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10  
11 **UNITED STATES DISTRICT COURT**  
12 **NORTHERN DISTRICT OF CALIFORNIA**

13 DAWN DANGAARD, a/k/a ALANA  
14 EVANS; KELLY GILBERT, a/k/a KELLY  
15 PIERCE; JENNIFER ALLBAUGH, a/k/a  
16 RUBY, and  
17 on behalf of themselves  
18 and all others similarly situated,

19 *Plaintiffs,*

20 v.

21 INSTAGRAM, LLC;  
22 FACEBOOK OPERATIONS, LLC;  
23 META PLATFORMS, INC.;  
FENIX INTERNATIONAL INC.;  
FENIX INTERNET LLC;  
LEONID RADVINSKY,  
and JOHN DOES 1-10,  
*Defendants.*

FIRST AMENDED CLASS ACTION  
COMPLAINT

JURY TRIAL DEMANDED

Plaintiffs allege<sup>1</sup> as follows upon personal knowledge and upon information and belief based upon the investigation of counsel:

**I. INTRODUCTION**

1. This case is about a corrupt business gaining an enormous advantage over its competitors by wrongfully manipulating behind-the-scenes databases, and in the process, harming thousands of small entrepreneurs who rely on social media to earn a living.

<sup>1</sup> This Complaint is being resubmitted as an Amended Complaint, with minor revisions, following the Clerk's rejection notice of the civil cover sheet and to consolidate the parties in one summons and "re-file in its entirety." This is the only complaint that will be served.

1           2.       Plaintiffs and Class Members are performers in the online adult entertainment  
2 business and anyone else (regardless of the description they use for themselves, such as influencer  
3 or artist) who provided content to a competitor of OnlyFans and was harmed by the alleged scheme  
4 (“AE Providers” or “AE Performers”). Plaintiffs and Class Members make their performances  
5 available to consumers through online adult entertainment platforms (“AE Platforms”).  
6 Consumers are charged to access the content on the platform, with the revenue split between the  
7 AE Platform and the AE Provider. AE Providers rely on interactions on social media platforms  
8 such as Instagram and Twitter to guide customers to their pages on AE Platforms.

9           3.       Collusion between certain employees or agents of Meta Platforms, Inc. (“Meta”)  
10 and its subsidiaries (such as Facebook and Instagram), and the OnlyFans adult entertainment  
11 business and those affiliated with it, has had severe repercussions. The collusion systematically  
12 and methodically damaged or destroyed the businesses of many competing AE Platforms and with  
13 that harmed the livelihoods of Plaintiffs and Class Members featured on those platforms by  
14 eliminating or reducing their visibility on social media. Some of those performers and businesses  
15 were destroyed.

16           4.       Up until late 2018 or early 2019, the online adult entertainment industry was a  
17 vibrant, competitive market. That is when AE Providers that had promoted competitors of  
18 OnlyFans suddenly experienced a drop-off in traffic and user engagement on social media  
19 platforms. The deletion and hiding of posts, and reduction in social media traffic for certain  
20 providers, was so substantial and so dramatic that it could not have been the result of filtering by  
21 human reviewers of social media content. The business lifeblood of certain AE Providers and AE  
22 Platforms appeared to be blocked so consistently that only automated processes could be  
23 responsible. But performers associated exclusively with OnlyFans were not affected in the same

1 way. As a result, OnlyFans began to grow incrementally, and then exponentially – rocketing up  
2 the internet traffic rankings – and quickly becoming one of the most dominant players in the adult  
3 industry, while most of OnlyFans’ competitors stagnated or saw dramatically reduced traffic and  
4 revenue.

5         5.         The Complaint alleges that the Defendants in this action orchestrated a scheme  
6 through which they caused AE Performers associated with OnlyFans’ competitors to be  
7 “blacklisted” by certain social media platforms for the purpose of reducing competition with  
8 OnlyFans. “Blacklisting” is a process whereby social media accounts are identified to certain  
9 social media platforms in a way to prompt those platforms to suspend or delete those accounts or  
10 otherwise reduce their visibility. The blacklisting process was accomplished first internally at  
11 Instagram/Facebook by automated classifiers or filters, which were then submitted to a shared  
12 industry database of “hashes,” or unique digital fingerprints. This database was and is intended to  
13 flag and remove content produced by terrorists and related “Dangerous Individuals and  
14 Organizations” to curtail the spread of terrorism and violent extremism online. However, the AE  
15 Performers blacklisted, and the AE Platforms injured by the blacklisting, were not terrorists and  
16 had nothing to do with terrorism of any kind. The scheme was intended to destroy the AE  
17 Platforms’ businesses, and either destroy the AE Providers or force them to work exclusively  
18 through OnlyFans.

19         6.         According to a recent BBC article, Meta claims it investigated but found no  
20 evidence the shared hash database had been abused. Meta did not say the scheme did not happen,  
21 just that it found no evidence of it and therefore the claim had no merit. Meta did not explain what  
22 triggered its investigation or how it conducted the investigation. Plaintiffs believe Meta did not  
23

1 investigate thoroughly enough and encourage it to make this information available for independent  
2 review.

3 7. This lawsuit does not allege wrongdoing by Meta or its subsidiaries as “publishers”  
4 under 47 U.S.C. § 230(c) (1). Rather, this lawsuit alleges that Defendants “blacklisted,” without  
5 justification and in violation of law, Plaintiffs and other Class Members as part of a scheme to  
6 reduce and eliminate competition for OnlyFans.

## 7 II. PARTIES

8 8. Plaintiff Dawn Dangaard is a professional adult entertainment performer. Her stage  
9 name is Alana Evans. In this Complaint, “Alana Evans” refers to Plaintiff Dangaard. She is also  
10 the president of the Adult Performance Artists Guild (“APAG”), a federally recognized labor  
11 union whose goals are “to earn employee rights, set performer responsibilities, negotiate fair  
12 practices, and help performers provide themselves with a better future.” She is a citizen of  
13 California.

14 9. Plaintiff Kelly Gilbert is a professional adult entertainment performer. Her stage  
15 name is Kelly Pierce. In this Complaint, “Kelly Pierce” refers to Plaintiff Kelly Gilbert. She is  
16 Secretary of the APAG. She is a citizen of Illinois.

17 10. Plaintiff Jennifer Allbaugh is a professional adult entertainment performer. Her  
18 stage name is Ruby. In this Complaint, “Ruby” refers to Plaintiff Allbaugh. She is Vice President  
19 of the APAG. She is a citizen of Ohio.

20 11. Defendant Fenix International Limited (“Fenix”) is a private, limited company  
21 registered under the laws of the United Kingdom and Hong Kong, with its principal place of  
22 business at 4th Floor Imperial House, 8 Kean Street, London, WC2B 4AS United Kingdom. Based  
23 on public information, Fenix also conducts business or has operations (directly or through

1 subsidiaries or affiliates) in the United States, Manila, Singapore, Tokyo, New Delhi, and  
2 Bangkok. Fenix operates the OnlyFans AE Platform.

3 12. Defendant Fenix Internet, LLC (“Fenix Internet”) is a Delaware limited liability  
4 company that is headquartered in Florida. On information and belief, Fenix Internet, LLC is a  
5 wholly owned subsidiary of Fenix. Accordingly, for purposes of diversity jurisdiction, its  
6 citizenship is the same as Fenix. On information and belief, customer charges for the OnlyFans  
7 website have appeared as “Fenix Internet LLC” on customer bank statements; accordingly, on  
8 information and belief, Fenix Internet LLC receives, and is a conduit for, funds wrongfully  
9 obtained and/or proximately connected to the tortious conduct alleged herein.

10 13. Leonid Radvinsky (“Radvinsky”) is an individual who resides in Palm Beach  
11 County, Florida. He is the owner of the OnlyFans AE Platform, <https://onlyfans.com/>, through his  
12 ownership of Fenix, and he controls Fenix Internet. Radvinsky is also the founder and owner  
13 (through a holding company) of the cam site “myfreecams”; on information and belief, Radvinsky  
14 also owns or controls “stars.avn.com.” Those sites are referred to herein as the Radvinsky-  
15 affiliated sites. He is a citizen of Florida.

16 14. Defendants Fenix, Fenix Internet, and Radvinsky are collectively referred to as the  
17 “Radvinsky Defendants.”

18 15. The Radvinsky Defendants are subject to the personal jurisdiction of this Court  
19 because (i) they operate, conduct, engage in, and carry on business in California and (ii) they  
20 caused injury to Plaintiffs and to Class Members in California arising out of activities in California.  
21 The Radvinsky Defendants are subject to the personal jurisdiction of this Court because they  
22 engaged in substantial and not isolated activity within this district.  
23

1           16. Defendant Meta Platforms, Inc. (“Meta”) is a Delaware corporation with its  
2 headquarters and principal executive offices in this district at 1601 Willow Road, Menlo Park,  
3 California 94025. It is a citizen of Delaware and California. Meta is the new parent company for  
4 businesses that, prior to December 1, 2021, had been known as Facebook.. It is the owner and  
5 operator of, among other things, two large social media platforms, Facebook and Instagram.

