

May 2021

IP Protection on Facebook and Instagram



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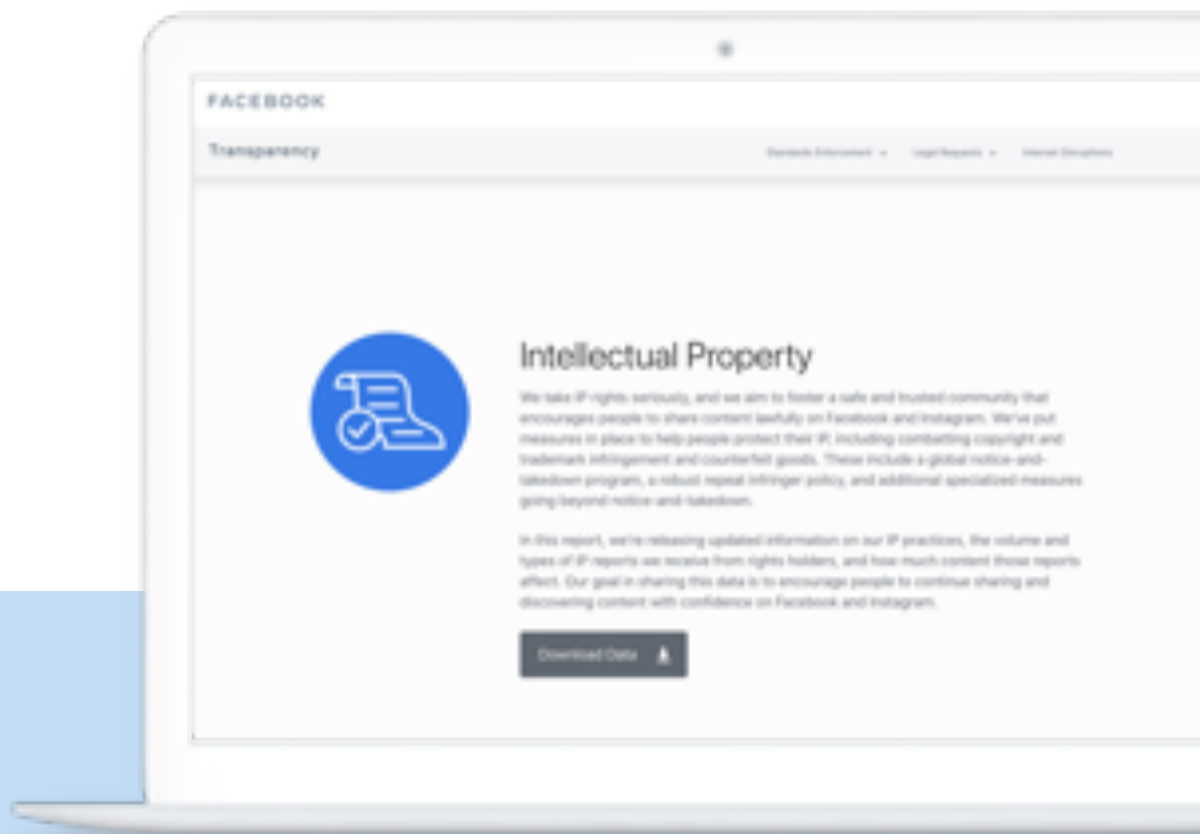
Introduction

Creators and brands are an important part of Facebook and Instagram, and they rely on our products to engage and connect with others. More than 160 million businesses use our apps every month — that’s nearly one business for every 55 people on the planet. Big brands use them, as do coffee shops, musicians, barbershops, artists, restaurants and countless others. That’s why we are committed to keeping our platforms safe and protecting intellectual property (IP) rights, whether by blocking the sale of counterfeit goods or preventing unlawful copying or streaming of someone else’s creative work.

Our policies against IP infringement are designed to protect creators, brands and their patrons — our community. We collaborate closely with rights holders to make sure IP protection is built into our products: from easy-to-use channels to report IP infringements, to advanced systems that help proactively block potentially infringing content. While our work is never finished, we are dedicated to continually tackling this challenge and fostering a safe and trusted community, encouraging everyone to share content lawfully in a manner that respects the IP rights of others.

This guide is a companion to our Intellectual Property Transparency Report, where we share metrics on the amount of content removed from Facebook and Instagram for IP violations, including copyright, trademark and counterfeit. That report covers the amount of content reported by rights holders that we take action against, as well as — for the first time in May 2021 — the amount of potential infringing content that we are able to identify and remove proactively even before a rights holder reports it to us.

