



**User Name:** =

**Date and Time:** = 2025-05-03

**Job Number:** = 251945408

## Documents (21)

**Client/Matter:** -None-

**Search Terms:** Facebook in Privacy Breach

**Search Type:** NaturalAnd

**Content Type**

news

**Narrowed by**

Timeline: 01 Jan, 2010 to 31 Dec, 2011

1. Privacy czar launches new Facebook probe over complaint

2010-01-27      The Canadian Press   BUSINESS   JIM BRONSKILL CP

2. European privacy battle looms for Facebook , Google

2010-03-24      The Associated Press BUSINESS NEWS   By FRANK JORDANS  
Associated Press Writer

3. Founder defiant as site is tweaked

2010-05-28      The Australian      LOCAL; Pg. 4   Caitlin Fitzsimmons

4. Former privacy chief turns on Facebook

2010-06-03      Politico.com   Kim Hart

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**Client/Matter:** -None-

**Search Terms:** Facebook in Privacy Breach

**Search Type:** NaturalAnd

**Content Type**

news

**Narrowed by**

Timeline: 01 Jan, 2010 to 31 Dec, 2011 Company: Meta  
Platforms Inc Company: Wall Street Journal Company:  
Financial Times Group



5. Facebook 's 5 Worst Judgment Calls

2010-09-27      TheStreet.com      STOCK NEWS; General      Joe Mont

6. Tracking Your Every Move

2010-10-09      National Journal      LOBBYING & LAW      David Hatch

7. WSJ reports Facebook privacy breach

2010-10-18      Newstex Blogs      Faith Merino

8. Facebook probes app privacy breaches

2010-10-18      Financial Times Online      Tim Bradshaw and Mary Watkins in London and David Gelles in San Francisco

9. FACEBOOK IN PRIVACY BREACH

2010-10-18      Wall Street Journal AbstractsSection A; Column 3; Pg. 1      Emily Steel

10. The Wall Street Journal

2010-10-18      JAGfn.com

11. Terror Threat in Europe; Countdown to Election Day; Facebook Leaks Sensitive Info; Facebook Has Privacy Breach; NATO Intelligence Claims to Know Location of Bin Laden and Top Deputy; Jury Selection Begins in Chandra Levy Murder Tr...

2010-10-18      CNN International      NEWS; International      Kyra Phillips, Barbara Starr, Nic Robertson, T.J. Holmes, Karl Penhaul, Alison Kosik, Mark Preston, John Roberts, Elizabeth Cohen, Rob Marciano

12. Privacy breached in Facebook apps Website says it has disabled culprits

2010-10-19      USA Today      MONEY; Pg. 2B      Jon Swartz

13. US congressmen seek explanation from Facebook

2010-10-19      Agence France Presse - English

14. Facebook tackles a new privacy breach Popular applications, including FarmVille, found to share user data

2010-10-20      The New York Times - International Edition FINANCE; Pg. 16      BY MIGUEL HELFT

15. Facebook and Zynga to Face Lawsuits

2010-10-20      Newstex Blogs      Anra

16. Facebook tightens grip on user ID data

2010-10-30      Agence France Presse - English

17. Facebook Responds to Barton, Markey House Energy and Commerce - Republican Committee News Release

2010-11-03      Congressional Documents and Publications (Federal Information & News Dispatch, Inc.)      U.S. HOUSE OF REPRESENTATIVES DOCUMENTS

18. Markey, Barton Respond to Facebook Rep. Ed Markey (D- MA ) News Release

2010-11-03      Congressional Documents and Publications (Federal Information & News Dispatch, Inc.)      U.S. HOUSE OF REPRESENTATIVES DOCUMENTS

19. US watchdog unveils web privacy code

2010-12-01      Financial Times Online      Stephanie Kirchgaessner in Washington and Joseph Menn in San Francisco

20. SOCIAL NETWORK'S POLICIES, LOBBYING EFFORTS RAISE CONCERNS WITH BUSINESS ETHICS EXPERT

2011-01-24      US Fed News

21. Markey Supports Consumer Groups' FTC Filing on Facebook Facial Recognition Feature

2011-06-13      Targeted News Service      Targeted News Service

## **Privacy czar launches new Facebook probe over complaint**

The Canadian Press(CP)

January 27, 2010 Wednesday

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**Section:** BUSINESS

**Length:** 426 words

**Byline:** JIM BRONSKILL, CP

### **Body**

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OTTAWA \_ The federal **privacy** watchdog is looking into a new complaint about **Facebook**, the popular social networking site.

**Privacy** Commissioner Jennifer Stoddart said Wednesday the complaint focuses on a personal-settings tool introduced by **Facebook** last month.

The complainant, whose identity is confidential, alleges new default settings would have exposed his information to a greater degree than settings he had previously put in place.

Elizabeth Denham, the assistant **privacy** commissioner, said in a news release the grievance echoes other concerns expressed in recent months.

"Some **Facebook** users are disappointed by certain changes being made to the site \_ changes that were supposed to strengthen their **privacy** and the protection of their personal information."

California-based **Facebook**, which has nearly 12 million Canadian users and some 250 million worldwide, allows people to keep in touch with friends and family by updating their personal pages with fresh messages and photos.

In a statement Wednesday, **Facebook** said it had not seen the complaint "but we are confident that the transition process begun more than a month ago was transparent, consistent with user expectations, and within the law."

The company said the announcement and education campaign by **Facebook** around the changes "was unprecedented in its scope."

It says recommended changes to a user's **privacy** settings were clearly shown to the person repeatedly and were not put in place until the user accepted the changes.

Last July, Stoddart recommended that **Facebook** provide users with more control over their personal information.

She said **Facebook breached** federal **privacy** law by keeping users' personal information indefinitely \_ even after members shut their accounts.

She also raised concerns about the sharing of users' personal information with the almost one million third-party developers scattered across the globe who create **Facebook** applications such as games and quizzes.

## Privacy czar launches new Facebook probe over complaint

In general, her report called for more transparency to ensure the site's Canadian users have the knowledge they need to make meaningful decisions about how widely they share personal information.

Stoddart launched the probe in response to a complaint last year from the Canadian Internet Policy and Public Interest Clinic, based at the University of Ottawa's law faculty.

In August, **Facebook** agreed to address the commissioner's concerns within a year.

The **privacy** commissioner said Wednesday it will investigate the latest complaint while continuing to follow up with **Facebook** as it introduces new changes.

## Classification

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**Language:** ENGLISH

**Publication-Type:** Newswire

**Subject:** INTERNET SOCIAL NETWORKING (91%); DATA PROTECTION LAWS (90%); **PRIVACY** RIGHTS (90%); SOCIAL NETWORKING (90%); SOCIAL MEDIA (89%); PUBLIC POLICY (79%); INVASION OF **PRIVACY** (73%); LAW SCHOOLS (71%); COLLEGE & UNIVERSITY PROFESSORS (60%); NATIONAL BUSINESS SOCIAL JUSTICE ENTERTAINMENT (%)

**Company:** **FACEBOOK** INC (90%)

**Ticker:** FB (NASDAQ) (90%)

**Industry:** NAICS519130 INTERNET PUBLISHING & BROADCASTING & WEB SEARCH PORTALS (90%); INTERNET SOCIAL NETWORKING (91%); DATA PROTECTION LAWS (90%); SOCIAL MEDIA (89%); PRESS AGENCY RELEASES (79%); INFORMATION SECURITY & **PRIVACY** (78%); INTERNET & WWW (73%); LAW SCHOOLS (71%); COLLEGE & UNIVERSITY PROFESSORS (60%)

**Geographic:** OTTAWA, ON, CANADA (74%); CALIFORNIA, USA (56%); CANADA (94%)

**Load-Date:** January 28, 2010

## **European privacy battle looms for Facebook, Google**

The Associated Press

March 24, 2010 Wednesday 02:13 PM GMT

Copyright 2010 Associated Press All Rights Reserved

**Section:** BUSINESS NEWS

**Length:** 998 words

**Byline:** By FRANK JORDANS, Associated Press Writer

**Dateline:** GENEVA

### **Body**

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You have been tagged in 12 photos even if you're not signed up to the Web site.

European regulators are investigating whether the practice of posting photos, videos and other information about people on sites such as **Facebook** without their consent is a **breach** of **privacy** laws.

The Swiss and German probes go to the heart of a debate that has gained momentum in Europe amid high-profile **privacy** cases: To what extent are social networking platforms responsible for the content their members upload?

The actions set the stage for a fresh battle between American Web giants and European authorities a month after an Italian court held three Google executives criminally responsible for a user-posted video.

Any changes resulting from the investigation could drastically alter the way **Facebook**, Google's YouTube and others operate, shifting the responsibility for ensuring personal **privacy** from users to the company.

Swiss and German data protection commissioners are demanding that **Facebook** explain its practice of allowing users to upload e-mail addresses, photographs and other personal details about people who haven't signed up to the site.

"The way it's organized at the moment, they simply allow anyone who wants to use this service to say they have the consent of their friends or acquaintances," Swiss commissioner Hanspeter Thuer told The Associated Press.

To conform with Switzerland's strict **privacy** law, **Facebook** could be required to contact people whose information has been posted online and ask them whether they agree to its being stored there, he said.

Thilo Weichert, data protection commissioner in the northern German state of Schleswig Holstein, said in a telephone interview that **Facebook's** assertion that it gets necessary consent for the posting of personal information is "total nonsense."

"We've written to **Facebook** and told them they're not abiding by the law in Europe," he said.

The probes by the German and Swiss **privacy** watchdogs are still preliminary and would not have immediate consequences elsewhere. However, Weichert said the issue is being discussed with other data protection officials in the 27-nation European Union, which in 2000 declared **privacy** a fundamental right that companies and governments must respect.

## European privacy battle looms for Facebook, Google

The European stance differs strongly from the self-regulatory, free market approach favored in the United States, where Web companies have flourished by offering users free services if they provide personal information to help advertising target them better, according to Columbia University law professor Eben Moglen.

"If the European regulators get serious, it will create a significant conflict," said Moglen, who has been examining online privacy issues since the early days of the Web.

Richard Allan, director of policy for Facebook Europe, said some of the functions being scrutinized such as those allowing users to upload their friends' e-mail addresses to find them online were common across the industry. The company has recently added a tool for nonusers to have their data removed, he said.

"As a global company what we're trying to do is to make sure that our systems meet the requirements of all the jurisdictions in which we operate," Allan said.

According to Joe McNamee of the Brussels-based advocacy group European Digital Rights, one of the most common complaints about Facebook is its habit of getting users to 'invite' their e-mail contacts to become members too.

"The receiver didn't want the messages, and the sender didn't realize they were going out," said McNamee. "You would have to search long and hard for someone who would see consent in there."

European Union privacy watchdogs showed their appetite for going after Google last month, when the 27-nation bloc told the search giant to warn people before it sends cameras into cities to take pictures for its Street View maps.

Google's data privacy chief Peter Fleischer said he is also "still reeling" from the Italian court decision that sentenced him and two other senior officials to six-month suspended sentences for violating an autistic teenager's right to privacy by allowing a video of him being bullied to be posted on the Net.

Vetting all user-generated content would be costly because of the vast amount of data involved, said Fleischer. It could also come close to censorship, because companies would be forced to draw the line between legitimate free speech and invasion of privacy, he said. Blogger, YouTube and other Google products have long been used by activists from Iceland to Iran to document government and corporate abuses.

But Fleischer acknowledged that users themselves should be more thoughtful about what they post, especially if it involves private material about others.

"Both as a matter of common sense and as a matter of common courtesy, users should not upload photos or videos of other people unless those other people consented," he said.

Privacy concerns prompted the Mountain View, California-based company last year to hold off including face recognition when it launched Google Goggles, a tool to identify and provide information about objects inside pictures. Another company, Face.com, has gone ahead with its own face-recognition tool, though CEO Gil Hirsch says there are built-in restrictions to ensure privacy.

While Facebook and Google say they are committed to working with European regulators, privacy campaigners say the companies move only as fast as absolutely necessary. Earlier this year Facebook agreed to raise the minimum age for users in Spain from 13 to 14, to conform with the country's privacy laws. It has no such age requirement for information users posts about others.

Moglen, of Columbia University, said even if European regulators rallied together they would find it difficult to force their rules upon U.S. companies, given the close relationship between Silicon Valley and the administration of President Barack Obama.

"If the Europeans want that fight, then surely the American government wants the other side."

## Classification

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**Language:** ENGLISH

**Publication-Type:** Newswire

**Subject:** DATA PROTECTION LAWS (91%); **PRIVACY** RIGHTS (91%); INTERNET SOCIAL NETWORKING (90%); INVESTIGATIONS (90%); PHOTO & VIDEO SHARING (90%); INTERNET **PRIVACY** (89%); REGULATORY ACTIONS (89%); BUSINESS NEWS (79%); EUROPEAN UNION (79%); SOCIAL NETWORKING (79%); INVASION OF **PRIVACY** (78%); NEGATIVE NEWS (78%); REGULATORY COMPLIANCE (78%); SELF REGULATING ORGANIZATIONS (78%); SOCIAL MEDIA (78%); LAW SCHOOLS (69%); INTERVIEWS (65%); COLLEGE & UNIVERSITY PROFESSORS (60%); LAW COURTS & TRIBUNALS (55%); EU Europe Online **Privacy** (%)

**Company:** GOOGLE INC (94%); **FACEBOOK** INC (90%)

**Ticker:** FB (NASDAQ) (90%)

**Industry:** NAICS519130 INTERNET PUBLISHING & BROADCASTING & WEB SEARCH PORTALS (94%); DATA PROTECTION LAWS (91%); INTERNET SOCIAL NETWORKING (90%); PHOTO & VIDEO SHARING (90%); PRESS AGENCY RELEASES (90%); DATA SECURITY (89%); INFORMATION SECURITY & **PRIVACY** (89%); INTERNET **PRIVACY** (89%); COMPUTER NETWORKS (78%); INTERNET & WWW (78%); SOCIAL MEDIA (78%); WEBSITES (78%); LAW SCHOOLS (69%); COLLEGE & UNIVERSITY PROFESSORS (60%)

**Geographic:** GENEVA, SWITZERLAND (79%); SCHLESWIG-HOLSTEIN, GERMANY (79%); UNITED STATES (92%); EUROPE (91%); GERMANY (90%); EUROPEAN UNION MEMBER STATES (79%); ITALY (79%); SWITZERLAND (79%)

**Load-Date:** March 25, 2010



Founder defiant as site is tweaked

## **Founder defiant as site is tweaked**

The Australian

May 28, 2010 Friday

1 - All-round Country Edition

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**Section:** LOCAL; Pg. 4**Length:** 394 words**Byline:** Caitlin Fitzsimmons

### **Body**

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**FACEBOOK** founder Mark Zuckerberg has rejected criticism by Communications Minister Stephen Conroy that the company is guilty of "complete disregard for users' privacy", as he unveiled new, simplified privacy controls for the social networking site.

Speaking at **Facebook** headquarters in Palo Alto, California, Mr Zuckerberg yesterday defended the site's core purpose when asked to respond to Senator Conroy's complaints early this week about privacy breaches by **Facebook** and Google.

"There are some models and views of the world that say all information should be kept as private as possible but that's not what users have told us they want," Mr Zuckerberg said. "More and more people want to share information and as long as they have good controls over that, that's really where the world is going."

He said his company took privacy seriously.

**Facebook** is also going through a rough patch with law enforcement. This week Australian Federal Police assistant commissioner Neil Gaughan, who heads up hi-tech crime operations, flew to Washington DC for a meeting convened by the US Department of Justice.

It is thought that Mr Gaughan, who has reportedly described the current situation as one that "could lead to a loss of life", is lobbying to improve police access to **Facebook** data for criminal investigations.

Mr Zuckerberg said he saw "a tension" between assisting police and protecting the rights of users. "When law enforcement contacts us for information about users, a lot of the time what our users want is for us not to give law enforcement information about them," he said.

With yesterday's announcement, **Facebook** has bowed to mounting pressure and introduced new settings designed to make it easier for its 400 million members to control how they share information.

The site will start rolling out simplified one-click controls over the next few weeks.

Mr Zuckerberg said the company consulted with privacy advocacy groups and legislators, but mainly considered feedback from users.

Founder defiant as site is tweaked

In Queensland, where **Facebook** memorial sites to deceased children have been defaced with pornographic and abusive material, Premier Anna Bligh said she was ``pleased to see **Facebook** taking some responsibility for what has been some absolutely despicable and very, very painful material that has been on their site, particularly for the families who have lost loved ones".

