

Personal data

Meeting with [REDACTED], [REDACTED] Meta
Brussels, 19/05/2022

BRIEFING NOTE *(Commission Internal)*

Scene setter/Context of the meeting

Personal data

[REDACTED]

Commercial interests
Art 4(2)
first indent

[REDACTED]

- On 4 March, Russia has blocked access to Facebook (and Twitter) in retaliation for the deletion of the RT and Sputnik accounts (in compliance with EU sanctions). Facebook had also removed ads from Kremlin-backed outlets and demoted their content in searches.
- On 11 March, Meta made temporary changes to its hate speech policy in selected countries (Eastern Europe and Caucasus), allowing calls for the death of Russian soldiers, Vladimir Putin as well as his Belarusian counterpart, while still prohibiting death threats against the Russian population. [REDACTED] issued a [short statement](#) explaining Meta's decision.
 - The Kremlin retaliated by banning Instagram on Monday, March 14th, giving users a 48hrs grace period to transfer their accounts to Russian social media. Instagram had 60 to 80 million users in Russia.

Commercial interests
Art 4(2)
first indent

[REDACTED]

[REDACTED]

Ongoing decision-making process Art 4(3) first subparagraph

Objective of the meeting

[REDACTED] would like to discuss the latest developments concerning the DSA and DMA and how Meta can continue to support Ukraine and Europe as the world navigates this crisis.

Main messages

UKRAINE/disinformation

- Commercial interests Art 4(2) first indent and international relations Art 4(1)(a) third indent
 - [Redacted]
 - [Redacted]
 - [Redacted]
 - [Redacted]
 - [Redacted]

• The war in Ukraine also shows the importance that platforms deliver a strong revised Code of Practice on Disinformation as soon as possible.

- Commercial interests Art 4(2) first indent [Redacted]

DSA and DMA

Ongoing
decision
-making
process
Art 4(3)
first
subpara
graph

- [Redacted]
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- [Redacted]
- [Redacted]
- [Redacted]

Background

Cooperation with platforms on disinformation related to Ukraine

Commercial
interests
Art 4(2)
first indent
and
international
relations
Art 4(1)(a)
third indent

[Redacted]

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Code of Practice

A centrepiece of the EU’s efforts to fight disinformation has been the Code of Practice on Disinformation, which has been in place since 2018. It is the first instrument of its kind worldwide, and the result of self-regulatory efforts by platforms and industry, who have agreed to standards to counter disinformation and its harmful impacts in the EU.

Existing signatories of the code include major online platforms – Facebook, Google, Twitter, Microsoft and TikTok – as well as trade associations from the online advertising sector.

In line with our 2020 European Democracy Action Plan, the Commission published its Guidance in May 2021 (Setting out its views on how the Code should be strengthened).

The Code’s signatories and potential new signatories are currently carrying out a thorough revision and strengthening of the Code. More than two dozen new organisations from industry and civil society are participating in the revision, and intend to become signatories to the revised Code.



Ongoing
decision
-making
process
Art 4(3)
first
subpara
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- [Redacted]

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- [Redacted]

- [Redacted]

On Meta's re-orientation towards the Metaverse [Redacted]

- Facebook announced a strategic shift on October 28th, 2021, when it chose to [rebrand](#) its parent company as Meta, a move aiming to “reflect its focus on building the Metaverse”.
- Meta is making massive investments in its Metaverse division, in a long term bet to diversify the company's business model.
 - On March 15, [Redacted] [announced](#) the opening of a Meta Lab in Madrid as well as an investment in Marea, a high capacity transoceanic cable.

- [Redacted]

- [Redacted]

- [Redacted]

- [Redacted]

Commercial interests
Art 4(2)
first indent

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Commercial interests
Art 4(2)
first indent

- Meta’s market cap beat the record for the most value lost in as single day earlier this year, ([-\\$230B on Feb 3rd](#)). The group’s shares haven’t fully recovered since.

Commercial interests
Art 4(2) first indent

- This drop followed the presentation of the group’s quarterly figures, which showed that Facebook, Meta’s core social media platform, had been losing Daily Active Users for the first time in its history.