Taken together, the report gives a clearer picture of the scale of our IP enforcement program. In particular, the data shows that from July to December 2020, the vast majority of content we took action on for potential counterfeit or copyright-related violations were removed proactively. While the Intellectual Property Transparency Report itself shares metrics we use to measure effectiveness over time, this guide provides more details on our overall approach to safeguarding IP on our platforms and the various measures we have put in place to protect IP.



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Our Approach to Protecting Intellectual Property Rights

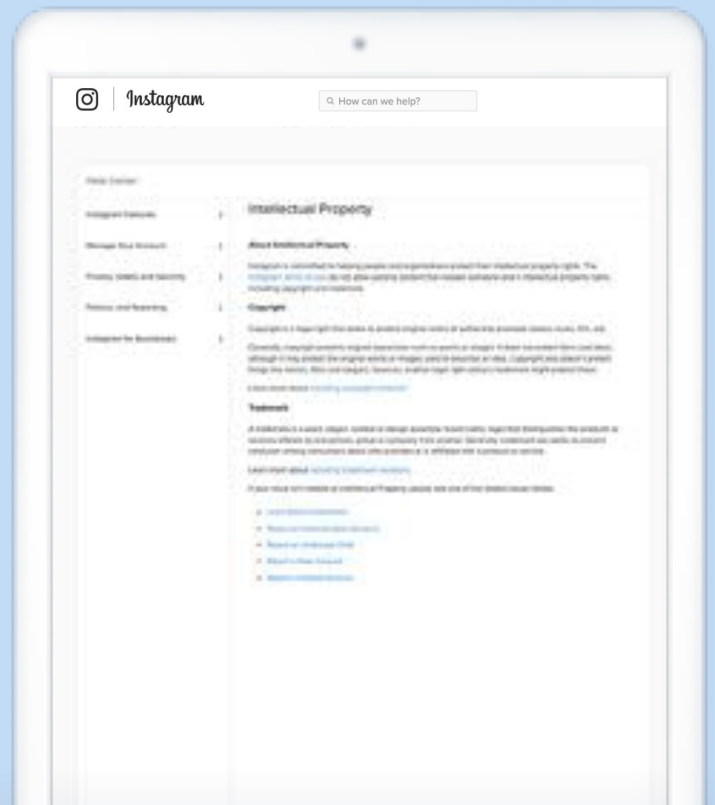
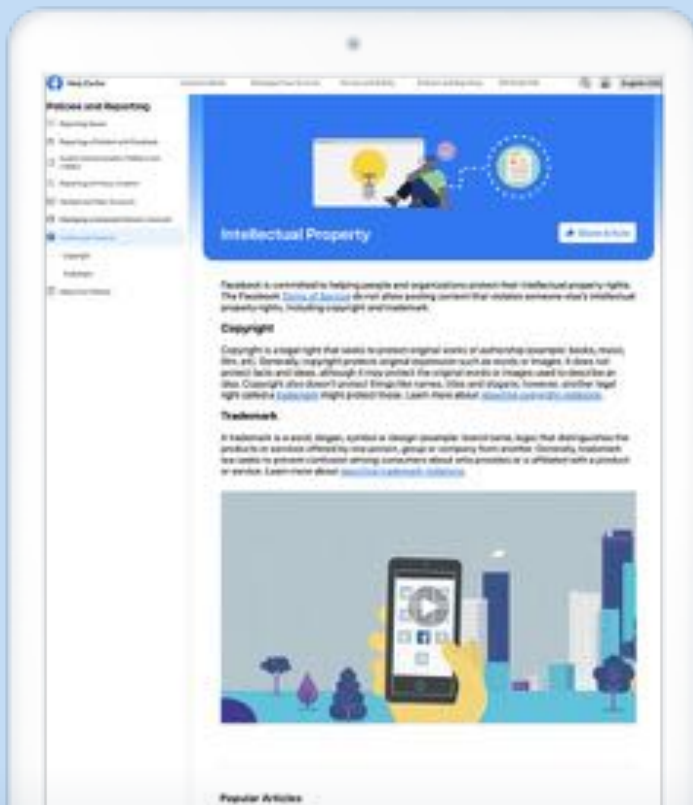
Facebook's IP protection measures begin with our [Terms of Service](#) and our [Community Standards](#), both of which prohibit users from posting content that infringes the IP rights of others. We take the same stance in our content policies governing Instagram, as reflected in our [Terms of Use](#) and [Community Guidelines](#).

