Global Alliance Against Digital Hate and Extremism

April 12, 2022

To:
Mark Zuckerberg, CEO, Meta
Parag Agrawal, CEO, Twitter
Shou Zi Chew, CEO, TikTok
Sundar Pichai, CEO, Google
Susan Diane Wojcicki, CEO, YouTube

The Global Alliance Against Digital Hate and Extremism is an international movement, supported by more than 70 civil society organizations from across the world, mobilizing collective action for a safe, fair, and just online experience for everyone. Our focus is ensuring that tech company policies, community standards, and algorithms are designed to minimize harm and that they are appropriately and globally enforced. For far too long, this has not been the case, as resource investment in cultural competence and language skills, as well as input from civil society, has been lacking or absent in many parts of the world.

An unfair and discriminatory approach to investing resources, particularly outside the United States and the European Union, to protect the integrity of platforms and the safety of users, has led to a gross loss of faith in tech companies around the world. Real-world, systemic problems -- from far-right extremism, to genocide, to caste and religious discrimination, to gender bias and racism -- are made worse by the business practices of major internet and social media companies.

We have witnessed these harms first hand. From violence organized online to slaughter of Muslims in India, to genocidal attacks pushed on social media in Myanmar and Sri Lanka, to the spread of dangerous disinformation and conspiracy theories across platforms, such as the racist Great Replacement conspiracy theory that has led to violent terrorism against Jews, Muslims, immigrants and refugees, the devastation is all too real. All the while, platforms continue to seethe with disinformation and hate, including Holocaust denial, lies about the LGBTQ+ population, anti-Muslim hatred, and misogynistic material. The list of online harms that have resulted in offline harms is far too long to enumerate here and has impacted dozens and dozens of communities.

The evidence is clear: harmful behaviour permitted and exacerbated by tech and social

media companies -- the spread of disinformation, hate speech, incitement to violence, and extremist propaganda online -- leads to offline violence, up to and including genocide, and threatens human rights and inclusive democracies. We cannot strengthen democracies and protect human rights while companies amplify, reward, and profit from hate, extremism, and disinformation.

Our movement, from all regions of the world, is united in urging you to commit the necessary resources and live up to the promises you have set forth in your own community standards and similar policies, and in the public commitments you have made to ensure human rights. To date, these commitments have been largely ineffectual and far too many people have suffered as a result. In addition, we expect that tech companies will meet the standards determined by international bodies, including the UN's Guiding Principles on Business & Human Rights and the Rabat Plan of Action.

Specifically, we are calling on your company to:

- End exemptions from content moderation for the politically powerful and influencers globally, and implement fact-checking for all political ads.
- Clarify and improve definitions of "dangerous individuals and organizations" designations to include such entities from wherever your company does business. Additionally, we call on you to ensure enforcement, with the input of civil society and experts, not only in the U.S. and Europe, but in the Global South. For those companies that do not have such a policy, we call on you to put one in place.
- Expand and ensure proportionate resources for content moderation in all languages and cultural competency for all regions where your business operates.
- Fix and design algorithms to end their amplification of disinformation, hate and extremism.

We ask that your company prioritize these issues immediately, while maintaining full transparency with civil society regarding your policies, systems, practices, resources invested, and internal research relevant to disinformation, hate, and extremism globally.

We are facing an intensification of global threats to democracies and ongoing violence driven from online platforms. This situation will become even more perilous if your company fails to act. The Global Alliance Against Digital Hate and Extremism is ready

to work with you to prioritize our concerns in your policy work and resource allocations. The Alliance's network can provide guidance and considerable expertise to assist you in bringing about these urgently needed changes.

Sincerely,

Global Alliance Against Digital Hate and Extremism
https://globalalliance.tech

Steering Committee Members
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