

**From:** [REDACTED] <[REDACTED]@fb.com>  
**Sent:** 05 March 2018 16:27  
**To:** [REDACTED] (SANTE)  
**Cc:** [REDACTED]; [REDACTED] SANTE CONSULT-G3; [REDACTED] (SANTE); [REDACTED] (SANTE)  
**Subject:** Re: Cooperation with facebook on the official controls of e-commerce of food

Dear [REDACTED],

Many thanks. We will add them to the list.

Kind regards,

[REDACTED]

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**From:** [REDACTED] [@ec.europa.eu](mailto:[REDACTED]@ec.europa.eu) <[REDACTED]@ec.europa.eu>  
**Sent:** 05 March 2018 14:52  
**To:** [REDACTED]  
**Cc:** [REDACTED]; [REDACTED]; [SANTE-CONSULT-G3@ec.europa.eu](mailto:SANTE-CONSULT-G3@ec.europa.eu); [REDACTED] [@ec.europa.eu](mailto:[REDACTED]@ec.europa.eu); [REDACTED] [@ec.europa.eu](mailto:[REDACTED]@ec.europa.eu)  
**Subject:** RE: Cooperation with facebook on the official controls of e-commerce of food

Dear [REDACTED],

I received meanwhile email addresses from France and Slovakia. Attached please find the updated table. The emails of both countries are highlighted.

Kind regards

[REDACTED]

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**From:** [REDACTED] [[mailto:\[REDACTED\]@fb.com](mailto:[REDACTED]@fb.com)]  
**Sent:** Tuesday, January 09, 2018 11:45 AM  
**To:** [REDACTED] (SANTE)  
**Cc:** [REDACTED]; [REDACTED]; SANTE CONSULT-G3  
**Subject:** Re: Cooperation with facebook on the official controls of e-commerce of food

Dear [REDACTED],

Happy New Year to you too! I hope you had a nice break.

We acknowledge receipt of the additional email addresses for Malta and Bulgaria and will add them to the list.

Kind regard,

[REDACTED]

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[REDACTED], [REDACTED]  
[REDACTED] [@fb.com](#) | [REDACTED]

Facebook

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**From:** "[REDACTED] [@ec.europa.eu](#)" <[REDACTED] [@ec.europa.eu](#)>  
**Date:** Tuesday, January 9, 2018 at 11:43 AM  
**To:** [REDACTED] <[REDACTED] [@fb.com](#)>  
**Cc:** [REDACTED] <[REDACTED] [@fb.com](#)>, [REDACTED]  
<[REDACTED] [@fb.com](#)>, "[xxxxxxxxxxxxxxxx@xx.xxxxxx.xx](#)" <[SANTE-CONSULT-xx@xx.xxxxxx.xx](#)>  
**Subject:** RE: Cooperation with facebook on the official controls of e-commerce of food

Dear [REDACTED],  
I received now email addresses from Malta and Bulgaria. Attached please find the updated table. The emails of both countries are highlighted.  
Kind regards  
[REDACTED]

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**From:** [REDACTED] (SANTE)  
**Sent:** Monday, January 08, 2018 3:49 PM  
**To:** [REDACTED]  
**Cc:** [REDACTED]; [REDACTED]; SANTE CONSULT-G3; [REDACTED]  
[REDACTED] (SANTE)  
**Subject:** RE: Cooperation with facebook on the official controls of e-commerce of food

Dear [REDACTED],

[REDACTED] and myself wish you and your colleagues a happy, healthy and successful new year!

Thank you very much for your response. I will distribute your information to the food control authorities of the Member States. They will notify non-compliant offers on fb via the provided email addresses, as agreed.

Kind regards  
[REDACTED]

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**From:** [REDACTED] [[mailto:\[REDACTED\]@fb.com](mailto:[REDACTED]@fb.com)]  
**Sent:** Monday, December 18, 2017 4:54 PM  
**To:** [REDACTED] (SANTE)  
**Cc:** [REDACTED]; [REDACTED]; SANTE CONSULT-G3;  
[REDACTED] (SANTE)  
**Subject:** Re: Cooperation with facebook on the official controls of e-commerce of food

Dear [REDACTED],

Facebook Ireland has established a dedicated email reporting channel for food control authorities of EU Member States at [REDACTED]. This channel will be active from 1 January 2018 exclusively for the email addresses which you have provided to us. We understand some email addresses are still missing and we will onboard these when you communicate them to us.

