



September 24, 2022

Meagan Barrera  
Business & Human Rights Resource Centre

Dear Meagan,

Thank you for your email and accompanying survey of September 1 regarding Meta's policies and practices affecting access to reproductive health information and services and associated data concerns. We appreciate your invitation to respond and we share your commitment to advancing respect for human rights worldwide. Thank you for your work at this critical time.

Meta recognizes our potential to impact human rights and we have taken steps to demonstrate our commitment to human rights principles. In 2013, we joined the [Global Network Initiative](#), and in 2021, we adopted our [Corporate Human Rights Policy](#) further committing to respect human rights as set out in the United Nations Guiding Principles on Business and Human Rights ([UNGP](#)).

To effectuate our commitments, the Corporate Human Rights Policy specifies that we look to definitions and standards established under widely accepted human rights instruments. We identify by name the International Covenant on Economic, Social and Cultural Rights ([ICESCR](#)) and the Convention on the Elimination of All Forms of Discrimination Against Women ([CEDAW](#)), among other instruments.

The Human Rights Policy team at Meta is committed to conducting human rights due diligence to identify risks, and to help the company create and implement strategies to avoid, prevent and mitigate those risks across products, policies, and operations.

With more than three billion people connected through our family of apps and services, and with offices in more than 80 cities, our policies and practices serve people who live under a variety of laws affecting free exercise of the rights to health, free expression, and non-discrimination. Our commitments under Meta's Corporate Human Rights Policy inform our approach in each jurisdiction, including in the United States, both before and after the ruling in *Dobbs v. Jackson Women's Health Organization*.

Meta allows organic content and ads promoting healthcare services like abortion, as well as discussion and debate around them. However, this content, regardless of political perspective, must follow our rules, including those on: prescription drugs, misinformation, adult products or

services, coordinating harm, bullying and harassment, violence and incitement, and violent and graphic content. Our Content Policies are available [publicly](#). While we allow discussion related to the prescription drugs commonly associated with abortion healthcare services—including making search results of hashtags using these terms available—we restrict search terms specifically for these and all pharmaceutical drugs in our [commerce products](#) to prevent abuse.

Our [Advertising Policies](#) place additional requirements on advertisers in order to help further protect people from unsatisfactory experiences, especially because ads may be delivered to people in their Feed from Pages or accounts they don't follow. We prohibit ads that include content that has been [debunked](#) by third-party fact-checkers, [misleads people](#) about the services a business provides, or repeatedly uses [shocking imagery](#) to further a point of view. Advertisers [promoting prescription drugs](#) require [pre-approval](#) and must not target people under 18 years of age. If an ad is sharing information about abortion access broadly, without promoting a specific prescription drug, it isn't subject to our policy restricting prescription drugs. Additionally, if an ad seeks to influence public opinion about abortion access, (e.g., advocating on behalf of expanded abortion rights), the advertiser must be [authorized](#) and their ad must include a disclaimer.

Ultimately, we want each of our platforms to be places where people can discuss vital public policy and health issues, including those affecting access to reproductive health services. We are working constantly to improve our policies and our enforcement processes in a manner informed by international human rights principles. We are helped in that effort by the frequent [guidance](#) of the independent Oversight Board.

Information about how Meta responds to government requests for user data is [available](#) in our Transparency Center.

We invite continued engagement from your organizations respectively, as we work to improve enforcement of our policies and to deepen our understanding in this area.

Yours, very sincerely,

A handwritten signature in black ink that reads "Miranda Sissons". The signature is written in a cursive, flowing style.

Miranda Sissons  
**Director, Human Rights Policy**