



May 7, 2025

Mark Zuckerberg
CEO
Meta Platforms, Inc.
1 Hacker Way, Menlo Park, CA 94025

Dear Mr. Zuckerberg,

We have come together as a group of over 80 organizations dedicated to safeguarding the health and well-being of America's children and teens to demand that Meta immediately halt the deployment of all AI-powered social companion bots to users under the age of 18, as well as any AI companion bot that simulates the likeness of a child or teen. As recent reporting from The Wall Street Journal (the Journal) demonstrates, Meta is currently engaged in an open experiment of AI companions on children, and this experiment has persisted despite internal warnings that minors are being exposed to sexualized and developmentally inappropriate "conversations" with human-like bots. We are calling on you to stop endangering young people for your own profits.¹

AI companions, which converse with users through an anthropomorphized persona, are wholly inappropriate for minors, who are more likely to become emotionally dependent on human-like chatbots.² They elicit an emotional connection with users by sharing texts, AI-generated "selfies," and live voice chats in order to form parasocial relationships that drive user engagement. Studies demonstrate that adults who use AI companions can become dependent upon or addicted to the technology, struggle to engage in real-life interactions, and experience disruptions to their work, social lives, and psychological development.³ Children and teens are far less equipped to face these challenges than adults. Minors' use of AI companions has already been linked to reports of serious harm⁴ and death.⁵ But Meta is offering the technology to young users because you reportedly "won't miss on this" opportunity.

The Journal reports that AI companion bots on Meta's platforms will frequently engage in graphic sexual roleplay with young users and, at the same time, Meta allows its adult users to engage in explicit sexual conversations with AI companions that impersonate children and

¹ <https://www.wsj.com/tech/ai/meta-ai-chatbots-sex-a25311bf>

² <https://www.common sense media.org/press-releases/ai-companions-decoded-common-sense-media-recommends-ai-companion-safety-standards>

³ <https://scholarspace.manoa.hawaii.edu/items/5b6ed7af-78c8-49a3-bed2-bf8be1c9e465>;
<https://journals.sagepub.com/doi/10.1177/14614448221142007>

⁴ <https://www.washingtonpost.com/technology/2024/12/10/character-ai-lawsuit-teen-kill-parents-texas/>

⁵ <https://www.nytimes.com/2024/10/23/technology/characterai-lawsuit-teen-suicide.html?partner=slack&smid=sl-share>

teens.⁶ Reporters conducted hundreds of test conversations with various Meta companion bots. They found that Meta’s companion bots will engage in overtly sexual discussions with users, going so far as to explicitly describe specific sexual acts, even when users self-identify as minors. For example, the WSJ detailed a conversation in which Meta’s AI helper engaged in sexual roleplay with an account registered to a 13-year-old boy. In that conversation, Meta’s AI bot actually incorporated the user’s age into its sexual encounter, describing the user’s body as “developing” and discussing the need to “avoid parental detection.”

Further, some of Meta’s most popular companion bots are designed to impersonate children and teens, and reporters found that adults are able to use these companion bots to simulate sexual roleplay with minors. For example, the Journal described a conversation with a popular Meta companion bot named “submissive schoolgirl” in which the bot impersonated an 8th grade child during sexual roleplay. In another conversation, a Meta companion bot impersonated a 12-year-old boy and promised not to tell its parents about dating an adult man.

It appears that the danger caused by Meta’s companion bots is not an aberration, but rather yet another example of Meta prioritizing profits over the health and safety of its young users. The Journal details Meta’s unabating drive to increase the popularity of its AI companion bots, reporting that the company intentionally loosened the guardrails around sexual content to make its bots as engaging as possible, despite internal warnings. Meta staff specifically warned that design choices championed by company leadership “gave adult users access to hypersexualized underage AI personas and, conversely, gave underage users access to bots willing to engage in fantasy sex with children.” Similarly, the Journal reports that Meta staff raised concerns about the mental health impacts of deploying companion bots to children and teens in general, with one employee writing: “We should not be testing these capabilities on youth whose brains are still not fully developed.” Despite concerns raised by your own staff, you and your leadership team pushed ahead, undeterred. Young users are now paying the price.