## Classification

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**Language:** ENGLISH

**Publication-Type:** Newspaper

**Journal Code:** AUS

**Subject:** CRIME, LAW ENFORCEMENT & CORRECTIONS (91%); INTERNET SOCIAL NETWORKING (91%); NEGATIVE PERSONAL NEWS (91%); CORPORATE WRONGDOING (90%); LAW ENFORCEMENT (90%); NEGATIVE NEWS (90%); **PRIVACY** RIGHTS (90%); LEGISLATIVE BODIES (89%); CYBERCRIME (79%); NEGATIVE TECHNOLOGY NEWS (79%); SOCIAL NETWORKING (79%); ABUSE & NEGLECT (78%); INVASION OF **PRIVACY** (78%); LOBBYING (78%); TELECOMMUNICATIONS DEPARTMENTS (78%); INVESTIGATIONS (76%); CRIMINAL INVESTIGATIONS (72%); FEDERAL INVESTIGATIONS (72%); JUSTICE DEPARTMENTS (72%); FAMILY (70%); CHILDREN, ADOLESCENTS & TEENS (69%); GOVERNMENT DEPARTMENTS & AUTHORITIES (67%)

**Company:** **FACEBOOK** INC (90%); GOOGLE INC (57%)

**Organization:** US DEPARTMENT OF JUSTICE (54%)

**Ticker:** GOOG (NASDAQ) (57%)

**Industry:** NAICS519130 INTERNET PUBLISHING & BROADCASTING & WEB SEARCH PORTALS (57%); INTERNET SOCIAL NETWORKING (91%); CYBERCRIME (79%); TELECOMMUNICATIONS DEPARTMENTS (78%)

**Person:** MARK ZUCKERBERG (93%)

**Geographic:** SAN FRANCISCO BAY AREA, CA, USA (78%); CALIFORNIA, USA (92%); WASHINGTON DC, USA (79%); QUEENSLAND, AUSTRALIA (73%); AUSTRALIA (94%); UNITED STATES (92%)

**Load-Date:** July 1, 2010

## **Former privacy chief turns on Facebook**

Politico.com

June 3, 2010 Thursday 4:06 PM EST

Copyright 2010 Capitol News Company, LLC All Rights Reserved

Length: 562 words

Byline: Kim Hart

### **Body**

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Chris Kelly, the former **Facebook** executive who is facing a tough race for California attorney general, is taking aim at his past employer by blasting the social network's new **privacy** policies.

In an e-mail to members of the progressive organization MoveOn, Kelly said he is "troubled" that **Facebook** plans to share users' data with third-party websites "without clear consent."

"That's why I'm joining MoveOn in calling for **Facebook** to reiterate its commitment to **privacy** by sharing user information only with prior approval from users," he said in the e-mail Thursday. He also posted the e-mail on his **Facebook** page.

His criticism of **Facebook** comes near the end of an intense political battle with six other candidates vying for the Democratic nomination in Tuesday's primary. Kelly has already spent about \$4 million of his own money on the campaign.

He has stiff competition from candidates who already have experience holding public office, including San Francisco District Attorney Kamala Harris, former Los Angeles City Attorney Rocky Delgadillo, and Assemblymen Ted Lieu, Alberto Torrico and Pedro Nava.

Kelly became **Facebook**'s chief **privacy** officer in 2005, just as the social network was starting to take off on college campuses. Since resigning to campaign ahead of Tuesday's primary, Kelly has tried to distance himself from his **Facebook** identity. He's taken some heat from rivals for being known as the public face of the company during several **privacy** flaps.

Siding with MoveOn on the site's **privacy** issues is an about-face for Kelly, who went head-to-head with the organization in 2007 when it sharply criticized **Facebook** for its Beacon feature, which broadcast users' online purchases to their friends.

MoveOn launched an anti-**Facebook** campaign to protest Beacon, calling it a significant **breach** of **privacy**. With Kelly at the helm, **Facebook** removed the Beacon feature and apologized to its users.

**Facebook**, the biggest social network with 400 million users, again came under pressure when it recently began sharing profile information with other sites across the Web without first getting users' consent. Last week, **Facebook** responded by streamlining its **privacy** settings to make it easier for users to completely opt out of that type of information sharing activity.

## Former privacy chief turns on Facebook

"The early reaction to these changes from users around the world and the community of **privacy** and consumer groups has been overwhelmingly positive," a **Facebook** spokesman said.

Kelly says the latest problems developed after his departure from the company and he is pushing **Facebook** to ask for users' permission before sharing their information.

Kelly worked on Bill Clinton's presidential campaign and was later a policy adviser for the White House Domestic Policy Council before returning to Silicon Valley. He's made frequent trips to Washington over the past year to take part in **privacy** discussions on Capitol Hill and to attend fundraisers thrown for him by old friends in the Clinton administration.

Despite his disapproval of **Facebook**'s current **privacy** policies, Kelly has touted his experience in forging partnerships with all 50 state attorneys general to create safeguards to protect children from sexual predators online.

Kelly's **Facebook** background has also helped him leverage his online social network to generate grass-roots support. His profile lists 20,260 fans.

## Classification

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**Language:** ENGLISH

**Publication-Type:** Web Publication

**Subject:** INTERNET SOCIAL NETWORKING (90%); SOCIAL MEDIA (90%); SOCIAL NETWORKING (90%); ASSOCIATIONS & ORGANIZATIONS (89%); **PRIVACY** RIGHTS (89%); CAMPAIGNS & ELECTIONS (79%); GOVERNMENT ADVISORS & MINISTERS (79%); CONSUMER PROTECTION (78%); EXECUTIVES (78%); INTERNET **PRIVACY** (78%); PUBLIC POLICY (77%); ATTORNEYS GENERAL (73%); CONSUMER WATCHDOGS (73%); PRIMARY ELECTIONS (73%); PUBLIC PROSECUTORS (73%); US PRESIDENTIAL ELECTIONS (73%); US PRESIDENTIAL CANDIDATES 2020 (68%)

**Company:** **FACEBOOK** INC (90%)

**Ticker:** FB (NASDAQ) (90%)

**Industry:** NAICS519130 INTERNET PUBLISHING & BROADCASTING & WEB SEARCH PORTALS (90%); INFORMATION SECURITY & **PRIVACY** (90%); INTERNET SOCIAL NETWORKING (90%); SOCIAL MEDIA (90%); INTERNET **PRIVACY** (78%); INTERNET & WWW (77%); ATTORNEYS GENERAL (73%); PUBLIC PROSECUTORS (73%)

**Person:** KAMALA HARRIS (79%); TED LIEU (79%); BILL CLINTON (56%)

**Geographic:** LOS ANGELES, CA, USA (79%); SAN FRANCISCO BAY AREA, CA, USA (79%); SAN FRANCISCO, CA, USA (79%); SILICON VALLEY, CA, USA (58%); CALIFORNIA, USA (79%); UNITED STATES (79%)

## Former privacy chief turns on Facebook

**Load-Date:** June 4, 2010

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End of Document

## [Facebook's 5 Worst Judgment Calls](#)

TheStreet.com

September 27, 2010 Monday 09:00 AM EST

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**TheStreet.com**

**Section:** STOCK NEWS; General

**Length:** 1149 words

**Byline:** Joe Mont

### **Body**

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BOSTON ([TheStreet](#)) -- With more than 400 million users, **Facebook** is a global phenomenon. But its rise to the top of the social networking scene has been far from smooth. Anyone seeing David Fincher's *The Social Network* this weekend will get a sense of that. Here's a look at five of the biggest mistakes and flubs in the site's short life.

**BREACHING PRIVACY** From its earliest days, **privacy** concerns have dogged **Facebook**. That reputation could hurt in the long run if users defect or government regulators in the U.S. or Europe) make good on threats to step in. Only the most naïve don't anticipate that information posted, or searched for, on the Internet is likely to be viewed, parsed, analyzed and horse-traded. **Facebook**, however, has made it an art form. Loose **privacy** standards are the core of its revenue generation. Far more than its meager advertising base, the company profits from the granular data mining allowed for by its platform. Its frequent rejiggering of **privacy** settings means a temporary open window for the grabbing of whatever's been posted by otherwise locked-down users. The site's Terms of Service agreement essentially says any user content -- be it a thesis paper, wedding photos or even your profile picture -- can be considered their property and usable in any way they see fit. The site's short-lived Beacon advertising platform was intended to send messages about what your "friends" were buying online. That even actual friends might want some purchases to be private somehow eluded the Social Network geniuses. More recent outcry revolves around the "like button," a traditional feature users click on to express appreciation for posts or a variety of people, places and things. Recent changes have repurposed it as a **privacy**-setting bypass, and each click goes public. Along with its Open Graph software, **Facebook** can get its mitts on other sites you visit, populating them with pushed content and the activity of your "friends" who have also visited. **KEEPING ZUCKERBERG AS ITS PUBLIC FACE** Keeping wunderkind Mark Zuckerberg as the public face of the company does far more harm than good. Zuckerberg comes across as highly unlikable and certainly not someone who can stoke enthusiasm for, or instill confidence in, his company and its policies. You may not like or fully appreciate **Microsoft's** [Bill Gates](#), **Apple's** Steve Jobs or **Amazon's** Jeff Bezos but, given the chance, few would pass up a dinner invitation from these "faces" of their companies. Zuckerberg? He would be a tougher sell. His past actions and statements have proven that he can be misogynistic, petty and vindictive. He exudes all the charm of a callow Vulcan with Asperger's syndrome, and his flop-sweated [meltdown](#) answering **privacy** questions from a crowd at the D8: All Things Digital Conference in June illustrates perfectly why he's not the right guy to stick in front of a microphone.

## Facebook's 5 Worst Judgment Calls

Even his philanthropic efforts come across as smarmy. Zuckerberg recently announced a foundation, funded with \$100 million in **Facebook** stock, that will support Newark's school system. A noble cause and generous contribution, but one that seems calculated and self-serving. Zuckerberg has parlayed his donation into a media tour, making the formal announcement on the Oprah Winfrey Show, the go-to forum for celebrity fawning and image polish. The timing of all this? Immediately before a movie with an unflattering portrayal hits theaters. Only the dopiast FarmVille addict couldn't see the shallow PR strategy at work.

**PICKING PARTNER** This month, Apple unveiled Ping, a social media layer to iTunes. The plan was for Ping and **Facebook** to work together. But, apparently after 18 months of hush-hush negotiations, any proposed deal fell apart. Steve Jobs has [pinned the breakdown on](#) "onerous terms that we could not agree to." **Facebook** is now denying Ping access to the usually free and open API (application programming interface) that would let it crack into the "friends" network. We suspect that, from the **Facebook** point of view, Apple needed them more than they needed it. They are wrong. Play nice with Apple and **Facebook** could have set the stage for future forays into multimedia, increasing marketing potential and building its brand. It could have used Apple to bolster its weak mobile strategy. While turning down a simple arrangement with one of the world's largest companies, **Facebook** remains unrepentantly in bed with Zynga, the sleazy game company (even its [founder](#) admitted to an anything-for-a-buck mentality) that has foisted FarmVille and Mafia Wars on the world. **Facebook**'s new virtual currency is assuredly yet another byproduct of the symbiotic relationship. The games are popular, but their ceaseless spamming, "pay-to-play" pushes, cheesy look and overall **privacy** negligence don't do much to inspire any thought of **Facebook** as an innovative or market-leading company. Moral of the story: You are judged by the company you keep.

**CENSORING SEARCH** Running a site such as **Facebook** can be a no-win situation when it comes to charges of censorship. Should the site be an open forum for any given viewpoint? Or, as some have demanded, does it have a responsibility to crack down on pro-bulimia groups and neo-Nazi rhetoric? Aside from these hot-button issues, **Facebook** has continually alienated users by (either intentionally or accidentally) blocking content and search terms. The built-in search box has come under attack for coming up blank for certain keywords. Supporters of controversial Congressman and presidential candidate Ron Paul were told it was a "bug" that blocked his name from being accurately found. The word "**privacy**" itself, when searched for, also came up nil. There have also been documented instances of **Facebook** blocking attempts to link to certain editorial content, including articles critical of -- surprise -- **Facebook**.

**GIVING AWAY THE COMPANY** If a lawsuit proves to have merit, Zuckerberg may have given away 84% of the company and its revenues back in its formative days. Paul Ceglia, owner of a wood pellet business in upstate New York, claims in his suit that he and Zuckerberg entered into a contract in 2003 for Web development work on what would become **Facebook**. In exchange for the work, Ceglia would be given an ownership stake, he claims. **Facebook**, as expected, denies the claim or the validity of any such contract. Nevertheless, a judge's injunction has put a moratorium on any effort by the company to dump assets. If the case -- unlikely as it may be -- goes against **Facebook**, its biggest blunder of all could relegate it to the dustbin of Friendster, Hi-5 and **Wal-Mart**'s failed The Hub experiment. -- Written by Joe Mont in Boston. >To contact the writer of this article, click here: [Joe Mont](#). >To follow the writer on Twitter, go to <http://twitter.com/josephmont>. >To submit a news tip, send an email to: [tips@thestreet.com](mailto:tips@thestreet.com).

**Readers Also Like:** [>>The Many Faces of the Next Facebook](#)

## Classification

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**Language:** ENGLISH

**Publication-Type:** Newswire

**Subject:** FINANCIAL MARKET UPDATES (90%); INTERNET SOCIAL NETWORKING (90%); SOCIAL MEDIA (90%); SOCIAL NETWORKING (89%); AGREEMENTS (78%); DATA MINING (78%); NEGATIVE SOCIETAL NEWS (78%); INVASION OF **PRIVACY** (71%); GOVERNMENT & PUBLIC ADMINISTRATION (70%); WEDDINGS & ENGAGEMENTS (65%); ASPERGER'S SYNDROME (50%); GENERAL (%) ; BUSINESS (%) ; INTERNET (%) ; MEDIA (%) ; SOFTWARE (%) ; YAHOO! (%) ; HAND-PICKED (%)

## Facebook's 5 Worst Judgment Calls

**Company:** FACEBOOK INC (90%); APPLE INC (84%); MICROSOFT CORP (51%)

**Ticker:** FB (NASDAQ) (90%); AAPL (NASDAQ) (84%); MSFT (NASDAQ) (51%); AMZN; WMT; MSFT; AAPL

**Industry:** NAICS519130 INTERNET PUBLISHING & BROADCASTING & WEB SEARCH PORTALS (90%); NAICS423430 COMPUTER & COMPUTER PERIPHERAL EQUIPMENT & SOFTWARE MERCHANT WHOLESALE (84%); NAICS334413 SEMICONDUCTOR & RELATED DEVICE MANUFACTURING (84%); NAICS334112 COMPUTER STORAGE DEVICE MANUFACTURING (84%); NAICS334111 ELECTRONIC COMPUTER MANUFACTURING (84%); SIC5045 COMPUTERS & COMPUTER PERIPHERAL EQUIPMENT & SOFTWARE (84%); SIC3674 SEMICONDUCTORS & RELATED DEVICES (84%); SIC3577 COMPUTER PERIPHERAL EQUIPMENT, NEC (84%); SIC3572 COMPUTER STORAGE DEVICES (84%); SIC3571 ELECTRONIC COMPUTERS (84%); NAICS511210 SOFTWARE PUBLISHERS (51%); SIC7372 PREPACKAGED SOFTWARE (51%); FINANCIAL MARKET UPDATES (90%); INTERNET SOCIAL NETWORKING (90%); SOCIAL MEDIA (90%); COMPUTER NETWORKS (78%); COMPUTER SOFTWARE (78%); DATA MINING (78%); INTERNET & WWW (78%); INFORMATION SECURITY & PRIVACY (76%)

**Person:** MARK ZUCKERBERG (89%); BILL GATES (78%); DAVID FINCHER (58%); JEFFREY P BEZOS (50%); STEVEN JOBS (50%)

**Geographic:** UNITED STATES (79%)

**Load-Date:** September 28, 2010



## **Tracking Your Every Move**

National Journal

October 9, 2010

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**Section:** LOBBYING & LAW**Length:** 1170 words**Byline:** David Hatch

### **Body**

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When a teenager named Alyson in Bloomington, Ill., posted a **Twitter** message earlier this week about her dog's penchant for Cheetos, she had no idea that her whereabouts were being broadcast globally on **ICanStalkU.com**. Using just the tweet, the site posted her full name and photo, highlighted her precise location on Google Maps, and linked to a picture of her toy poodle, Fendi, being offered one of the puffy, orange-colored snacks.

