

United States Senate

WASHINGTON, DC 20510

August 18, 2026

Mr. Mark Zuckerberg
Chief Executive Officer
Meta Platforms, Inc.
1 Meta Way
Menlo Park, CA 94025

Dear Mr. Zuckerberg:

I write to express my alarm and frustration over public reporting that child sexual abuse material (“CSAM”) and non-consensual intimate imagery (“NCII”) were featured in advertisements that have run, and likely continue to run, on Meta Platforms, Inc.’s (“Meta”) services and platforms.¹ Recent reporting suggests that some of Meta’s advertising partners, including companies based in China, are placing thousands of ads that depict women and girls simulating sexual acts on Meta platforms.² It is unacceptable that any of this material appears on Meta’s platforms and appalling that your company is seemingly profiting from it. I request specific and detailed answers as to how Meta repeatedly allowed these ads to appear and the corrective action that Meta is taking in response.

Research from the Tech Transparency Project (“TTP”) indicates that Meta ran dozens of paid advertisements containing AI-generated CSAM across Facebook, Instagram, Messenger, and Threads over a nine-month period. Distributing, transmitting, and advertising CSAM are federal crimes punishable by mandatory minimum sentences ranging from five to fifteen years.³ Researchers identified more than 50 image and video ads containing exploitative imagery of children available in Meta’s own public Ad Library. While advertisements in the Ad Library may not be running, they remain accessible to the public. Concerningly, these ads reportedly could not be reported to Meta’s safety systems because there is no reporting mechanism for ads that are not actively running despite the fact that they remain in the Ad Library.

According to TTP’s research, the ads ran between November 2025 and early August 2026, and reached users in the United States, the United Kingdom, and more than a dozen European countries. At least one advertisement reaching over 2,500 social media accounts in Europe alone. Some ads directed users to “nudify” apps or websites (digital tools to create NCII); others used

¹ Matt Burgess, *Meta Ran Ads That Contained AI-Generated Child Sexual Abuse Imagery*, Wired (Aug. 5, 2026), <https://www.wired.com/story/meta-ran-ads-that-contained-ai-generated-child-sexual-abuse-imagery/>.

² Jeff Horwitz & Engen Tham, *Meta Tolerates Rampant Ad Fraud From China to Safeguard Billions in Revenue*, Reuters (Dec. 15, 2025), <https://www.reuters.com/investigations/meta-tolerates-rampant-ad-fraud-china-safeguard-billions-revenue-2025-12-15/>.

³ 18 U.S.C. § 1446A, 18 U.S.C. § 2251, 18 U.S.C. § 2252, and 18 U.S.C. § 2252A.

images of children as thumbnails leading to sexually explicit content or superimposed a child's face onto an adult's body.

It strains credulity that Meta was (or is) unknowingly hosting—and profiting from—such blatantly illegal content, when your company explicitly states that it reviews and approves all ads.⁴ The CSAM and NCII that Meta hosted were paid ads that Meta's own systems reviewed and approved per Meta's advertising procedures. Researchers also found that new ads continued to appear even after Meta was directly notified of the problem, and that that notification followed a July 2026 BBC investigation that found similar CSAM-linked ads running on Instagram in India.⁵

Image Based Sexual Abuse (“IBSA”) is pervasive and deeply harmful.⁶ Depictions of nudity and sexual activity violate Meta's own community standards⁷ and, very importantly in these instances, its own advertising standards.⁸ Meta's advertising policy on Adult Nudity and Sexual Activity states that “Ads **must not** contain imagery depicting nudity, sexual activity, depictions of people in explicit or sexually suggestive positions, or activities that are sexually suggestive.” [emphasis added].⁹ Contrast that policy with the TTP's findings that “explicit AI-generated [CSAM] and images of minors alongside sexually suggestive statements”¹⁰ were prominent in dozens of paid advertisements that Meta directed towards thousands, if not tens of thousands, of individuals.

I am seeking answers about the corrective actions that Meta is taking in response to these disturbing reports. If Meta has information about the advertisements identified in the *Wired* reporting, provide a list of those ads, as well as detailed answers to the following questions, accompanied by documentation sufficient to substantiate the answers provided, not later than August 26, 2026:

1. Section 2258A of Title 18 of the United States Code requires electronic communication service providers to report apparent CSAM to the National Center for Missing & Exploited Children (NCMEC) "as soon as reasonably possible" upon obtaining actual knowledge.
 - a. Provide for each ad referenced in the reporting by *Wired*:
 - i. the date on which each of these advertisements was identified internally;

⁴ Meta, *Ad Review Process*, Facebook Bus. Help Ctr., <https://www.facebook.com/business/ads/review-policy-guidelines> (last visited Aug. 11, 2026).

⁵ *India Orders Meta to Remove Paid Ads Promoting Child Sexual Abuse*, Abhishek Dey (July 6, 2026), <https://www.bbc.com/news/articles/cql11969g2qo>.

