Meta Updates Brand Rights Protection Tool for Businesses



Meta announced new protections for businesses using Facebook and Instagram, updating its Brand Rights Protection tool to include scam ad reporting.

According to the social media platform, all businesses enrolled in Brand Rights Protection have the ability to report suspected scam ads at scale. This also includes instances where it does not explicitly use their intellectual property, as well as suspected scams and misleading ads that exploit a brand's name without authorization.

In a statement, the company said, "These updates further empower businesses to take control of how their brand is used and help protect people from harmful or misleading experiences."

Meta said businesses seeking to access this option should, in the ads tab, use the "Other" violation type.

The Brands Right Protection navigation experience has also

been updated, making it easier for businesses to access certain functionalities using fewer steps.

This includes the Drafts tab (previously called Requests) having sub-tabs per violation type, comprising Copyright, Counterfeit, Impersonation, and Trademark. Within the Reports tab, searches and/or filtering are made possible using email report IDs, keywords, trademark names, and report owner names.

Brands Right Protection, which was established in October 2021, was previously known as Meta’s, then Facebook’s, Commerce & Ads IP Tool. It enables enrolled trademark owners to search and report content that they believe infringes on their IP rights

Rights holders can upload and save up to 10 images to their account, such as logos and product images. Meta’s image-matching technology automatically scans ads on the platform, enabling brands to more easily review and report content that may infringe on their IP.

Recommended videos
https://www.adweek.com/social-marketing/meta-updates-brand-rights-protection-tool-for-businesses/