This is not the first time Meta has prioritized profits over the well-being of its young users. Complaints filed in the multi-state action against Instagram revealed that Meta knows its engagement-maximizing design features contribute to negative impacts on minors’ mental health, sleep, social relationships, and productivity — but it continues to push young users to spend more time on Instagram anyway.⁷ For example, in an internal document titled “Teen Fundamentals,” Meta researchers specifically identified opportunities for growth based on vulnerabilities of the teenage brain, including teens’ relative immaturity and tendency to be

⁶ <https://www.wsj.com/tech/ai/meta-ai-chatbots-sex-a25311bf>

⁷ Complaint and Jury Demand, *Commonwealth of Massachusetts v. Meta Platforms, Inc.*, No. 23-2397-BLS1 (Mass. Super. Ct. Nov. 6, 2023) at ¶¶ 2-3.



driven by emotion, novelty, and reward.⁸ Meta leadership also championed the continued use of visible like counts and plastic surgery filters for teen accounts, despite internal research that showed those design features have significant negative mental health impacts on young users.⁹

Based on Meta's demonstrated refusal to prioritize the health and well-being of children and teens, it simply cannot be trusted to deploy AI companion bots in a safe and responsible manner. No set of promises from Meta about safety, parental controls, or guardrails will be sufficient to quell the concerns of American families, particularly given reporting that Meta has claimed its companion bots are safe and appropriate for all ages, despite knowing that they are currently causing harm to young users. As such, it is imperative that you immediately halt the deployment of all AI companion bots to users under the age of 18, and immediately halt the deployment of any AI companion bot that simulates the likeness of a child or teen. Your dangerous and unethical experimenting on our kids with AI must come to an end.

We welcome the opportunity to meet and discuss our concerns about Meta's AI companions and the well-being of young users.

Sincerely,

Fairplay

ParentsSOS

Young People's Alliance

Encode AI

Alana Institute

All Girls Allowed, Inc.

Aly's Angels Family Child Care

Anxiety and Depression Association of America

Banu Foundation

Becca Schmill Foundation

Better Tech Project

California Initiative for Technology and Democracy, a project of California Common Cause

Carly Ryan Foundation

Center for AI Policy

Center for Digital Democracy

Center for Humane Technology

Center for Online Safety

Centre for Media, Technology, and Democracy

⁸ *Id.* at 22.

⁹ *Id.* at ¶¶ 56-59.



Children's Advocacy Institute, University of San Diego School of Law
Common Sense Media
Consumer Federation of America (CFA)
David's Legacy Foundation
Design It For Us
Devin J Norring Foundation
Early Childhood Work Group, Fairplay's Screen Time Action Network
Eating Disorders Coalition for Research, Policy, & Action
EDGE Consulting Partners
Educate and Empower Kids
Electronic Privacy Information Center (EPIC)
Enough Is Enough
Erik's Cause
Global Hope 365
Grace McComas Memorial
Heat Initiative
Heritage Foundation
Human Trafficking Prevention Alliance
InnovateEDU
Internet Safety Labs
Interparliamentary Taskforce on Human Trafficking
Issue One
Jonathan Haidt and The Anxious Generation
Kids First Parent Association of Canada
LookUp.live
Love Never Fails
Lynn's Warriors
MAMA - Mothers Against Media Addiction
Matthew E. Minor Awareness Foundation
Mental Health America
MyOwn Image
National Center on Sexual Exploitation
NCCW
New York State Society for Clinical Social Work
NH Traffick-free Coalition
NoAppforLife.com
NoSo November
Organization for Social Media Safety
Paradigm Shift Training and Consulting



Parent Coalition for Student Privacy
Parents Television and Media Council
Parents Who Fight
ParentsTogether
Peace Educators Allied for Children Everywhere (PEACE)
Pornography Is Not Education
Project STAND
Protect Young Eyes
Public Citizen
Raven
Realized Potential Inc
Redemption House of the Bay Area
ScreenStrong
Scrolling 2 Death
Sexual Violence Prevention Association (SVPA)
Smartphone Free Childhood US
Solutions for Life Counseling Services
Suncloud Health
Talk More. Tech Less.
Tech Justice Law Project (TJLP)
The Stop Trafficking Project®
The Tech Oversight Project
Turning Life On
United Abolitionists
Vermont Coalition for Phone and Social Media-Free Schools
WealthManagement Ministries-Prevention Works Joint Task Force and Coalition
WithAll
Yellowstone Human Trafficking Task Force
Youth Power Project