

## 2020-004-IG-UA

### Case referred by user

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*A user in Brazil posted a picture to Instagram with a title in Portuguese indicating that it was to raise awareness of signs of breast cancer. Eight photographs within the picture showed breast cancer symptoms with corresponding explanations of the symptoms underneath. Five of the photographs included visible and uncovered female nipples. The remaining three photographs included female breasts, with the nipples either out of shot, or covered by a hand. Facebook removed the post for violating its policy on [Adult Nudity and Sexual Activity](#). The post has a pink background, and the user indicated in a statement to the Oversight Board that it was shared as part of the national “Pink October” campaign for the prevention of breast cancer.*