6           17. Defendant Instagram, LLC is a wholly owned subsidiary of Defendant Meta. It is  
7 the operator of the Instagram social media platform. It is organized under the laws of Delaware.  
8 On information and belief, its sole Member is Meta so its citizenship is the same as that of Meta.

9           18. Defendant Facebook Operations, LLC is a wholly owned subsidiary of Defendant  
10 Meta. It is organized under the laws of Delaware. It is the operator of the Facebook social media  
11 platform. On information and belief, its sole member is Meta so its citizenship is the same as that  
12 of Meta.

13           19. Meta and its subsidiaries are vicariously liable for the acts of their agents and  
14 employees enumerated in this Complaint on the basis of respondeat superior, as the tortious acts  
15 of its employees arose out of and are engendered by their employment, along with other principles  
16 of vicarious liability, along with liability for its own conduct, including lack of internal controls.

17           20. John Does 1-10 are employees and/or agents of Meta and its subsidiaries who  
18 participated in the scheme detailed below. Because the identities individuals are not currently  
19 known to Plaintiff, they are collectively named as John Does.

20           21. Plaintiffs are informed and believe, and on that basis allege, that at all times  
21 mentioned herein, each Defendant acted as the actual or ostensible agent, employee, and/or co-  
22 conspirator of each other Defendant and, in performing the actions alleged herein, acted within the  
23 course and scope of such agency, employment, and/or conspiracy.

1 22. Plaintiffs and Class Members were harmed by each Defendant, or each Defendants’  
2 employees, tortious conduct as alleged herein, and each Defendant, is responsible for the harm  
3 because, and to the extent, each was part of a conspiracy to commit the torts alleged herein by (1)  
4 being aware that one or more of the other Defendants planned to do one or more of the wrongful  
5 acts alleged herein, and (2) agreed with one or more of the other Defendants and intended that the  
6 wrongful act be committed, or (3) was responsible in its capacity as employer of conspirators for  
7 the acts in furtherance of the conspiracy taken by such employees in the course of their  
8 employment. Plaintiffs allege that each Defendant, or their agents and employees, cooperated, or  
9 agreed to cooperate, for one or more of the harms alleged that was committed by one or more of  
10 the other Defendants as co-conspirators.

11 23. At all times mentioned herein, a unity of interest and ownership existed, and still  
12 exists, among the Radvinsky Defendants, such that the separate personalities of the companies and  
13 the individuals did not, and do not, exist, and adherence to the fiction of a separate legal existence  
14 would promote injustice.

### 15 III. JURISDICTION AND VENUE

16 24. This Court has jurisdiction over this action under the Class Action Fairness Act  
17 (“CAFA”), 28 U.S.C. § 1332(d). There are at least 100 members in the proposed class, the  
18 aggregated claims of the individual class members exceed the sum or value of \$5,000,000.00  
19 exclusive of interest and costs, and some of the members of the proposed class are citizens of states  
20 different from each of the Defendants.

21 25. All Defendants have sufficient minimum contacts with California to be subject to  
22 this Court’s personal jurisdiction. Defendant Meta and its subsidiaries have their principal place  
23 of business in this District. Defendants Fenix, Fenix Internet, and Radvinsky intentionally avail

1 themselves of the markets within California through the promotion, sale, marketing, and  
2 distribution of their adult entertainment platforms in this district, which renders this Court's  
3 exercise of jurisdiction necessary and proper. In addition, on information and belief, acts in  
4 furtherance of the conspiracy occurred in this district at or through (e.g., via technology or systems)  
5 the offices of defendant Meta and its subsidiaries.

6 26. Venue is proper in this District under 28 U.S.C. § 1391(b)(2) because Defendants  
7 Meta, Instagram, LLC, and Facebook, LLC are based in this District, and a substantial part of the  
8 events giving rise to the claims occurred in this district (e.g., via technology or systems).  
9 Alternatively, Venue is proper in this district under 28 U.S.C. § 1391(b)(3) because Defendant  
10 Meta is subject to this court's personal jurisdiction, and there is no other district where this action  
11 could be brought.

#### 12 IV. FACTS

##### 13 A. The Scheme

14 27. Plaintiffs allege that Defendants engaged in a scheme to cause performers who  
15 worked with competitors of OnlyFans – including Plaintiffs – to be “blacklisted” by social media  
16 platforms, including social media platforms owned and operated by entities other than Meta or its  
17 subsidiaries, for the purpose of interfering with those AE Platforms' business and reducing  
18 competition with OnlyFans. “Blacklisting” is a process whereby social media platforms suspend  
19 or delete particular accounts or otherwise reduce their visibility. Blacklisting is typically  
20 accomplished by automated classifiers or filters that keep particular websites or pages from  
21 appearing on social media platforms or appearing in the results shown by search engines pursuant  
22 to user queries. *Plaintiffs are not making a claim against anyone for the act(s) of*  
23 *classification/filtering themselves in the normal course by the social media platforms.* They are



1 suing Defendants for wrongfully causing their social media content, and that of fellow Class  
2 Members, to be identified for blacklisting at multiple social media platforms and included in  
3 training data for a “classifier” (a technical term referring to a learning algorithm that learns a  
4 model from training data) or filtering list used by multiple social media platforms and other  
5 technology companies. The identification for blacklisting is evidence of the scheme and has caused  
6 Plaintiffs’ and Class Members’ to be damaged.

7 28. This complaint uses the words “classifier” or “classification” in the technical sense  
8 as they relate to machine learning. Specifically, as explained in one article: “Classification is the  
9 process of predicting the class of given data points. Classes are sometimes called targets/ labels or  
10 categories. Classification predictive modeling is the task of approximating a mapping function (f)  
11 from input variables (X) to discrete output variables (y). *For example, spam detection in email*  
12 *service providers can be identified as a classification problem.* This is a binary classification since  
13 there are only 2 classes as spam and not spam. A classifier utilizes some *training data* to understand  
14 how given input variables relate to the class. In this case, known spam and non-spam emails have  
15 to be used as the training data. When the classifier is trained accurately, it can be used to detect an  
16 unknown email. Classification belongs to the category of supervised learning where the targets  
17 also provided with the input data.”<sup>2</sup> (Emphasis added.)

18 29. For ease of reference, throughout this complaint the word “database” is used  
19 generically to refer to a collection of data and information and includes the training data used for  
20 a classifier; when the context requires, the word database also refers to the database management  
21  
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23 <sup>2</sup> Machine Learning Classifiers, <https://towardsdatascience.com/machine-learning-classifiers-a5cc4e1b0623>.

1 system and applications associated with them so that the term refers to both the data and the  
2 program/application that uses it.

3 30. The AE Providers relevant to this lawsuit are adult performers who create content  
4 posted on their accounts on AE Platforms. Customers are charged to access the content, with the  
5 revenue split between the AE Platform and the AE Provider. The AE Providers attempt to drive  
6 traffic to their accounts on the AE Platforms by posting on social media services, such as using  
7 their personal Instagram accounts. As users of social media services, AE Providers endeavor to  
8 comply with the various services' terms of service and other policies, including Facebook's  
9 Community Standards and Instagram's Community Guidelines.

10 31. AE Providers drive traffic to their accounts on the AE Platforms by posting on their  
11 personal social media accounts, such as their Instagram accounts. One important mechanism for  
12 service providers to establish and maintain connections with potential customers over social media  
13 is by attracting "followers." Social media users may choose to "follow" any other account (whether  
14 or not that followed is promoting commercial services) by pressing the "Follow" button, thus  
15 affirmatively requesting that they be notified when the followed individual has posted new content.  
16 "Followers" of the AE Providers' social media accounts may become paying customers on AE  
17 Platforms.

18 32. Up until the fourth quarter of 2018, the online adult entertainment industry was a  
19 vibrant, competitive market with AE Platforms, large and small.

20 33. In October 2018, the controlling interest in Fenix changed ownership, with  
21 Radvinsky acquiring 100 percent of the company.