For example, Facebook's Terms of Service prohibit the use of our products to do or share anything that infringes or violates someone else's rights, including their intellectual property rights. Our Community Standards, which establish what is and is not allowed on Facebook, reinforce and expand on that policy, as do the similar provisions of our Community Guidelines for Instagram.

We maintain additional policies prohibiting IP-violating content in specific products and services that we offer, including our [Advertising Policies](#) and [Commerce Policies](#), which make clear that ads and commerce listings must not contain content that infringes upon or violates the rights of any third party. And we provide detailed Intellectual Property Help Centers for both [Facebook](#) and [Instagram](#), where users and rights holders can learn more about IP rights, as well as our policies and procedures for taking actions to protect IP.

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Reporting IP Infringement on Facebook and Instagram

Notice-and-takedown is a foundational aspect of our IP program, and we invest heavily in the teams and systems that do this work. We provide dedicated channels for rights holders to report content that they believe infringes their rights, including customized online forms for copyright, trademark and counterfeit issues. Rights holders can use these forms to report different types of content they identify on Facebook or Instagram, ranging from individual posts, photos, videos or ads, to an entire profile, account, Page, group or event, if rights holders believe these to be infringing in their entirety.

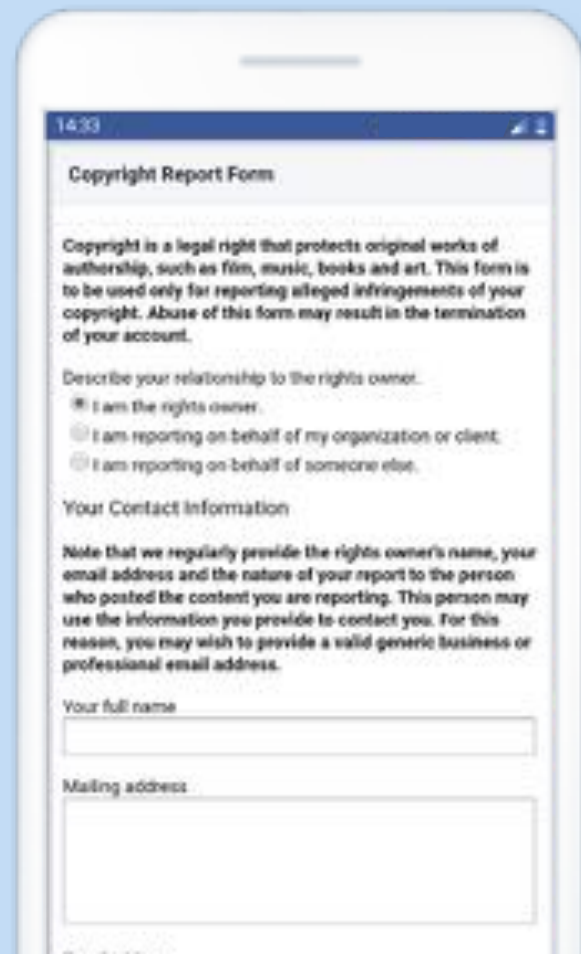
Reports submitted by a rights holder are processed by our IP Operations team, a team of trained professionals that span across major global markets who provide around-the-clock coverage in multiple languages. If a report is complete and valid, the team promptly removes the reported content — typically within a day or less, and in many cases within a matter of hours or even minutes — and confirms that action with the rights holder that reported it.

And we don't stop there. In many cases, in addition to removing individual pieces of reported content, we'll also take a closer look at the account responsible for that content. For example, if a rights holder submits a counterfeit report against a single post, we may review the whole Page, profile or ad account that made the post and remove the account in its entirety if we discover evidence of widespread infringement.

Just as we remove [Facebook profiles](#) and [Instagram accounts](#) that repeatedly violate someone else's IP rights, our repeat infringer policy applies to blatant copyright, trademark and counterfeit violations that appear on Pages, groups, video-related actions, and so on. In addition to outright removals of repeat infringers, we may take other graduated steps before removing an account, including imposing product restrictions and feature limitations, such as prohibiting someone's ability to post content or create new Pages or groups for a set period of time.