In order to enable us to deal with reports as quickly and efficiently as possible, we ask that reports contain the following specific information:

- The specific URL(s) of the content at issue. Please note that in relation to specific Facebook posts, this can be identified by clicking on the time stamp of the post in question. If for some reason it is not possible to provide a URL then we ask that you provide a clear description of the content together with any other information that you consider will assist us in locating it. We would note that absent a URL or other means to clearly identify the content, this may delay (or vitiate) our ability to identify and review the content in question. Further information on how to generate URLs can be found in the attached guidance.
- A clear explanation as to the legal basis for the request and the reason why the content is unlawful, supported by references to the relevant provisions of applicable law.
- A clear description of the action requested by the reporting party.

Once a report is received through this channel notifying us of illegal content on the Facebook Service, it will be reviewed and actioned appropriately by a dedicated team of staff. If the report is missing certain relevant information and/or we require further information in order to conduct our review, we will notify the reporting party accordingly.

Facebook Ireland will act expeditiously to review all valid notifications received through this channel. Where we determine that content on the

Facebook Service is illegal or is contrary to our policies, then we will take steps to restrict access to that content as appropriate. We will then inform the reporting party on the action that we have taken.

It is not possible to provide concrete deadlines or timeframes for this procedure, given that each report is individual and will differ depending on factors specific to each case, including the quality of the information contained in the report and the need for follow-up action with the reporter or user in question. We seek to prioritise notifications which are the most urgent; whilst we will respond expeditiously to all reports received, we will also prioritise notices about content which is seriously or manifestly unlawful. In all instances, please be assured that Facebook Ireland takes the matter of illegal content and its responsibilities under the E-Commerce Directive very seriously and we look forward to working with the food control authorities of EU Member States to assist us in the identification and removal of illegal content on the Facebook Service.

We thank you again for your assistance and cooperation throughout this process. Should you have any additional queries in relation to the above, please do not hesitate to contact us.

Best regards,

[Redacted]

\_\_\_\_\_

[Redacted], [Redacted]  
[Redacted] [@fb.com](#) | [Redacted]

**Facebook**

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**From:** "[Redacted] [@ec.europa.eu](#)"  
<[\[Redacted\]@ec.europa.eu](#)>  
**Date:** Friday, December 8, 2017 at 4:24 PM  
**To:** [Redacted] <[\[Redacted\]@fb.com](#)>  
**Cc:** [Redacted] <[\[Redacted\]@fb.com](#)>, [Redacted]  
<[\[Redacted\]@fb.com](#)>, "[xxxxxxxxxxxxxxxx@xx.xxxxxx.xx](#)" <[SANTE-xxxxxxxxxx@xx.xxxxxx.xx](#)>, "[Redacted] [@ec.europa.eu](#)"  
<[\[Redacted\]@ec.europa.eu](#)>  
**Subject:** RE: Cooperation with facebook on the official controls of e-commerce of food

Dear [REDACTED],

Hope you are well.

It took us a while to get the email addresses from Member States and until today we don't have for all. But as most of Member States plus some EFTA States responded, I would like to share the email address with you in order to allow you to proceed with the communication channel. Could you then in return provide me the information on how to use the channel?

Bon weekend

[REDACTED]

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**From:** [REDACTED] [[mailto:\[REDACTED\]@fb.com](mailto:[REDACTED]@fb.com)]  
**Sent:** Wednesday, October 25, 2017 5:36 PM  
**To:** [REDACTED] (SANTE); [REDACTED] (SANTE)  
**Cc:** [REDACTED]; [REDACTED]; SANTE CONSULT-G3  
**Subject:** Re: Cooperation with facebook on the official controls of e-commerce of food

Dear [REDACTED], Dear [REDACTED],

We have been working internally on creating a channel as we discussed previously. I can now confirm that it should be up and running by mid-November. In the interim, could you please provide us with a list of email addresses from each Food Safety Authority to whitelist for the channel (1-2 emails per authority)?