22 34. Soon after Radvinsky's acquisition of OnlyFans through his purchase of Fenix, AE  
23 Providers that had ever worked with competitors of OnlyFans suddenly began to experience a

1 drop-off in traffic and user engagement on social media platforms (with the effects first appearing  
2 for some AE Providers, and then seeming to expand to others over several months, consistent with  
3 more AE Providers being targeted). AE Providers that used OnlyFans’ competitors as platforms  
4 for their content experienced having many posts deleted by the social media services, other posts  
5 being “hidden” from users searching for the sites and from users who had chosen to “follow” the  
6 site, and the number of click-throughs from those posts that did appear on social media services  
7 dropped drastically. This deletion of posts and reduction in traffic was most noticeable on  
8 Instagram but on information and belief also occurred on Twitter, Facebook, Snap, and other  
9 platforms. The combination of deleted and hidden posts led to reduced click-throughs and  
10 substantially reduced visibility for the AE Providers on social media. On information and belief,  
11 the effect on AE Providers appeared to extend as far as reduced visibility on Google’s search  
12 engine.

13         35.     The deletion and hiding of posts, and reduction in social media traffic for certain  
14 AE Providers started to occur suddenly and was so substantial and dramatic that, on information  
15 and belief, it could not have been the result of filtering by human reviewers of social media content.  
16 Rather, the takedowns and other adverse actions and reduced traffic suggested that the social media  
17 services were using computer algorithms that automatically classify/filter content without human  
18 intervention. Put another way, the postings and traffic that were the business lifeblood of certain  
19 AE Providers appeared to be blocked so methodically, systematically, and consistently that only  
20 automated processes could be responsible.

21         36.     On information and belief, AE Providers who had only promoted OnlyFans online  
22 or the Radvinsky-affiliated sites, and had never promoted or affiliated online with any of  
23 OnlyFans’ competitors, appeared to be unaffected by these automated takedowns and reduced

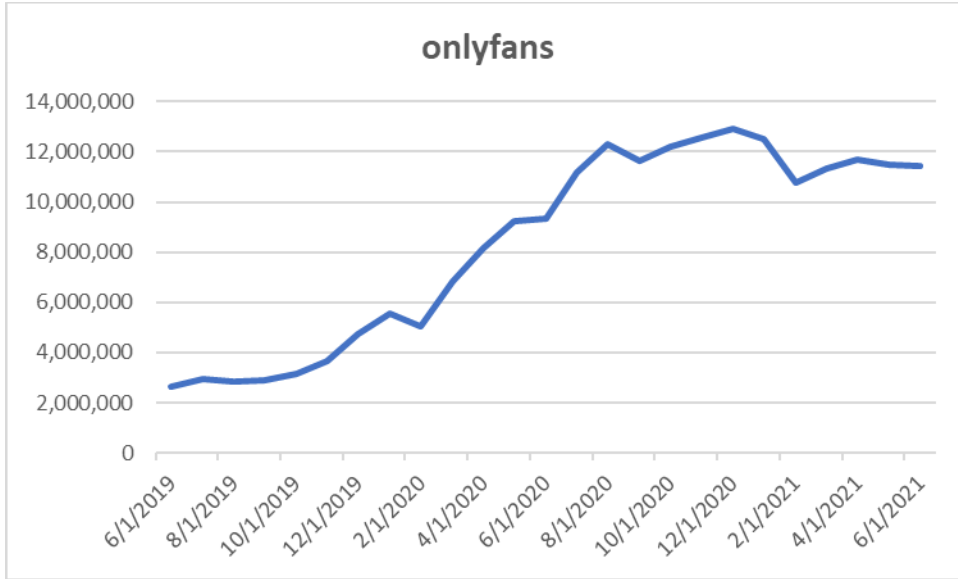
1 traffic. They did not experience the dramatically reduced visibility on social media that was  
2 experienced by AE Providers who worked with OnlyFans' competitors.

3 **B. The Success of the Scheme**

4 37. Many of these AE Providers had little to no previous experience being subjected to  
5 such classifications/filtering. Effectively overnight, their traffic dropped without any apparent  
6 reason. But OnlyFans' traffic did not drop, even though OnlyFans was providing the same type of  
7 content as its competitor AE Platforms.

8 38. As a result, links to OnlyFans pages became ubiquitous on Instagram. AE Providers  
9 were allowed to freely promote their OnlyFans pages on Instagram, and as long as the AE  
10 Providers had only ever promoted OnlyFans on Instagram (or one of Radvinsky's two other  
11 affiliated sites), they were significantly less likely to be impacted by classifiers/filtering.

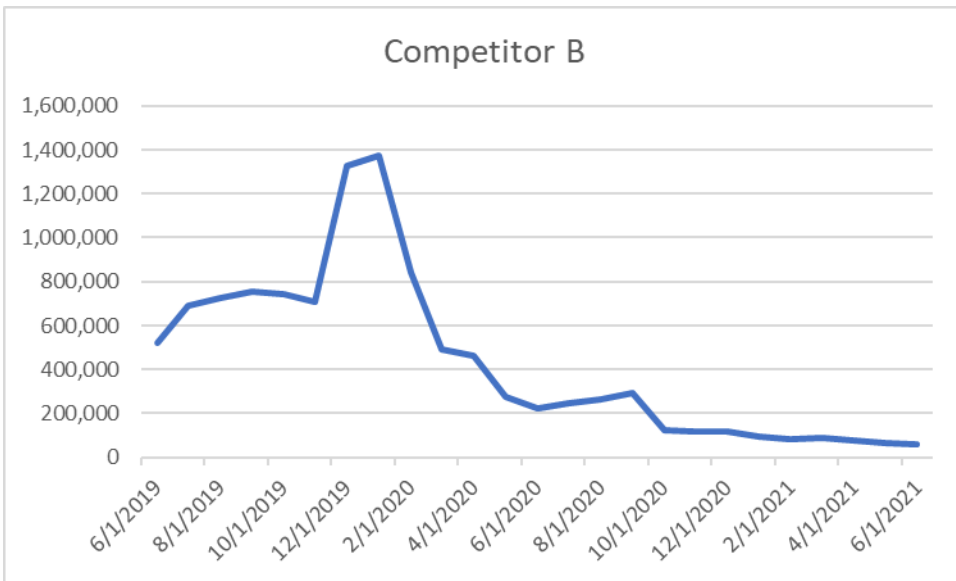
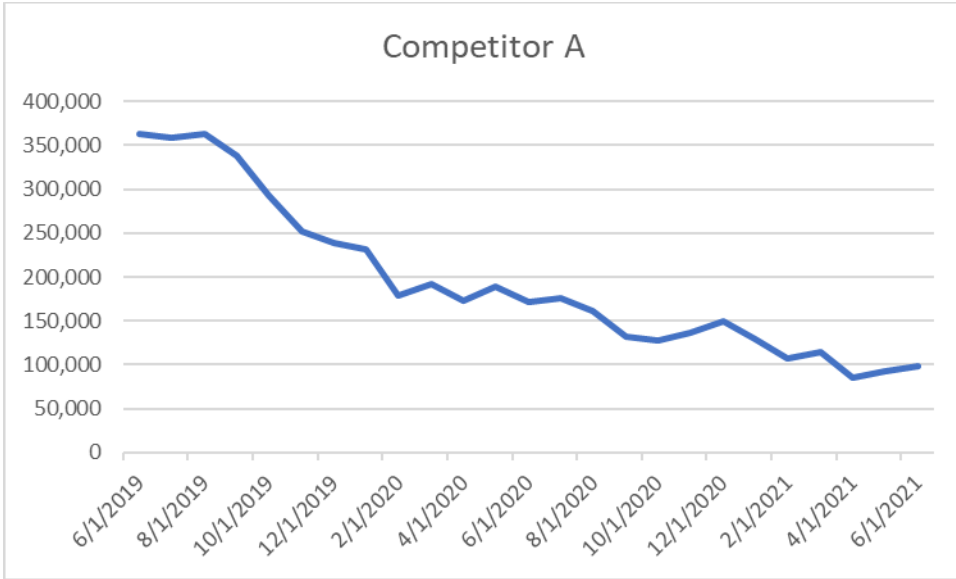
12 39. As a result, OnlyFans began to grow incrementally, and then exponentially –  
13 rocketing up the internet traffic rankings – and quickly becoming one of the most dominant players  
14 in the adult industry, while most of OnlyFans' competitors stagnated or saw dramatically reduced  
15 traffic and revenue. Within a few years, OnlyFans became the 129th largest website in the world,  
16 the 86th largest website in the United States, the 8th largest adult website in the world (including  
17 all free sites), and the 4th largest adult pay website in the world. The chart below shows the growth  
18 of Only fans, measured by total web traffic as determined by Similarweb, from June 2019 through  
19 June 2021.

