March 24, 2025

Statement from a Meta spokesperson,

Scams are often driven by sophisticated, well-resourced organised crime networks operating out of countries where they face little consequence. Meta doesn't want scams on its platforms and we continue to invest in teams and technology to detect and stop them. To prevent scams, we've announced financial advertiser verification, the expansion of our facial recognition technology to identify and stop celeb-bait scams, and the expansion of our partnership with the Australian Financial Crimes Exchange (AFCX) to share intelligence on scams.

The safety of our users is of utmost importance, and it makes no sense to allow scams that create a poor user experience on our platforms. We will continue to invest in new ways to stop scammers and deepen our collaborative efforts with numerous industry partners, the government and law enforcement on this important issue."