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9 November 2023

Mr Mark Zuckerberg
Founder, Chairman and CEO
Meta
1 Hacker Way
Menlo Park CA 94025
United States

Dear Mr Zuckerberg,

RE: Scam advertisements and content on your platforms

I write to you on behalf of our private companies and myself, though we are far from the only Australians concerned with the increasing prevalence of scams and intentionally deceptive content on your platforms.

Across Meta, numerous scammers have falsely used the names of prominent Australians such as Harry Triguboff, Dick Smith and me, in an effort to fraudulently solicit money from vulnerable people. These scams have also deceptively involved the names of high-profile media personalities from Channel 7, Sky, Channel 9, and others, wrongly using them in scams in efforts to scam money from innocent people.

In the last few weeks, I have had more than 750 scams on Facebook, as opposed to only one on Twitter in the same time period, hence I'd appreciate more efforts taken in attempting to address these issues.

Greater action is needed to stop scams and intentionally fraudulent content from being available and advertised to millions of Australians. And I assume, spread overseas as well.

As Scam Awareness Week approaches, it's important to note that Australia, like other nations, has witnessed a huge surge in scams and fraudulent content proliferating across your social media platforms.

According to the National Anti Scams Centre (NASC), Australians reported a record AUD \$3.1 billion lost to scams in 2022. This represents an 80% increase from the year before.

Additionally, the NASC also estimates that approximately 80% of all scams reported include some form of impersonation of a legitimate entity. This has happened using me, hundreds of times, and my staff can't keep up there are so many.

In an all-too-common trend, real Australians are losing their hard-earned money, including a widowed pensioner from Queensland who was scammed out of over \$150,000 from her retirement savings and superannuation in 2022.

In another example this year, one Australian lost \$40,000. Innocent Australians are falling victim to job scams through Facebook.

In 2021, the Australian Competition and Consumer Commission (ACCC) reported one instance where a consumer lost \$650,000 to a celebrity crypto scam on Facebook.

As you can appreciate, the actual toll of scams extends beyond just billions in financial losses, as they can inflict severe and lasting damage on the lives of those affected, and their families.

Victims often find themselves grappling with the heart-wrenching prospect of losing their homes and life savings, leaving individuals and families in a state of distress and desperation.

Beyond the tangible losses of billions of dollars, the emotional and psychological toll is huge.

Despite our staff's concerted efforts to report such content, there remains an alarming persistence of scams, and new ones increasingly emerge.

As mentioned above, our staff cannot keep up.

Meta needs to do more.

Timely removal of scam content is crucial to mitigating its impact, and clear communication with users about the outcomes of their reports will build trust in your platform's commitment to user safety.

We understand there must be challenges inherent in managing platforms of Facebook, Instagram, Threads and WhatsApp's scale, however, other platforms are better-managing scams, and the gravity of the situation demands a more comprehensive and proactive approach to preventing scams and fraudulent practices.

There is one scam currently running that wrongly uses Tracy Grimshaw, a high-profile media personality in Australia, and I in a fake news story encouraging Australians to invest AUD \$40,000 into a bogus income-generating software platform.

This scam has been active on Meta platforms in one form or another since 24 January 2023, despite it being reported.

This scam affects not only me, but also the journalists and networks concerned, including them in this attempt to scam money from people.

Karl Stefanovic, another high-profile media person in Australia, has also been similarly misused in attempts to scam money.

I appreciate your attention and look forward to your timely response.

Yours sincerely,



Mrs Gina Rinehart AO
Executive Chairman
Hancock Prospecting Pty Ltd
Roy Hill Holdings Pty Ltd
S. Kidman & Co Pty Ltd

Cc Harry Triguboff