



5th July 2018

Mr. Craig Kelly MP
Chair
Joint Committee on Law Enforcement PO Box 6100
Parliament House
CANBERRA ACT 2600

By email: le.committee@aph.gov.au

Dear Mr. Kelly,

Thank you for the invitation to participate in the Parliamentary Joint Committee on Law enforcement ('this Inquiry') *Inquiry into trade of elephant ivory and rhino horn*. We apologise for being unable to participate in a hearing to date but we trust that this submission will provide the Committee with useful information about the work that Facebook and the digital industry are doing to restrict online content that may be related to the trade in elephants and rhinoceroses. Facebook makes this submission as a member of the World Wildlife Fund's (WWF) Global Coalition to End Wildlife Trafficking Online ('the Global Coalition') that supports efforts and initiatives aimed at eliminating the trade of endangered animals and their parts.

By way of background, around the world many people use services such as ours to connect and share with the people that matter to them and about the issues about which they are passionate. Oftentimes, people use online services such as ours to raise awareness about important issues and bring people together to take action.

To work towards to ensure the use of our services has a positive contribution on our society and the environment, we have policies that outline the types of content that can and cannot be shared and we also have policies that govern the types of advertisements that can be run on our platform. Our policies are designed around three core principles — Voice (to give a voice to people around the world so that they can express themselves freely and discuss the things that matter to them), Safety (ensuring that the right to freedom of expression is not abused to cause harm), and Equity (the fair and equal enforcement of our policies).

To realise these principles, our Community Standards expressly state:

*"In an effort to prevent and disrupt real-world harm, we prohibit people from facilitating or coordinating future criminal activity that is intended or likely to cause harm to people, businesses, or animals. People can draw attention to harmful activity that they may witness or experience as long as they do not advocate for or coordinate harm."*¹

¹ Please see: https://www.facebook.com/communitystandards/violence_criminal_behavior/coordinating_harm



Of specific relevance to the focus on this Inquiry, our policies prohibit the “poaching or selling of endangered species and their parts.” Relevant to this Inquiry, includes the sale of rhino horn and elephant ivory.

Anyone can report content to us if they think it violates these policies. Once something is reported, our global Community Operations team reviews that content. We provide support in over 40 languages and the vast majority of reports are reviewed within 24 hours.

All advertising is required to comply with our Community Standards (<https://www.facebook.com/policies/ads/>) as well and for our commerce products, such as Facebook's Marketplace tools, our policies further prohibit the sale of all animals (<https://www.facebook.com/policies/commerce>). These policies are enforced through a range of automation and human review.

We recognise that there are many digital platforms on which people who wish to undertake harmful animal trade may engage and that removal of this type of content from our services is not a comprehensive solution. For this reason, in March 2018 Facebook joined the World Wildlife Fund's (WWF) Global Coalition to End Wildlife Trafficking Online. The Global Coalition to End Wildlife Trafficking Online brings together companies from across the world in partnership with wildlife experts at WWF, TRAFFIC the wildlife trade monitoring network, and the International Fund for Animal Welfare (IFAW) for an industry-wide approach to reduce wildlife trafficking online by 80% by 2020. Facebook is working with the Coalition and other external stakeholders to further refine our policies, detection, and enforcement.

We're grateful for the work that law enforcement and safety officials perform around the world to keep our communities safe from crime, and we're committed to doing our part to help. Facebook strongly supports law enforcement efforts to disrupt the sale of endangered animals and the trafficking of ivory and rhino horn. Facebook receives, processes, and responds to government and law enforcement requests related to these abuses via our Law Enforcement Online Request System. We require the requesting entities to follow all applicable laws and statutes. For more information, please visit: <https://www.facebook.com/safety/groups/law/guidelines/>

Please let us know if you have any questions or require any additional information in order to assist the Inquiry's consideration of this important issue.

Kind regards,

Max Slackman
Product Policy, Facebook

Mia Garlick
Policy Director, Facebook