26 October 2026

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 LIU, which represents 227,554 workers in Finance in Japan 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.

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 ask for an immediate reply.

Yours sincerely,



Yoshiyuki Hori
President
National Federation of Life Insurance Worker's Unions