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Copyright Report Form

Copyright is a legal right that protects original works of authorship, such as film, music, books and art. This form is to be used only for reporting alleged infringements of your copyright. Abuse of this form may result in the termination of your account.

Describe your relationship to the rights owner.

- I am the rights owner.
- I am reporting on behalf of my organization or client.
- I am reporting on behalf of someone else.

Your Contact Information

Note that we regularly provide the rights owner's name, your email address and the nature of your report to the person who posted the content you are reporting. This person may use the information you provide to contact you. For this reason, you may wish to provide a valid generic business or professional email address.

Your full name

Mailing address

Proactive Measures that Go Beyond Notice-and-Takedown

Over the past few years, we have dedicated substantial resources to developing proactive detection technologies. While only rights holders are experts in their own IP, by working together and leveraging Facebook's technical systems, we have built measures that go beyond notice-and-takedown, eliminating the need for rights holders to report some content to us in the first place.

For example, we use machine learning to recognize patterns on Facebook and Instagram based on specific IP violation types and the various trends and signals associated with them. For certain types of content on Facebook Pages and groups, we use automated systems that detect and track the presence of keywords associated with piracy and counterfeit activity, prior IP violations from problematic accounts, and other factors that signal the presence on our platforms of potentially infringing content and bad actors.

In the context of commercial listings and ads, these systems can automatically identify and block potentially counterfeit content before it goes live by taking into account combinations of signals, such as: brand names, logos, keywords, prices, discounts, and other indicators. We also have measures in place to reduce the discoverability of potential violations on Facebook and Instagram. For example, we proactively restrict certain searches on Facebook based on data indicating connections to IP violations. We also block certain hashtags on Instagram for the same reason, and in some cases we automatically disable accounts that

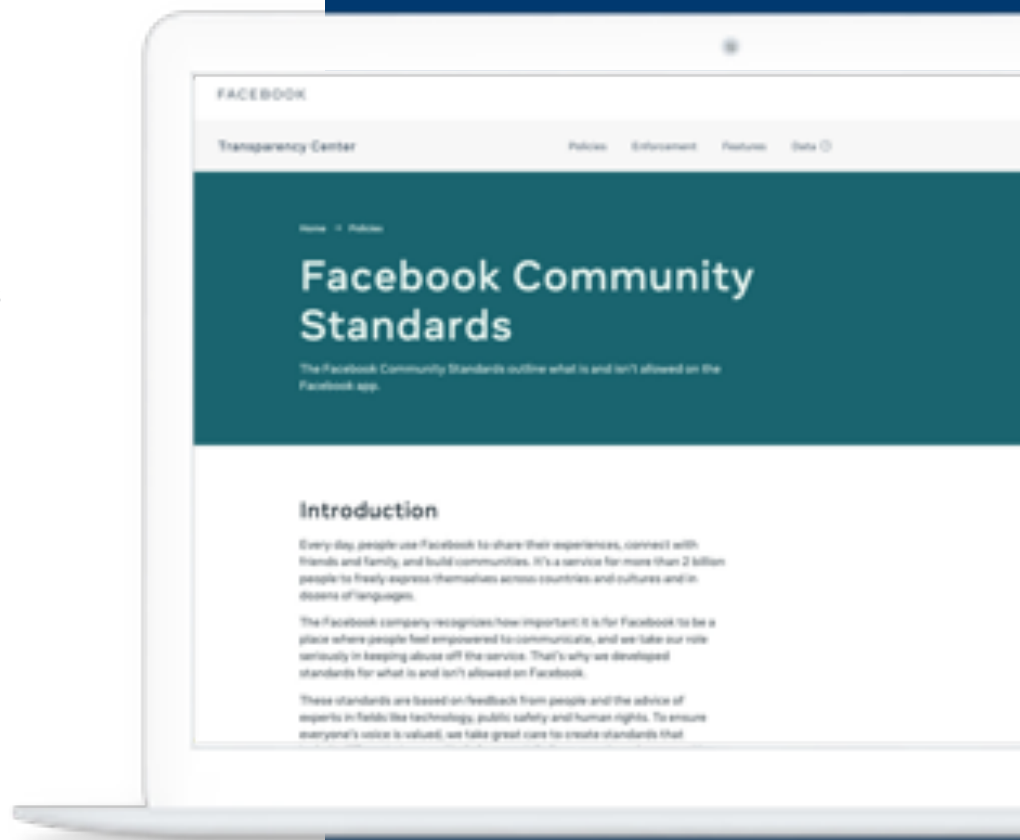
repeatedly post content containing blocked hashtags. We have similarly taken steps to proactively stop the spread of third-party links dedicated to copyright infringement, as well as to remove content related to devices that facilitate illicit streaming of copyrighted material.