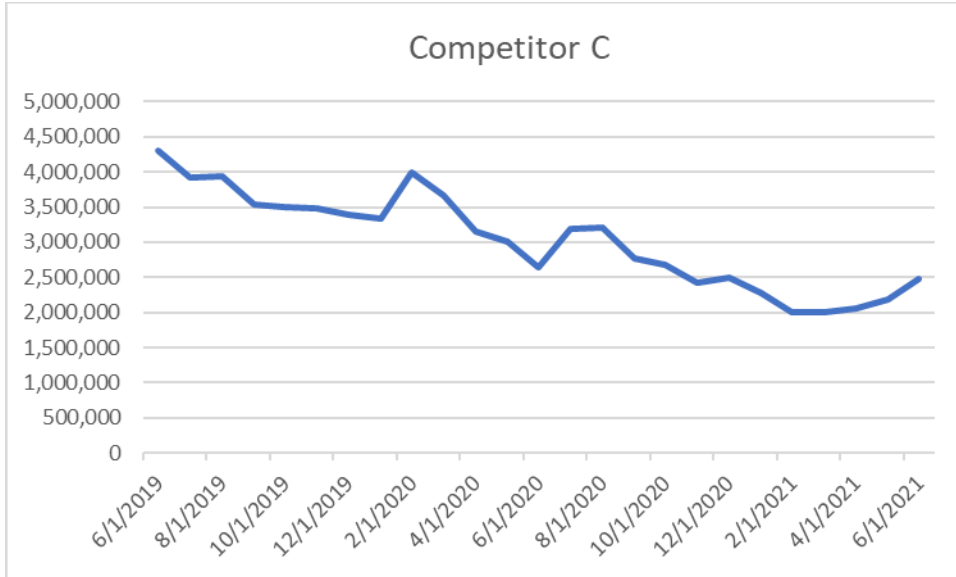


40. On information and belief, through online postings and anecdotal observation of Instagram, it appears that many of the AE Providers that were promoting themselves in 2018 and 2019 on social media have been deleted or had their visibility dramatically reduced on social media services, particularly on Instagram.

41. Third-party traffic data shows that, over a two-year period of 2019-2020, AE Platforms that compete against OnlyFans were losing traffic sourced from social media while only OnlyFans increased traffic sourced from social media. Examples of traffic losses experienced by competitors of OnlyFans in the June 2019-June 2021 period appear below:

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11 42. The use of a classifier to blacklist AE Providers who had promoted, or affiliated  
 12 online with, any of OnlyFans' competitors, and thus to suppress traffic to OnlyFans' competitors,  
 13 was experienced on multiple social media services, indicating that the social media companies  
 14 were sharing information about OnlyFans' competitors and AE Providers who promoted or  
 15 affiliated with them. Social media companies are allowed, under their terms of service, to control  
 16 content on their services, and they are protected in some circumstances from liability for removing  
 17 content in good faith. However, the classification/filtering effects experienced by OnlyFans'  
 18 competitors can be explained only by the social media services' reliance on one or more databases  
 19 – individual (to that service), and shared (among the services) – that blacklisted AE Providers that  
 20 had used OnlyFans' competitors, and blacklisted certain AE Platforms that competed with  
 21 OnlyFans but did not blacklist OnlyFans or the Radvinsky-affiliated sites.

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23

1                   **C.     Individual Plaintiffs' Injuries**

2           43.     Plaintiff Alana Evans has been a prominent AE Provider long before the events  
3 described in this Complaint. She had used Instagram to promote her Adult Entertainment content  
4 on several different AE Platforms, none of which was associated with the Radvinsky Defendants.  
5 By 2019, Evans had over 100,000 followers on Instagram.

6           44.     Beginning in March 2019, Evans noticed that her followers were receiving many  
7 fewer of her posts than they had previously received. She made inquiries on behalf of herself, as  
8 well as on behalf of other member of the APAG, but did not receive any clear explanation of why  
9 this was happening.

10          45.     On January 24, 2020, Instagram deleted Evans' account, so that none of the content  
11 in her account could be seen, and she could not log in to make new posts. She had received no  
12 explanation for why this occurred. Following complaints to Instagram from Evans and from  
13 followers, as well as coverage in the adult entertainment trade press, the account was reinstated,  
14 but the reach of her postings was vastly reduced. For example, the publicity from the unexplained  
15 deletion of her account resulted in an immediate increase of about 30,000 followers, but those  
16 followers disappeared almost immediately afterwards.

17          46.     While Evans remained a popular performer, so that increasing numbers of potential  
18 customers followed her on Instagram, the content that she produced was not served to most of her  
19 followers. Evans now has almost 300,000 followers, but many of her posts are viewed by less than  
20 2,000 users, indicating that the content is not reaching the vast majority of her followers. The loss  
21 of social media reach has adversely affected Evans' revenue, which remains lower than it had been  
22 in previous years.

23



1           47.     The scheme also affected Evans by causing competitors of OnlyFans, with whom  
2 she had contractual dealings, to go out of business, thus forcing her to the OnlyFans platform. For  
3 example, in February 2020, Evans' AE Platform Provider, <https://cams.com>, was driven out of  
4 business, and to remain in business she had no choice but to move some of her content to  
5 OnlyFans.

6           48.     Representative Plaintiff Kelly Pierce is an active AE Provider. She has worked with  
7 several different platforms over the past decade, including Chaturbate and Streamate, and has also  
8 posted content to OnlyFans. She began promotion on Instagram before that platform was acquired  
9 by Facebook, Inc. (now Meta) in 2012. She had about 75,000 followers in 2021.

10          49.     In about 2019, Pierce began to notice that her posts were reaching fewer followers,  
11 leading to fewer click-throughs to her AE Platforms. She received regular complaints from long-  
12 time fans that they were unable to find her posts on Instagram and Snap. In March 2021, her  
13 Instagram site was deleted in its entirety. Instagram refused to reinstate the existing site, but it  
14 permitted her to open a new promotional account after a few months. However, complaints have  
15 persisted that the new account is often not visible to her fans, and she has only 6,000 followers at  
16 her new account. In November 2021, her Snap account was deleted in its entirety.

17          50.     In addition to the account deletion, Pierce has also had numerous individual posts  
18 deleted on both Instagram and Snap. She believes that posts promoting content at sites other than  
19 OnlyFans are especially likely to be deleted. As a consequence of reduced visibility on social  
20 media, Pierce has experience decreasing revenue since 2019.

21          51.     Representative Plaintiff Ruby has been an AE Provider for over 30 years. In recent  
22 years, her principal platform has been [sexpanther.com](https://sexpanther.com), and she also uses AE Platforms  
23 [unfiltered.com](https://unfiltered.com) and [loyalfans.com](https://loyalfans.com), as well as OnlyFans and the Radvinsky-affiliated site

1 avnstars.com. She was never exclusively associated with OnlyFans or the Radvinsky-affiliated  
2 sites.

3 52. Ruby has used social media to promote her own content, including Facebook and  
4 Instagram, which she joined in 2014. She now has about 2,000 followers on Instagram. However,  
5 beginning in 2018, she has experienced unexplained deletions of posts on Instagram, and  
6 unexplained loss of distribution of her posts to followers, as well as reduced search engine traffic.  
7 She has experienced a loss of revenue due to the loss of social media visibility.

8 **D. How the Scheme Worked**

9 53. On information and belief, individual and shared classification/filtering databases  
10 include, but are not limited to, those which identify and block fake accounts, spam accounts, and  
11 terrorist content, such as the Global Internet Forum to Counter Terrorism (“GIFCT”) Shared Hash  
12 Database and URL sharing.

13 54. The GIFCT was created in 2016 by Facebook, Microsoft, Twitter, and YouTube (a  
14 subsidiary of Google). The GIFCT has a shared industry database of “hashes,” or unique digital  
15 fingerprints, of violent terrorist content that had been flagged and removed from their services to  
16 curtail the spread of terrorism and violent extremism online. GIFCT also has a program to share  
17 URLs, coordinated with an outside vendor.

18 55. In addition to the founding member companies, the GIFCT lists thirteen general  
19 members: Tumblr, WordPress, Justpaste.it, Airbnb, Mailchimp, Discord, Instagram, WhatsApp,  
20 Pinterest, Amazon, Dropbox, Mega, and LinkedIn. In addition to these companies, on information  
21 and belief, the GIFCT engages with more than 120 tech companies, including smaller platforms  
22 that lack the resources to develop their own classifier/filtering systems.  
23

1           56. One purpose of the GIFCT is to allow members to share hashes (and also URLs) in  
2 order to identify and quickly remove potential terrorist content on their respective platforms,  
3 sometimes referred to as content originating from “dangerous individuals or organizations,” or  
4 DIO. On information and belief, each of the GIFCT members uses the shared hash tags (and URLs)  
5 in their own way, based on their classification/filtering/machine learning/artificial intelligence  
6 system(s).

