

facebook

Welcome to Facebook.

Federal Trade Commission

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What is Facebook?

Facebook is a social utility that allows people to share information with their real world community

What is important to us:

- User Control: people should have control over their information
- Authenticity: ability to interact with others as themselves
- Accessibility: Facebook is becoming part of peoples' daily lives

Mission:

Provide people with the information that matters to them most

Four Levels of Protection

- **Authentication:**
 - Strong promotion of validated email addresses/invitation system means reasonable confirmation of membership in particular communities and connection to real identity
 - Retains social norms and fosters sense of accountability, deterring misuse
- **Segmented Communities**
 - Validation in communities lets users easily identify who doesn't belong
 - Built-in Neighborhood Watch
- **Innovative Privacy Controls & Technical Protections**
 - Users have extensive power to decide who can see their profile
 - Facebook technical protections constantly measuring anomalous usage
- **Outstanding Customer Service**
 - 30+ experts on the site (recent college graduates) headed by the former worldwide director of customer support for Palm Computing
 - Specialized investigations staff within Customer Service
 - Work directly with law enforcement on rare problems

Facebook and the next Tech-Ade

- Allowing the core social network to inform and improve other online experiences
- Feed: updates about your community
- Share: easy tools for information flow in your community
- Constantly improving tools while protecting user privacy
- Using the power of technology to improve human connection