out to me or Eva [eguidarini@fb.com](mailto:eguidarini@fb.com).

As a reminder for election day, please report any content that you believe violates your state's voter suppression laws to me [wcastleberry@fb.com](mailto:wcastleberry@fb.com) or Eva [eguidarini@fb.com](mailto:eguidarini@fb.com).

As always, our [Law Enforcement Portal](#) will be staffed 24/7 in case you need to issues a data preservation request, subpoena, warrant, or make and emergency request for information.

Thanks and good luck.

Will Castleberry  
Facebook Public Policy  
202.420.0173

## Francis, Jennifer

---

**From:** Will Castleberry <wcastleberry@fb.com>  
**Sent:** Thursday, September 3, 2020 7:40 AM  
**To:** Will Castleberry  
**Subject:** Facebook Election Announcement

**EXTERNAL SENDER: Do not open attachments or click on links unless you recognize and trust the sender.**  
(AGs on this note)

Hello all,

I wanted to make sure you saw our CEO's announcement about new steps we are taking to encourage voting, connect people with authoritative information, and fight misinformation. Here is the Post.  
<https://www.facebook.com/zuck/posts/10112270823363411> (Text Below)

As always, please reach out if you have any question.

From Mark Zuckerberg

The US elections are just two months away, and with Covid-19 affecting communities across the country, I'm concerned about the challenges people could face when voting. I'm also worried that with our nation so divided and election results potentially taking days or even weeks to be finalized, there could be an increased risk of civil unrest across the country.

This election is not going to be business as usual. We all have a responsibility to protect our democracy. That means helping people register and vote, clearing up confusion about how this election will work, and taking steps to reduce the chances of violence and unrest.

Facebook is already running the largest voting information campaign in American history -- with a goal of helping 4 million people to register and then vote. In just three days, we already drove almost 24 million clicks to voter registration websites. Priscilla and I have also personally donated \$300 million to non-partisan organizations supporting states and local counties in strengthening our voting infrastructure.

Today, we're announcing additional steps we're taking at Facebook to encourage voting, connect people with authoritative information, and fight misinformation. These changes reflect what we've learned from our elections work over the past four years and the conversations we've had with voting rights experts and our civil rights auditors:

- We will put authoritative information from our Voting Information Center at the top of Facebook and Instagram almost every day until the election. This will include video tutorials on how to vote by mail, and information on deadlines for registering and voting in your state.
- We're going to block new political and issue ads during the final week of the campaign. It's important that campaigns can run get out the vote campaigns, and I generally believe the best antidote to bad speech is more speech, but in the final days of an election there may not be enough time to contest new claims. So in the week before the election, we won't accept new political or issue ads. Advertisers will be able to continue running ads

they started running before the final week and adjust the targeting for those ads, but those ads will already be published transparently in our Ads Library so anyone, including fact-checkers and journalists, can scrutinize them.