Our proactive enforcement measures are guided by comprehensive policies that are balanced by the values that inform our Community Standards of voice, authenticity, safety, privacy and dignity. Although, in the absence of an IP report from an affected rights holder, we can never know with certainty whether particular content or an account infringes on someone's IP rights, if we have a strong basis to believe that it does, we take action. This enforcement can range from removing or blocking the content, to disabling the account or removing it across all of our surfaces.

Content that violates our IP policies may also violate other Facebook and Instagram policies, e.g., our policies against misleading content, spam or inauthentic behavior. Across the company, we have teams dedicated to identifying how these other behaviors and violations are related to IP issues, and to designing solutions to better detect these patterns and remove related content that's inconsistent with our Terms. This approach allows us to even more comprehensively remove content that violates our IP policy or any of our other policies.

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Specialized Reporting Tools

Over the years, we have built and refined specialized tools that help rights holders identify and report infringing content and that, in some instances, eliminate the need for them to report any content at all. [Rights Manager](#) and the [Commerce & Ads IP Tool](#) were developed based on the feedback we received directly from rights holders.

Rights Manager is a content management system that identifies video, audio and images on Facebook and Instagram, including live videos, that match rights holders' copyrighted content. Participating rights holders can upload their copyrighted content into the tool and when a match is detected, decide what action they want to take regarding the content. These action options include, among other things, easily reporting the content, or blocking it from being viewed by anyone other than the uploader. If a rights holder chooses to block all videos matching certain criteria, for example, then this action eliminates the need for the rights holder to submit future reports (subject to people's ability to dispute such blocks if they have the necessary rights). Additional options available to rights holders include choosing to claim available ad earnings (allowing the video to stay posted and claiming a share of ad revenue), inserting in-stream advertisements on matching content, monitoring the content and tracking valuable metrics that rights holders can use to support their objectives, and inserting promotional opportunities into matching videos.

The **Commerce & Ads IP Tool** is a streamlined interface for identifying and reporting infringing ads and commerce listings, such as those on Marketplace and Shops. Enrolled rights holders can search using keywords or by uploading images to find similar content and use filters to refine the results in a variety of ways, including by country, date and platform (e.g., Facebook or Instagram). Rights holders can also use a similarity search feature to find ads or commerce listings similar to content in their search results. Also available is the option to allow a single ad or all ads from a certain ad account so that ads from authorized partners or that have been previously reviewed won't show up in future searches. If a rights holder identifies infringing content via the tool, the content can easily be reported for counterfeit, copyright or trademark infringement. The tool also allows rights holders to save their contact and trademark registration information, making the reporting process even quicker and more efficient. As Facebook continues to invest in making buying and selling online easier, we're working closely with rights holders and developing additional features to help them protect their brands.