"This is absolutely shocking," said her mother, Gayl, whose name was easy to find on Alyson's account on **MyLife.com**, a website that helps people connect with friends and relatives. "I would never have thought that a **Twitter** message could circle somebody back to that amount of information and that amount of detail," added the mother, who asked that the family's surname not be published.

Fortunately, **ICanStalkU.com** is an educational tool designed to demonstrate how easily personal information can be compromised online. Some experts fear that as Americans increasingly gravitate to social media and Internet-enabled devices, laws to protect them are not keeping pace.

"We're moving to a society where all of our major transactions are going to occur online," said Jeff Chester, executive director of the Center for Digital Democracy, a watchdog group. "We need to create a set of safeguards, certainly around the most critical of those transactions."

With **privacy breaches** involving such Web giants as **Facebook** and Google regularly in the news, Congress and the Federal Trade Commission are poised to take action. But as consumer advocates make the case for stronger laws, powerful corporations and trade groups are trumpeting the virtues of self-policing.

"The good thing about self-regulation is that we can evolve quickly," said Linda Woolley, executive vice president of government affairs for the Direct Marketing Association. As technologies emerge and marketing expands, "we can move to accommodate those changes" faster than policymakers, she insisted.

Woolley warned that if regulators saddle marketers with too many restrictions, the free accessibility of most Internet content could be at stake. "Ads are the very thing that support free content on the Internet," she emphasized.

Watchdogs counter that government intervention is necessary because corporate-driven initiatives are insufficient. "There absolutely needs to be a consumer-**privacy** law in this country," said Justin Brookman, a senior fellow at the Center for Democracy and Technology. "Industry has had 15 years to self-regulate."

## Tracking Your Every Move

Although he applauds private-sector attempts to make it easier for consumers to avoid being tracked online, Brookman said that the steps fall short because they don't apply universally. "That's only for the companies that are trying to do good, and even those efforts to date have not been enough," he contended.

"It's really disturbing," Chester said of data that are surreptitiously gathered when people browse websites and register personal information. Consumers need more control, especially to safeguard sensitive health and financial details, he said.

Proponents of self-regulation sought to rebut the argument that the approach lacks enforcement. Woolley said the DMA's nearly 3,600 members are obligated to follow the group's guidelines and risk being tossed out if they don't. Egregious violators of industry standards, whether members or not, can be referred to FTC.

"It's the government acting as a backstop instead of the government as the first-line approach," she said, insisting that the commission lacks the resources for more-comprehensive oversight -- a view that other sources disputed. The privacy debate moves to center stage later this fall with the FTC's release of a report recommending simpler ways for consumers to opt out of behavioral ads, a reduction in the amount of data collected, and more transparency about privacy policies. The commission also could propose a national "Do Not Track" list, a concept that FTC Chairman Jon Leibowitz has promoted. The list would be modeled after the National Do Not Call Registry, which bars unwanted phone solicitations. Sources said that congressional action would be required to implement most of the proposals.

On Monday, several associations representing Internet advertisers announced that Web surfers will soon be able to click on a new ad icon to opt out of behavioral tracking. Eventually, consumers will be able to request a broader exemption from hundreds of advertisers with one click at [aboutads.info](http://aboutads.info).

Chester dismissed the move as a ploy to blunt the FTC's pending recommendations. "This effort is timed to head off, in essence, what could be an FTC safe harbor -- a new framework to do business," he said. Chester contends that the ad icon is inadequate because it doesn't provide details about which data would be collected and how it would be used.

In tests, "the opt-out rates have been incredibly low" for ads with the icon, Chester asserted, adding mockingly, "so they're happy with it. It's an incomplete story here -- the icon doesn't provide the whole message."

Mike Zaneis, vice president of public policy for the Interactive Advertising Bureau, countered that the icon is a response to privacy principles that FTC issued in July 2009. "They actually called for the industry to self-regulate -- not for new government programs, new government regulations," he said. "We listened, we agreed, and we delivered."

But there's considerable momentum in Congress for privacy legislation. Sen. John Kerry, D-Mass., chairman of the Commerce Committee's Communications Subcommittee, intends to introduce a bill either in a lame-duck session or next year. Sen. Mark Pryor, D-Ark., chairman of Commerce's Consumer Protection Subcommittee, will offer legislation next year that makes it easier for consumers to exempt themselves from online monitoring and recommends creation of a Do Not Track list.

In the House, Rep. Rick Boucher, D-Va., chairman of the Energy and Commerce Committee's Communications Subcommittee, and Rep. Cliff Stearns, R-Fla., the panel's ranking member, plan to unveil a draft measure early in the new Congress that seeks to strike a balance between advertiser needs and consumer protections.

In July, House Commerce Subcommittee Chairman Bobby Rush, D-Ill., offered a related bill, widely viewed as more consumer-friendly, that could be melded with the Boucher-Stearns legislation.

Back at [CanStalkU.com](http://CanStalkU.com), Twitter messages are harvested for the longitude and latitude of the people posting them. This is possible because smart phones that use Global Positioning System technology often insert this information in the coding of digital photos as they're uploaded to the Internet.

## Tracking Your Every Move

"A lot of people don't realize that," said Brock Meeks, spokesman for the Center for Democracy and Technology. "People weren't consciously putting this up and saying, 'Here's where I am.' "

Now that Gayl is more aware, she's turning these lessons into a teachable moment for her family. "Yes, it concerns me -- obviously," she said.

## Classification

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**Language:** ENGLISH

**Publication-Type:** Magazine

**Subject:** INTERNET SOCIAL NETWORKING (90%); DEMOCRACIES (89%); TYPES OF GOVERNMENT (89%); SELF REGULATING ORGANIZATIONS (87%); PUBLIC POLICY (79%); BUSINESS & PROFESSIONAL ASSOCIATIONS (78%); CONSUMER LAW (78%); CONSUMER PROTECTION (78%); CONSUMER WATCHDOGS (78%); DATA PROTECTION LAWS (78%); SOCIAL MEDIA (78%); LOBBYING (74%); **PRIVACY** RIGHTS (72%); EXECUTIVES (70%); REGULATORY COMPLIANCE (69%); US FEDERAL GOVERNMENT (69%); CONSUMERS (68%); INVASION OF **PRIVACY** (67%); COMMERCE DEPARTMENTS (64%)

**Company:** TWITTER INC (91%); GOOGLE INC (58%); MYLIFE.COM INC (57%); **FACEBOOK** INC (54%); DIRECT MARKETING ASSOCIATION INC (53%)

**Ticker:** TWTR (NYSE) (91%); GOOG (NASDAQ) (58%); FB (NASDAQ) (54%)

**Industry:** NAICS519130 INTERNET PUBLISHING & BROADCASTING & WEB SEARCH PORTALS (91%); INTERNET SOCIAL NETWORKING (90%); INTERNET & WWW (89%); COMPUTER NETWORKS (88%); DATA PROTECTION LAWS (78%); DIGITAL CONTENT MARKETING (78%); SOCIAL MEDIA (78%); DIRECT MARKETING (69%)

**Geographic:** BLOOMINGTON, IL, USA (58%); ILLINOIS, USA (79%); UNITED STATES (79%)

**Load-Date:** October 9, 2010

## **WSJ reports Facebook privacy breach**

Vator News

October 18, 2010 Monday 1:22 PM EST

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Newstex Web Blogs

Copyright 2010 Vator News

**Length:** 757 words**Byline:** Faith Merino

### **Body**

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Oct. 18, 2010 ([Vator News](#) delivered by Newstex) --

A WSJ investigation finds that all top ten apps have been transmitting user data to ad agencies

[Facebook](#) is caught up in another **privacy** imbroglio. The Wall Street Journal [reported](#) Monday morning that the ten most popular apps on **Facebook** have been transmitting users personal information (even users with the strictest **privacy** settings) to at least 25 outside advertising and Internet tracking companies. Three of those ten apps have even been transmitting users friends information.

The culprits

[Zynga](#) appears to be the biggest violator, accounting for six of the top ten apps, with FarmVille, FrontierVille, Texas HoldEm Poker, Café World, Mafia Wars, and Treasure Isle all found to have been transmitting user info to advertisers and online trackers. Other apps include Phrases (an app for finding and sharing phrases and quotes), [Causes](#) (an online philanthropy company that just raised \$9 million in Series C funding), Quiz Planet, and iHeart (an app that allows users to send hearts to friends).

**Facebook** prohibits apps from sharing user data with outside advertisers, and as of Monday morning several of the apps were unavailable to users (after the Wall Street Journal informed **Facebook** of the violations). FarmVille accounts for the biggest share of **Facebook** users, with 59.4 million, followed by Phrases, which has 43.4 million users.

œThe apps reviewed by the Journal were sending **Facebook** ID numbers to at least 25 advertising and data firms, several of which build profiles of Internet users by tracking their online activities, WSJ reported.

The firms

## WSJ reports Facebook privacy breach

Defenders of such advertising tactics maintain that the practice is harmless and anonymous. Not so, according to WSJ, which found that one data-gathering firm, [RapLeaf Inc.](#), was linking **Facebook** user information gathered by the apps to its own user database, which it sells to other firms. WSJ's investigation found that RapLeaf Inc. has also shared **Facebook** user information with a dozen other data-gathering firms.

RapLeaf's VP of business development told WSJ: "We didn't do it on purpose. That's right. RapLeaf was accidentally gathering and selling **Facebook** user data. It happens to me all the time.

"The article left out some points we raised during our conversation with the reporters, a RapLeaf spokesperson said via email. "When we discovered that **Facebook** IDs were being passed to ad networks by applications that we work with, we immediately researched the cause and implemented a solution to cease the transmissions! The transmissions, when they occurred, were not a result of any purposefully engineered process by RapLeaf. Instead, they were due to broader issues " as discussed in the article " concerning site referrer URLs, which are managed by sites themselves and ad networks.

WSJ acknowledged that it is possible that app developers were not even aware that their apps were transmitting user data. "The apps were using a common Web standard, known as a "referrer," which passes on the address of the last page viewed when a user clicks on a link. On **Facebook** and other social-networking sites, referers can expose a user's identity, WSJ explained in the report.

But the Journal also contended that RapLeaf knew what it was doing, insisting that while RapLeaf says it strips out a user's name before sharing information, the Journal's investigation found that RapLeaf transmitted **Facebook** user IDs to a dozen other ad firms, including Google (NASDAQ:GOOG)'s Invite Media.

**Facebook's privacy** woes

The report does not bode well for **Facebook**, which has long struggled with user **privacy** and has been heavily criticized in the past for redesigning **privacy** settings to make a user's information more visible and accessible. Last spring the social networking juggernaut was widely criticized after a Wall Street Journal investigation found that the company was transmitting user data to outside advertisers when users clicked on ads. Following the WSJ report, the company discontinued the practice.

Earlier this month, **Facebook** took measures to give users more control over how much information they share with apps by creating a control panel that shows users which categories of their information apps are accessing (for example, basic information). It does not, however, show what information friends' applications are accessing on a user.

Image source: [facebook.com](http://facebook.com)

Read this article on Vator.tv at <http://vator.tv/n/12ca>

Newstex ID: VTRN-5351-49824608

## Notes

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## WSJ reports Facebook privacy breach

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## Classification

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**Language:** ENGLISH

**Publication-Type:** Web Blog

**Subject:** INTERNET SOCIAL NETWORKING (90%); INVASION OF **PRIVACY** (90%); INVESTIGATIONS (90%); BUSINESS NEWS (78%); COMPANY ACTIVITIES & MANAGEMENT (78%); EQUITY FINANCING (73%); POKER (69%); Trends and news (%); technology (%); economy (%); business and finance (%); media (%); advertising (%)

**Company:** WALL STREET JOURNAL (94%); **FACEBOOK** INC (90%); GOOGLE INC.

**Ticker:** FB (NASDAQ) (90%); GOOG (NASDAQ)

**Industry:** NAICS519130 INTERNET PUBLISHING & BROADCASTING & WEB SEARCH PORTALS (90%); INTERNET SOCIAL NETWORKING (90%); MARKETING & ADVERTISING (90%); COMPUTER NETWORKS (89%); INTERNET & WWW (89%); MARKETING & ADVERTISING AGENCIES (78%); EQUITY FINANCING (73%); POKER (69%)

**Load-Date:** October 18, 2010

## **Facebook probes app privacy breaches**

FT.com

October 18, 2010 Monday 12:25 PM GMT

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**Length:** 651 words

**Byline:** Tim Bradshaw and Mary Watkins in London and David Gelles in San Francisco

### **Body**

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**Facebook** is examining how third-party applications handle its members' information after it emerged that some apps and games were passing personal data to advertisers.

An investigation by the Wall Street Journal found that the 10 most popular apps, and potentially many more, were sending user identification numbers to internet advertising companies.

Such activity **breaches Facebook's** guidelines for app developers and puts into question its own pledge in its **privacy** policy to "never share your personal information with our advertisers".

Some applications were taken off line for a time while their developers addressed the issues. **Facebook** said it would make changes to its own technology in response to the allegations.

The WSJ alleges that games such as FarmVille and Texas Hold 'Em Poker were sharing with advertisers a string of numbers and letters that act as each user's identifier on **Facebook**.

That number can be used to determine the real names of the people playing the games. If those people have not changed their **privacy** settings to limit what strangers can see on their profiles, advertisers could potentially learn a lot more about these individuals and combine this personal information with other data they have collected about their behaviour online.

"We are talking with our key partners and the broader web community about possible solutions" to this problem, **Facebook** said in a statement. "While knowledge of user ID does not permit access to anyone's private information on **Facebook**, we plan to introduce new technical systems that will dramatically limit the sharing of user IDs."

But **Facebook** denied that the data leak had caused harm to its users. "It is important to note that there is no evidence that any personal information was misused or even collected as a result of this issue."

## Facebook probes app privacy breaches

In a blog post, a **Facebook** engineer, Mike Vernal, said the "technical details of how [web] browsers work" was the cause of the problem, not **Facebook** or app developers.

"Press reports have exaggerated the implications of sharing a UID," Mr Vernal added. "Knowledge of a UID does not enable anyone to access private user information without explicit user consent. Nevertheless, we are committed to ensuring that even the inadvertent passing of UIDs is prevented and all applications are in compliance with our policy."

But **privacy** experts say the incident, which could have affected millions of people, highlights the risks of installing applications made by companies whose motivations and business practises can be obscure.

"The **privacy** threat from applications is going to become more precarious," said Simon Davies of **Privacy** International. "Companies like **Facebook** have made significant inroads into dealing with irresponsible or malicious developers but the fact is that these products are being rolled out every 45 seconds. It's becoming almost impossible to keep track of the tidal wave of code from throughout the planet."

**Privacy** International added that companies such as **Facebook** and Apple that allow third parties to develop applications for their platforms should devote more resources to weeding out those that **breach privacy**.

"Until they devote teams and resources to going through the code, this kind of thing is going to happen over and over again," the campaigner said.

Criticism of **Facebook's privacy** practices have often centred on its users' ability to keep track of how the information, photos and other content they post to the site is used.

**Facebook** has made significant moves this year to make its **privacy** settings easier to understand.

But it has also pressed ahead with launches of new features, such as allowing users to share their location with friends, that have raised new concerns about how much information it holds about individuals.

