

- 4.1 We (Facebook) optimize our systems to reduce total harm, not just harm after detection. This is reflected in our Transparency Enforcement Report, which measures metrics based on all views violating content receives, not just views after detection. Because our systems are not optimized in this way, our data separating time and views post-detection is not up to the same standards as our Enforcement Report. The data we have provided is our best approximation given the information we have readily available.
- 4.2 Additionally, we have not optimized our measurement systems to clearly differentiate who took action on content (automation or a reviewer). This is because sometimes our automation systems make a decision at the same time as a reviewer. We instead focused on being able to differentiate how we detect this violating content, i.e. whether users report it to us first or whether we proactively detect the violating content first. This is also reflected in our Enforcement Report. Because our measurement systems are not optimized to measure how we action on violating content but instead of how we detect it, our data on how we action (photo-match banking, automation or a reviewer) is not up to the same standards as our Transparency Report. The data we have provided is our best approximation given the information we have readily available.
- 4.3 In the second quarter of 2019, for content we automatically removed as Child Sexual Abuse Material (“CSAM”), the median time between detection and removal was within seconds.
- 4.4 The remainder of the content removed required human review after detection to make a determination that the content was CSAM. The review of such content is done by specially-trained contractors managed by our Community Operations team. For manually reviewed content that was removed for CSAM violations, the median time between detection and removal was within an hour.
- 4.5 However, we believe the number of views a piece of content receives is also crucial to measure the impact of violating content before it is removed, rather than just the amount of time it takes before a piece of content is removed. Therefore it is also important to note that in the second quarter of 2019 the median number of views between detection and removal for CSAM content that was actioned by an automated system was 0, and the median number of views between detection and removal for content that was manually removed was less than 15.
5. ***“Whether Facebook is prepared to share the technology behind its image-based classifier with other companies. If not, why not. [14 May 2019 page 80]”***
- 5.1 As part of Facebook’s efforts to keep the internet safe, we recently announced open-sourced photo- and video-matching technologies: PDQ and TMK+PDQF.¹
- 5.2 Consistent with this mission, Facebook is exploring how to make our proprietary image detection classifier technology available for use by NGOs and industry peers. This requires work both to ensure that making the system available does not reveal specifics, which bad actors could use to circumvent our detection, as well as to reduce technical dependencies on our internal systems so that other companies may operate it.

¹ [DM-1, Facebook Newsroom Article “Open-Sourcing Photo- and Video-Matching Technology to Make the Internet Safer”](#).

6. ***“Regarding the team within Facebook that responds to requests by UK law enforcement [14 May 2019 page 106]: (a) The size of the team; (b) the budget for the team’s work”***

6.1 In addition to having a global team of specialists in charge of strategic engagement with law enforcement authorities (including UK law enforcement agencies such as the NCA and local police forces), Facebook also has a dedicated Law Enforcement Response Team, with dozens of full-time employees working on UK-related matters, to manage all data communication requests, including those which involve emergencies and threats to life.

6.2 The Law Enforcement Response Team does not allocate budget by country. Rather, the global operating budget for our Law Enforcement Response Team for 2019 is in the millions of US dollars, not including employee salaries and travel expenses.

7. ***“Please confirm Facebook’s global and UK revenue in the last financial year. [14 May 2019 page 117]”***

7.1 Facebook’s revenue for 2018 was \$55.8 billion.² There was suggestion in questioning directed to Ms. de Bailliencourt during her testimony to the Inquiry that Facebook’s revenue for 2018 was \$540 billion. That figure was not accurate.

7.2 Facebook UK’s revenue as filed with Companies House in London for year-end 2017 was £1.265 billion. This is the most recent publicly available figure.

8. ***“Please exhibit a copy of Facebook’s latest transparency report”***

8.1 Facebook publishes transparency reports regarding ‘Enforcement of Our Standards’, ‘Legal Requests’, and the ‘Internet Ecosystem’. These reports are not readily available for download, but can be accessed online.³

9. Facebook is also pleased to update the Inquiry that we have signed the licence agreement for the Internet Watch Foundation’s (IWF) URL list and look forward to deploying it soon.

Statement of Truth

I believe that the facts stated in this witness statement are true.

Signed:

David Miles

Dated:

² See https://s21.q4cdn.com/399680738/files/doc_financials/2018/Q4/Q4-2018-Earnings-Release.pdf.

³ **DM-2**, [Facebook Transparency Report](#).