7           57. In order to generate the hashes (and URLs to share), each GIFCT member has its  
8 own list (or structured data), sometimes referred to as its dangerous individuals and organizations  
9 list, comprised of individuals and organizations (and their associated URLs and other electronic  
10 identifying data) that are designated as terrorists, terrorist sympathizers, or otherwise a dangerous  
11 organization or individual. Computer algorithms use that data to generate unique hashes of content  
12 from organizations and individuals to be classified/filtered due to their supposed connection with  
13 or promotion of (including by linking to, liking, or tagging) those terrorist/dangerous organizations  
14 or individuals. On information and belief, the GIFCT members share their dangerous organizations  
15 lists (particularly through sharing URLs), and also the shared hash database (of content).

16           58. In a recent transparency report, the GIFCT reported over 300,000 unique hashes in  
17 its database, consisting of approximately 250,000 distinct images and approximately 50,000  
18 distinct videos.

19           59. None of the associated content in the GIFCT shared hash database is presently  
20 available for independent review or audit.

21           60. During the time relevant to the allegations in this Complaint, Instagram drove  
22 significant traffic to external adult websites (i.e., the AE Platforms). Instagram has been one of the  
23

1 primary platforms used by content AE Providers to drive traffic to OnlyFans and competitors of  
2 OnlyFans.

3         61. Just months before Radvinsky acquired OnlyFans, when the OnlyFans website was  
4 still owned by the Stokely family, Facebook's own transparency report shows a sudden 500%  
5 increase in content removed for terrorist propaganda and a 66% increase in content removals for  
6 Adult Nudity and Sexual Activity in Q2 2018, occurring in unison. On information and belief, one  
7 or more of the as-yet unidentified participants in the scheme to wrongfully include AE Providers  
8 in the shared filtering database tested the scheme and prepared to implement the scheme in advance  
9 of an acquisition. On information and belief, the scheme started going into effect soon after  
10 Radvinsky acquired OnlyFans in October 2018. On information and belief, it was the Stokely  
11 family that provided the link between Radvinsky and at least some of his as-yet unidentified co-  
12 conspirators and/or aiders and abettors at a major social media service.

13         62. On information and belief, due to the misuse of one or more individual and shared  
14 databases, social media services removed accounts and hid posts of AE Providers who used AE  
15 Platforms competing with OnlyFans and the identifying URLs and other information for those  
16 competing AE Platforms. This affected (i) AE Providers who at any point promoted a competitor  
17 of OnlyFans and (ii) AE Platforms that compete against OnlyFans. But the removals had a much  
18 smaller effect on OnlyFans and the Radvinsky-affiliated sites. While some AE Providers who  
19 worked with both OnlyFans and other AE Platforms were deleted or hidden, those who *always*  
20 linked their postings on social media services *only* to OnlyFans, or the Radvinsky-affiliated sites,  
21 were allowed to remain.

22         63. On occasion, takedowns were reversed when AE Providers complained to social  
23 media services, and postings and accounts that had been removed were restored. On information

1 and belief, these reversals did not change any training data for a “classifier” or any individual or  
2 shared database that identified those AE Providers or their content as terrorists, terrorist  
3 sympathizers, or otherwise a dangerous organization or individual. In other words, a takedown  
4 might be reversed because a social media service decided that particular content was not, for  
5 example, adult content, but it would not change the separate classification of the person,  
6 organization or their associated content as (or related to) terrorists, terrorist sympathizers, or  
7 otherwise a dangerous organization or individual in the separate lists, training data, and databases  
8 for that purpose. Thus, on information and belief, because the reversals happened only at the  
9 individual social media company level – e.g., by Instagram and Facebook – it did not change the  
10 fact that the training data and individual or shared databases of terrorist or dangerous individuals,  
11 organizations, and/or associated content still had the names, IP addresses and URLs of those AE  
12 Providers and AE Platforms in those training data or databases (along with their hashed content),  
13 and thus those AE Providers and AE Platforms continued to suffer wrongful filtering. This had the  
14 effect of further concealing the scheme to AE Providers while also ensuring that the targeted AE  
15 Provider would continue to have their content removed or hidden in the future.

16 64. On information and belief, there is no statistical or other benign explanation (such  
17 as better marketing) for the disproportionate classification/filtering treatment of and effects on both  
18 (i) OnlyFans’ competitors on social media platforms and (ii) AE Providers who had ever promoted  
19 or affiliated with OnlyFans’ competitors, leaving the conclusion that it was caused by a  
20 manipulation of one or more of the individual databases (or sets of training data) that was then  
21 shared in part or in full among multiple companies for the purpose of harming the competitors of  
22 OnlyFans and their AE Providers, and to cause a net benefit to OnlyFans and its AE Providers who  
23 never promoted any OnlyFans competitor.

1           65.     The combination of the following six facts -- (i) sudden volume of increased content  
2 classification/filtering starting soon after October 2018 across multiple online platforms, (ii)  
3 massive spike in content classification/filtering activity specifically targeting AE Providers in the  
4 adult industry that is inconsistent with human filtering, (iii) disproportionate impact of  
5 classification/filtering on AE Platform competitors of OnlyFans, (iv) mysterious immunity of  
6 OnlyFans and the Radvinsky-affiliated sites to a similar level of impact from this new heightened  
7 classification/filtering activity, (v) subsequent mass migration of AE Providers from competitors  
8 of OnlyFans to OnlyFans, to the point that external links to OnlyFans virtually took over the  
9 Instagram platform, while AE Providers who promoted competitors to OnlyFans continued to have  
10 their posts removed, visibility reduced (as shown by reduced click-throughs from social media  
11 postings), user engagement reduced, and pages deleted, and (vi) such a dramatic shift in OnlyFans’  
12 market position as to adult content providers at the detriment of other competitors -- can only be  
13 explained by the manipulation of one or more persons of information in one or more of the  
14 individual databases that was later shared in part or in full with other social media companies,  
15 including but not limited to manipulation of training data for a “classifier.”

16           66.     One or more DIO lists, combined with the GIFCT Shared Hash Database and URL  
17 sharing program, would have served as the ideal training data for a classifier/filtering tool to create  
18 this blacklisting effect, particularly in 2018 and 2019.

19           67.     On information and belief, the anti-terrorism and anti-DIO tools at individual social  
20 media services, which were shared at least in part with other social media services (including but  
21 not limited through the GIFCT), were the only ones capable of the broad blacklisting competitors  
22 of OnlyFans, and the AE Providers who had ever promoted them, experienced in 2018 and 2019.

23

1           68. Plaintiffs have nothing to do with terrorism, are not terrorist sympathizers, or DIOs.  
2 And on information and belief, the same is true for the other AE Providers and AE Platforms  
3 targeted by Defendants and the presently unknown participants. On information and belief,  
4 Plaintiffs and other AE Providers were blacklisted as terrorist organizations or individuals,  
5 sympathizers, or otherwise as dangerous organization or individuals, and content associated with  
6 them was hashed and shared with the GIFCT, along with certain URL data, with the goal of  
7 harming the businesses of AE Platforms that competed with OnlyFans, in order to improve the  
8 market position, revenue, power, and otherwise benefit OnlyFans and its owner, Radvinsky.

9           69. On information and belief, after the Defendants originally executed the scheme by  
10 using individual social media companies' anti-terrorism tools (such as their lists of dangerous  
11 individuals and organization, combined with wrongly populating training data and databases, and  
12 then sharing hashed content and URLs through the GIFCT programs), new shared databases or  
13 systems beyond the individual anti-terrorism tools and GIFCT may have also been utilized to  
14 negatively impact both (i) AE Providers that promoted any competitor websites to OnlyFans and  
15 (ii) the competitor AE Platforms.

16           70. On information and belief, the scheme required and involved (i) officers, directors,  
17 or managing agents of Meta and its subsidiaries with the ability to add and/or manipulate content  
18 on one or more individual lists of dangerous organizations and individuals and/or databases  
19 (including training data) which were then shared in part or in whole with multiple online service  
20 providers, to (ii) direct the company's employees or agents to manipulate the content and/or the  
21 use of that/those list(s) of dangerous organizations/individuals or database(s)/training data for the  
22 purpose of wrongfully suppressing content posted by users of AE Platforms that compete with  
23 OnlyFans, and protect OnlyFans and Radvinsky-affiliated sites from similar content suppression.

1           71. Further, on information and belief, Radvinsky and one or more other owners,  
2 officers, directors, or managing agents of Fenix and/or Fenix Internet provided the information  
3 used by agents of Meta and its subsidiaries to add false classifier/filtering information to the  
4 individual databases/training data and/or lists of dangerous organizations and individuals (i.e.,  
5 falsely identifying an AE Provider or AE Platform, or their associated content, as terrorist related  
6 or as a dangerous individual or organization), some or all of which were then included in one or  
7 more shared databases or lists, in order to effectuate the scheme, and otherwise provided direction  
8 to it, and aided and abetted and/or conspired to pursue the scheme.