- We're going to extend our work with election officials to remove misinformation about voting. We already committed to partnering with state election authorities to identify and remove false claims about polling conditions in the last 72 hours of the campaign, but given that this election will include large amounts of early voting, we're extending that period to begin now and continue through the election until we have a clear result. We've already consulted with state election officials on whether certain voting claims are accurate.
- We're reducing the risk of misinformation and harmful content going viral by limiting forwarding on Messenger. You'll still be able to share information about the election, but we'll limit the number of chats you can forward a message to at one time. We've already implemented this in WhatsApp during sensitive periods and have found it to be an effective method of preventing misinformation from spreading in many countries.
- We're expanding our voter suppression policies. We already remove explicit misrepresentations about how or when to vote that could cause someone to lose their opportunity to vote -- for example, saying things like "you can send in your mail ballot up to 3 days after election day", which is obviously not true. (In most states, mail-in ballots have to be \*received\* by election day, not just mailed, in order to be counted.) We're now expanding this policy to include implicit misrepresentations about voting too, like "I hear anybody with a driver's license gets a ballot this year", because it might mislead you about what you need to do to get a ballot, even if that wouldn't necessarily invalidate your vote by itself.
- We're putting in place rules against using threats related to Covid-19 to discourage voting. We will remove posts with claims that people will get Covid-19 if they take part in voting. We'll attach a link to authoritative information about Covid-19 to posts that might use the virus to discourage voting, and we're not going to allow this kind of content in ads. Given the unique circumstances of this election, it's especially important that people have accurate information about the many ways to vote safely, and that Covid-19 isn't used to scare people into not exercising their right to vote.  
Since the pandemic means that many of us will be voting by mail, and since some states may still be counting valid ballots after election day, many experts are predicting that we may not have a final result on election night. It's important that we prepare for this possibility in advance and understand that there could be a period of intense claims and counter-claims as the final results are counted. This could be a very heated period, so we're preparing the following policies to help in the days and weeks after voting ends:
- We'll use the Voting Information Center to prepare people for the possibility that it may take a while to get official results. This information will help people understand that there is nothing illegitimate about not having a result on election night.
- We're partnering with Reuters and the National Election Pool to provide authoritative information about election results. We'll show this in the Voting Information Center so it's easily accessible, and we'll notify people proactively as results become available. Importantly, if any candidate or campaign tries to declare victory before the results are in, we'll add a label to their post educating that official results are not yet in and directing people to the official results.
- We will attach an informational label to content that seeks to delegitimize the outcome of the election or discuss the legitimacy of voting methods, for example, by claiming that lawful methods of voting will lead to fraud. This label will provide basic authoritative information about the integrity of the election and voting methods.



We'll enforce our violence and harm policies more broadly by expanding our definition of high-risk people to include election officials in order to help prevent any attempts to pressure or harm them, especially while they're fulfilling their critical obligations to oversee the vote counting.

- We've already strengthened our enforcement against militias, conspiracy networks like QAnon, and other groups that could be used to organize violence or civil unrest in the period after the elections. We have already removed thousands of these groups and removed even more from being included in our recommendations and search results. We will continue to ramp up enforcement against these groups over the coming weeks.

It's important to recognize that there may be legitimate concerns about the electoral process over the coming months. We want to make sure people can speak up if they encounter problems at the polls or have been prevented from voting, but that doesn't extend to spreading misinformation. We'll enforce the policies I outlined above as well as all our existing policies around voter suppression and voting misinformation, but to ensure there are clear and consistent rules, we are not planning to make further changes to our election-related policies between now and the official declaration of the result.

In addition to all of this, four years ago we encountered a new threat: coordinated online efforts by foreign governments and individuals to interfere in our elections. This threat hasn't gone away. Just this week, we took down a network of 13 accounts and 2 pages that were trying to mislead Americans and amplify division. We've invested heavily in our security systems and now have some of the most sophisticated teams and systems in the world to prevent these attacks. We've removed more than 100 networks worldwide engaging in coordinated inauthentic behavior over the past couple of years, including ahead of major democratic elections. However, we're increasingly seeing attempts to undermine the legitimacy of our elections from within our own borders.

I believe our democracy is strong enough to withstand this challenge and deliver a free and fair election -- even if it takes time for every vote to be counted. We've voted during global pandemics before. We can do this. But it's going to take a concerted effort by all of us -- political parties and candidates, election authorities, the media and social networks, and ultimately voters as well -- to live up to our responsibilities. We all have a part to play in making sure that the democratic process works, and that every voter can make their voice heard where it matters most -- at the ballot box.

All the best,

Will Castleberry  
Facebook Public Policy  
202.420.0173

## Francis, Jennifer

---

**From:** Will Castleberry <wcastleberry@fb.com>  
**Sent:** Friday, June 26, 2020 3:04 PM  
**To:** Will Castleberry  
**Cc:** Erica Woods  
**Subject:** Facebook Election-related Content Announcement

**EXTERNAL SENDER: Do not open attachments or click on links unless you recognize and trust the sender.**

Hello All

I hope you are all safe and well.