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## Classification

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**Language:** ENGLISH

**Publication-Type:** Web Publication

**Subject:** INTERNET SOCIAL NETWORKING (90%); INVESTIGATIONS (90%); NEGATIVE TECHNOLOGY NEWS (90%); DATA **BREACHES** (79%); BLOGS & MESSAGE BOARDS (78%); NEGATIVE NEWS (78%); ONLINE MARKETING & ADVERTISING (78%); POKER (73%); CN Company News (%); CN12 Marketing (%)

**Company:** WALL STREET JOURNAL (92%); **FACEBOOK** INC (90%); FIANCCEB00 **Facebook** Inc

**Ticker:** FB (NASDAQ) (90%)

**Industry:** NAICS519130 INTERNET PUBLISHING & BROADCASTING & WEB SEARCH PORTALS (90%); INTERNET SOCIAL NETWORKING (90%); DATA **BREACHES** (79%); BLOGS & MESSAGE BOARDS (78%); INFORMATION SECURITY & **PRIVACY** (78%); INTERNET & WWW (78%); MARKETING & ADVERTISING



Facebook probes app privacy breaches

(78%); ONLINE ADVERTISING (78%); ONLINE MARKETING & ADVERTISING (78%); ONLINE SECURITY & **PRIVACY** (78%); COMPUTER NETWORKS (77%); MARKETING & ADVERTISING AGENCIES (73%); POKER (73%)

**Load-Date:** October 18, 2010

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## **FACEBOOK IN PRIVACY BREACH**

WALL STREET JOURNAL ABSTRACTS

October 18, 2010 Monday

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Information Bank Abstracts

**Section:** Section A; Column 3; Pg. 1

**Length:** 55 words

**Byline:** Emily Steel

Geoffrey A Fowler

### **Body**

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Article in the series What They Know reports social-networking site **Facebook** is moving to limit exposure of users' personal information after finding that many of its most popular applications have been providing access to people's names and sometimes those of their friends to advertising and Internet tracking companies; photo (L)

### **Graphic**

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Photograph

### **Classification**

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**Language:** ENGLISH

**Document-Type:** SERIES

**Publication-Type:** Abstract

**Journal Code:** WSJ

**Subject:** INTERNET SOCIAL NETWORKING (92%); SOCIAL NETWORKING (90%); SOCIAL MEDIA (90%); INTERNET & WWW (88%); INVASION OF **PRIVACY** (87%); MARKETING & ADVERTISING (85%); Computers

FACEBOOK IN PRIVACY BREACH

and the Internet (%); Social Networking (Internet) (%); **Privacy** (%); Advertising and Marketing (%); Surveys and Series (%)

**Company:** **FACEBOOK** INC (90%)

**Organization:** **Facebook** Inc

**Ticker:** FB (NASDAQ) (90%)

**Industry:** NAICS519130 INTERNET PUBLISHING & BROADCASTING & WEB SEARCH PORTALS (90%)

**Person:** Emily Steel; Geoffrey A Fowler

**Load-Date:** October 19, 2010

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End of Document

**The Wall Street Journal**

JAGfn.com

October 18, 2010 Monday 4:39 AM EST

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**Length:** 420 words**Body**

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**Facebook** in **Privacy Breach** - Many of the top applications on **Facebook** have been transmitting identifying information to Internet tracking and ad companies. Eighth in a series. Northeast Utilities to Buy Nstar - Northeast Utilities agreed to buy New England utility company Nstar for \$4.3 billion in stock, forming what the two companies said will be one of the country's biggest utilities. U.S. Seeks Billions in India Deals - The U.S. is aiming to sell up to \$5.8 billion of military-transport aircraft to India and secure other major deals when President Obama travels to New Delhi early next month. Goldman Pushes Its Image Rehab - Goldman Sachs is taking its first steps to change the way it does business after it weathered harsh criticism and paid a \$550 million fine tied to its actions before and during the financial crisis. Luxury Industry Gleams Again - Strong sales of bags, clothing and perfume during the crucial holiday season could boost the luxury-goods industry to near-record sales, according to a Bain study, as the sector rebounds from a 2009 decline. Luxe Sites Invite Reviews - Some high-end retailers are beginning to invite online customer reviews, opening themselves-and the brands they sell-to the slings and arrows of public opinion. RBC to Buy BlueBay for \$1.54 Billion - Royal Bank of Canada said it has agreed to buy fixed-income fund manager BlueBay for \$1.54 billion, giving the Canadian bank more products to push through its wealth management business. Cost-Cutting Boosts Philips Results - Royal Philips Electronics posted a better-than-expected third-quarter net profit but its outlook remained cautious. Leno's Younger Viewers Slip Away - Comedian Jay Leno's audience among young viewers has shrunk in the seven months since NBC reinstalled him as host of "The Tonight Show." Hitachi, Johnson Controls in Battery Tie-Up - Hitachi and Johnson Controls said they will team up to produce lithium-ion batteries for use in electric cars and advanced power distribution systems, the latest in a series of tie-ups and joint ventures looking to capitalize on the burgeoning market for next-generation batteries.

As of Friday, 10-15-2010 23:59, the latest Comtex SmarTrend® Alert, an automated pattern recognition system, indicated an UPTREND on 09-02-2010 for PHG @ \$29.94. For more information on SmarTrend, contact your market data provider or go to [www.mysmartrend.com](http://www.mysmartrend.com) SmarTrend is a registered trademark of Comtex News Network, Inc. Copyright © 2004-2010 Comtex News Network, Inc. All rights reserved.

## Classification

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**Language:** ENGLISH

**Publication-Type:** Web Publication

**Subject:** INTERNET SOCIAL NETWORKING (90%); SALES FIGURES (90%); COMPANY PROFITS (78%); ELECTRIC MOBILITY (78%); INTERNET RETAILING (78%); MANAGERS & SUPERVISORS (78%); PRODUCT REVIEWS (78%); COMPANY EARNINGS (77%); INTERIM FINANCIAL RESULTS (77%); RETAIL SALES (77%); TRENDS (75%); CENTRAL BANKS (73%); ECONOMIC CRISIS (73%); SUSTAINABLE TRANSPORTATION (73%); CONSUMER RATINGS & REVIEWS (66%); MUTUAL FUNDS (64%); ELECTRIC VEHICLES (61%); Aircraft (%); Bank (%); Business (%); Canada (%); England (%); India (%); Internet (%); Market (%); Military (%); Net Profit (%); Online (%); President (%); Products (%); Sales (%); Utilities (%)

**Company:** GOLDMAN SACHS GROUP INC (90%); EVERSOURCE ENERGY (90%); **FACEBOOK** INC (90%); NSTAR (85%); ROYAL BANK OF CANADA (82%); COMTEX NEWS NETWORK INC (80%); WALL STREET JOURNAL (58%); KONINKLIJKE PHILIPS NV (ROYAL PHILIPS) (54%)

**Ticker:** GS (NYSE) (90%); ES (NYSE) (90%); FB (NASDAQ) (90%); RY (TSX) (82%); RY (SWX) (82%); RY (NYSE) (82%); PHIA (BIT) (54%); PHIA (AMS) (54%); PHG (NYSE) (54%); PHG (NEW YORK)

**Company-Number:** CUSIP: 500472303; SEDOL: 2614313

**Industry:** NAICS523930 INVESTMENT ADVICE (90%); NAICS523920 PORTFOLIO MANAGEMENT (90%); NAICS523110 INVESTMENT BANKING & SECURITIES DEALING (90%); SIC6289 SERVICES ALLIED WITH THE EXCHANGE OF SECURITIES OR COMMODITIES, NEC (90%); SIC6282 INVESTMENT ADVICE (90%); SIC6211 SECURITY BROKERS, DEALERS, & FLOTATION COMPANIES (90%); NAICS221122 ELECTRIC POWER DISTRIBUTION (90%); NAICS221210 NATURAL GAS DISTRIBUTION (90%); NAICS519130 INTERNET PUBLISHING & BROADCASTING & WEB SEARCH PORTALS (90%); NAICS424720 PETROLEUM & PETROLEUM PRODUCTS MERCHANT WHOLESALERS (EXCEPT BULK STATIONS & TERMINALS) (85%); SIC5172 PETROLEUM & PETROLEUM PRODUCTS WHOLESALERS, EXCEPT BULK STATIONS & TERMINALS (85%); SIC4911 ELECTRIC SERVICES (85%); NAICS522293 INTERNATIONAL TRADE FINANCING (82%); NAICS522110 COMMERCIAL BANKING (82%); SIC6029 COMMERCIAL BANKS, NEC (82%); SIC7375 INFORMATION RETRIEVAL SERVICES (80%); NAICS335110 ELECTRIC LAMP BULB & PART MANUFACTURING (54%); NAICS334516 ANALYTICAL LABORATORY INSTRUMENT MANUFACTURING (54%); NAICS334310 AUDIO & VIDEO EQUIPMENT MANUFACTURING (54%); BANKING & FINANCE (90%); INTERNET SOCIAL NETWORKING (90%); BATTERIES (89%); COMPUTER NETWORKS (89%); ELECTRIC POWER PLANTS (89%); ENERGY & UTILITIES (89%); ELECTRIC MOBILITY (78%); ELECTRICITY TRANSMISSION & DISTRIBUTION (78%); INTERNET RETAILING (78%); LUXURY GOODS (78%); RETAIL & WHOLESALE TRADE (78%); UTILITIES INDUSTRY (78%); NATURAL GAS & ELECTRIC UTILITIES (77%); RETAIL SALES (77%); CENTRAL BANKS (73%); SUSTAINABLE TRANSPORTATION (73%); RETAILERS (72%); LATE NIGHT TELEVISION (67%); MUTUAL FUNDS (64%); WEALTH MANAGEMENT (64%); BATTERY MFG (61%); ELECTRIC VEHICLES (61%); Industry Group: Electronics (%); Industry Sub Group: Electronic Compo-Misc (%); Industry Sector: Industrial (%)

**Company-Terms:** CUSIP: 500472303 SEDOL: 2614313 SIC: 3663 PHG (NEW YORK) NIGER REPUBLIC

**Person:** BARACK OBAMA (72%); JAY LENO (50%)

**Geographic:** NEW DELHI, INDIA (58%); NORTHEAST USA (79%); INDIA (92%); UNITED STATES (79%)

**Load-Date:** October 20, 2010

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End of Document

Terror Threat in Europe; Countdown to Election Day; Facebook Leaks Sensitive Info; Facebook Has Privacy Breach; NATO Intelligence Claims to Know Location of Bin....

**Terror Threat in Europe; Countdown to Election Day; Facebook Leaks Sensitive Info; Facebook Has Privacy Breach; NATO Intelligence Claims to Know Location of Bin Laden and Top Deputy; Jury Selection Begins in Chandra Levy Murder Trial; Rescued Miners and Families Celebrate Return Home; Citigroup Reports Third Quarter Profits; Blood Test to Flag Concussions; Ken Buck Links Alcoholism, Sexuality; Oil Disaster Six Months Later**

CNN CNN NEWSROOM 9:00 AM EST

October 18, 2010 Monday

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**Section:** NEWS; International

**Length:** 6671 words

**Byline:** Kyra Phillips, Barbara Starr, Nic Robertson, T.J. Holmes, Karl Penhaul, Alison Kosik, Mark Preston, John Roberts, Elizabeth Cohen, Rob Marciano

**Guests:** Paul Gillin

**Highlight:** The threat of terror and the hunt for Osama Bin Laden. The search has been going on for more than nine years, and there's never been anything like it. **Facebook** has **privacy breach**, with users' data leaking to advertisers. NATO Intelligence claims to know the location of Osama bin Laden and his top deputy, Ayman al-Zawahiri. Jury selection begins in the trial of Ingmar Guandique, accused of killing DC intern Chandra Levy. The rescued miners and their families celebrate their return home, but are giving few details about their ordeal. Citigroup reports third quarter profits, helping revive falling stocks. Researchers in the Army say they've developed a blood test that can detect if someone has suffered a mild, traumatic brain injury. This whole bullying problem is sad proof that words can do unspeakable permanent damage to kids who are not brainwashed or making a choice, but struggling to figure out who the heck they are. This week marks six months since the DeepWater Horizon oil rig exploded and led to the nation's worst oil spill in history; eleven men died in that April 20th blast; an estimated 20 million gallons of oil flowed into the Gulf of Mexico.

## **Body**

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KYRA PHILLIPS, CNN ANCHOR: Hey, guys. Good morning. Good morning, everybody. You and **Facebook** more than friends -- it turns out the site is leaking details about you that you'd rather keep to yourself.

Rescued miners go back to the scene to pray. For others, it's just too soon.

Another politician expresses his view on homosexuality, makes an analogy to alcoholism, makes you wonder if this guy is running for office in 2010 or 1810.

I'm Kyra Phillips. Glad you're with us. You're live in the CNN NEWSROOM.

Terror Threat in Europe; Countdown to Election Day; Facebook Leaks Sensitive Info; Facebook Has Privacy Breach; NATO Intelligence Claims to Know Location of Bin....

We've got pretty disturbing new information about the threat of terror and the hunt for Osama Bin Laden this morning. The search has been going on for more than nine years, and there's never been anything like it.

The closest comparison may be this, the search for Saddam Hussein, when the Iraqi leader abandoned his palaces, and instead we found him cowered in a spider hole. There he was found disheveled and disgraced, but the mastermind of the 9/11 attacks has apparently not suffered the same indignity.

A senior NATO official says that he's no longer hiding in a cave as we first saw in his videos. Instead he's living comfortably in a home in northwest Pakistan under the protection of locals and some members of Pakistan's intelligence community.

Also, a new terror warning has much of Europe on edge and on guard right now. Saudi Intelligence Services warns of a new terrorism threat, and France could be the main target. According to the Intel, al Qaeda operatives in the Arabian Peninsula are plotting a possible strike.

We're covering all angles to both these developing stories this morning. CNN senior international correspondent Nic Robertson is in London with the latest threat from al Qaeda, and Pentagon correspondent Barbara Starr is working her sources on the hunt for Osama Bin Laden.

Let's start with Barbara. She's in Kabul, Afghanistan. So put it in perspective, Barbara. Is Osama Bin Laden living the high life?

BARBARA STARR, CNN PENTAGON CORRESPONDENT: Well, you know, the answer is really, who knows, Kyra. Most of the time, when you ask you someone in a position to know where's Osama Bin Laden? They say haven't seen, haven't heard anything about him in years.

When I came to Kabul and spoke to a senior NATO official, that's not the answer I got to my surprise. He says the assessment, the assessment right now, the feeling is as you might express, he's across the border in Pakistan, but as he said, nobody from al Qaeda is living in a cave these days.

His feeling, his assessment is that Bin Laden is in some area close to his number two, Ayman Al Zawahiri, both of them living in relative comfort, possibly in homes in the countryside in this very remote rugged region.

I said, so where do you think he is. He said if you asked me to draw a circle on a map, here's the circle I would draw based on what I know. He says he could have ranged as far as the very northern corners of the tribal region.

That's a place called Chitral up by the Chinese border, but he pointed to another area, the Kurram Valley. That is right across the border from Tora Bora, here in Afghanistan where Bin Laden fled in 2001 when U.S. bombs started falling, Kyra.

PHILLIPS: Barbara Starr, that's the story we'll stay close to that's for sure. I think a lot of people want to see this guy taken in.

Now those terror concerns that are rippling across Europe. For that, we turn to CNN senior international correspondent, Nic Robertson. Nic.

NIC ROBERTSON, CNN SENIOR INTERNATIONAL CORRESPONDENT: Well, according to France's interior minister, this threat is active or about to be active. This information he says that came from Saudi officials within the last couple of days.

We talked to Saudis. They won't comment on this. What the French interior minister is saying, however, is this means that the threat is very real. He says that France is vigilant.



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However, France is not increasing its terror threat level. It's at the second highest level right now, which is heightened red, the highest level is scarlet, but right now with the information they have, the French are not raising that warning.

What is significant perhaps here is what we're seeing emerging, if you take in the recent threats from the group in Hamburg in Germany, leading to sort of a Europe-wide travel warning from the United States. We're seeing perhaps here al Qaeda organize itself to target inside Europe. It can't pull up a 9/11 attack again, but it is looking to target on mainland Europe and that seems to be the picture that's emerging here.

Where did the Saudis get this information? They won't say, but they did say just a few days ago that a Saudi national, former Gitmo/Guantanamo Bay detainee had turned himself in?

Possibly this information coming from him, but as far as the French are concerned, this is a real threat, either in the process of being planned or about to be planned.

The interior minister also said in the past year two terror threat attacks inside France had been thwarted, 61 people in France remain detained on terrorism offenses. Nic Robertson, CNN, London.

PHILLIPS: Straight ahead, apparently you don't get to 500 million friends without a few data breaches. Next, we're talking about your Facebook account and how it might have leaked sensitive information about you, your friends, to strangers.

PHILLIPS: We're just 15 days away from an election that could give Republicans big gains in Congress and that possibility right out of one-two punch White House punch last night.

President Obama and the first lady hit the campaign trail together for the first time since 2008. The first couple fired tens of thousands of supporters at Ohio State University. They challenged the crowd to get out and vote, reviving a popular slogan from just two years ago.

(BEGIN VIDEO CLIP)

BARACK OBAMA, PRESIDENT OF THE UNITED STATES OF AMERICA: In two weeks you've got the chance to say once again "yes we can." Now, look, let's be honest. This is a difficult election. This is hard, and it's hard because we've got through an incredibly difficult time as a nation.

(END VIDEO CLIP)

PHILLIPS: CNN Election Express is rolling through the southeast this week checking on the mood of voters ahead of the midterms. T.J. Holmes is in Charlotte today. T.J.

T.J. HOLMES, CNN CORRESPONDENT: Hey, good morning, Kyra. We're here in Charlotte. I'll tell you that's the 19th largest in the country, but don't let that fool you. No matter what city you are in, in this country right now, there's a good chance your money is tied up here in this city. Why?

