



October 18, 2023

Ms Isobel Archer & Ms Natalie Swan
Business & Human Rights Resource Centre
The Foundry, 17 Oval Way
London
SE11 5RR

Dear Ms Archer and Ms Swan,

Thank you for your letter of October 12, 2023.

Human exploitation is abhorrent and not allowed on our platforms. We have [long-standing policies and protocols](#) to combat any such abuse. Our definition of Human Exploitation adapts the definitions of human trafficking and human smuggling from the UN Protocol to Prevent, Suppress, and Punish Trafficking in Persons ('Palermo Protocol') and UN Protocol Against Smuggling of Migrants.

In our year-long policy development process we consulted over 20 organisations—including the UN Office on Drugs and Crime—to ensure our updated policy comprehensively addresses the issues of modern and constantly evolving forms of human trafficking and human smuggling.

Our policy on Human Exploitation prohibits content or behavior on our platform that may lead to Labor Exploitation (including bonded labor) and Domestic Servitude. We continually review and refine our policy language in line with feedback from external experts and our internal research.

We have created detailed guidelines to assess whether or not an account is posting content that may aim to recruit into, coordinate, or exploit people for the purpose of domestic servitude or other forms of exploitation.

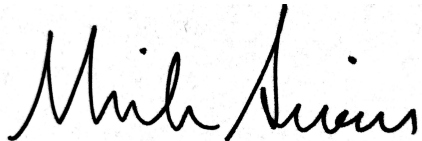
- Specifically, in the context of domestic servitude, we ask content moderators to look at a number of indicators to ascertain whether a post displays an intent to recruit a person into exploitative working conditions or sell or transfer a person's ownership.
- We work to have a continuous feedback loop between our moderators and language specialists who identify new adversarial terms, hashtags, and tactics on our platforms to our policy and technology teams.

- We continually seek to expand and refine our understanding of human exploitation as we amend and update our enforcement guidelines.

Human exploitation can only be tackled with strong dedicated efforts amongst policymakers, civil society, academia, law enforcement and companies — so we work closely with experts and support education initiatives. We work with a large network of [trusted safety partners](#) to detect and remove Facebook Pages, Facebook Profiles and Instagram accounts that may be engaging in recruitment, facilitation or exploitation of people for the purpose of domestic servitude as well as other forms of modern slavery.

If people encounter content that indicates someone is in immediate physical danger related to human exploitation or trafficking, we ask that they contact their local law enforcement immediately.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Miranda Sissons". The signature is written in a cursive, flowing style.

Miranda Sissons
Director, Human Rights Policy