9           72. Plaintiffs intend to amend this complaint as the identity of the Does are identified.

10           73. On information and belief, there must be an economic incentive for the participants  
11 in the scheme.

12           74. The Radvinsky Defendants' economic incentive to engage in this scheme is  
13 obvious: it dramatically increased the market share and revenue of OnlyFans, which provided more  
14 money to, and increased valuation of, Fenix and Fenix Internet. Radvinsky created a no-lose  
15 situation in which he purchases OnlyFans and essentially guarantees that its business will improve.

16           75. The agents and employees of Meta and its subsidiaries benefited economically in  
17 return for their participation in manipulating one or more individual databases and/or lists of  
18 dangerous organizations and individuals and for classification/filtering that was later shared in part  
19 of in whole with other companies to benefit OnlyFans, and thus Fenix, Fenix Internet, and  
20 Radvinsky.

21           76. On information and belief, the economic benefits included payments to one or more  
22 of the agents of Meta and its subsidiaries, which were accomplished in a way to minimize the  
23 chance of discovery.



1 77. On information and belief, such payments occurred in a jurisdiction where  
2 discovery of it would be more difficult and receipt easier to hide.

3 78. Fenix (which directly operates OnlyFans) also maintains a secret entity – non-party  
4 Fenix International Limited Hong Kong – that is not advertised or disclosed anywhere on the  
5 OnlyFans.com website.

6 79. However, OnlyFans did advertise its Hong Kong office through online job postings  
7 and listed an individual by the name of RJ Phillips as a member of their Hong Kong-based team.

8 80. The law of Hong Kong makes it very difficult to obtain discovery for a proceeding  
9 in a foreign court.

10 81. Fenix International Hong Kong, and a different entity that was listed as its Secretary  
11 during the key period that the scheme was implemented, Smart Team International Business  
12 Limited Hong Kong, share the same physical address in Hong Kong.

13 82. Therefore, on information and belief, Radvinsky could have used either Smart  
14 Team International Business Limited Hong Kong or Fenix International Hong Kong to make the  
15 scheme-facilitating payments.

16 83. Additionally, according to online job posting, OnlyFans also does business in  
17 Singapore, Japan, India, the Philippines, and Thailand.

18 84. The law in some of those countries makes it very difficult to obtain discovery for a  
19 proceeding in a foreign court, and some are not parties to the Hague Evidence Convention.

20 85. On information and belief, some or all payments to Does 1-10, that were made or  
21 directed to be made by Radvinsky on behalf of or through an entity he controls, were routed  
22 through entities in Hong Kong, including but not limited to one of the Fenix entities' affiliates or  
23 Secretaries, to obfuscate the source of funds. As such, on information and belief, payments to Does

1 1-10 moved through banks located in Hong Kong to accounts by third parties affiliated or  
2 otherwise assisting Defendants.

3 86. On information and belief, as of today's date, the anti-terrorism tools and GIFCT  
4 may or may not continue to be utilized to perpetuate the scheme. Discovery may reveal that  
5 Radvinsky and his co-conspirators have moved on to utilize newer databases or systems to further  
6 OnlyFans' unfair competitive position relative to its competitors in the online market for adult  
7 entertainment content.

8 87. On information and belief, after the scheme was implemented, Defendants and  
9 other participants in the scheme over time attempted to cover their tracks by various means,  
10 including but not limited to (i) changing the identifying names on the social media companies'  
11 lists of dangerous individuals and organizations and other shared databases or services while  
12 leaving intact the URL, IP addresses, and other technical information for the automated computer  
13 filtering system to use, and/or (ii) shifting the scheme to a different classifier or content filtering  
14 system, and/or (iii) determining that the behind the scenes hashed tag database and effect of the  
15 URL sharing contain enough linkage to competitors of OnlyFans (and the AE Providers who  
16 promote them) that they no longer need to be listed explicitly on the manually curated list(s) or  
17 databases/training data of terrorists and other dangerous organizations and individuals made  
18 available to human reviewers.

19 88. As a result of Defendants' conduct, Plaintiffs and other Class Members were  
20 damaged, experiencing stagnating or decreasing social media interactions and declining revenue.

21 89. In contrast, as indicated in Similarweb data, OnlyFans started to take off towards  
22 the end of 2018 – around the same time that Class members began losing social network referrals  
23 – and OnlyFans then continued to build momentum and snowballed into exponential growth. On

1 information and belief, this growth occurred because (i) content providers who exclusively  
 2 promoted OnlyFans or the Radvinsky-affiliated sites were not targeted by the individual social  
 3 media services' classification/filtering systems, or added to a shared database or system used by  
 4 multiple social media services for classification/filtering, and thus were less likely to be adversely  
 5 classified/filtered with deletion of posts and reduction in traffic, while (ii) other AE Providers who  
 6 suffered from deletion of posts and reduction in traffic, switched to OnlyFans.

7 **V. THIS DISPUTE IS NOT SUBJECT TO ARBITRATION**

8 90. Plaintiffs, and Class members who have or had accounts at Facebook or Instagram,  
 9 may arguably be subject to the terms of service of Meta and its subsidiaries, which contain a limited  
 10 arbitration agreement and class action waiver. Even if provisions are enforceable, which Plaintiffs  
 11 do not concede, the terms of service make clear that the dispute described in this Complaint is not  
 12 subject to arbitration. The relevant provisions state:

13 Except as provided below, you and we agree that **any cause of action, legal**  
 14 **claim or dispute between you and us arising out of or related to these Terms or**  
 15 **Instagram ("claim(s")) must be resolved by arbitration on an individual basis.**  
 16 Class actions and class arbitrations are not permitted; you and we may bring a claim  
 17 only on your own behalf and cannot seek relief that would affect other Instagram users.  
 18 If there is a final judicial determination that any particular claim (or a request for  
 19 particular relief) cannot be arbitrated in accordance with this provision's limitations,  
 20 then only that claim (or only that request for relief) may be brought in court. All other  
 21 claims (or requests for relief) remain subject to this provision.

22 . . .  
 23 **The following claims don't have to be arbitrated and may be brought in**  
 24 **court: disputes related to . . . efforts to interfere with the Service or engage with**  
 25 **the Service in unauthorized ways (for example, automated ways). In addition, issues**  
 26 **relating to the scope and enforceability of the arbitration provision are for a court to**  
 27 **decide. This arbitration provision is governed by the Federal Arbitration Act.**

28 The claims pleaded in this complaint are “disputes related to . . . efforts to interfere with the Service  
 29 or engage with the Service in unauthorized ways,” and thus do not need to be arbitrated under the  
 30 terms of service.  
 31

1 91. Plaintiff, and many class members, have also entered into business relationships  
2 with OnlyFans at one time or another. The forum selection clause in the OnlyFans Terms of  
3 Service also clearly does not affect this dispute, as it states only:

4  
5 If you are a business User, you and we agree that the courts of England and Wales  
6 shall have exclusive jurisdiction to resolve **any dispute or claim (including non-  
7 contractual disputes or claims) which you have or which we have arising out  
8 of or in connection with your agreement with us (including its subject matter  
9 or formation) or your use of OnlyFans.**<sup>3</sup>

10 Unquestionably, this dispute does not arise in connection with any agreements between Class  
11 members and OnlyFans, or in connection with Class Members' use of OnlyFans.

### 12 CLASS ACTION ALLEGATIONS

13 92. The Class Plaintiffs bring this action on behalf of themselves and the members of  
14 the following class (the "Class"):

15 All Adult Entertainment Providers, regardless of the label they use, such as  
16 performer, influencer or artist, who suffered economic injury because they either  
17 (i) used their Instagram or Facebook account to link to, promote, or demonstrate  
18 praise, substantive support, or representation of any competitor of OnlyFans at a  
19 time when those businesses were falsely designated as a Dangerous Individual or  
20 Organization ("DIO") under any past or present version of Meta's DIO policy, or  
21 that of Facebook or Instagram or any of their predecessor or subsidiary entities or  
22 technologies, or (ii) were themselves falsely designated as a DIO; the class includes  
23 anyone who suffered damages from any shift in the scheme beyond the initial DIO  
tactic, such as suffering continuing effects through other computerized systems. .

Specifically excluded from this definition are Defendants, any entity in which any Defendant has  
a controlling interest, and its legal representatives, officers, directors, employees, assigns and  
successors.

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<sup>3</sup> OnlyFans Terms of Service, <https://onlyfans.com/terms.html>

1 93. Plaintiffs reserve the right to amend the Class definition as necessary.

2 94. As used herein, "Class Members" shall mean and refer to the members of the Class,  
3 including Plaintiffs.

