



April 11, 2008

Mr. Donald S. Clark
Secretary
Federal Trade Commission
Room H-135 (Annex N)
600 Pennsylvania Avenue, NW
Washington, DC 20580

VIA EMAIL: BehavioralMarketingPrinciples@ftc.gov

Dear Secretary Clark:

Facebook counts among its key principles transparency in its data collection and use practices, protecting user data, and giving users notice of and the ability to make their own choices about changes made to the service over time. We are therefore very pleased to provide comments supporting the FTC's desire to establish self-regulatory principles in this area, as well as some suggestions for how to progress from here.

Facebook is a social utility providing more than 70 million active users with greater communication and connection with friends than has previously been possible online. Founded in a dorm room in February 2004, the site expanded its service from college students to high school students in 2005, added workplaces, and then finally offered services to all Internet users in 2006.

We provide users extensive control over their own personal information and with whom it is shared. We achieve these goals by educating users about how to make their own choices about data sharing and empowering them to make those choices through the operation of our product and its privacy settings. These operations are informed by a layered privacy notice that sets out our basic philosophy and then covers more in-depth issues, including the use of user data in advertising, which is available at www.facebook.com/policy.php.

The circumstances of both the collection of data and the way in which it is used for advertising purposes are relevant for consumer understanding and empowerment. Therefore, any principles around online advertising generally should respect and account for the critical distinction between personally and non-personally identifiable information, and between data that is collected without the knowledge of the user and that which is collected transparently.

The importance of these distinctions can be illustrated by reference to the collection and use of personal information on Facebook. Most Facebook data is collected transparently in

personally identifiable form - users know they are providing the data about themselves. Sharing information on the site is then limited by user-established friend relationships and user-selected networks that determine who has access to that personal information. Users can see how their data is used given the reactions of their friends when they update their profiles, upload new photos or videos, or update their current status.

On Facebook, then, a feedback loop is established where people know what they are uploading and receive timely reactions from their friends reinforcing the fact they have uploaded identifiable information. The privacy policy and the users' experiences also give them real-time understanding about how advertising on the service works. Advertising that enables us to provide the service for free to users is targeted to the expressed attributes of a profile and presented in the space on the page allocated for advertising, without granting an advertiser access to an individual user's profile.

Furthermore, advertising on Facebook is subject to guidelines designed to avoid deceptive or other improper practices, and with special restrictions and review with respect to any advertising targeted at minors.

Because of the unfortunate assumption many hold that all "social networking" sites work the same way, it cannot be stressed enough that the Internet population at large, including advertisers, does not have plenary access to the personally identifiable information a user willingly uploads to Facebook. Facebook profiles have extensive user-configurable rules limiting access to information contained in them. Unless a user decides otherwise by willingly sharing information with an advertiser - for instance, through a contest - advertisers have access only to the ability to target advertisements against the non-personally identifiable information about a Facebook user.

Advertising products unlike Facebook's that, for example, provide personally identifiable information to advertisers without user permission, or that link non-personally identifiable information with personally identifiable information without robust notice and choice to users are of course different. They raise fundamentally more thorny privacy concerns than do advertising products based on data collected transparently and directly from users in personally identifiable space and that target aggregate or characteristic data in non-personally identifiable space.

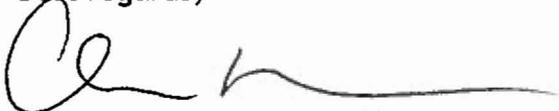
As the FTC develops self-regulatory principles through public comments and discussions, these critical distinctions between personally identifiable and non-

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personally identifiable information, and between the different uses of that data, should be preserved and enhanced.

Given our goals of transparency and user control, the important corollary of ensuring appropriate security, and the goal of providing users notice and choice with respect to service changes, we applaud the FTC's desire to establish principles in this area. We suggest that the principles expand and enhance their discussion about the distinction between personally and non-personally identifiable information, and advertising based on those different types of information, and look forward to a deeper discussion in the coming months about the principles.

Best regards,

A handwritten signature in black ink, appearing to read 'Chris Kelly', with a long horizontal flourish extending to the right.

Chris Kelly
Chief Privacy Officer and Head of Global Public Policy