This is a major banking hub in this country, only second to New York City's, \$2-plus trillion in assets tied up here. You got Bank of America, the largest bank in the country that is headquartered right here.

You got Wachovia, which was taken over by Wells Fargo that was based right here, five of the largest 25 banks in the country were based right here in Charlotte, North Carolina.

So when you have an economic downturn that's based on banking, lending, mortgages, of course a place like Charlotte, the whole metropolitan area, including the state will be affected in a major way. That is what a lot of people are going to be going into the voting booth with here in just a couple weeks.

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We talked to people here -- this is the second time we've come out in one of these week-long trips, the second we've taken about a month and a half. You find people, yes, of course, talking about their disappointment in Washington, D.C.

But what we found yesterday was a local business that's found a way to make it work in this economy, and they've taken it upon themselves in their own community to take care of their own community.

(BEGIN VIDEOTAPE)

UNIDENTIFIED MALE: I've been a chef in different restaurants of different calibers all across the country, and right now, during this economy, the price point is driving everything.

People are still going out to eat. The same people that didn't cook before aren't suddenly cooking suddenly now. They're just going to places that they can afford.

HOLMES: How is Charlotte doing today?

UNIDENTIFIED MALE: I think people are concerned about what's happening with Bank of America. I do hear people talk about that.

UNIDENTIFIED MALE: The banking crisis hurt this city tremendously, not only the bankers, but there's lawyers that are affected by that. There's -- it trickles down the line.

HOLMES: It sounds like you have really local concerns.

UNIDENTIFIED MALE: Yes, like Ed says, you talk about Bank of America, but you go back to schools, libraries, parks closing, and you see that happening or hear about that in other states, and all of a sudden it happens in your state and like, wow.

UNIDENTIFIED MALE: I feel lucky to be in Charlotte, because we -- if you look at it demographically throughout the nation, Charlotte is one of the best of the worst.

Our mortgage foreclosures have been, you know, they're high, everybody's are high, but we're not as bad as other cities in the nation. We're fortunate that that's been that way.

(END VIDEOTAPE) HOLMES: So the pickup on that theme there, the best of the worst, if you will, they had to look at it with some sense of success. Kyra, this is so telling that the bad news here is that, yes, it's 11 percent unemployment here in the Charlotte area.

That's higher than the national average. That's higher, of course, than the local average of North Carolina as well, the entire state, 11 percent, the bad news.

The good news, Kyra is that it's 11 percent, because just about a year ago it was at about 12.5 percent, so they've got to -- they've got to take the good news where they can get it.

But unfortunately, they're going the right direction, yes, but still unfortunately still pretty high. But we're just getting started as you know, Kyra.

First stop, we have four states, five different cities we're going to hit and hook up with Candy Crowley this weekend on Friday before she does that Senate debate on Sunday with those Senate candidates. So we are just getting started.

PHILLIPS: All right, we'll be following your trip, that's for sure. T.J., thanks.

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Well, if you're on **Facebook**, listen up. "The Wall Street Journal" reports that most of the popular applications on the site like Farmville, have been sending profile names to advertising and internet tracking companies, and in some cases the names of friends are being sent too.

**Facebook** says it's taking steps to correct the problem and there's no evidence that any personal information was misused. Still we're talking about a potential problem for tens of millions of people. That's not what friends are for, right?

We'll talk about this with Paul Gillin. He's written a book on social media marketing and he's been a technology journalist since before the internet existed.

Thanks for joining us, Paul. I think I want to start out, you know, we know how big **Facebook** is. When you heard about this security **breach**, how big of a concern do you think it is?

PAUL GILLIN, SOCIAL MEDIA SPEAKER, AUTHOR: Well, it's just another **Facebook** screw up. You know, they are working in uncharted territory. You have to realize **Facebook** with about 550 million members now is trying to do things that nobody has ever done before.

They're trying to create software applications on a massive scale. They frequently make mistakes in the process. I don't believe this was an intention act on **Facebook's** part. I think when you're trying to work on a scale that they are, it's inevitable there will be back doors that are left open.

PHILLIPS: What are marketers doing with this information? GILLIN: Well, I think they're doing less than we fear they're doing. We have the capacity today to collect huge amounts of information, but in fact very few companies really know what to do with that information.

They don't have the tools in place to create the kind of profiles that they would like to create. So the fact that the information may have leaked doesn't really mean anybody is doing very much with it.

I think the **Facebook**, you know, to their credit, has moved swiftly to plug this hole. I think it's unlikely we'll see people's identities compromised in any meaningful way.

PHILLIPS: You mentioned plugging the holes. You would think by now that they would figure out how to plug these holes, but is this something that we're going to have to continuously worry about?

Are these new holes that we never thought of? I mean, is there any way to get ahead of the game or no?

GILLIN: No, there is not. You will be -- we will be -- you'll be talking about stories like this for years, Kyra, I guarantee you. Because, when you're working on this scale, as I noted, there are so many switches and dials and complexities to building very large-scale applications -- software applications like this, that bugs are inevitable.

Microsoft is still fixing bugs in versions of Windows that were released ten years ago. The same thing will be happening with **Facebook**. It is simply a very large and complex project. There will be slip-ups.

I think the issue is how quickly do they act to patch them, and will their advertisers pledge not to misuse **privacy** information? That was the story, really, that wasn't reported here. Are the advertisers willing to say, "We will not take advantage of slip-ups, and will maintain **Facebook** users' **privacy**"?

PHILLIPS: True. And then, how do we know? How do we know that advertisers will be responsible for their actions? And I think a number of people have said, isn't there a less shadier way to get this information? Or are they just looking for any way to get what they want?

GILLIN: Well, many people who live online today live very public lives. It's amazing how much information when we're on Twitter, **Facebook**, and we may blog, and we may use instant messaging services. We share all kinds of information that we may not even know that we are sharing.

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I think advertisers -- to some extent the wisdom of crowds will keep the advertisers in line here, because any advertiser who takes unfair advantage of access to private information like this, I think will be called out and pilloried in public for taking advantage of their customers. So I think it -- even if advertisers had this information available, I think they would have to be very careful what they would do.

Remember that Google knows a great deal about all of us, all of us who have Google accounts. Google knows an enormous amount about us, yet chooses not to use most of that information because they don't want to look like Big Brother.

PHILLIPS: And it's a good point. Bottom line, we all, too, have to take responsibility and know whatever is out there is out there. Nothing is 100 percent safe. You're always taking a risk, right?

GILLIN: When you post something on the internet, be aware the internet was designed to be a public sharing medium. It was not designed with privacy in mind. So you are -- when you're talking on the internet, anything you say can be copied, can be sent to other people, can be made publicly available. You have to be -- take responsibility for your own privacy.

PHILLIPS: Point well made. Paul Gillin, we'll keep talking about this for sure. Thanks, Paul.

GILLIN: Thank you.

PHILLIPS: Now we want to ask you, have privacy concerns made you reevaluate in any way the way you use social media and what you post online? Go ahead and post those comments on [cnn.com/kyra](http://cnn.com/kyra). It's safe, by the way. And we'll talk about more about this in the next hour of CNN NEWSROOM.

From the bottom of a collapsed mine to the top of the world.

(BEGIN VIDEO CLIP)

(PARTY MUSIC)

(END VIDEO CLIP)

PHILLIPS: We're going to tell you how Chile is honoring its newest celebrities and what they're saying about their two-month-long ordeal.

PHILLIPS: Checking top stories. So, you probably think your Facebook postings are going just to your friends. Think again. A "Wall Street Journal" investigation finds a privacy breach, that users' identity may be shared by a user's internet browser or app. That means advertising and data firms could know more about you than you want. The company says it's working on the problem.

NATO intelligence says that they know where Osama bin Laden and his top deputy are hiding. It's believed bin Laden and Ayman al- Zawahiri aren't living in caves, but rather in houses right next to each other in northwest Pakistan.

In Washington, jury selection today begins in the murder trial of Ingmar Guandique. He's accused of killing Chandra Levy in 2001. Her skull was found in a park more than a year after she'd disappeared.

PHILLIPS: Climbing to the top of the world. It's been a whirlwind week for Chile's rescued miners, many of whom went back yesterday where their 69-day ordeal began, San Jose Mine where a private mass was held in their honor. CNN's Karl Penhaul was there.

(BEGIN VIDEOTAPE)

(PARTY MUSIC)

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(MEN LAUGHING)

KARL PENHAUL, CNN INTERNATIONAL CORRESPONDENT (voice-over): Happy to be alive. Back on his block, miner Esteban Rojas.

CROWD: Mario! Mario!

PENHAUL (voice-over): And miner Mario Gomez, happy to be home. Back behind his picket fence. The house is humble, but it's where his heart is.

MARIO GOMEZ, RESCUED MINER (through translator): "I've been married 32 years and rarely told my wife I loved her. I just wanted to tell her how much I loved her," he says.

PENHAUL (voice-over): In the first days after the mine collapsed, cut off from an outside world that nearly gave them up for dead, Gomez wrote a love letter to his wife. He promised he would make it home alive.

LILA RAMIREZ, WIFE OF RESCUED MINER (through translator): "I'm happy my husband is home and that we can wipe out the nightmare of waiting for more than 60 days. We can wipe the slate clean and begin our lives again," she says.

PENHAUL (voice-over): Gomez says he never doubted he would survive.

GOMEZ (through translator): "From the first moment, I thought they would rescue us. I never lost hope. Maybe that's because of my experience. I never lost faith," he says.

PENHAUL (voice-over): Even under the camera glare, he's not giving much away.

GOMEZ (through translator): "There are some things we cannot speak about, because there's a pact between us," he says.

PENHAUL (voice-over): Gomez says he and his 32 comrades have taken a pact of silence to keep most of the ordeal secret, at least for now. A few streets away, Rojas is barely talking either.

ESTEBAN ROJAS, RESCUED MINER (through translator): "Good, good, I'm happy. I never lost hope. God is great," he says. PENHAUL (voice-over): But his daughter, Stephanie, says she knows how he survived.

STEPHANIE ROJAS, DAUGHTER OF RESCUED MINER (through translator): "I think he got through this thinking about his family, that we were waiting for him, and we were never going to leave him alone. That gave him strength to make it back here with his family," she says.

PENHAUL (voice-over): Coming home may mean a poor house on a poor street, but these miners know they managed to cling to the greatest luxury of all -- life itself. Karl Penhaul, CNN, Copiapo, Chile.

(END VIDEOTAPE)

PHILLIPS: New blood tests could help doctors figure out if our military men and women have suffered a concussion or a brain injury. It's a test that could be used in civilian life, too, for, say, kids who play football. We're going to talk about it in just a few minutes.

PHILLIPS: On Wall Street, earnings season is starting to kick into high gear, and it's when corporate America tells us all how they're doing. Today, one of the nation's biggest banks is reporting. Alison Kosik at the New York Stock Exchange. So, what do you think? Good or bad news, Alison?

ALISON KOSIK, CNN BUSINESS CORRESPONDENT: Kyra, for once I've got some good news for you today. First, Dow futures were down 75 points this morning. Then, Citigroup reported a third quarter profit of \$2.2 billion,

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and that's better than Wall Street had been expecting. It also marks Citi's third straight quarterly profit after the huge losses during the financial crisis.

So then, stock futures quickly moved off their lows, and Citi's shares are -- were up about two percent. Citigroup's earnings follows strong results last week from JP Morgan Chase, and we watch big banks closely, because access to credit and money is exactly what keeps this economy moving.

After the closing bell, we're going to hear from some heavyweights, Apple and IBM. Their results should tell us if everyday business and every Americans still have an appetite for technology.

In the meantime, Citi's results and \$6 billion in merger activity should help the sentiment today on Wall Street.

As for the broader market, we are in positive territory. The Dow is up about two, and the NASDAQ higher, about two as well -- Kyra.

PHILLIPS: All right. Alison, thanks so much.

Straight ahead, assessing the damage after the world's strongest storm makes landfall this morning. We're going to tell you where the typhoon struck and what it's leaving behind.

(VIDEO CLIP)

PHILLIPS: "Charlotte's Web," the ageless tale of love and friendship. It's one of the most beloved children's classics of all time.

Well, now, some adults are able to hold on to more than just those magical childhood memories. Forty-two of the original illustrations went on the auction block in New York. Guess how much? Nearly \$800,000.

The top draw, it seems, was the original cover art for the book. The winning bid for that, more than \$155,000.

Checking the top stories.

Nearly half a billion people connect with friends on Facebook. But they also may be connecting with advertisers, whether they know it or not. A "Wall Street Journal" investigation finds that many of the most popular applications are secretly funneling your information to advertisers and online companies. If true, that violates Facebook's own privacy rules.

A senior NATO officials Osama bin Laden is living more openly and more comfortably than we ever thought. Source says intelligence agencies believe he's living in northwest Pakistan, not in the cave but in a house. And it may be protected by members of Pakistan's intelligence community.

And a super typhoon slams into the Philippines. Weather experts say it's winds up to 180 miles an hour, making it the strongest storm that the world has seen in years. So far, one person is confirmed dead, two others missing.

Senator John McCain's daughter is pulling no punches when it comes to one Republican. Meghan McCain slams Christine O'Donnell and the Delaware candidate's campaign pushes back.

PHILLIPS: Senator John McCain's daughter won't be stumping for Senate candidate Christine O'Donnell. That became pretty obvious when the author and blogger slammed the Delaware Republican on ABC's "This Week."

(BEGIN VIDEO CLIP)

MEGHAN MCCAIN, AUTHOR, "DIRTY SEXY POLITICS": Christine O'Donnell is making a mockery of running for public office. She has no real history, no real success in any kind of business. And what that sends to my generation is one day, you can just wake up and run for Senate, no matter how lack of experience you have. And it

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scares me for a lot of reasons. And I just in my group of friends, it just turns people off, because she's seen as a nut job.

(END VIDEO CLIP)

PHILLIPS: And the O'Donnell campaign pushed back with the statement, mocking what it called Miss McCain's vast experience in politics and running for office.

We're down to 15 days from an election that could change the balance of power in Congress.

Let's check in with our Political Ticker for all the latest stories.

Senior political editor Mark Preston -- hey, Mark.

MARK PRESTON, CNN SENIOR POLITICAL EDITOR: Hey, Kyra, how are you?

You know, one of our top stories on the site this morning, in fact, is Meghan McCain attacking Christine O'Donnell as you just showed there on "This Week." Yesterday, in fact, the **Facebook** application that ties into CNNPolitics.com, more than 500 people have recommended this story for people to read.

You know, Meghan McCain has been known to be critical of fellow Republicans, including Sarah Palin, if our viewers remember, back when she just published her book a few months, "Dirty Sexy Politics." One of the things she said about Sarah Palin is that Sarah Palin brought trauma and stress to her father's presidential campaign, just has said some nice about Sarah Palin. But, certainly, Meghan McCain trying to be the voice, so to speak, of the next generation of Republicans.

You know, another story that is gaining a lot of attention now and it just happened just a few hours ago, was up in Alaska where a reporter was, quote/unquote, "arrested" by security guards for the Senate candidate up there, Joe Miller. Now, Joe Miller was at an event in Anchorage. This reporter went up, apparently asked some pretty heated questions. The security guards intervened. I should say they were private security guards interview. They pushed him away.

Apparently, the reporter must have pushed them back. Next thing you know, the reporter got cuffed and was led away from the candidate.

Now, Anchorage police are investigating the matter. But it's interesting to note, that up in Alaska, you can make a, quote-unquote, "citizen's arrest," much like you can anywhere else. But, again, police are investigating that, Kyra.

And as you say, only 15 days until Election day, and President Obama, Vice President Biden, Michelle Obama, all on the campaign trail over the next week. We're going to see them out west.

We're going to see -- Sarah Palin, in fact, was just out in California on Saturday. We'll see her in Orlando on -- this coming Saturday, with Michael Steele, for a big RNC rally. But primarily we'll see -- for Democrats, Mr. Obama and his wife, the first lady, out on the campaign trail, really trying to shore up those Democrats who are in some very tough reelection battles.

Again, 15 days to Election Day. Thirty-nine seats, if Republicans can pick those up, they'll take back the House of Representatives -- Kyra.

PHILLIPS: All right. Mark, thanks so much. We'll keep checking in with you. We'll have a political update about an hour.

Also a reminder: for all the latest political news, you can always just go to our Web site, too, CNNPolitics.com.

Well, our men and women in uniform are coming home from war with devastating injuries, missing limbs, PTSD, and depression -- just to name a few.

