

5.1.2.e

---

**Van:** 5.1.2.e @snap.com>  
**Verzonden:** donderdag 28 mei 2020 22:26  
**Aan:** 5.1.2.e  
**Onderwerp:** Re: Disinformation Policy during COVID-19-crisis

Thanks 5.1.2.e for the additional information!

All the best

5.1.2.e

5.1.2.e

Snap Inc  
mobile: 5.1.2.e  
Snapchat: 5.1.2.e  
email: 5.1.2.e

On Thu, May 28, 2020 at 10:33 AM 5.1.2.e @minbzk.nl> wrote:

Dear 5.1.2.e,

The meeting was with all EU member states.  
We have an online system called the Rapid Alert System that connects civil servants from all member states who work on disinformation.  
In this system we share alerts about disinformation campaigns and new research, information etc.  
We also talk about the actions of tech companies, so that's how our contact with you came up.

I'll share your email address in the system, so others might reach out.

Kind regards,

5.1.2.e

**Van:** 5.1.2.e @snap.com>  
**Verzonden:** woensdag 27 mei 2020 19:30  
**Aan:** 5.1.2.e @minbzk.nl>  
**Onderwerp:** Re: Disinformation Policy during COVID-19-crisis

Dear 5.1.2.e,

Hope you are doing well.

No problem, you can share my email with your EU counterparts. Just for me to know what countries are concerned? Are they also interested about fake news and misinformation?

Thanks.

Best rgds

5.1.2.e



5.1.2.e

Snap Inc

mobile: +5.1.2.e

Snapchat: 5.1.2.e

email: 5.1.2.e

On Mon, May 25, 2020 at 6:27 PM 5.1.2.e <[5.1.2.e@minbzk.nl](mailto:5.1.2.e@minbzk.nl)> wrote:

Dear 5.1.2.e,

It was good speaking to you the other day.

I had a virtual meeting with my counterparts in other EU member states today, and some member states expressed interest to also talk to you.

Do you mind if I share your email with my counterparts in the other EU member states?

All the best,

5.1.2.e

.....  
**Democracy Department**

**Democracy and Governance Division**  
**Ministry of the Interior and Kingdom Relations**  
Turfmarkt 147 | 2511 DP | The Hague

P.O. Box 20011 | 2500 EA | The Hague | The Netherlands  
.....

E 5.1.2.e <[5.1.2.e@minbzk.nl](mailto:5.1.2.e@minbzk.nl)>  
M 5.1.2.e  
.....

---

Van: 5.1.2.e <[5.1.2.e@minbzk.nl](mailto:5.1.2.e@minbzk.nl)>

Verzonden: donderdag 30 april 2020 17:33

Aan: 5.1.2.e <[5.1.2.e@snap.com](mailto:5.1.2.e@snap.com)>

cc: 5.1.2.e <[5.1.2.e@minbzk.nl](mailto:5.1.2.e@minbzk.nl)>

Onderwerp: RE: Disinformation Policy during COVID-19-crisis

Hi 5.1.2.e,

Yes, nice to speak with you yesterday. Thanks for the information on Snap's political ads library and initiatives against fake news. I attached a translated version of a letter to parliament by our minister in which our disinformation policy is explained in full.

Kind regards,

5.1.2.e

Van: 5.1.2.e [redacted]@snap.com>

Verzonden: woensdag 29 april 2020 19:44

Aan: 5.1.2.e [redacted]@minbzk.nl>

CC: 5.1.2.e [redacted]@minbzk.nl>

Onderwerp: Re: Disinformation Policy during COVID-19-crisis

Hi 5.1.2.e, hi [redacted],

This was really good and of great interest to chat today with you.

As promised pls see below more info on our initiatives to combat fake news during the Covid-19 pandemic + on our political ads library.

Enjoy and stay healthy!

As already set out, our content platform Discover is curated and we work closely with only a select set of partners and governments, including some of the most trusted news organizations around the world.

### **1/ Snap response to promoting credible information during COVID-19 pandemic:**

Our priority is to ensure that Snapchat provides the highest quality news about COVID-19 and that we do not offer an open news feed where unvetted publishers or individuals have an opportunity to broadcast misinformation. Our guidelines prohibit Snapchat users and our publisher partners from sharing content that deceives or deliberately spreads false information.

Pls see more info here: <https://forbusiness.snapchat.com/resources/covid-19-support> and here: <https://www.snap.com/en-US/news/>

#### **1/ Provide Support Resources for Snapchat Community**

- We launched a worldwide filter with advice on staying safe and links to the World Health Organization's website as well as other filters that provide ideas that address immediate priorities about reducing risk, social distancing, and helping our audience stay connected in a way that is authentic to Snap.
- We also Launched a new special edition section in our "Here for You" mental health portal with content from support partners to provide help managing stress/anxiety and deliver key information on how to stay safe during this time. Support partners include: Ad Council, Centers for Disease Control, Crisis Text Line, the World Health Organization, and NHS (UK) [We are thinking about doing the same in France with the Government's Information services, the SIG].

