

Response from Facebook

The Business & Human Rights Resource Centre invited Facebook to respond to a report by Ranking Digital Rights that alleges that Facebook does not disclose any evidence that it conducts human rights due diligence on its use of algorithmic systems or on its targeted advertising practices.

- ["It's not just the content, it's the business model: Democracy's online speech challenge,"](#) Ranking Digital Rights, March 2020

On 1 April 2020, Facebook sent the following response:

"Facebook's increasing commitment to human rights protection is evident in the policies, products and other resources we invest in and implement across the globe; our work to mitigate risk of conflict; the appointment of our new human rights director – as well as the creation of an independent Oversight Board.

As the report notes, in recent years we've made changes to our ads system and targeting to create more transparency, and removed [thousands of categories](#) that could potentially relate to protected characteristics. In 2018, we also announced changes to prioritize [authentic engagement](#) in News Feed. We continue to seek and assess feedback from outside experts around these practices, and are actively intensifying our human rights due diligence – work which we hope to speak more about soon."