

From: [REDACTED]@google.com>
Sent: mardi 24 janvier 2017 14:03
To: [REDACTED] (CNECT); [REDACTED] (CNECT); [REDACTED] (CNECT)
Cc: [REDACTED]
Subject: Thank you and follow up

Dear [REDACTED],

Thanks so much for meeting us last week. It was a very helpful discussion and below are a couple of follow up items on the topics we discussed -- with apologies for a lengthy note.

We're also very happy to join the workshop on B2B on 9 March (thank you for inviting us) and look forward to it receiving more details. Finally, a couple of execs with deep expertise on these topics (news, search) will be in Brussels in the coming months, so if you'd be interested in a deep dive presentation, we'd be happy to organize this too in whatever format makes sense to you. Please don't hesitate to come back with any questions, concerns you might have.

Thanks and kind regards,
[REDACTED]

On fake news

- Google is actively looking into ways to face this challenge. It needs to be addressed thoughtfully and in close consultation with civil society, publishers, academics, thought leaders and businesses.
- Fact-checking: We have already started helping the fact-checking community make their good work more visible to users across our products. "Fact-Checking" tags are visible on Google News in France, Germany, the UK and the US and we will continue ramping up on that effort.
- Follow the money/Ads policy changes: To help ensure Google isn't the monetization agent for content designed to mislead users, we announced a new policy for our AdSense customers, which explicitly bans placement of ad units on misrepresentative content. Addressing the change, we released the following statement: "*We've been working on an update to our publisher policies and will start prohibiting Google ads from being placed on misrepresentative content, just as we disallow misrepresentation in our ads policies. Moving forward, we will restrict ad serving on pages that misrepresent, misstate, or conceal information about the publisher, the publisher's content, or the primary purpose of the web property.*"

On transparency and contractual relationships:

- We provide detailed information to users, webmasters, content creators, developers, and customers about how our products work. These informational tools include interactive websites, videos, starter guides, blog posts, user forums, and live expert support where it is the most effective way to help users. Examples per Google products include:

-- Search: An easily accessible home where webmasters can learn about how Google crawls and indexes content. How Search Works interactive site. Resources on reconsideration requests.

-- Android: Suite of educational and instructional tools for webmasters and Android app developers, including Android developers site.

-- Google Play: Policy center on enforcement process.

-- YouTube: We provide creators resources on how to use the platform, including [Creator Academy](#), Partner managers who help creators troubleshoot and grow their channel, and extensive [Help Center](#) resources to assist creators in getting started and provide them the information they need to succeed.

On data portability/interoperability

- Google is one of the biggest supporters and developers of open source software: We make it easy for others to build on our platforms and for innovations to spread faster, by releasing 100m+ lines of code under open source terms
- We support interoperability: Google APIs make it possible for developers to build and create upon our products (e.g. [Google apps](#) and [Android APIs](#)). One [developer toolkit](#) enables developers to make their apps available (and functional) on more than 24,000 different Android devices.
- We make it easy for users and customers to switch services, by providing simple tools to download the data associated with their Google accounts.
 - [Google Takeout](#) allows anyone to export their data in industry-standard formats. This way users can continue to enjoy their bookmarks, contacts, calendar events, email or hangout messages, the files from Photos, Drive, Google Play, YouTube or Blogger accounts; or even a record of the user's location or search history.
 - We also offer portability in our ads products (eg. AdWords, Analytics), enabling our customers to easily use competing services.

[REDACTED] | [Google Public Policy](#) | [REDACTED]@google.com | I M: +32 [REDACTED]

Follow us on Twitter [@GoogleBrussels](#)

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From: [REDACTED]@google.com>
Sent: vendredi 27 janvier 2017 11:59
To: [REDACTED] (CNECT)
Cc: [REDACTED] (CNECT); [REDACTED] (CNECT); [REDACTED] (CNECT)
Subject: 2016 Bad ads report

Dear [REDACTED],
I trust this email finds you well.

I wanted to give you a heads up that this week we launched our fifth annual edition of the Bad Ads Report.

We release this annual summary to illustrate by example that we do everything we can to fight bad actors and protect consumers, publishers, and advertisers. We know that if consumers lose trust in the ad-supported web, they can easily turn against the business model that has allowed millions on the web to thrive financially.

Google is not an impartial actor in this fight: we are absolutely committed to the free, ad-supported internet, and are dedicating tremendous resources to fighting the illegal spammers and fraudsters who undermine it.