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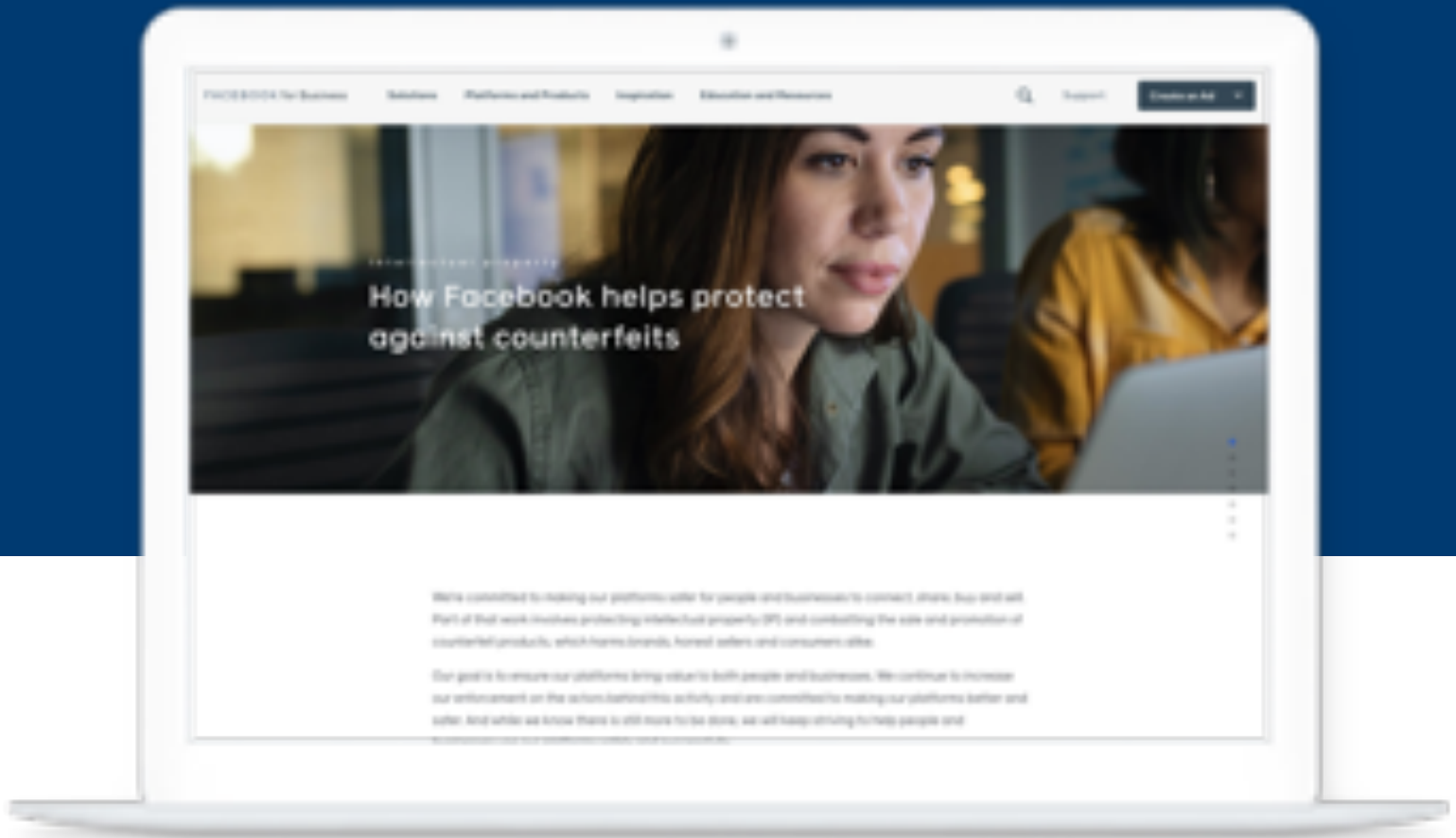
Educating Our Users

While we devote significant resources to assisting rights holders in combating IP infringement, we continue to also invest in efforts to educate our community about IP and help them avoid committing IP infringements. For example, we have developed a robust system for educating affected users at the time we remove content in response to an IP report. This includes directing users to our detailed Intellectual Property Help Centers for both [Facebook](#) and [Instagram](#), where people can learn more about our IP policies and procedures.

When we remove content in response to an IP report, we send a notification to the reported users, informing them that their content was removed and providing specific information about the report and reporting party. In many cases, we also provide information on how affected users may contact the reporting party if they wish to resolve the matter directly and, where applicable, with information about how to contest the removal. In these notifications, users are also informed of our repeat infringer policy and advised that if they continue to post infringing content, further actions will be taken, including the permanent removal of their account where appropriate.

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Finally, as noted, our Intellectual Property Help Centers provide people with information concerning copyrights, trademark rights and other aspects of IP law. We continue to update the Intellectual Property Help Centers, along with other IP informational resources, to make them even more helpful for users, adding material that addresses commonly asked questions on various IP issues (For example: [How Facebook Protects Against Counterfeits](#); and [How can I make sure the content I post to Facebook doesn't violate copyright law?](#)).

Looking Ahead

We know there is always more work to do to combat IP infringement, so we continue to invest in our systems, teams and technologies to further enhance our enforcement capabilities. Through these measures, and in close collaboration with brands and creators, we believe we've developed a robust IP program that continues to evolve to meet the needs of both rights holders and users. Though the battle against counterfeits and piracy online continues, we are proud of the steps we are taking to keep people safer and protect the rights of brands and creators on Facebook and Instagram.



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FACEBOOK