Many thanks for your patience on this issue.

Kind regards

[REDACTED]

[REDACTED], [REDACTED]  
[@fb.com](mailto:[REDACTED]@fb.com) | [REDACTED]

facebook

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**From:** "[REDACTED]@ec.europa.eu"  
<[\[REDACTED\]@ec.europa.eu](mailto:[REDACTED]@ec.europa.eu)>  
**Date:** Wednesday, September 13, 2017 at 4:59 PM

**To:** [redacted] <[redacted]@fb.com>  
**Cc:** [redacted] <[redacted]@fb.com>, [redacted]  
[redacted] <[redacted]@fb.com>, "SANTE-CONSULT-  
xx@xx.xxxxxx.xx" <SANTE-CONSULxxxx@xx.xxxxxx.xx >,  
"[redacted]@ec.europa.eu"  
<[redacted]@ec.europa.eu>

**Subject:** RE: Cooperation with facebook on the official controls of e-commerce of food

Dear [redacted] and [redacted],

Thank you very much for this phone conversation in a very cooperative atmosphere.

Please don't hesitate to contact me if there is any further question. As [redacted] explained we believe it's of common interest to establish good communication channels which then can be used if any problem needs to be solved.

Kind regards

[redacted]

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**From:** [redacted] [mailto:[redacted]@fb.com]  
**Sent:** Thursday, September 07, 2017 6:24 PM  
**To:** [redacted] (SANTE); SANTE CONSULT-G3; [redacted]  
[redacted] (SANTE)  
**Cc:** [redacted]; [redacted]  
**Subject:** Re: Cooperation with facebook on the official controls of e-commerce of food

Dear [redacted] [redacted],

Thank you for agreeing to having a call next Wednesday 13 September, at 4 pm CET. From our side, I will be joined by me colleague [redacted].

If this suits, we can connect using the following dial-ins:

Meeting ID: [redacted]  
Telephone: [redacted] (US) or [redacted] [other dial in numbers](#)

Kind regards,

[redacted]  
[redacted], [redacted]  
[redacted]@fb.com | [redacted]  
facebook

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**From:** [redacted] <[redacted]@fb.com>  
**Date:** Thursday, August 31, 2017 at 1:20 PM  
**To:** "[xxxxxxxxxxxxxxxxxx@xx.xxxxxx.xx](mailto:xxxxxxxxxxxxxxxxxx@xx.xxxxxx.xx)" <[SANTE-CONSULT-xx@xx.xxxxxx.xx](mailto:SANTE-CONSULT-xx@xx.xxxxxx.xx)>  
**Cc:** [redacted] <[redacted]@fb.com>,  
[redacted]@ec.europa.eu"  
<[redacted]@ec.europa.eu>,  
[redacted]@ec.europa.eu"  
<[redacted]@ec.europa.eu>, "[redacted]@ec.europa.eu"  
<[redacted]@ec.europa.eu>,  
[redacted]@ec.europa.eu"  
<[redacted]@ec.europa.eu>,  
[redacted]@ec.europa.eu"  
<[redacted]@ec.europa.eu>, [redacted]  
<[redacted]@fb.com>  
**Subject:** FW: Cooperation with facebook on the official controls of e-commerce of food

Dear [redacted], [redacted],

Thank you for your letter dated August 10, 2017.

We appreciate your offer to provide us with further clarifications. Would it be possible to set-up a call to discuss the matter at your best convenience?