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But this morning, we're focusing on TBI, traumatic brain injury. And the number of cases is staggering -- almost 50,000 between 2003 and 2007, according to a congressional report. And that number keeps growing.

So, the Army is looking at new ways to diagnose these injuries quickly and accurately. And the research could be applied off the battlefield as well.

CNN's John Roberts actually talked with an Army doctor who's helped develop a new test, a blood test.

And, John, that seems so simple for something that can be so difficult to find.

JOHN ROBERTS, CNN CORRESPONDENT: It does, but they're applying simple medical science to this. And, you know, Kyra, the military has been so on the leading edge of developing new treatments for severe brain injuries. But when it comes to mild to moderate traumatic brain injury, it's much more to diagnose.

So, they took the idea that we have with heart attacks where you can take a blood test and see if there are cardiac enzymes in the blood stream that indicate a heart attack and apply that to the brain. Different types of proteins, they say, that get released when there's even a mild concussion to the brain.

I asked Colonel Dallas Hack, who's in charge of the investigation into the medical science just exactly how this might work.

(BEGIN VIDEO CLIP)

ROBERTS: Now, what about the window of effectiveness? How soon after a bump in the head or a blow to the head might you be able to detect this? And what's the outer limits? Let's say that you hit something within the past week, would it still detect it?

COLONEL DALLAS HACK, DIRECTOR, ARMY'S COMBAT CASUALTY CARE RESEARCH PROGRAM: Well, the test we are working on now, we have somewhere between two hours and 48 hours is where we've been able to see this. And we are doing more research to see where the limits are from there. And we are working on other proteins that will give us longer term results.

ROBERTS: Wow. So, what's the practical application of this in the military, then?

HACK: In particular, for a troop that's exposed to a blast injury, for instance, we then can take them to a battalion aid station and do a blood test and know whether they actually have brain damage and whether we can send them on another patrol or not.

(END VIDEO CLIP)

PHILLIPS: So, John, it sounds terrific with regard to what it can do for our troops. Obviously, it still needs approval, yes? And then let's also talk about how this could move off the battlefield and to other type of fields, like the football field?

ROBERTS: Sure, they haven't even applied for an FDA approval yet, and that's process that might take a couple years. But can you imagine without having to put somebody in the CAT scan or an MRI to get an idea of whether or not they've had a brain injury. So, if you're on the football field, let's say, and there's a sharp collision -- there were a couple of those yesterday in the couple of the games -- you could do a blood test to determine whether or not that player has had a traumatic brain injury, you might not get the results back quickly enough so that they could return or not to that particular game.

Or what about young children who are involved in the collision in football? There are of kids who get these minor brain injuries that don't even show up to the point where you might think that they were (INAUDIBLE). If a doctor had a suspicion, you can do a blood test. And if you saw those protein markers, you should have a good idea of whether or not they had some sort of concussion to the brain.



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So, it holds a tremendous amount of promise. There are some doctors who are saying, let's not get ahead of ourselves here, the science is yet to be proven. But the Army, Kyra, at this point, very excited about the prospects of this.

PHILLIPS: Oh, yes, and how incredible would that be, whether on the battlefield or say the football field, even the stories we've covered, for example, Liam Neeson's wife skiing. You know, you hit your head, you think you're fine, but you're bleeding inside your brain. I mean, this could be amazing.

ROBERTS: Sure. For example, you now, when Natasha Richardson had her fall in Quebec, in that ski resort, if they had given her that blood test a couple hours after that fall, they might have determined that she, in fact, did in fact have a brain injury that would eventually end up taking her life.

PHILLIPS: We'll definitely follow up on the research. That's for sure, and what the FDA says.

John, thanks.

ROBERTS: We'll keep watching it.

PHILLIPS: All right.

Another politician expresses his view on homosexuality, makes an analogy to alcoholism. It makes you wonder if the guy is running for office in 2010 or 1810.

PHILLIPS: Well, we thought dinosaurs were extinct. Apparently they are alive and well in politics, but their brains haven't evolved as well. Let's start our journey through Jurassic politics with a big, hearty shout-out to Ken Buck of Colorado. He's running for the Senate as a Republican. And he's got the whole sexual orientation thing figured out folks.

Check out this little exchange on "Meet the Press", David Gregory asked him if he thought homosexuality is a choice.

(BEGIN VIDEO CLIP)

KEN BUCK (R), COLORADO SENATE CANDIDATE: I think birth has an influence over like alcoholism and some other things, but I think that basically you have a choice.

(END VIDEO CLIP)

PHILLIPS: First of all, the alcoholism analogy a bit harsh there pal and a bit loaded. Secondly, does Buck really think being gay is a choice? Do you think kids like Tyler Clementi choose to be gay? That they choose to be harassed to the point where they decided that it was better to jump off a bridge? Or go hang themselves from a rope or shoot themselves in the head?

This is just another example of a boneheaded politician talking a topic he clearly knows nothing about. And he's not alone. Remember Carl Paladino last week?

(BEGIN VIDEO CLIP)

CARL PALADINO (R), NEW YORK, GUBERNATORIAL CANDIDATE: And I don't want them to be brainwashed into thinking that homosexuality is an equally valid or successful option.

(END VIDEO CLIP)

PHILLIPS: Brainwashed? Another mind-boggling choice or words. Of course, the GOP candidate for governor of New York got a lot of heat for those comments and backed off, but the tone deafness is clear. Paladino and now Buck should know better than to make generalizations about sexual orientations especially in this climate of gay or

Terror Threat in Europe; Countdown to Election Day; Facebook Leaks Sensitive Info; Facebook Has Privacy Breach; NATO Intelligence Claims to Know Location of Bin....

perceived gay suicides. This whole bullying problem is sad proof that words can do unspeakable permanent damage to kids who are not brainwashed or making a choice, but struggling to figure out who the heck they are. It's why I hope more brave leaders, whether they are straight or gay, will come forward and speak out against anti-gay bullying and homophobia.

Leaders like Councilman Joel Burns of Fort Worth. He's gay, he's sincere and he's been there. Kids bullied him when he was a teen, something so traumatic, that he never told anyone until a public council meeting.

(BEGIN VIDEO CLIP)

JOEL BURNS, FORT WORTH CITY COUNCILMAN: I've never told this story to anyone before tonight. Not my family, not my husband, not anyone. But the numerous suicides in recent days have upset me so much, and it just tore at my heart.

And even now there may be some political repercussions for telling my story, the story is not just for the adults who might choose or not choose to support me. This story is for the young people who might be holding that gun or the rope or the pill bottle. Give yourself a chance to see just how much life -- how much better life will get. And it will get --

(END VIDEO CLIP)

PHILLIPS: And it will get better, he says.

Burns is just what this national conversation about bullying needs, influential people with a voice and a platform to step up and speak out, affect policy and set an example. Not people like Paladino and now Buck, whose words will only further confuse and ostracize struggling teen.

Mr. Buck, let me ask you a question. If sexual orientation is a choice, when did you choose to be straight?

All right. Let's take a look ahead at what we're working on for you in the next hour of CNN NEWSROOM beginning with T.J. Holmes in the CNN Election Express live in Charlotte, North Carolina this morning. Hey, T.J.

T.J. HOLMES, CNN ANCHOR: Hey there, Kyra. A lot of people have been asking us, why aren't you guys in Charlotte? But the better question is why aren't you here? Your money sure is. We've got a live report from the CNN Election Express as we roll on coming up in the next hour.

ELIZABETH COHEN, CNN SENIOR MEDICAL CORRESPONDENT: It just got a whole lot easier to save a life. New rules about how to do CPR, I'll have that at the top of the hour.

PHILLIPS: Thanks, guys.

CNN's newest show, "Parker-Spitzer", looking at the hot topics every week night; check out this exchange on bringing down the deficit in war time.

(BEGIN VIDEO CLIP)

ARIANNA HUFFINGTON, CO-FOUNDER, POST: You guys have to get serious about our military spending. If you are serious about the deficit, you cannot ignore the fact that we are spending \$2.8 billion a week in Afghanistan, on a war that's unnecessary. Propping up a corrupt regime, what's your excuse for that?

UNIDENTIFIED MALE: Well, I'm not a military expert.

HUFFINGTON: Oh come on that's just a cop-out.

UNIDENTIFIED MALE: And I'm not copping out and to say -- but I will say this we cannot have a functioning economy. I'm answering your question.

Terror Threat in Europe; Countdown to Election Day; Facebook Leaks Sensitive Info; Facebook Has Privacy Breach; NATO Intelligence Claims to Know Location of Bin....

(CROSSTALK)

ELIOT SPITZER, CNN HOST, "PARKER/SPITZER": And this is fun for me, just watching you guys go at it.

HUFFINGTON: Afghanistan.

UNIDENTIFIED MALE: Ok, my -- the point is that if we don't win the war against terrorism, none of this other stuff matters.

HUFFINGTON: And you think Afghanistan is critical to win the war --

UNIDENTIFIED MALE: Yes I do, I think this is critical.

SPITZER: Wait, wait, how many al Qaeda members are in Afghanistan?

UNIDENTIFIED MALE: How can we have a functioning economy if people are blowing up buildings and blowing schools?

HUFFINGTON: What does this have to do with Afghanistan? Where there are few of them --

UNIDENTIFIED MALE: That's where the terrorist are --

(END VIDEO CLIP)

PHILLIPS: Well, for more opinions, ideas and analysis, don't miss CNN's "Parker Spitzer" tonight at 8:00 p.m. Eastern.

PHILLIPS: Well, this week marks six months since the Deepwater Horizon oil rig exploded and led to the nation's worst oil spill in history. Eleven men died in that April 20th blast. An estimated 200 million gallons of oil flowed into the Gulf of Mexico; all fishing and shrimping was banned.

It wasn't until July 15th that the well was finally capped, all but ruining the spring and summer tourism season for the Gulf States.

CNN's Rob Marciano has been looking into the effects of the massive oil spill. He tells us there's still plenty of oil to be found and most of it buried several inches beneath the sand.

(BEGIN VIDEOTAPE)

UNIDENTIFIED MALE: About a dime in size.

ROB MARCIANO, AMS METEOROLOGIST (voice-over): It was last spring when oil from the DeepWater Horizon spill made landfall in Florida. That's when we met Dr. Richard Snyder collecting surf and sand samples on Pensacola Beach. Now, nearly a half year later, we walk these same beaches again.

DR. RICHARD SNYDER, BIOLOGIST, UNIVERSITY OF WEST FLORIDA: Is that tar?

MARCIANO (on camera): Yes, look at that.

(voice-over): And the oil refuses to leave.

SNYDER: But the reality is that the oil is still there. There was such a large quantity of this material that came out, that -- that it just isn't going to go away overnight. Six months and we still got it.

MARCIANO: So his team of researchers continue taking samples, looking for lingering signs of oil and sea life like these tiny shell fish, and digging deep into the sand for hidden layers of oil.

Terror Threat in Europe; Countdown to Election Day; Facebook Leaks Sensitive Info; Facebook Has Privacy Breach; NATO Intelligence Claims to Know Location of Bin....

(on camera): We'll go there?

SNYDER: That's it.

MARCIANO: Yes. And hammer down.

Austin Dixon shows me how to collect a core sample, which requires more manual labor than I prefer. In June I learned cleaning tar off the top of the sand is hard enough.

AUSTIN DIXON: This requires the touch of a surgeon --

MARCIANO (voice-over): Removing oily tar deep in the sand manually is nearly impossible.

So Perdido Key is pulling out the heavy machinery. This modified snow blower/farming sifter is called a sand shark. And it could clean up to a mile of eight foot wide beach per day.

(on camera): On this beach they are going to about six inches to clean the sand. But you can see here in the layers, well below the six-inch mark is the layer of thick, heavy tar. The question is do you bring in that equipment to go even deeper? Well, environmentalists are saying you may be doing more damage than good. JUDY HANER, THE NATURE CONSERVANCY OF ALABAMA: We now have oil being cleaned on our shores and what we have is machinery, actually out there, really disrupting the shoreline, disrupting the sand surface. Is the cure really worse than the symptom?

MARCIANO: Conservationist Judy Haner is concerned about big trucks plowing through sensitive sandy habitat.

(on camera): So how do we go about getting the stuff that's one two feet down?

HANER: Do we want to get the stuff that's one, two feet down? I think that's what we really need to have a strong conversation about.

MARCIANO (voice-over): The problem is oil that's away from oxygen and sunlight will remain in the sand for years, even decades. Early results from the sand core samples show very few chemicals harmful to humans, but oil compounds that get into the sea life and into the food chain is the bigger issue.

(on camera): So no longer is it a matter of what you can see scares you, it's a matter of what you can't see that scares you?

SNYDER: That's exactly right. It's mostly the material that we can't see --

MARCIANO (voice-over): What's certain is realizing the full impact of this oil spill will take far longer than the three months it took to cap the leaking well.

(END VIDEOTAPE)

## Classification

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Language: ENGLISH

Document-Type: SHOW

Publication-Type: Transcript

Terror Threat in Europe; Countdown to Election Day; Facebook Leaks Sensitive Info; Facebook Has Privacy Breach; NATO Intelligence Claims to Know Location of Bin....

**Transcript:** 101801CN.V11

**Subject:** OIL SPILLS (99%); CONFIDENTIAL INFORMATION LEAKS (91%); JURY SELECTION (91%); OIL & GAS ACCIDENTS (91%); 2010 GULF COAST OIL SPILL (90%); AL-QAEDA (90%); BRAIN INJURIES (90%); COMPANY PROFITS (90%); CONCUSSIONS (90%); DEATH & DYING (90%); INTERIM FINANCIAL RESULTS (90%); INTERNET SOCIAL NETWORKING (90%); JURY DUTY (90%); JURY TRIALS (90%); MINE WORKERS (90%); MINING ACCIDENTS & DISASTERS (90%); NATIONAL SECURITY & FOREIGN RELATIONS (90%); NEGATIVE NEWS (90%); NEGATIVE TECHNOLOGY NEWS (90%); OFFSHORE OIL & GAS EXPLORATION & EXTRACTION (90%); PHYSICAL TRAUMA (90%); TERRORISM & COUNTERTERRORISM (90%); TERRORIST ATTACKS (90%); TERRORIST ORGANIZATIONS (90%); WOUNDS & INJURIES (90%); INTERNATIONAL GOVERNMENTAL ORGANIZATIONS (89%); MURDER (89%); TERRORISM (89%); SEPTEMBER 11 ATTACK (79%); DATA **BREACHES** (78%); HOMICIDE (78%); BRAIN (77%); INTELLIGENCE SERVICES (77%); BULLYING (74%); ELECTIONS & POLITICS (73%); LGBTQ+ PERSONS (73%); Terrorism, Elections (%); Advertising (%); Banking (%); Chilean Mine Rescue (%); Economy (%); Electronics (%); Families (%); Internet (%); Latin America (%); Media (%); Middle East (%); Mining (%); Murders (%); Stock Markets (%); Technology (%); Telecommunications (%); Terrorism (%); World Affairs (%); Army (%); Health and Medicine (%)

**Company:** **FACEBOOK** INC (90%); CITIGROUP INC (58%); INTEL CORP (54%)

**Organization:** NORTH ATLANTIC TREATY ORGANIZATION (93%)

**Ticker:** FB (NASDAQ) (90%); C (NYSE) (58%); C (BMV) (58%); 8710 (TSE) (58%); INTC (NASDAQ) (54%)

**Industry:** NAICS519130 INTERNET PUBLISHING & BROADCASTING & WEB SEARCH PORTALS (90%); NAICS523120 SECURITIES BROKERAGE (58%); NAICS522210 CREDIT CARD ISSUING (58%); NAICS522110 COMMERCIAL BANKING (58%); NAICS334413 SEMICONDUCTOR & RELATED DEVICE MANUFACTURING (54%); OIL SPILLS (99%); CONFIDENTIAL INFORMATION LEAKS (91%); OIL & GAS ACCIDENTS (91%); 2010 GULF COAST OIL SPILL (90%); DATA **PRIVACY** (90%); INTERNET SOCIAL NETWORKING (90%); MINE WORKERS (90%); MINING ACCIDENTS & DISASTERS (90%); OFFSHORE OIL & GAS EXPLORATION & EXTRACTION (90%); OIL EXTRACTION (90%); TELEVISION INDUSTRY (90%); DATA **BREACHES** (78%); CABLE TELEVISION (74%)

**Person:** OSAMA BIN LADEN (90%); SADDAM HUSSEIN (56%)

**Geographic:** KABUL, AFGHANISTAN (90%); LONDON, ENGLAND (53%); WASHINGTON DC, USA (79%); ATLANTIC OCEAN (73%); AFGHANISTAN (93%); PAKISTAN (93%); EUROPE (91%); CHILE (79%); FRANCE (79%); GULF STATES (79%); IRAQ (79%); MIDDLE EAST (79%); SAUDI ARABIA (79%); LATIN AMERICA (73%)

**Load-Date:** October 19, 2010

## **Privacy breached in Facebook apps; Website says it has disabled culprits**

USA TODAY

October 19, 2010 Tuesday

FINAL EDITION

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**Section:** MONEY; Pg. 2B

**Length:** 343 words

**Byline:** Jon Swartz

### **Body**

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SAN FRANCISCO -- A potentially serious security **breach** affecting tens of millions of **Facebook** users is the latest **privacy** snafu dogging the world's largest online social network.