Today, Facebook's [CEO is announcing](#) some new policies around election related content and I wanted to make sure you were aware of the changes. We are reaching out to the state election offices as well.

Facebook's goal is to connect the people who use our service with authoritative information about voting, crack down on voter suppression, and fight hate speech. Details are in the Post but the changes include:

**Providing authoritative information on voting during the pandemic:** Covid-19 introduces the potential for new forms of voter suppression. For instance, if someone says on Election Day that a city has been identified as a Covid hotspot, is that simply sharing health information or could it be a campaign to suppress the vote? We want to make sure people get authoritative information whenever they see something like this. So for any post that talks about voting, including connecting voting and Covid, we'll add a link to our Voting Information Center. This includes posts from politicians.

**More steps to fight voter suppression:** In 2018 we banned content that misleads people on when or how to vote. We're now tightening these policies to reflect the realities of the 2020 elections, banning posts that make false claims about ICE agents checking for immigration papers at polling places, or other threats meant to discourage voting. We'll also use our Election Operations Center to work with your state election authorities to remove false claims about polling conditions in the 72 hrs leading into election day.

**Creating a higher standard for hateful content in ads:** We're expanding our ads policy to prohibit claims that people from a specific race, ethnicity, national origin, religious affiliation, caste, sexual orientation, gender identity or immigration status are a threat to the physical safety, health, or survival of others. While we already prohibited dehumanizing and violent speech targeted at immigrants, migrants, refugees and asylum seekers - we're now banning ads suggesting these groups are inferior or express contempt, dismissal or disgust directed at them.

**Labeling Newsworthy Content:** We occasionally leave up content that would otherwise violate our policies if the public interest outweighs the risk of harm. In the same way news outlets will report what a politician says, we think people should generally be able to see it for themselves on our platforms. We will soon start labeling some of the content we leave up because it's deemed newsworthy, so people can know when this is the case. We'll allow people to share this content to condemn it, just like we do with other problematic content, because this is an important part of how we discuss what's acceptable in our society -- but we'll add a prompt to tell people the post may violate our policies.

As always, happy to talk about any of these polices and thanks again for your help.

All the best,

Will Castleberry



## Francis, Jennifer

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**From:** Will Castleberry <wcastleberry@fb.com>  
**Sent:** Wednesday, August 19, 2020 5:10 PM  
**To:** Will Castleberry  
**Cc:** Jess Leinwand; Gina Moon; Dan Sachs; Erica Woods  
**Subject:** Facebook Hand Sanitizer Ban Update

**EXTERNAL SENDER: Do not open attachments or click on links unless you recognize and trust the sender.**

Hello all,

Hope you are doing well. This is a quick follow up my June email (below) about lifting our ban on non-medical masks. We are now lifting our temporary ban on promoting hand sanitizer and surface disinfectant wipes in organic posts, ads, and commerce listings.

Like our June update regarding non-medical masks, we will be implementing the same eligibility and ad targeting restrictions.

As always, we will take down instances of price gouging that your offices report to us.

Let me know if you have any questions.

Thanks,

Will  
202.4200173

Hello all,

I wanted to give you a quick heads up to a slight change we are making with regard to our ban on masks. First, thank you for all of your help in combating price gouging. We received hundreds of reports from your offices and we have been able to take down the violating content (usually within a day). Your efforts went a long way in helping us to better protect the people who use our service!

Since health authorities now advise wearing non-medical masks for an expanding list of activities, and we've seen businesses of all sizes working to fill this need, **we are adjusting our temporary ban to allow people to promote and sell non-medical masks.** We hope this change will allow people to more easily find and obtain these types of masks and that small businesses will be better able to meet an important need. We will still maintain a temporary ban on selling medical masks (such as surgical or N95 masks) as well as hand sanitizer, testing kits, and disinfecting wipes in our ongoing effort to prevent their exploitation for financial gain. We are also implementing a few additional safeguards. For example, all advertisers promoting non-medical masks will be required to have an advertising history of at least 4 months and, in certain countries with high volumes of violating ads, we will restrict people's ability to advertise to within their jurisdiction (i.e. advertisers based in Vietnam will only be able to run ads for non-medical masks targeting people in Vietnam).

