23.10.2026

ANTTI HAKALA

Mr Conrado Leister

Director-General, Meta Brazil

Subject: Restore the WhatsApp number of the Sindicato dos Bancários de São Paulo, Osasco e Região

Dear Mr Leister,

We write on behalf of Trade Union Pro Finland, which represents 110,000 experts, professionals and managers in various sectors such as finance, insurance, public and private services, and industry in Finland and is an affiliate of UNI Global Union. We ask Meta to restore the WhatsApp number of the Sindicato dos Bancários e Financiários de São Paulo, Osasco e Região without delay, and to explain why it was banned.

On 15 October Meta permanently banned the WhatsApp Business number that runs the union's service centre. It is a central way the more than 120,000 bank workers the union represents reach it, whether they need legal advice after a dismissal, want their severance pay checked or have questions about their rights.

Meta cited only a generic “violation of the Acceptable Use Terms,” while its own dashboard rated the number's quality as “High”. The union appealed through the platform, contacted Meta's policy team and asked for a review, and every reply was a standard text. On 19 October Meta rejected the final appeal, again without naming a rule, a message or any conduct that broke its terms. It has also barred the union from registering a new number.

A union cannot correct a violation it is never told about. Cutting a workers' organization off from the people it represents, with no reason and no genuine appeal, undermines freedom of association. A union's right to communicate with its workers cannot depend on an unexplained decision by a multinational company.

The ban came ten days before Brazil's presidential run-off on 25 October, in a campaign in which Meta's conduct has been before the Superior Electoral Court. On 20 October Meta's own Oversight Board said it was “concerned by recurring enforcement failures in Meta's election integrity efforts.” Whatever the reason for this ban, it fits the pattern the Board describes.

We ask Meta to:

- restore the union's number and lift the ban on registering new numbers;
- tell the union in writing which rule, message or conduct led to the ban;
- give the union a review by a person with the authority to reverse the decision;
- commit not to suspend trade union accounts without prior notice, stated reasons and a chance to respond.

The union has taken legal action in São Paulo to have its number restored, and we stand with it. We will share Meta's response with UNI Global Union and with our members. We ask for an immediate reply.

Yours sincerely,

Antti Hakala

Director of finance sector and ICT and communications sector
Acting Director of public sector

Trade Union Pro Finland

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