The 10 most-popular **Facebook** applications -- including Zynga's popular social game FarmVille, which reaches 56 million people -- have been transmitting users' personal identifying information to dozens of advertising and Internet tracking companies, according to a report in The Wall Street Journal.

In a statement, **Facebook** called the report "exaggerated" and said there is "no evidence that any personal information was misused or even collected."

The company says it has taken immediate action to disable applications that violated terms of its **privacy** policy. (Most apps are made by independent software companies, not **Facebook**.)

It's also exploring technical solutions and expects to disclose details in the next few days.

Zynga did not respond to a request for comment.

At issue are user IDs, the unique identifier assigned to each **Facebook** member. Those IDs could be included in the "referers" that websites send to other sites to tell them where the user originated, the Journal reported.

**Privacy** advocates and legal experts say the issue is more a design flaw on the Internet than a nefarious bid by **Facebook** to monetize user data. Still, the imbroglio may fan some users' lingering doubts about the safety of their data on **Facebook**.

If members don't trust **Facebook** with their data, they aren't likely to use the site as much, says Alan Chapell, an attorney who specializes in **privacy** law.

"It's not intentional (on **Facebook**'s part), but the leakage of data undermines its trust with some users," says Justin Brookman, senior fellow at the Center for Democracy & Technology.

Chester Wisniewski, senior security adviser at Sophos, suggests **Facebook** invoke a more stringent validation process for third-party applications, as Apple does.

Privacy breached in Facebook apps; Website says it has disabled culprits

ACLU attorney Chris Conley says Facebook needs to provide privacy settings that let members control which apps have access to their personal info.

## Classification

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**Language:** ENGLISH

**Publication-Type:** NEWSPAPER

**Subject:** INTERNET SOCIAL NETWORKING (91%); NEGATIVE BUSINESS NEWS (90%); PRIVACY RIGHTS (90%); SOCIAL MEDIA (90%); SOCIAL NETWORKING (90%); DATA PROTECTION LAWS (78%); NEGATIVE TECHNOLOGY NEWS (78%); LAW & LEGAL SYSTEM (75%); LAWYERS (75%); DEMOCRACIES (73%); SAFETY (73%)

**Company:** FACEBOOK INC (90%); WALL STREET JOURNAL (57%)

**Ticker:** FB (NASDAQ) (90%)

**Industry:** NAICS519130 INTERNET PUBLISHING & BROADCASTING & WEB SEARCH PORTALS (90%); INTERNET SOCIAL NETWORKING (91%); COMPUTER NETWORKS (90%); SOCIAL MEDIA (90%); COMPUTER SOFTWARE (78%); DATA PROTECTION LAWS (78%); INFORMATION SECURITY & PRIVACY (78%); SOFTWARE SERVICES & APPLICATIONS (78%); INTERNET & WWW (77%); LAWYERS (75%); SOFTWARE MAKERS (72%)

**Load-Date:** October 19, 2010

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End of Document

## **US congressmen seek explanation from Facebook**

Agence France Presse -- English

October 19, 2010 Tuesday 8:09 PM GMT

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**Length:** 478 words

**Dateline:** WASHINGTON, Oct 19 2010

### **Body**

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Two members of the US Congress have asked **Facebook** to explain how applications transmitted information about users to advertising and Web tracking companies in violation of the social network's rules.

Representative Joe Barton, a Republican from Texas, and Representative Edward Markey, a Democrat from Massachusetts, asked **Facebook** founder Mark Zuckerberg to reply to 18 questions about what they called a "**privacy breach**."

**Facebook** on Monday acknowledged that some popular third-party applications had passed on user identification (UID) information but played down the **privacy** implications.

"Nevertheless, we are committed to ensuring that even the inadvertent passing of UIDs is prevented and all applications are in compliance with our policy," **Facebook** engineer Mike Vernal said in a blog post.

"Our policy is very clear about protecting user data, ensuring that no one can access private user information without explicit user consent," Vernal said. "We take strong measures to enforce this policy, including suspending and disabling applications that violate it."

In their letter, Burton and Markey, co-chairmen of the House BiPartisan **Privacy** Caucus, said: "Given the number of current users, the rate at which that number grows worldwide, and the age range of **Facebook** users, combined with the amount and the nature of information these users place in **Facebook**'s trust, this series of **breaches** of consumer **privacy** is a cause for concern."

They asked how many users were impacted, what information was transmitted to other parties and how many third-party applications were involved.

They also asked whether **Facebook** will "seek the deletion of its users' personal information from data bases of the Internet or advertising companies who received it as a result of this series of **privacy breaches**?"

Andrew Noyes, a **Facebook** spokesman, said **Facebook** "is committed to safeguarding private data while letting people enjoy meaningful social experiences with their friends."



## US congressmen seek explanation from Facebook

"As our **privacy** policy states, when a **Facebook** user connects with an application, the user ID is part of the information that the application receives," he said.

"The suggestion that the passing of a user ID to an application, as described in **Facebook's privacy** policy, constitutes a '**breach**' is curious at best," Noyes said.

The Wall Street Journal said applications were providing access to **Facebook** members' names and, in some cases, their friends' names, to companies that build detailed databases on people in order to track them online.

All of the 10 most popular applications on **Facebook** were transmitting unique user ID numbers to outside companies, it said. They include Zynga's FarmVille, with 59 million users, Texas HoldEm Poker and FrontierVille.

**Facebook** is the world's most popular social network with around 500 million users, but it has been dogged by complaints about **privacy** protection.

## Classification

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**Language:** ENGLISH

**Publication-Type:** Newswire

**Subject:** INTERNET SOCIAL NETWORKING (90%); INVASION OF **PRIVACY** (90%); LEGISLATIVE BODIES (90%); SOCIAL MEDIA (90%); US CONGRESS (90%); INTERNET **PRIVACY** (89%); **PRIVACY** RIGHTS (89%); SOCIAL NETWORKING (89%); US DEMOCRATIC PARTY (79%); US REPUBLICAN PARTY (79%); BIPARTISANSHIP (78%); BLOGS & MESSAGE BOARDS (78%); ONLINE MARKETING & ADVERTISING (78%); POKER (60%)

**Company:** **FACEBOOK** INC (90%); WALL STREET JOURNAL (52%)

**Ticker:** FB (NASDAQ) (90%)

**Industry:** NAICS519130 INTERNET PUBLISHING & BROADCASTING & WEB SEARCH PORTALS (90%); INTERNET SOCIAL NETWORKING (90%); SOCIAL MEDIA (90%); INFORMATION SECURITY & **PRIVACY** (89%); INTERNET **PRIVACY** (89%); BLOGS & MESSAGE BOARDS (78%); COMPUTER NETWORKS (78%); DATA SECURITY (78%); MARKETING & ADVERTISING (78%); ONLINE MARKETING & ADVERTISING (78%); MARKETING & ADVERTISING AGENCIES (73%); POKER (60%)

**Person:** EDWARD J MARKEY (79%); MARK ZUCKERBERG (79%); JOE BARTON (58%)

**Geographic:** UNITED STATES (93%); United States

**Load-Date:** October 20, 2010

Facebook tackles a new privacy breach Popular applications, including FarmVille, found to share user data

## **Facebook tackles a new privacy breach; Popular applications, including FarmVille, found to share user data**

The International Herald Tribune

October 20, 2010 Wednesday

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**Section:** FINANCE; Pg. 16

**Length:** 784 words

**Byline:** BY MIGUEL HELFT

**Dateline:** SAN FRANCISCO

### **Body**

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#### **ABSTRACT**

The site has acknowledged that some applications, including FarmVille, have improperly shared identifying information about users with advertisers and Web tracking companies.

#### **FULL TEXT**

When you sign up for **Facebook**, you enter into a bargain. You share personal information with the site, and **Facebook** agrees to obey your wishes when it comes to who can see what you post.

At the same time, you agree that **Facebook** can use that data to decide what ads to show you.

It is a complicated deal that many people enter into without fully understanding what will happen to their information. It also involves some trust - which is why any hint that **Facebook** may not be holding up its end of the bargain is sure to kick up plenty of controversy.

The latest challenge to that trust emerged Monday, when **Facebook** acknowledged that some applications on its site, including the popular game FarmVille, had improperly shared identifying information about users, and in some cases their friends, with advertisers and Web tracking companies. The company said it was talking to application developers about how they handled personal information and was looking at ways to prevent such a **breach** from happening again.

The acknowledgement by **Facebook** came in response to an article in The Wall Street Journal that said several popular applications had been passing a piece of data known as a user I.D. to outside companies, in violation of **Facebook's** **privacy** policy. Having a user I.D. allows someone to look up that user's name and any data posted on that person's public profile, like a college or favorite movies, but not information that the user had set to be visible only to friends.

**Privacy** advocates and technology experts were split on the significance of the issue. "That is extremely serious," said Peter Eckersley, a senior staff technologist at the Electronic Frontier Foundation, an online liberties group. He said that advertisers could use the user I.D.'s to link individuals with information they had collected anonymously

Facebook tackles a new privacy breach Popular applications, including FarmVille, found to share user data

about them on the Web. "**Facebook**, perhaps inadvertently, is leaking the magic key to tracking you online," he said.

At the same time, Mr. Eckersley said, there was no evidence that anyone who had access to the data had actually misused it.

Zynga, the maker of FarmVille and other games on **Facebook** that have a combined 219 million users, did not respond to requests for comment.

Several technology pundits and bloggers minimized the issue, with some saying that credit card companies and magazines have access to far more detailed information about customers than any **Facebook** application does.

**Facebook** also sought to play down the significance of the leak, saying that the sending of user I.D.'s appeared to have been inadvertent. "Press reports have exaggerated the implications of sharing" a user I.D., Mike Vernal, a **Facebook** engineer, wrote on a company blog for application developers. Knowledge of a user's I.D. "does not enable anyone to access private user information without explicit user consent," he added.

In a statement, **Facebook** said that while it would be a challenge to do so, it planned to introduce "new technical systems that will dramatically limit the sharing of user IDs" and would continue to enforce its policies on outside applications, shutting them down when necessary. It added that the companies that had received the user I.D.'s said that they had not made use of them.

Regardless, the problem underscores another challenge facing the company: **Facebook** has grown so rapidly, both in number of users and in technical complexity, that it finds it increasingly difficult to control everything that happens on its site. In addition to having more than 500 million **Facebook** users, there are more than one million third-party applications running on the site.

The latest information leak was made possible by a quirk in a long-established technical standard used by Web browsers. The standard allows Web sites to record the address of the page a user clicked on to arrive there, a bit of information known as a referrer.

**Facebook** has been including user I.D.'s in these referrers for some time, and last year technology experts pointed out that user I.D.'s had leaked to advertisers that way. **Facebook** fixed that this year, but apparently never addressed the problem when it came to referrers used by applications on its site.

"This is one more straw on the camel's back," said Deirdre Mulligan, a **privacy** expert and professor at the School of Information at the University of California, Berkeley, "that suggests that **Facebook** needs to think holistically not just about its **privacy** policies, but also about baking **privacy** into their technical design."

## Classification

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Language: ENGLISH

Publication-Type: Newspaper

Subject: INTERNET SOCIAL NETWORKING (90%); INVASION OF **PRIVACY** (90%); BLOGS & MESSAGE BOARDS (89%); **PRIVACY** RIGHTS (89%)

Company: **FACEBOOK** INC (90%); WALL STREET JOURNAL (55%)

Ticker: FB (NASDAQ) (90%)

Facebook tackles a new privacy breach Popular applications, including FarmVille, found to share user data

**Industry:** NAICS519130 INTERNET PUBLISHING & BROADCASTING & WEB SEARCH PORTALS (90%); INTERNET SOCIAL NETWORKING (90%); BLOGS & MESSAGE BOARDS (89%); SOFTWARE MAKERS (89%); INFORMATION SECURITY & **PRIVACY** (78%); INTERNET & WWW (78%); CREDIT CARDS (72%); PAYMENT CARDS & SERVICES (50%)

**Load-Date:** October 19, 2010

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End of Document

## **Facebook and Zynga to Face Lawsuits**

Gaj-It.com

October 20, 2010 Wednesday 12:36 AM EST

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Newstex Web Blogs

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**Length:** 256 words**Byline:** Anra

### **Body**

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Oct. 20, 2010 ([Gaj-It.com](http://Gaj-It.com) delivered by Newstex) --

ALL ADSENSE ADS DISABLED

Yet another day, yet another **privacy** lapse by **Facebook** and yet another mumbling æguilty as charged plea by the social network site. Recently, the Wall Street Journal had broken the news of **privacy breach** by **Facebook** and a couple of its top apps. The website was found responsible for sending indentifying information about its users to various third parties.

Apparently, now there are a couple of lawsuits cropping up against **Facebook** and one of its most popular app provider, Zynga Game Network. Zynga is the company behind wildly popular games such as FarmVille and others. A case has been file in the Northern District of California, whereby the plaintiff has held Zynga responsible for violating the **privacy** law. This case is more targeted towards Zynga than **Facebook**

However, another case filed in the Rhode Island is less forgiving towards the social network website and has claimed that **Facebook** bears responsibility for the lapse. The case was initially file in June, but now has been updated to include the new details. However, **Facebook** is not alone, its strong competitor in æprivacy **breach** race, Google (NASDAQ:GOOG) has now been held responsible for **breach** by Canadian authorities as well. So, how are you planning to secure your **privacy**, online or Offline?

Source: [WSJ](#)

[Facebook and Zynga to Face Lawsuits](#) is a post from:  
[Shopping Site - Gaj-It.com](#)

[UK Gadget and Tech News, Reviews and](#)

## Notes

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## Classification

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**Language:** ENGLISH

**Publication-Type:** Web Blog

**Subject:** INTERNET SOCIAL NETWORKING (90%); INVASION OF **PRIVACY** (90%); SOCIAL MEDIA (90%); SUITS & CLAIMS (90%); DATA PROTECTION LAWS (78%); INTERNET **PRIVACY** (78%); **PRIVACY** RIGHTS (78%); SOCIAL NETWORKING (78%); Business News (%); Gaming (%); News (%); Social Networking (%); **Facebook** (%); Lawsuits (%); **Privacy Breach** (%); Zynga (%)

**Company:** ZYNGA INC (91%); **FACEBOOK** INC (90%); WALL STREET JOURNAL (58%); GOOGLE INC (55%); GOOGLE INC.

**Ticker:** ZNGA (NASDAQ) (91%); FB (NASDAQ) (90%); GOOG (NASDAQ) (55%); GOOG (NASDAQ)

**Industry:** NAICS511140 DIRECTORY & MAILING LIST PUBLISHERS (91%); SIC7371 COMPUTER PROGRAMMING SERVICES (91%); NAICS519130 INTERNET PUBLISHING & BROADCASTING & WEB SEARCH PORTALS (90%); INTERNET SOCIAL NETWORKING (90%); SOCIAL MEDIA (90%); DATA PROTECTION LAWS (78%); INTERNET **PRIVACY** (78%); WEBSITES (77%)

**Geographic:** CALIFORNIA, USA (70%)

**Load-Date:** October 20, 2010

## **Facebook tightens grip on user ID data**

Agence France Presse -- English

October 30, 2010 Saturday 4:01 AM GMT

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**Length:** 619 words

**Dateline:** SAN FRANCISCO, Oct 29 2010

### **Body**

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**Facebook** on Friday took more steps to stop third-party applications from sharing identifying information about users with advertising and Internet tracking companies.

"Today, we are clarifying our policy to ensure that developers understand the proper use of UIDs (user identification data) in their applications," the world's leading online social network said in a release.

"Our policy has always stated that data received from **Facebook**, including UIDs, cannot be shared with data brokers and ad networks."