Thanks again and please let me know if you have any questions or concerns about this change. It seems like the best way to continue to fight fraud while letting small businesses meet the growing demand for non-medical masks.

All the best,

Will Castleberry  
Facebook Public Policy  
202.420.0173

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## Francis, Jennifer

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**From:** Will Castleberry <wcastleberry@fb.com>  
**Sent:** Wednesday, June 10, 2020 8:08 AM  
**To:** Will Castleberry  
**Cc:** Jess Leinwand; Erica Woods; Dan Sachs  
**Subject:** Facebook Mask Ban (Embargoed)

**EXTERNAL SENDER: Do not open attachments or click on links unless you recognize and trust the sender.**

Hello all,

I wanted to give you a quick heads up to a slight change we are making with regard to our ban on masks. First, thank you for all of your help in combating price gouging. We received hundreds of reports from your offices and we have been able to take down the violating content (usually within a day). Your efforts went a long way in helping us to better protect the people who use our service!

Since health authorities now advise wearing non-medical masks for an expanding list of activities, and we've seen businesses of all sizes working to fill this need, **we are adjusting our temporary ban to allow people to promote and sell non-medical masks.** We hope this change will allow people to more easily find and obtain these types of masks and that small businesses will be better able to meet an important need. We will still maintain a temporary ban on selling medical masks (such as surgical or N95 masks) as well as hand sanitizer, testing kits, and disinfecting wipes in our ongoing effort to prevent their exploitation for financial gain. We are also implementing a few additional safeguards. For example, all advertisers promoting non-medical masks will be required to have an advertising history of at least 4 months and, in certain countries with high volumes of violating ads, we will restrict people's ability to advertise to within their jurisdiction (i.e. advertisers based in Vietnam will only be able to run ads for non-medical masks targeting people in Vietnam).

Thanks again and please let me know if you have any questions or concerns about this change. It seems like the best way to continue to fight fraud while letting small businesses meet the growing demand for non-medical masks.

All the best,

Will Castleberry  
Facebook Public Policy  
202.420.0173

## Francis, Jennifer

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**From:** Will Castleberry <wcastleberry@fb.com>  
**Sent:** Wednesday, March 31, 2021 3:24 PM  
**To:** Will Castleberry  
**Cc:** Jess Leinwand; Erica Woods; Jamie Radice  
**Subject:** Facebook New Feed

**EXTERNAL SENDER: Do not open attachments or click on links unless you recognize and trust the sender.**

Hello all,

I have spoken with many of you about Facebook's algorithm and how we might improve it as well as other features in our News Feed. This is something we have been thinking a lot about. Today, Nick Clegg, our Vice President of Global Affairs, posted [this article](#). It outlines our increased focus on improving our content ranking process and discusses some of the new features we are launching. It is very much worth reading.

**The article and changes address some of your specific suggestions** including: creating better tools for people to control who can comment on their posts, providing people with more control over what they see in their News Feed (including an option to see content in chronological order), and striving to be more transparent in how News Feed works. The [announced changes](#) include tools to help people:

- **Control What Is Shared:** People will now have more control over what is shared to News Feed by managing who can comment on their public posts. *Now, they can [control](#) the commenting audience for a given public post by choosing from a menu of options ranging from anyone who can see the post to only the people and Pages they tag.*
- **Control What Is Seen:** We've launched [Favorites](#), a new tool where people can control and prioritize posts from the friends and Pages they care about most in News Feed. By selecting up to 30 friends and Pages to include in Favorites, posts will appear higher in ranked News Feed and can also be viewed as a separate filter. *In addition, we are making it easier to access [Most Recent](#), so people can easily switch between an algorithmically-ranked News Feed and a feed sorted chronologically with the newest posts first.*
- **Understand Why Suggested Posts Are Seen in News Feed:** To help people discover new and relevant content, we suggest posts in News Feeds from places like Pages and Groups that they don't already follow, but that we think they may be interested in. These post suggestions are primarily based on factors such as post engagement, related topics, and location. Because they haven't chosen to follow these accounts on Facebook, we have clear [guidelines](#) about what content we aim to recommend to people. Today, we're providing more context around the content we suggest in News Feed by expanding "[Why am I seeing this?](#)" This means that people will be able to tap on posts from the friends, Pages, and Groups they follow as well as some of the posts we suggest to them and get more context on why they're appearing in their News Feed.