#### **2/ Ensure Snapchat has the Highest Quality News about Coronavirus**

- We launched a dedicated coronavirus channel featuring content from the World Health Organization, Center for Disease Control, the U.K.'s National Health Service and central UK government, and the White House coronavirus task force [We are about to do the same in France with the coronavirus task force.]
- We partnered with the World Health Organization to facilitate Q&A between users and public health experts on the coronavirus
- Forty (40) of Snapchat's media partners are producing constant coverage related to the coronavirus, including Brut India, Le Monde, Konbini in France, NBC News (Stay Tuned), Sabq, Sky News, The Telegraph, VG and The Washington Post etc.
- Snapchat's news team is also regularly producing content and updating Discover with tips and information related to Covid-19, including question-and-answer sessions with medical experts

#### **3/ Help Spread Awareness**

- We launched our own channel in Discover with Covid-19 information called "Coronavirus: Stop the Spread" which features community aggregated Stories about how people are dealing with working from home
- we launched "Covid-19 Myth Busting" trivia game that appears as an interactive filter over the selfie-facing



camera view

- we launched creative tools including Bitmoji stickers with common-sense health tips
- we're working with international governments to raise Public Health awareness campaigns including fielding requests from UK, France, Denmark, Sweden...

## 2/ Political ads

Our policy is to enforce our Terms of Service, Community Guidelines and Advertising Policies consistently across accounts, including political accounts. For political advertisements, ads must comply with our Political and Advocacy Advertising Guidelines. This includes prohibiting "Ads that are false or misleading, including deceptive claims, offers, functionality, or business practices." We have drafted in May 2019 a Political and Advocacy Advertising Policies. You can also see all the details here: <https://www.snap.com/en-US/ad-policies/political/>

We have specific guidelines in place for political advertising that apply to ads related to elections and campaigns as well as issue advocacy. These policies make clear that all political advertising that appears on Snapchat has to be lawful, and provide our users with transparency.

Political ads on Snapchat must clearly identify who paid for the ad. In the United States, for electoral ads the submitter must state whether or not the ad was authorized by a candidate or organization, and election ads not authorized by the candidate must include contact information for the sponsoring organization.

We prohibit political ads that are misleading, deceptive or violate our Snapchat Terms of Service, Community Guidelines, Advertising Guidelines or Political and Advocacy Advertising Policies.

In addition, we have an internal team that human reviews any ad that is political or issue advocacy in nature. And we will continue to constantly re-evaluate and improve our own capabilities to monitor and detect any suspicious activity on our platform.

5.1.2.e

5.1.2.e

Snap Inc

mobile: 5.1.2.e

Snapchat: 5.1.2.e

email: 5.1.2.e@snap.com

On Tue, Apr 28, 2020 at 5:33 PM 5.1.2.e@snap.com> wrote:

ok, sounds good, thanks and looking forward

5.1.2.e

Snap Inc

mobile: +5.1.2.e

Snapchat: 5.1.2.e

email: 5.1.2.e@snap.com

On Tue, Apr 28, 2020 at 5:31 PM 5.1.2.e@minbzk.nl> wrote:

Hi 5.1.2.e,

Yes, tomorrow's call is still in the planning for us. I will set up the WebEx-meeting so that I can send you the link.

Kind regards,

5.1.2.e

Van: 5.1.2.e@snap.com>

Verzonden: dinsdag 28 april 2020 17:23

Aan: 5.1.2.e@minbzk.nl>

cc: 5.1.2.e@minbzk.nl>

Onderwerp: Re: Disinformation Policy during COVID-19-crisis

Hi 5.1.2.e and 5.1.2.e,

Hope you're doing well.

I'm not sure you've seen my last week's response. Shall we still have our 11am call tomorrow? If yes can you pls send me dial in details?

Thanks and stay healthy

Kind regards

5.1.2.e

5.1.2.e

Snap Inc

mobile: 5.1.2.e

Snapchat: 5.1.2.e

email 5.1.2.e@snap.com

On Fri, Apr 24, 2020 at 2:32 PM 5.1.2.e@snap.com> wrote:

Hi 5.1.2.e,

I am generally using google hangout for video calls but happy to try Cisco WebEx, let's see how it works.

Have a nice weekend and stay healthy.

Kind regards

5.1.2.e

Snap Inc

mobile: 5.1.2.e

Snapchat: 5.1.2.e

email: 5.1.2.e@snap.com

On Fri, Apr 24, 2020 at 9:25 AM 5.1.2.e <[redacted]> <[redacted]> @minbzk.nl> wrote:

Hi 5.1.2.e,

11.00 is also fine with us. Do you have a preference for which video callingtool we use? At our department we use Cisco WebEx, which you can run in your webbrower without an account or installing any software. Is that fine with you?