4 95. Numerosity: Although the exact number of Class Members is uncertain and can  
5 only be ascertained through appropriate discovery, the number is believed to be greater than 100  
6 and is great enough such that joinder is impracticable. The disposition of the claims of these Class  
7 Members in a single action will provide substantial benefits to all parties and to the Court.

8 96. Typicality: The claims of the representative plaintiffs are typical in that they, like  
9 all Class Members, have been damaged by Defendants' misconduct in that, *inter alia*, they  
10 experienced loss of business and revenue as a consequence of being blacklisted from social media  
11 by Defendants. Furthermore, the factual bases of Defendants' misconduct are common to all Class  
12 Members and represent a common thread of fraudulent, deliberate, and negligent misconduct  
13 resulting in injury to all Class Members.

14 97. Commonality: There are numerous questions of law and fact common to Plaintiffs  
15 and Class Members that predominate over any individual questions. These common legal and  
16 factual issues include the following:

17 a) Whether Defendants engaged in any scheme, plan, or contrivance to designate  
18 any competitor of OnlyFans as a Dangerous Individual or Organization ("DIO") under any past  
19 or present version of Meta's DIO policy, or that of Facebook or Instagram or of their predecessor  
20 or subsidiary entities or technologies; or

21 b) Whether Defendants engaged in any scheme, plan, or contrivance to exclude  
22 OnlyFans and/or myfreecams from being designated as a Dangerous Individual or Organization  
23

1 ("DIO") under any past or present version of Meta's DIO policy, or that of Facebook or  
2 Instagram or any of their predecessor or subsidiary entities or technologies; or

3 c) Whether Defendants engaged in any scheme, plan, or contrivance to designate  
4 anyone (such as an adult entertainment performer), through the misuse of automated systems and  
5 unrelated to the selection, editing or removal of particular user-created content, with a  
6 relationship with any competitor of OnlyFans, as a Dangerous Individual or Organization

7 ("DIO") under any past or present version of Meta's DIO policy, or that of Facebook or  
8 Instagram or any of your or their predecessor or subsidiary entities or technologies; or

9 d) Whether Defendants engaged in any scheme, plan, or contrivance through the  
10 misuse of automated systems, unrelated to the selection, editing or removal of particular user-  
11 created content, to remove, filter, moderate, or perform other content actioning on anyone (such  
12 as an adult entertainment performer) due to that person's relationship with any competitor of  
13 OnlyFans because they were designated as a Dangerous Individual or Organization ("DIO")  
14 under any past or present version of Meta's DIO policy, or that of Facebook or Instagram or any  
15 of their predecessor or subsidiary entities or technologies; or

16 e) Whether Defendants engaged in any scheme, plan, or contrivance through the  
17 misuse of automated systems, unrelated to the selection, editing or removal of particular user-  
18 created content, to cause Facebook, Instagram, or Meta to remove, filter, moderate, or perform  
19 other content actioning on anyone (such as an adult entertainment performer) who was not  
20 designated as a Dangerous Individual or Organization and did not violate terms of service but  
21 was deemed to be providing Praise, Substantive Support, or Representation (as defined by  
22 Meta's current DIO policy, or alternative concepts in any prior version of said policy) of any  
23 competitors of OnlyFans.

1 f) Whether Defendants engaged in any scheme, plan, or contrivance to cause  
2 Facebook, Instagram, or Meta to hash the content that was removed, filtered, moderated, or  
3 actioned as described in subparagraph (d) and/or (e) above and then share that hash data, and/or  
4 any associated labels, classifications, and taxonomies, with the Global Internet Forum to Counter  
5 Terrorism ("GIFCT") Shared Hash Database(s), with companies within the Hash Sharing  
6 Consortium, or with any other internal or external database(s), or collections of information,  
7 including those owned, operated, and maintained by non-Meta owned entities.

8 g) Whether Defendants engaged in any scheme, plan, or contrivance, through misuse  
9 of automated systems and unrelated to the selection, editing or removal of particular user-created  
10 content, to cause Facebook, Instagram, or Meta to give preferential treatment or otherwise  
11 benefit OnlyFans over competitors of OnlyFans. "Preferential treatment" includes but is not  
12 limited to the misuse of automated systems to cause individuals (including adult entertainment  
13 performers) who only ever linked to, promoted (including via advertisements), engaged with,  
14 shared, or provided praise, substantive support, or representation of OnlyFans on Instagram  
15 and/or Facebook, and never linked to, promoted (including via advertisements), or provided  
16 praise, substantive support, or representation of any other competitor of OnlyFans on Instagram  
17 and/or Facebook, to:

- 18 a. Be able to generate a higher level of traffic from Instagram or Facebook to  
19 OnlyFans;
- 20 b. Be able to generate a higher level of engagement on Instagram or  
21 Facebook with OnlyFans accounts and content, including followers, likes,  
22 shares, comments and other forms of user engagement;

- 1 c. Experience a lower degree of page deletions, content removals, and other
- 2 forms of content actioning;
- 3 d. Have higher visibility and discoverability on Instagram and Facebook;
- 4 e. Experience less “shadow banning,” less suppression of content in user
- 5 feeds, and less filtering or other content actioning.

6 h) Whether Defendants, through the misuse of automated systems, engaged in any  
7 scheme, plan, or contrivance to cause Plaintiffs and other Class Members to experience negative  
8 treatment unrelated to the selection, editing or removal of particular content posted by Plaintiffs  
9 and other Class Members, including but not limited to any of the following:

- 10 a. Heightened scrutiny by artificial intelligence (including machine learning
- 11 scoring and algorithmic content actioning) and human content actioning
- 12 systems on Instagram or Facebook, including but not limited to a higher
- 13 degree of page deletions and other forms of content actioning;
- 14 b. Less ability to generate engagement within, and traffic from Instagram or
- 15 Facebook to FanCentro or other competitors of OnlyFans;
- 16 c. Lower visibility and discoverability on Instagram and Facebook;
- 17 d. Fewer followers and less engagement on accounts and content, including
- 18 followers, likes, shares, comments and other forms of user engagement;
- 19 e. More “shadow banning,” more suppression of content in user and/or
- 20 Subscriber feeds, more filtering and other content actioning.

21 i) Whether Defendants engaged in any scheme, plan, or contrivance, through the  
22 misuse of automated systems and unrelated to the selection, editing or removal of particular  
23 content, to give preferential treatment or otherwise benefit businesses owned by, connected to, or



1 affiliated with Leonid Radvinsky (including but limited to OnlyFans) over competitors of  
2 OnlyFans.

3 j) Whether Defendants engaged in any scheme, plan, or contrivance, through the  
4 misuse of automated systems and unrelated to the selection, editing or removal of particular  
5 content, to cause Facebook, Instagram, or Meta to give preferential treatment or otherwise  
6 benefit users and/or subscribers that generate and/or contribute content to the businesses  
7 described in subparagraph (i) above over competitors of OnlyFans.

8 k) Whether there was any direct or indirect payment of money or other consideration  
9 to any Facebook, Instagram, or Meta employee by the parent company of OnlyFans (Fenix  
10 International Ltd.) or any of its affiliates (including Smart Team International Business Ltd), or  
11 by any of their executives or owners (including Leonid Radvinsky and anyone with the last name  
12 of Stokely), or by any other companies owned by or affiliated with Radvinsky or any member of  
13 the Stokely family. An “indirect” payment to an employee is when a payment is made to their  
14 family member or any trust in the name of an employee or family members, or to a trust in which  
15 any of them are a trustee or beneficiary, or to any other entity controlled by the employee.

16 l) Whether Defendants Meta, Instagram, and Facebook are legally responsible for  
17 the acts of their agents and employees in furtherance of the alleged scheme/conspiracy; and

18 m) Whether Plaintiffs and other Class Members were injured by these actions;

19 n) Whether the Radvinsky Defendants were unjustly enriched by the acts described  
20 above; and

21 o) Whether Class Members are entitled to damages and/or injunctive relief as a  
22 consequence of the Defendants’ action.

23

1 98. Pursuant to Fed. R. Civ. Proc. 23(e)(4), Plaintiff seeks certification of a class for  
2 purposes of proving liability only.

3 99. Adequate Representation: Plaintiffs will fairly and adequately protect the interests  
4 of Class Members. Plaintiffs have retained attorneys experienced in the prosecution of class  
5 actions, including class actions and other mass actions, and Plaintiffs intend to prosecute this action  
6 vigorously.