These changes are outlined in more detail [here](#) and, of course, I am available to talk if you have any questions.

All the best,

Will Castleberry  
Facebook Public Policy  
202.420.0173

## Francis, Jennifer

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**From:** Will Castleberry <wcastleberry@fb.com>  
**Sent:** Wednesday, January 13, 2021 9:59 PM  
**To:** Will Castleberry  
**Cc:** Neil Potts; Scott Swantner; Jess Leinwand; Dan Sachs; Erica Woods  
**Subject:** Facebook Safety Operations Center

**EXTERNAL SENDER: Do not open attachments or click on links unless you recognize and trust the sender.**

Dear Generals and staff,

With the increase in threats of violence leading up to the Inauguration, we have decided to keep our Integrity Operations Center operational through January 22. This will help us monitor and respond to threats in real time. Per our policies, our law enforcement outreach team will report legitimate threats of real world harm to law enforcement.

As these threats target each state Capital, I wanted to make sure that you and your staff have our contact information at hand. Please reach out directly if you have any questions or see anything of concern on our platform. Copied on this note are Neil Potts (Director of Trust and Safety), and Scott Swantner (Director of Law Enforcement Outreach). You likely know both of them from past meetings and presentations.

If your offices need to preserve data, issues a subpoena or warrant, or issue an emergency order, the Law Enforcement Online Request System [www.facebook.com/records](http://www.facebook.com/records) is staffed around the clock.

Good luck and thank you for all of your work.

Thanks,

Will  
202.4200173



## Francis, Jennifer

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**From:** Will Castleberry <wcastleberry@fb.com>  
**Sent:** Thursday, October 1, 2020 6:19 PM  
**To:** Will Castleberry  
**Cc:** Daniel Roberts; Jess Leinwand; Bridgette Arnold; Brian Lewis; Eva Guidarini; Ademuyiwa Bamiduro; Erica Woods; Dan Sachs  
**Subject:** RE: Facebook Election Day Preparation Meeting Tuesday September 29th 2:00pm EDT (embargoed)  
**Attachments:** Facebook Law Enforcement Resources - Sept 2020.pdf

**EXTERNAL SENDER: Do not open attachments or click on links unless you recognize and trust the sender.**

Thanks to all who attended Tuesday's meeting on law enforcement training and the upcoming election.

Some states would like to speak publicly about this effort, either in a stand alone release or as part of a list of efforts they are taking to combat violence. We are fine with this and can provide a quote if it helps. **Please have your press team reach out to Daniel Roberts - [danielroberts@fb.com](mailto:danielroberts@fb.com) – to get a Facebook quote or to discuss press outreach.**

Currently, we are working to schedule time with the people who requested an individual training. Bridgette (cced) will be in touch. If you are interested in the training but have not reached out to us, please shoot me a note.

Attached, please find the Facebook Law Enforcement Resources one-pager we discussed on the call and below are a few links that may be helpful.

- [Facebook's ad archive](#)
- Law Enforcement Online Request System [www.facebook.com/records](http://www.facebook.com/records)
- [Guidelines for Law Enforcement](#)

Good luck and call if you need anything.

Thanks,

Will  
202.4200173

Attorneys General and staff,

Next Tuesday, we were hoping to talk to you and your teams about preparing for potential threats of violence on our platform surrounding the election, including voter intimidation.