Kind regards,

5.1.2.e

Van: 5.1.2.e <[redacted]> @snap.com>

Verzonden: donderdag 23 april 2020 20:32

Aan: 5.1.2.e <[redacted]> @minbzk.nl>

cc: 5.1.2.e <[redacted]> @minbzk.nl>

Onderwerp: Re: Disinformation Policy during COVID-19-crisis

Hi 5.1.2.e, hi 5.1.2.e,

I'd be glad to talk next Wednesday the 29/04 in the morning but not at 10.00 (already busy), I can at 11.00. Is that ok with you?

Thanks and looking forward

Kind regards,

5.1.2.e

Snap Inc

mobile: 5.1.2.e

Snapchat: **5.1.2.e**

email: **5.1.2.e** [@snap.com](mailto:5.1.2.e@snap.com)

On Wed, Apr 22, 2020 at 10:09 AM **5.1.2.e** [@minbzk.nl](mailto:5.1.2.e@minbzk.nl)> wrote:

H **5.1.2.e**,

Thanks for your reply and good to hear that Snap is committed to providing fact-based news and information to its community.

It is indeed true that the amount of misinformation being spread on Snapchat is significantly lower than on other platforms. Since Snap is nonetheless a platform in which a significant amount of information, good or bad, is spread we would be interested to hear about Snap's point of view and measures, especially given the recent developments, and explain our own position.

Would you be able to meet next Wednesday in the morning, perhaps at 10.00? My colleague **5.1.2.e** will also be joining the call.

Kind regards,

**5.1.2.e**

Van: **5.1.2.e** [@snap.com](mailto:5.1.2.e@snap.com)>

Verzonden: dinsdag 21 april 2020 12:10

Aan: **5.1.2.e** [@minbzk.nl](mailto:5.1.2.e@minbzk.nl)>

Onderwerp: Re: Disinformation Policy during COVID-19-crisis

Hi,

Thanks for reaching out to us. I'm the **5.1.2.e**, based out of the Netherlands (The Hague).

I'd be glad to have a discussion with around disinformation and other fake news or online manipulation during the COVID-19-crisis. COVID-19 is a time where, unfortunately, a lot of fake news arose on platforms... However, as you may experience if you're a Snap user, our service is different from social media platforms. Amongst other things, Snapchat is not an open content platform - we believe our community should know where their news and information is coming from, and we curate content from trusted media publishers. This approach has helped keep Snapchat free of fake news and misinformation. There are no likes, shares or comments that you find on traditional social media platforms. This, combined with the ephemeral nature of the platform, means that content is not able to 'go viral' on Snapchat.

In response to COVID-19, we are continuing to be especially vigilant about our responsibility to provide fact-based news and information to our community. Our priority is to ensure that Snapchat provides the highest quality news about COVID-19 and that we do not offer an open news feed where unvetted publishers or individuals have an opportunity to broadcast misinformation.

That being said, I'm also happy to walk you through the recent initiatives we've taken to support european government's awareness campaigns on COVID-19.

Happy to virtually meet in the coming days. Pls let me know what time/day would suit you - starting next week. Thanks.

Kind regards,



5.1.2.e

Snap Inc

mobile: 5.1.2.e

Snapchat: 5.1.2.e

email 5.1.2.e@snap.com

----- Forwarded message -----

From: 5.1.2.e @minbzk.nl>  
Date: Mon, Apr 20, 2020 at 9:37 AM  
Subject: Disinformation Policy during COVID-19-crisis  
To: 5.1.2.e@snap.com <5.1.2.e@snap.com>

Dear sir/madam,

I work 5.1.2.e at the Interior Department of the Dutch Government. One of the topics I work on is disinformation policy and I would like to get in contact with Snap regarding their disinformation policy during the COVID-19-crisis.

During the COVID-19-crisis we have been in contact with several tech companies about their disinformation policy and other measures taken in the past month. These regular contacts have allowed us to stay up to date on developments and reach out to companies when necessary.

We have not yet been in contact with Snap, also not about the COVID-19-crisis and the effect it has on the spread of (dis-)information online. We would like to open up the lines of communication and set up an introductory call between Snap and the Dutch Government. Our idea is to get to know a bit more about Snap's views on disinformation and whether the policy has been changed in light of COVID-19. We would also like to explain our point of view on disinformation and the role that tech companies and the government should, and should not, play. Would someone from the company be willing to meet (virtually of course) with us to discuss this sometime soon?

Kind regards,

5.1.2.e

Dit bericht kan informatie bevatten die niet voor u is bestemd. Indien u niet de geadresseerde bent of dit bericht abusievelijk aan u is toegesonden, wordt u verzocht dit aan de afzender te melden en het bericht te verwijderen. De Staat aanvaardt geen aansprakelijkheid voor schade van welke aard ook, die voortvloeit uit het gebruik van berichten.  
The message may contain information that is not intended for you. If you are not the addressee or if this message was sent to you by mistake, you are requested to inform the sender and delete the message. The State accepts no liability for damage of any kind resulting from the risks inherent in the electronic transmission of messages.