7 100. Predominance and Superiority: Plaintiffs and Class Members have all suffered and  
8 will continue to suffer harm and damages as a result of Defendants' unlawful and wrongful  
9 conduct. A class action is superior to other available methods for the fair and efficient adjudication  
10 of the controversy. Absent a class action, Class Members would likely find the cost of litigating  
11 their claims prohibitively high and would therefore have no effective remedy at law. Absent a  
12 class action, Class Members will continue to incur damages, and Defendants' misconduct will  
13 continue without remedy. Class treatment of common questions of law and fact would also be a  
14 superior method to multiple individual actions or piecemeal litigation in that class treatment will  
15 conserve the resources of the courts and the litigants and will promote consistency and efficiency  
16 of adjudication.

17 101. Further, Defendants have acted or refused to act on grounds generally applicable to  
18 the Class, thereby making appropriate final injunctive relief or corresponding declaratory relief  
19 with respect to the Class as a whole.

20  
21 **COUNT I**  
**TORTIOUS INTERFERENCE WITH CONTRACT**  
**(AGAINST ALL DEFENDANTS)**

22 102. Plaintiffs incorporate by reference and reallege the preceding allegations as though  
23 fully set forth herein.

1           103. The Radvinsky Defendants and John Does 1-10 knew that Class Members had (and  
2 have) contracts with AE Platforms, in which Class Members and the AE Platforms split revenue  
3 from customers who paid to view the Class Members' content posted on the AE Platforms. The  
4 Class Members that worked with competitors to OnlyFans, or referred traffic to them from social  
5 media services, were known to OnlyFans, and the Does who carried out the scheme, including but  
6 not limited to the fact that such data was available in 2018 and 2019 through one or more third  
7 party services.

8           104. Defendants Meta, Instagram, and Facebook are responsible for, and may be held  
9 liable for, acts of tortious interference undertaken by their agents and employees John Does 1-10  
10 because their participation in the scheme arose from and was engendered by their employment and  
11 /or association with these Defendants.

12           105. The Radvinsky Defendants and John Does 1-10 intentionally took actions to  
13 interfere with those contracts as alleged herein by, among other acts, causing AE Platforms and  
14 the Class Members that promoted them to be blacklisted on individual lists of dangerous  
15 organizations and individuals and/or databases of social media services that were also shared in  
16 part or in whole with other social media services, including Instagram, among other sites.

17           106. There was no legal justification for these Defendants' actions.

18           107. The Radvinsky Defendants have profited from their tortious interference with Class  
19 Members' contracts with AE Platforms.

20           108. As a proximate result of Defendants' tortious interference, Plaintiffs and Class  
21 Members have been damaged including lost income.  
22  
23

1 **COUNT II**  
2 **INTENTIONAL INTERFERENCE WITH BUSINESS RELATIONSHIPS**  
3 **(AGAINST ALL DEFENDANTS)**

4 109. Plaintiffs incorporate by reference and realleges the preceding allegations as though  
5 fully set forth herein.

6 110. The Radvinsky Defendants and John Does 1-10 intentionally and knowingly  
7 interfered with business relationships between Class Members and AE Platforms, and their  
8 customers (i.e., people who paid to view the Class Members' content posted on AE Platforms).  
9 Additionally, it became known in the industry that the only viable platform for Class Members  
10 was OnlyFans and the two other affiliates of Radvinsky (myfreecams and stars.avn.com), and this  
11 caused Class Members to avoid entering into business relationships with the AE Platform(s) of  
12 their choice; it also caused customers to avoid entering into business relationships with certain AE  
13 Platforms and/or to reduce the amount of Class Members' content they paid to view.

14 111. Defendants Meta, Instagram, and Facebook are responsible for, and may be held  
15 liable for, acts of tortious interference undertaken by their agents and employees John Does 1-10  
16 because their participation in the scheme arose from and was engendered by their employment  
17 and/or association with these defendants.

18 112. The interference was unjustified and not privileged, and done through improper  
19 means.

20 113. As a proximate result of Defendants' intentional interference, Plaintiffs and Class  
21 Members have been damaged including lost income.  
22  
23

1 **COUNT III**  
2 **VIOLATION OF THE UNFAIR COMPETITION LAW**  
3 **(California Business and Professions Code § 17200, et seq.)**

4 114. Plaintiffs incorporate by reference and realleges the preceding allegations as though  
5 fully set forth herein.

6 115. The Radvinsky Defendants and John Does 1-10 have engaged and continue to  
7 engage in unfair and/or unlawful business practices in California in violation of California’s Unfair  
8 Competition Law (“UCL”), Business and Professions code, § 17200 et seq., by: (a) causing the  
9 classifying of AE Provider content as originating from terrorists, terrorist sympathizers, or a DIO;  
10 and (b) falsely representing AE Provider content as originating from terrorists, terrorist  
11 sympathizers, or otherwise a DIO to other social media platforms, including but not limited to  
12 GIFCT members.

13 116. Defendants Meta, Instagram, and Facebook are responsible for, and may be held  
14 liable for, acts, including communications, undertaken by their agents and employees John Does  
15 1-10 because their participation in the scheme arose from and was engendered by their employment  
16 and/or association with these Defendants.

17 117. Defendants Meta, Instagram, and Facebook are responsible for, and may be held  
18 liable for, acts, including communications, undertaken by their agents and employees John Does  
19 1-10 because their participation in the scheme arose from and was engendered by their employment  
20 and/or association with these Defendants.

21 118. Defendants’ utilization of these unfair practices also injured Plaintiffs and Class  
22 Members because in the absence of the scheme they would have been free to continue to promote  
23 their content across social media as they had done so in the past.

1 119. Because Plaintiffs and Class Members are victims of Defendants' unfair and/or  
2 unlawful conduct alleged herein, Plaintiffs seek full restitution of monies, as necessary and  
3 according to proof, and restoration of any and all monies withheld, acquired, and/or converted by  
4 the Defendants pursuant to Business and Professions Code §§ 17203 and 17208.

5 120. The acts complained of herein occurred within the last four years immediately  
6 preceding the filing of the Complaint in this action.

7 121. Plaintiffs have suffered injury in fact, including the loss of money or property, as a  
8 result of Defendants' unfair, unlawful and/or deceptive practices.

9 122. The wrongful conduct alleged herein occurred, and continues to occur, in the  
10 conduct of Defendants' business in the state of California.

11 123. Plaintiffs request that this Court enter such orders or judgments as may be necessary  
12 to enjoin Defendants from continuing their unfair, unlawful and/or deceptive practices, and to  
13 restore to Plaintiffs the monies the Defendants owe Plaintiff, including restitution and/or  
14 restitutionary disgorgement, unjust enrichment and for such other relief as may be appropriate.

15 124. Plaintiffs were compelled to retain the services of counsel to file this action to  
16 protect their interests, to obtain restitution, to secure injunctive relief on behalf of OnlyFans  
17 Competitors, and to enforce important rights affecting the public interest. Plaintiffs thereby  
18 incurred the financial burden of attorneys' fees and costs, which they are entitled to recover under  
19 Code of Civil Procedure § 1021.5.

20 **RELIEF DEMANDED**

21 WHEREFORE, Plaintiffs, individually and on behalf of the Class of all others similarly  
22 situated, seek a judgment against Defendants, as follows:

- 23 a. For an order certifying the Class under Rule 23 of the Federal Rules of Civil

1 Procedure and naming Plaintiffs as Class representatives and Plaintiffs' attorneys  
2 as Class Counsel;

3 b. For an order declaring that Defendants' conduct violates the statutes referenced  
4 herein;

5 c. For an order finding in favor of Plaintiffs and the Class on all counts asserted herein;

6 d. For compensatory, statutory, and punitive damages, as applicable, in amounts to be  
7 determined by the Court and/or jury;

8 e. For prejudgment interest on all amounts awarded;

9 f. For an order of restitution and all other forms of equitable monetary relief;

10 g. For an order requiring defendants Meta and its subsidiaries to remove all AE  
11 Providers from being designated as a DIO, or a supporter of one, unless there is  
12 evidence that such individuals are DIO's independently of their involvement in the  
13 adult entertainment industry;

14 h. For an Order requiring defendant Meta and its subsidiaries to cause the removal  
15 from the GIFCT shared hash tag database any content it contributed concerning AE  
16 Performers who do not meet the requirements for inclusion on such a list;

17 i. For an Order requiring Meta and its subsidiaries to create a system to prevent abuses  
18 of shared hashtag databases by including non-qualifying hashtags in the future;

19 j. For an injunction against all defendants to refrain from abuses of shared hashtag  
20 databases for anti-competitive purposes in the future;

21 k. For such other injunctive relief as pleaded or as the Court may deem proper; and

22 l. For an order awarding Plaintiffs and the Class their reasonable attorneys' fees,  
23 expenses and costs incurred in bringing and prosecuting this lawsuit.

**JURY TRIAL DEMANDED**

Plaintiffs demand a trial by jury on all claims so triable.

Dated: February 23, 2022

Respectfully submitted,

By: /s/ David Azar

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