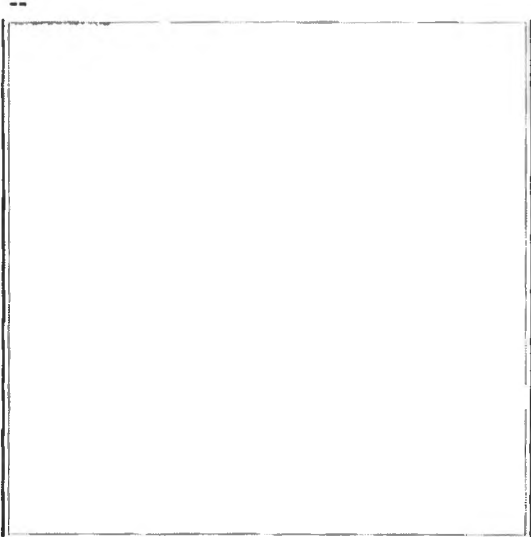
Some highlights from this year's report:

- **We took down 1.7 billion ads in 2016**, representing a more than twofold increase from the 780 million bad ads we took down in 2015.
- **It would take you 50+ years if you were to take 1 second taking down each of those ads.** (It's a good thing our systems work much faster!)
- **Five million takedowns in six months** resulted from the implementation of our AdWords payday lending policy, which was developed to tackle predatory loans.
- **340 suspensions resulted from our first sweep in December** in enforcing the AdSense "misrepresentation" policy, which is intended to combat some of the root causes of "fake news."

Finally, we were pleased in June of 2016 to strengthen our existing consumer controls over ad experiences by offering the industry's first cross-device opt-out from Ads Personalization. Now, when consumers express their preferences in Google's Ads Settings (part of our improving suite of My Account tools), those preferences will be respected on any device where they are signed in.

You can read our blog post with all the info here. If you have any questions, please let me know.

Best regards,



- [Redacted]
- Director [Redacted]
- [Redacted]
- [Redacted]@google.com
- +32 [Redacted]

This email may be confidential or privileged. If you received this communication by mistake, please don't forward it to anyone else, please erase all copies and attachments, and please let me know that it went to the wrong person. Thanks.

From: [REDACTED] (CNECT)
Sent: lundi 30 janvier 2017 11:05
To: [REDACTED] (@fb.com); [REDACTED]@fb.com
Cc: [REDACTED] (CNECT); [REDACTED] (CNECT); [REDACTED] (CNECT)
Subject: Fake news follow-up

Dear [REDACTED]

Thanks a lot for coming to see us and for sharing details of how fb is tackling the fake news issues.

I promised to share some of our reading; I copy in [REDACTED] since we briefly touched upon media literacy as well (and indeed we work together on this).

1. On the effectiveness of fact checking, [here](#) is a study based on 54 million US facebook users over 5 years exposed to some 50k debunking posts. Of course these do not include the behavioural prompts you have now put in place. Concerning the use of such behavioural approaches, the Jigsaw study I mentioned is [here](#). As I said, aside from these studies, we're really interested how you are designing your experiments, especially in DE of course, but also in the US, in terms of metrics, timing and success criteria, for instance.
2. On the "follow-the-money" approach, we saw [this NYTimes article](#) and [this blog post](#) from the Princeton team, as well as the announcement from [Double Verify](#). We'd also be interested in more details of the experiments fb is conducting in this domain, if any.
3. On the media literacy point, [here](#) is an interesting blog post arguing that media literacy is not enough to address the issue. Food for thought, but also happy to brainstorm more about how to reinforce these elements together with colleagues here.
4. Lastly, the experiments by media companies I mentioned are from Le Monde, described [here](#) ("Le Monde mettra en ligne le 1er février une boîte à outils de lutte contre les sites de fausses informations baptisée, "Decodex", qui s'appuie sur une base de 600 sites classés par degré de fiabilité"), and by the BBC [here](#). It would be interesting to know if you are considering making these initiatives part of the future experiments in other countries that you mentioned, so as to experiment with different approaches.

Looking forward to continuing our conversation.

[REDACTED]

[REDACTED]



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<image002.gif>

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10 hours ago

by: Hannah Kuchler in San Francisco

Facebook is rolling out measures to fact check and flag fake news for the first time outside the US, bringing the tests to Germany in an attempt to control the proliferation of news hoaxes ahead of its election.

