



12 October 2022

To: Parliamentary Joint Committee on Law Enforcement (PJCLE)
Lyn Beverly, Committee Secretary

Thank you for the invitation to submit additional information to our initial submission to the enquiry of law enforcement capabilities in relation to child exploitation for the new PJCLE. Project Karma (PK) would like to take this opportunity to expand information around social media, specifically Facebook (the company) and its recent rebranding to Meta. This new structure incorporates owned platforms (Facebook, Messenger, Instagram and WhatsApp) under the new Meta umbrella. Key updates refer to our original submission dated 19 August 2021:

- Point A, pg.3, para 2
- Point E, pg. 9-11

PK is an official partner of the Meta Trusted Partner Program (TPP). PK's role in this partnership involves relevant monitoring and reporting to a dedicated portal with alerts and information being raised with Meta and relative global law enforcement. As mentioned in our initial submission PK also has strong relationships and consults with other online platforms such as TikTok, Roblox and Discord around protection of children against sexual exploitation.

Supplementary comments and information (October 2022)

In addition to PK's initial submission, we believe it is very relevant to the committee to raise the developments, activities, and model of Meta, with respect to online child exploitation, since our initial submission.

Since August 2021 Meta have further invested in greater staffing levels, resources and trusted networks within its Global Safety and Trust divisions and regional bases throughout the brand's

PO Box 290 South Melbourne,
Victoria, Australia 3205

www.projectkarma.org.au
info@projectkarma.org.au



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ABN: 84 611 184 886

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platforms. Meta has also invested in strengthening its ongoing TPP with one-off grants to NGO's actively participating in the program, including PK to further their work. As per Meta's public statement regarding TPP.

"Civil society organisations are critical partners in helping Meta better understand the impact of our platforms and the context of the diverse communities in which we operate around the globe. We've built the trusted partner programme to foster this partnership with civil society, strengthen the social media monitoring capacity of local organisations and improve our policies, enforcement processes and products to help keep users safe on our platforms. Our network of trusted partners includes over 400 non-governmental organisations, humanitarian agencies, human rights defenders, and researchers from 113 countries around the globe. From local organisations such as Tech4Peace in Iraq and Defy Hate Now in South Sudan to international organisations such as Internews, our partners bring a wealth of knowledge and experience to help inform our content moderation efforts. Meta provides trusted partners with funding to support our shared goals of keeping harmful content off our platforms and helping to prevent risk offline.

We partner with expert organisations that represent the voices and experiences of at-risk users around the globe and are equipped to raise questions and concerns about content on Facebook and Instagram to:

- * Address problematic content trends and prevent harm*
- * Foster online safety and security*
- * Inform the development of effective and transparent policies*

In addition to reporting content, trusted partners provide crucial feedback on our Content Policies and enforcement to help ensure that our efforts keep users safe. Our trusted partners' subject matter and regional expertise help strengthen our policies by enabling us to consider a range of perspectives to inform our content moderation efforts. For example, we seek

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to understand harmful misinformation by consulting with trusted partners to gain insight at the local level into what conditions and in what context certain forms of misinformation may contribute to the risk of imminent violence or physical harm, escalate social tensions, trigger violence or undermine democratic processes. These consultations enable us to develop tailored policies that help keep our community safe during times of crisis

In selecting our trusted partners, we seek organisations that have experience in social media monitoring, an interest in learning about our Content Policies, demonstrate a commitment to keeping online communities safe and represent marginalised groups who are disproportionately affected by harmful content.

We are grateful for the partnerships that we have with expert civil society organisations that help us to better understand local context, trends in speech and signals of imminent harm.”
[1].

Meta does not publicly share statistical data on Child Sexual Exploitation Material (CSEM), cases of online grooming, nor sexual type crimes against children detected on its platforms. Meta also does not share results of prosecution and intervention stemming from such reports. They do however publish a quarterly Global Public Transparency Report to provide updates as to the steps they are taking to protect everyone (including children) online. Current information regarding Meta’s proactive approaches to online safety and its incorporation of Facebook and Instagram Safety Policies can be found online [2]

In the United States, the National Centre for Missing and Exploited Children (NCMEC) received 21.7 million reports to its global cyber tip line between 2020/2021 [3] and that millions of those reports came from Meta’s current safety and reporting mechanisms.

Over the last 2 years, PK has provided over 300 reports to Meta of content on its platforms that breach its Community Standards and Safety Policies [4]. Via Meta’s Law Enforcement Response Teams (LERTs) many of these reports have led to law enforcement investigations in multiple countries, including Australia. Unfortunately, PK is not advised of outcomes.

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PK believe the Meta TPP model should be considered by the Committee as a minimum standards model for technology providers. Further, that it should be legislated as a mandatory requirement for all social media, instant messaging and online gaming platforms legally allowed to operate in Australia and available to people under 18.

PK believe this can be achieved through consultation between the Australian government, and application providers such as Google (Google Play) and Apple (Apple App Store) if there is legislative policy behind it.

PK hope the committee recognizes the value in the Meta TPP in building further capacity into law enforcement efforts by assisting in identifying more children at harm online and identifying platform account holders of illegal content like CSEM.

It must be noted that initiatives like the TPP only work well if sufficient training, resources, funding, and legislative powers are in place to enable law enforcement Agencies to cope with the increase of reports and the proliferation of these crimes year upon year.

Likewise for State/Territory Court Systems to have the necessary legislative powers to convict and adequately sentence the offenders.

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Additional References:

1. Meta. *bringing local context to our global standards*. 2022; available from: [Bringing local context to our global standards | Transparency Centre \(fb.com\)](#)
2. Meta. *community standards enforcement report*. 2022; available from: [Community Standards Enforcement | Transparency Center \(fb.com\)](#)
3. National Center for Missing and Exploited Children. *NCMEC data*. n.d.; available from: [NCMEC Data \(missingkids.org\)](#)
4. Meta. *policies*. n.d.; available from: [Policies | Transparency Centre \(fb.com\)](#)



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