**Please join us for a Zoom meeting at 2:00 EDT on Tuesday, September 29<sup>th</sup>. Here is the link: <https://fb.zoom.us/j/94091804848> Passcode: 896076**

Our goals for the meeting are to:

- Lock down communications channels between your office and Facebook’s Law Enforcement support team in case any emergencies arise.
  - To that end, please invite your staff member who is managing election day operations to join the call.
- Ensure your team has the information needed to submit data preservation, subpoena, warrant, or emergency requests.
- Briefly go over our voter suppression and intimidation policy.
- Answer any questions you or your team may have.

Before election day, if your team is made aware of potential voter intimidation or suppression on our platform, please email me directly at [wcastleberry@fb.com](mailto:wcastleberry@fb.com).

As always, date preservation requests, subpoenas, warrants, or emergency requests should be made through the law enforcement portal [www.facebook.com/records](http://www.facebook.com/records)

We look forward to speaking with you on Tuesday. As always, if you have any question, please call me on my cell below.

Will  
202.420.0173

Here is some additional information on our voter suppression and intimidation policy.

### **Fighting Voter Suppression and Intimidation**

The 2020 election is unlike any election we have seen before. In preparation for Election Day and post-Election Day, Facebook is committed to working with state and local governments to make voting as easy and safe as possible. Attempts to interfere with or suppress voting undermine our core values as a company, and we work proactively to remove this type of harmful content. Ahead of the 2018 midterm elections, we extended our voter suppression and intimidation policies to prohibit:

- Misrepresentation of the dates, locations, times and methods for voting or voter registration (e.g. “Vote by text!”);
- 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 (e.g. “If you voted in the primary, your vote in the general election won’t count.”); and
- Threats of violence relating to voting, voter registration or the outcome of an election.

We remove this type of content regardless of who it’s coming from, and ahead of the midterm elections, our Elections Operations Center removed more than 45,000 pieces of content that violated these policies — more than 90% of which our systems detected before anyone reported the content to us.

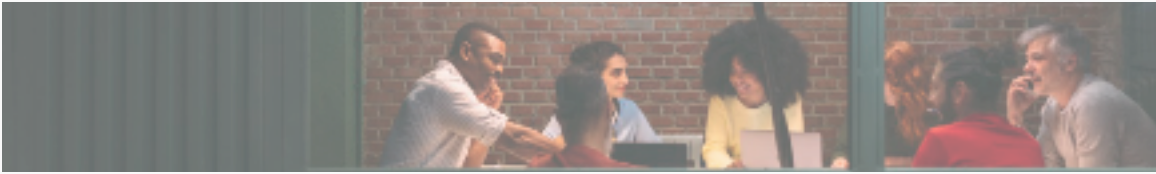
We also recognize that there are certain types of content, such as hate speech, that are equally likely to suppress voting. That’s why our [hate speech policies](#) ban efforts to exclude people from political participation on the basis of things like race, ethnicity or religion (e.g., telling people not to vote for a candidate because of the candidate’s race, or indicating that people of a certain religion should not be allowed to hold office).

In advance of the 2020 elections, we’re implementing additional policies and expanding our technical capabilities on Facebook and Instagram to protect the integrity of the election. Following up on a commitment we made in the [civil rights audit report](#) released in June, we have now implemented our policy banning paid advertising that suggests voting is useless or meaningless, or advises people not to vote.

In addition, our systems are now more effective at proactively detecting and removing this harmful content. We use machine learning to help us quickly identify potentially incorrect voting information and remove it.

We are also continuing to expand and develop our partnerships to provide expertise on trends in voter suppression and intimidation, as well as early detection of violating content. This includes working directly with secretaries of state and election directors to address localized voter suppression that may only be occurring in a single state or district. This work will be supported by our Elections Operations Center during both the primary and general elections.