The world's largest social network is bringing its test of fake-news filtering tools to Germany in the coming weeks after the spread of false stories such as one claiming that Germany's oldest church was set on fire by a mob of a thousand people.

German users of the social network will now be able to report a story as fake and it will be sent to Correctiv, a third-party fact checker. If the fact checker discovers it is fake, the story will be flagged as 'disputed', with an explanation. Disputed stories will not be prioritised by the news feed algorithm and people will receive a warning if they decide to share it.

A Facebook spokesman said the company had been in discussions with German media and publishing groups and was working to get more partners on board.

"Our focus is on Germany right now but we're certainly thinking through what countries will unveil next," he said.

The German government has been concerned that its elections could be influenced by the spread of fake news and the hacking of political campaigns, after false stories such as the Pope endorsing president-elect Donald Trump spread rapidly during the US elections and a recent US intelligence report found Russia intended to influence the election by hacking the Democratic National Committee.

The German government announced last month it was planning a law that would impose fines of up to €500,000 on Facebook for distributing fake news. Angela Merkel, chancellor, has warned there are signs that online attacks and misinformation coming from Russia could "play a role in the election campaign". In an interview with Welt Am Sonntag on Sunday, Heiko Maas, Germany's justice minister, warned that fake news posed a "danger

to our culture of debate", and added that, in extreme cases, those responsible could face up to five years in jail.

"But social networks also have a duty," he said. "It can't be in Facebook's interest that its platform is misused in order to spread lies and hate campaigns. Criminal content should be deleted immediately once it has been reported. And it must be easier for users to report fake news."

Hannah Thoburn, a research fellow at the Hudson Institute, a Washington DC-based think-tank, who specialises in Russia and eastern European politics, said Germany had suffered from fake news at least since the start of last year.

"A story was propagated by the Russian press and put into the German press that a young ethnic Russian girl living in Germany named Lise, as the story went, was disappeared, kidnapped and raped by migrants brought in by Merkel," she said. "It was not true, Lise ran away from home to a friend's place and nothing bad happened."

Ms Thoburn said the German elections were going to be the "biggest target" for Russians out of all the European elections taking place in 2017 because Russia would like to see Ms Merkel replaced.

"The German news media is an old fashioned system grappling with a lot of these newfangled modes of conflict," she said.

From: [REDACTED] [mailto:[REDACTED]@fb.com]

Sent: Friday, December 16, 2016 11:44 AM

To: [REDACTED] (CNECT); [REDACTED]

Cc: [REDACTED] (CNECT); [REDACTED] (CNECT); [REDACTED]

[REDACTED] (CNECT)

Subject: Re: Facebook and fake news

Hi [REDACTED] I'm very happy to and copying in [REDACTED] to try to find a spot for the meeting.

In the mean time please see this post from our CEO:

<https://www.facebook.com/zuck/posts/10103338789106661>

As well as this:

http://mobile.nytimes.com/2016/12/15/technology/facebook-fake-news.html?smid=fb-nytimes&smtyp=cur&_r=0&referrer=http://m.facebook.com

And this:

<http://newsroom.fb.com/news/2016/12/news-feed-fyi-addressing-hoaxes-and-fake-news/>

[REDACTED]
[REDACTED] EU Affairs
Facebook

On Fri, Dec 16, 2016 at 10:37 AM +0000, "[REDACTED]" <[REDACTED]@ec.europa.eu> <[REDACTED]@ec.europa.eu> wrote:

Dear [REDACTED],

I hope this e-mail finds you well and you are already heading to a relaxing Xmas break!

We are following the whole public debate on fake news very closely. Sometimes, this debate gets mixed with the one on hate speech, and in general on reporting mechanisms. This is only the last example of the dozens of articles published almost on a daily basis:

<https://www.theguardian.com/technology/2016/dec/15/facebook-flag-fake-news-fact-check>

Our team in CONNECT would love to get a better understanding of these issues from your perspective – not just the policy line, but also and in particular the practical and technical arrangements. An informal meeting with you and, if possible, the relevant people in your team, would be very useful for us in this regard. Probably after the Xmas break will be easier. Would you have time in January (as from the 9th)? Let me know your availability and we will try to set up a meeting.

Do not hesitate to come back to me if you have any question!

Best,
[REDACTED]
[REDACTED]



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