⁶ Nicola Henry & Gemma Beard, *Image-Based Sexual Abuse Perpetration: A Scoping Review*, 25 Trauma, Violence, & Abuse 3981 (2024), <https://pmc.ncbi.nlm.nih.gov/articles/PMC11545137/>.

⁷ Meta, *Adult Nudity and Sexual Activity*, Meta Transparency Ctr., <https://transparency.meta.com/policies/community-standards/adult-nudity-sexual-activity/> (last visited Aug. 11, 2026).

⁸ Meta, *Adult Nudity and Sexual Activity*, Meta Transparency Ctr.: Advertising Standards, <https://transparency.meta.com/policies/ad-standards/objectionable-content/adult-nudity-and-sexual-activity/> (last visited Aug. 11, 2026).

⁹ *Id.*

¹⁰ Matt Burgess, *Meta Ran Ads That Contained AI-Generated Child Sexual Abuse Imagery*, *Wired* (Aug. 5, 2026), <https://www.wired.com/story/meta-ran-ads-that-contained-ai-generated-child-sexual-abuse-imagery/>.

- ii. the date (if ever) each of these advertisements was reported to NCMEC; and
- iii. and the basis for any delay between detection and reporting.

You do not need to provide the content of the ad; a unique ID # is sufficient.

2. Provide for each ad referenced in the reporting by *Wired*:
 - a. the date on which each of these advertisements was identified internally;
 - b. the date (if ever) each of these advertisements was reported to removed; and
 - c. and the basis for any delay between detection and removal.

You do not need to provide the content of the ad; a unique ID # is sufficient.

3. Sections 2251, 2252, and 2252A of Title 18 of the United States Code make it a crime to knowingly distribute, transport, or advertise CSAM, including computer-generated CSAM.
 - a. In the instances noted in the *Wired* article cited in this letter, did Meta distribute, transport, or advertise CSAM, including computer-generated CSAM?
 - i. If the answer offered is 'no', provide an explanation sufficient to support such a claim.
 - b. Does Meta review advertisements before the company publishes them across its platforms, as your policies state?
 - i. Do you assert that any such review of a given advertisement and subsequent approval to publish a given advertisement does not constitute knowledge for the purpose of 18 U.S.C. § 1446A, 18 U.S.C. § 2251, 18 U.S.C. § 2252, and 18 U.S.C. § 2252A?
 - ii. Why were the advertisements not removed from the Ad Library even after they were detected and removed from active circulation?
 - c. Please confirm on behalf of Meta your understanding that federal law does not require a real child to have been used to produce the underlying image for CSAM to be illegal.
 - d. Provide a list of every ad placed by any of Meta's eleven Chinese resellers that Meta removed from its platform or ad library for violating policies on child abuse and exploitation.
 - i. Between which dates did each ad run?
 - ii. How were the users to whom the ads were targeted identified or selected?
 - iii. How many impressions did each ad receive in the United States?
 - iv. How many impressions did each ad receive in total?
 - v. How much money was Meta paid to run each ad?
 - vi. Did Meta retain the revenues generated from running each of these ads?
 - vii. Does Meta, as a matter of policy, retain revenue for advertisements that are illegal in nature, or feature material, like CSAM or NCII, that is illegal under U.S. law? If no, what does Meta do with any such revenue?

You do not need to provide the content of the ad; a unique ID # is sufficient.

4. Provide a list of all ads placed by any of Meta's eleven Chinese resellers that were removed for violating policies on nudity ads within the past two years. For the purpose of this question, a "nudity ad" is any advertisement offering, or linking to, a service that a user can use to digitally manipulate an image of an identifiable individual (as that term is used in 47 U.S.C. § 223, as amended by the TAKE IT DOWN Act, Pub. L. No. 119-12 (2025)) in order to create an intimate visual depiction (as that term is used in 15 U.S.C. § 6851).
 - a. Between which dates did each ad run?
 - b. How were the users to whom the ads were targeted identified or selected?
 - c. How many impressions did each ad receive in the United States?
 - d. How many impressions did each ad receive in total?
 - e. How much money was Meta paid to run each ad?
 - f. Did Meta retain the revenues generated from running each of these ads?
 - g. Does Meta, as a matter of policy, retain revenue for advertisements that are illegal in nature, or feature material, like CSAM or NCII, that is illegal under U.S. law? If no, what does Meta do with any such revenues?

You do not need to provide the content of the ad; a unique ID # is sufficient.

5. Meta reviewed and approved paid advertisements that reportedly contained illegal content, including CSAM. Arguably, the protections offered to interactive computer services under 47 U.S. Code § 230 do not apply, as Meta is the publisher and monetizer of this content.
 - a. Did Meta undertake an analysis of its legal liability for publishing and hosting the content identified in this reporting?
6. How many paid advertisements later flagged by Meta's systems for adult nudity, child sexual exploitation, adult sexual exploitation, or human exploitation were shown to users aged 13-18 in the U.S. in calendar year 2025? As of August 24, 2026?

Thank you for your attention to this important matter, and I look forward to your response.

Sincerely,



Mark R. Warner
United States Senator