Many thanks

Kind regards,

[redacted]  
[redacted], [redacted]  
[redacted]@fb.com | [redacted]  
facebook

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**From:** "SANTE-CONSULT-G3@ec.europa.eu" <[SANTE-CONSULT-G3@ec.europa.eu](mailto:SANTE-CONSULT-G3@ec.europa.eu)>  
**Date:** Thursday, 10 August 2017 at 12.36  
**To:** [REDACTED] <[\[REDACTED\]@fb.com](mailto:[REDACTED]@fb.com)>  
**Cc:** [REDACTED] <[\[REDACTED\]@fb.com](mailto:[REDACTED]@fb.com)>, [REDACTED] <[\[REDACTED\]@fb.com](mailto:[REDACTED]@fb.com)>, [REDACTED] <[\[REDACTED\]@ec.europa.eu](mailto:[REDACTED]@ec.europa.eu)>, [REDACTED] <[\[REDACTED\]@ec.europa.eu](mailto:[REDACTED]@ec.europa.eu)>, [REDACTED] <[\[REDACTED\]@ec.europa.eu](mailto:[REDACTED]@ec.europa.eu)>, [REDACTED] <[\[REDACTED\]@ec.europa.eu](mailto:[REDACTED]@ec.europa.eu)>, [REDACTED] <[\[REDACTED\]@ec.europa.eu](mailto:[REDACTED]@ec.europa.eu)>, [REDACTED] <[\[REDACTED\]@ec.europa.eu](mailto:[REDACTED]@ec.europa.eu)>, [REDACTED] <[\[REDACTED\]@ec.europa.eu](mailto:[REDACTED]@ec.europa.eu)>, [REDACTED] <[\[REDACTED\]@ec.europa.eu](mailto:[REDACTED]@ec.europa.eu)>  
**Subject:** RE: Cooperation with facebook on the official controls of e-commerce of food

Dear [REDACTED]

Please find attached a letter on the subject "Official controls of online offered agri-food products and cooperation with e-platforms" in response to your email from 28<sup>th</sup> March.

With kind regards,

[REDACTED]

On behalf of

[REDACTED]



**European Commission**

DG SANTE  
Directorate General For Health and Food Safety  
Unit G3 – Official controls and eradication of diseases in animals

[REDACTED]

B-1049 Brussels/Belgium

[REDACTED]

[\[REDACTED\]@ec.europa.eu](mailto:[REDACTED]@ec.europa.eu)



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**From:** [REDACTED] [[mailto:\[REDACTED\]@fb.com](mailto:[REDACTED]@fb.com)]  
**Sent:** Tuesday, March 28, 2017 12:55 PM  
**To:** [REDACTED] (SANTE)  
**Cc:** [REDACTED]; [REDACTED]  
**Subject:** Re: Cooperation with facebook on the official controls of e-commerce of food

Re: Official controls concerning production and distribution of agri-food products and cooperation with Facebook on e-commerce

Dear [REDACTED], [REDACTED],

Thank you for your letter, dated January 5, 2017, in which you requested that Facebook inform you how we would like to be contacted and whether we consider Facebook to be both an e-platform and an independent seller, or simply an e-platform.

Facebook serves its users with a broad range of innovative services (including its social network, as well as its other products and services such as Messenger, Instagram, and WhatsApp). These services help users to connect with each other, communicate with other users as well as larger groups, share with their friends, families, and wider communities, and discover content that is meaningful and relevant to them. Among those services are various ways for our users to list, discover, and discuss items for sale. With respect to those services, Facebook does not consider itself an independent seller.

Please feel free to continue to contact my office if you have further updates or questions, or you can reach me via email at [REDACTED]@fb.com.

Sincerely,

[REDACTED]  
[REDACTED]  
11 Rond Point Schuman  
B-1040 Brussels

M: [REDACTED]  
E: [REDACTED]@fb.com

E: [redacted]@fb.com



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**From:** "[redacted]@ec.europa.eu"

<[redacted]@ec.europa.eu>

**Date:** Monday, March 20, 2017 at 11:17 AM

**To:** [redacted] <[redacted]@fb.com>

**Cc:** "[redacted]@ec.europa.eu"

<[redacted]@ec.europa.eu>

**Subject:** Cooperation with facebook on the official controls of e-commerce of food

Dear [redacted]

Beginning of January we have send the attached letter to your colleague [redacted] via postal mail. So far we didn't get any response. Could you please advise me whether [redacted] is the right person in facebook to address for discussion about how facebook and official food control authorities could cooperate in case non-compliant food products are offered to consumers via your social network. If he is not, could you please send me another contact.

Regards

[redacted]



**European Commission**

Directorate-General for HEALTH & FOOD SAFETY (SANTE)

Unit G3 – Official controls and eradication of diseases in animals

[redacted]

B-1049 Brussels/Belgium

[redacted]

[redacted]@ec.europa.eu