# FACEBOOK



## Law Enforcement Resources

*The following is a summary of resources available to Law Enforcement.*

### FACEBOOK & INSTAGRAM

#### Online Records Request System -

[facebook.com/records](https://www.facebook.com/records)

#### Law Enforcement Guidelines

- Instagram:  
[help.instagram.com/494561080557017](https://help.instagram.com/494561080557017)
- Facebook:  
[facebook.com/safety/groups/law/guidelines](https://www.facebook.com/safety/groups/law/guidelines)

#### How to Report Abuse:

<https://www.facebook.com/help/reportlinks>

#### Facebook Safety Center:

[facebook.com/safety](https://www.facebook.com/safety)

#### Create a LE Page:

[facebook.com/pages/create](https://www.facebook.com/pages/create)

- How to Become Verified:  
<https://www.facebook.com/help/1288173394636262>

#### Two- Factor Authentication (turn on before page verification):

<https://www.facebook.com/help/148233965247823>

#### Transparency Report:

<https://transparency.facebook.com/>

### WHATSAPP

#### WhatsApp Online Request System -

[whatsapp.com/records](https://www.whatsapp.com/records)

#### WhatsApp Law Enforcement Guidelines -

[faq.whatsapp.com/general/security-and-privacy/information-for-law-enforcement-authorities](https://faq.whatsapp.com/general/security-and-privacy/information-for-law-enforcement-authorities)

Report Abuse - [support@whatsapp.com](mailto:support@whatsapp.com)

#### FAQs:

WhatsApp: [faq.whatsapp.com/](https://faq.whatsapp.com/)

Facebook / Instagram: [facebook.com/help](https://www.facebook.com/help)

- What can I do if my Facebook account has been hacked?"  
[facebook.com/hacked](https://www.facebook.com/hacked)
- Where can I find information about online safety?" [facebook.com/safety](https://www.facebook.com/safety)
- Where can I find information about bullying prevention?"  
[facebook.com/safety/bullying](https://www.facebook.com/safety/bullying)
- Where can I view a history of my activity on Facebook or download my information?  
[facebook.com/help/accessyourdata](https://www.facebook.com/help/accessyourdata)

## Francis, Jennifer

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**From:** Will Castleberry <wcastleberry@fb.com>  
**Sent:** Thursday, October 29, 2020 7:56 PM  
**To:** Will Castleberry  
**Cc:** Eva Guidarini; Khalid Pagan; Erica Woods; Jess Leinwand; Dan Sachs  
**Subject:** Voting and Local Alerts for AGs

**EXTERNAL SENDER: Do not open attachments or click on links unless you recognize and trust the sender.**

Hello all,

I hope all is well.

General Healey reached out about setting up a process for the AGs to disseminate election information on and around election day in case an emergency arises. This makes a lot of sense!

To that end we wanted to make you aware of our voting alerts tool, which is currently available the election officials in your state. These alerts allow Pages to broadcast essential updates about the voting process to people in their community by marking a Page post as a voting alert. This sends out a notification to everyone on Facebook who lives in the jurisdiction, and places the alert at the top of Facebook's Voting Information Center.

If your office has an alert that you'd like to issue this election cycle (including during the days following the election), you can work with the teams in your state elections office to issue the alert through their Facebook pages. They will be able to disseminate your message and link back to your Page. You can find guidelines for using Facebook voting alerts [here](#) and learn more about the tool [here](#).

If you have a law enforcement update related to the election that does not fit within the guidelines for issuing a voting alert, you can also work with the relevant emergency management, law enforcement, and local government agencies in your state to have them issue a Facebook local alert. Local alerts don't show up in our voting information center, but they are a powerful tool for broadcasting out emergency Enforcement messaging. You can find more about local alerts [here](#).

If you are having any questions using these tools (or Facebook in general) to get out your message during this critical time, please feel free to reach out to me or Eva [eguidarini@fb.com](mailto:eguidarini@fb.com).

As a reminder for election day, please report any content that you believe violates your state's voter suppression laws to me [wcastleberry@fb.com](mailto:wcastleberry@fb.com) or Eva [eguidarini@fb.com](mailto:eguidarini@fb.com).

As always, our [Law Enforcement Portal](#) will be staffed 24/7 in case you need to issues a data preservation request, subpoena, warrant, or make and emergency request for information.

Thanks and good luck.

Will Castleberry  
Facebook Public Policy  
202.420.0173