**Facebook** recently learned that some software developers behind outside applications popular in the online community were "inadvertently" sharing user identification numbers due to the way Web browser programs work.

"We have proposed a technical solution to prevent this sort of transfer in the future," **Facebook** said. "In addition, we are working with browser vendors to address this issue more broadly across the web."

**Facebook** modified its policy to forbid user identification data from leaving third-party applications and for such information to remain confidential if used by analytics services connected to programs.

"Ad networks that operate on **Facebook** Platform are already required to sign terms that govern their use of data," the social network said.

"We are requiring these ad networks to delete any **Facebook** UIDs, regardless of how they were obtained.

**Facebook** said that its investigation into the situation revealed that some developers were paid by a data broker for UIDs in violation of the social network's policy.

Violating developers are being placed on 6-month moratoriums and will have their data practices audited to make sure they are in compliance with rules at the social network, according to **Facebook**.

The moratorium was said to affect fewer than a dozen, mostly small developers, none of which are in the top ten applications at **Facebook**.

## Facebook tightens grip on user ID data

Two members of the US Congress have asked **Facebook** to explain how applications transmitted information about users to advertising and Web tracking companies in violation of the social network's rules.

Representative Joe Barton, a Republican from Texas, and Representative Edward Markey, a Democrat from Massachusetts, asked **Facebook** founder Mark Zuckerberg to reply to 18 questions about what they called a "**privacy breach**."

They asked how many users were impacted, what information was transmitted to other parties and how many third-party applications were involved.

They also asked whether **Facebook** will "seek the deletion of its users' personal information from data bases of the Internet or advertising companies who received it as a result of this series of **privacy breaches**?"

Andrew Noyes, a **Facebook** spokesman, said **Facebook** "is committed to safeguarding private data while letting people enjoy meaningful social experiences with their friends.

"As our **privacy** policy states, when a **Facebook** user connects with an application, the user ID is part of the information that the application receives," he said.

"The suggestion that the passing of a user ID to an application, as described in **Facebook's privacy** policy, constitutes a '**breach**' is curious at best," Noyes said.

The Wall Street Journal said applications were providing access to **Facebook** members' names and, in some cases, their friends' names, to companies that build detailed databases on people in order to track them online.

All of the 10 most popular applications on **Facebook** were transmitting unique user ID numbers to outside companies, it said. They include Zynga's FarmVille, with 59 million users, Texas HoldEm Poker and FrontierVille.

**Facebook** is the world's most popular social network with around 500 million users, but it has been dogged by complaints about **privacy** protection.

## Classification

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**Language:** ENGLISH

**Publication-Type:** Newswire

**Subject:** INTERNET SOCIAL NETWORKING (91%); SOCIAL MEDIA (90%); INTERNET **PRIVACY** (89%); SOCIAL NETWORKING (89%); INVASION OF **PRIVACY** (87%); **PRIVACY** RIGHTS (87%); US DEMOCRATIC PARTY (79%); US REPUBLICAN PARTY (79%); LEGISLATIVE BODIES (78%); ONLINE MARKETING & ADVERTISING (78%); US CONGRESS (74%); INVESTIGATIONS (70%); NEGATIVE NEWS (70%); TECHNICIANS & TECHNOLOGICAL WORKERS (70%)

**Company:** **FACEBOOK** INC (90%)

**Ticker:** FB (NASDAQ) (90%)

**Industry:** NAICS519130 INTERNET PUBLISHING & BROADCASTING & WEB SEARCH PORTALS (90%); INTERNET SOCIAL NETWORKING (91%); COMPUTER NETWORKS (90%); INFORMATION SECURITY & **PRIVACY** (90%); SOCIAL MEDIA (90%); INTERNET **PRIVACY** (89%); MARKETING & ADVERTISING (89%);



Facebook tightens grip on user ID data

COMPUTER SOFTWARE (78%); DATA ANALYTICS (78%); INTERNET & WWW (78%); ONLINE MARKETING & ADVERTISING (78%); SOFTWARE MAKERS (78%); SOFTWARE SERVICES & APPLICATIONS (78%); MARKETING & ADVERTISING AGENCIES (73%); SOFTWARE DEVELOPMENT & ENGINEERING (72%); INTERNET BROWSERS (69%)

**Person:** EDWARD J MARKEY (79%); MARK ZUCKERBERG (79%); JOE BARTON (57%)

**Geographic:** UNITED STATES (92%); United States

**Load-Date:** October 31, 2010

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End of Document

## **Facebook Responds to Barton, Markey; House Energy and Commerce - Republican Committee News Release**

Congressional Documents and Publications

November 3, 2010

Copyright 2010 Federal Information and News Dispatch, Inc.

**Section:** U.S. HOUSE OF REPRESENTATIVES DOCUMENTS

**Length:** 288 words

### **Body**

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WASHINGTON - U.S. Reps. Joe Barton, R-Texas, and Edward Markey, D-Mass., co-chairman of the House Bi-Partisan **Privacy** Caucus, today released responses to the letter they sent to **Facebook** CEO Mark Zuckerberg about recent **privacy breaches** on the popular social media site.

"It's good that **Facebook** was in a hurry to respond to our concerns, but the fact remains that some third-party applications were knowingly transferring personal information in direct violation of **Facebook's privacy** promises to its users," said Barton, ranking member of the House Energy and Commerce Committee. "Millions of people put their information into the hands of **Facebook** and services like it because they believe what they're told about walls protecting their **privacy**. I want the Internet economy to prosper, but it can't unless the people's right to **privacy** means more than a right to hear excuses after the damage is done. In the next Congress, the Energy and Commerce Committee and our subcommittees are going to put Internet **privacy** policies in the crosshairs."

"**Facebook** needs to protect personal consumer information to ensure that getting connected doesn't mean being unwittingly friended by data brokers and marketers. No one likes being friends with someone who invades their **privacy**," Markey said. "With **privacy** legislation under consideration by the Energy and Commerce Committee, I will continue to work with my colleagues to ensure that **Facebook** personal user data isn't siphoned off and sold to a data broker who cannot be unfriended."

The **Facebook** response can be found here. A copy of the original letter to Zuckerberg can be found here [http://republicans.energycommerce.house.gov/Media/file/News/101810\\_Barton\\_Markey\\_Letter\\_Zuckerberg.pdf](http://republicans.energycommerce.house.gov/Media/file/News/101810_Barton_Markey_Letter_Zuckerberg.pdf).

### **Classification**

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**Language:** ENGLISH

**Publication-Type:** Report

**Journal Code:** COSHPB

**Subject:** BIPARTISANSHIP (90%); INTERNET **PRIVACY** (90%); INTERNET SOCIAL NETWORKING (90%);

Facebook Responds to Barton, Markey House Energy and Commerce - Republican Committee News Release

**PRIVACY** RIGHTS (90%); US CONGRESS (90%); US DEMOCRATIC PARTY (90%); US REPUBLICAN PARTY (90%); GOVERNMENT & PUBLIC ADMINISTRATION (79%); LEGISLATIVE BODIES (79%); DATA PROTECTION LAWS (78%); INVASION OF **PRIVACY** (78%); POLITICAL PARTIES (78%); DIGITAL ECONOMY (77%); SOCIAL MEDIA (77%); CALENDARS (71%); CONSUMER PROTECTION (69%)

**Company:** **FACEBOOK** INC (90%)

**Ticker:** FB (NASDAQ) (90%)

**Industry:** NAICS519130 INTERNET PUBLISHING & BROADCASTING & WEB SEARCH PORTALS (90%); INFORMATION SECURITY & **PRIVACY** (90%); INTERNET **PRIVACY** (90%); INTERNET SOCIAL NETWORKING (90%); DATA PROTECTION LAWS (78%); DIGITAL ECONOMY (77%); INTERNET & WWW (77%); SOCIAL MEDIA (77%)

**Person:** MARK ZUCKERBERG (89%); EDWARD J MARKEY (79%); JOE BARTON (79%)

**Geographic:** TEXAS, USA (79%); UNITED STATES (92%)

**Load-Date:** November 4, 2010

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End of Document

## **Markey, Barton Respond to Facebook; Rep. Ed Markey (D-MA) News Release**

Congressional Documents and Publications

November 3, 2010

Copyright 2010 Federal Information and News Dispatch, Inc.

**Section:** U.S. HOUSE OF REPRESENTATIVES DOCUMENTS

**Length:** 299 words

### **Body**

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WASHINGTON, D.C. - U.S. Reps. Joe Barton, R-Texas, and Edward Markey, D-Mass., co-chairman of the House Bi-Partisan **Privacy** Caucus, today released responses to the letter they sent to **Facebook** CEO Mark Zuckerberg about recent **privacy breaches** on the popular social media site.

"It's good that **Facebook** was in a hurry to respond to our concerns, but the fact remains that some third-party applications were knowingly transferring personal information in direct violation of **Facebook**'s **privacy** promises to its users," said Barton, ranking member of the House Energy and Commerce Committee. "Millions of people put their information into the hands of **Facebook** and services like it because they believe what they're told about walls protecting their **privacy**. I want the Internet economy to prosper, but it can't unless the people's right to **privacy** means more than a right to hear excuses after the damage is done. In the next Congress, the Energy and Commerce Committee and our subcommittees are going to put Internet **privacy** policies in the crosshairs."

"**Facebook** needs to protect personal consumer information to ensure that getting connected doesn't mean being unwittingly friended by data brokers and marketers. No one likes being friends with someone who invades their **privacy**," "With **privacy** legislation under consideration by the Energy and Commerce Committee, I will continue to work with my colleagues to ensure that **Facebook** personal user data isn't siphoned off and sold to a data broker who cannot be unfriended." Markey said.

The **Facebook** response can be found here [http://markey.house.gov/docs/11-3-2010\\_fb\\_markey\\_barton\\_response\\_final.pdf](http://markey.house.gov/docs/11-3-2010_fb_markey_barton_response_final.pdf). A copy of the original letter to Zuckerberg can be found here [http://markey.house.gov/docs/letter - facebook - post wsj - 10-18-10.pdf](http://markey.house.gov/docs/letter_-_facebook_-_post_wsj_-_10-18-10.pdf).

### **Classification**

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**Language:** ENGLISH

**Publication-Type:** Report

**Journal Code:** COSHMB

**Subject:** BIPARTISANSHIP (90%); INTERNET **PRIVACY** (90%); INTERNET SOCIAL NETWORKING (90%); **PRIVACY** RIGHTS (90%); US CONGRESS (90%); US DEMOCRATIC PARTY (90%); US REPUBLICAN PARTY

Markey, Barton Respond to Facebook; Rep. Ed Markey (D-MA) News Release

(90%); GOVERNMENT & PUBLIC ADMINISTRATION (79%); LEGISLATIVE BODIES (79%); DATA PROTECTION LAWS (78%); DIGITAL ECONOMY (77%); INVASION OF **PRIVACY** (77%); SOCIAL MEDIA (77%); CALENDARS (71%); CONSUMER PROTECTION (68%)

**Company:** **FACEBOOK** INC (90%)

**Ticker:** FB (NASDAQ) (90%)

**Industry:** NAICS519130 INTERNET PUBLISHING & BROADCASTING & WEB SEARCH PORTALS (90%); INFORMATION SECURITY & **PRIVACY** (90%); INTERNET **PRIVACY** (90%); INTERNET SOCIAL NETWORKING (90%); DATA PROTECTION LAWS (78%); DIGITAL ECONOMY (77%); INTERNET & WWW (77%); SOCIAL MEDIA (77%)

**Person:** EDWARD J MARKEY (92%); MARK ZUCKERBERG (89%); JOE BARTON (79%)

**Geographic:** TEXAS, USA (79%); WASHINGTON DC, USA (79%); UNITED STATES (92%)

**Load-Date:** November 4, 2010

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End of Document

## [US watchdog unveils web privacy code](#)

FT.com

December 1, 2010 Wednesday 7:02 PM GMT

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**Length:** 486 words

**Byline:** Stephanie Kirchgaessner in Washington and Joseph Menn in San Francisco

### **Body**

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The US Federal Trade Commission has issued guidelines on internet **privacy**, calling on industry to let protection of private data permeate nearly every business decision.

A report released on Wednesday by the top federal consumer protection watchdog included guidelines for companies that would ensure groups only collected consumer data needed for specific business purposes, retained the data only as long as necessary, and safely disposed of data that was no longer being used.

But the new guidelines, which will be voluntary, fell short of what many consumer advocates have been calling for - including requiring a universal opt-out that would allow citizens to say they do not want to be tracked by advertisers, in the same way they can opt out of calls by telemarketers.

Instead, the commission asked for further comment on how such a programme might be implemented. It suggested that, if the industry did not adopt something along those lines, it might propose legislation in Congress.

The most effective way to allow consumers meaningful choice in the area was to ask companies to honour browser settings that enhanced **privacy**, the FTC said. But such settings already exist, and they can be circumvented by newer types of tracking "cookies" that lodge themselves in other parts of users' computers and recreate themselves if deleted.

The report had been eagerly awaited by businesses and **privacy** advocates, who say the US has not done enough to monitor data collection practices of companies such as Google and **Facebook**.

Such companies were non-committal in their initial response to the report. "We're supportive of proposals that preserve companies' ability to innovate and offer robust tools for users to control their experiences online," a **Facebook** spokesman said.

The FTC also proposed that companies provide more choice to consumers about their data practices.

## US watchdog unveils web privacy code

While it said some practices, such as the collection of a customer's e-mail account in order to deliver a product, should not require specific consent, practices that were not "commonly accepted" needed to be "clearly and concisely described".

The commission also recommended improvements in corporate **privacy** policies and that groups collecting data provide consumers with "reasonable access" to the data that was maintained about them. It said the extent of access should be proportional to both the sensitivity of the data and its intended use.

The report is likely to stir broad debate among US companies and in Congress, where some Republican lawmakers, including Joe Barton, have vowed to make **privacy** a top priority.

Mr Barton, who is vying to become chairman of the powerful House energy and commerce committee, has said he would call executives from Google and **Facebook** to testify about **privacy breaches**.

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## Classification

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**Language:** ENGLISH

**Publication-Type:** Web Publication

**Subject:** INTERNET **PRIVACY** (94%); COMMERCE DEPARTMENTS (90%); CONSUMER LAW (90%); CONSUMER PROTECTION (90%); CONSUMER WATCHDOGS (90%); TRADE REGULATORY ACTIONS (90%); CONSUMERS (89%); INTERNET SOCIAL NETWORKING (89%); US REPUBLICAN PARTY (79%); CREDIT REGULATION (78%); LEGISLATIVE BODIES (78%); CN Company News (%); CN18 Consumer Issues (%); ON General News (%); ON06 Regulation of Business (%)

**Company:** FINANCIAL TIMES GROUP (80%); GOOGLE INC (58%); **FACEBOOK** INC (54%)

**Organization:** FEDERAL TRADE COMMISSION (92%)

**Ticker:** GOOG (NASDAQ) (58%); FB (NASDAQ) (54%)

**Industry:** NAICS511110 NEWSPAPER PUBLISHERS (80%); SIC2711 NEWSPAPERS: PUBLISHING, OR PUBLISHING & PRINTING (80%); NAICS519130 INTERNET PUBLISHING & BROADCASTING & WEB SEARCH PORTALS (58%); INTERNET **PRIVACY** (94%); INFORMATION SECURITY & **PRIVACY** (91%); DATA SECURITY (90%); COMPUTER NETWORKS (89%); ELECTRONIC MAIL (89%); INTERNET SOCIAL NETWORKING (89%); CREDIT REGULATION (78%); INTERNET COOKIES (78%); TELEMARKETING (78%); N9261 Admin of Economic Programs (%); N92611 Admin of General Economic Programs (%); N92615 Regulation Licensing & Inspection of Miscellaneous Commercial Sectors (%)

**Person:** JOE BARTON (52%)

**Geographic:** UNITED STATES (93%); US United States of America; NTAM

## US watchdog unveils web privacy code

SECTOR: GOVT

**Load-Date:** December 1, 2010

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End of Document



SOCIAL NETWORK'S POLICIES, LOBBYING EFFORTS RAISE CONCERNS WITH BUSINESS ETHICS  
EXPERT**SOCIAL NETWORK'S POLICIES, LOBBYING EFFORTS RAISE CONCERNS  
WITH BUSINESS ETHICS EXPERT**

US Fed News

January 24, 2011 Monday 10:36 AM EST

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Length: 526 words

**Body**

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ANHATTAN, Kan., Jan. 24 -- Kansas State University issued the following news release:

Some recently reported practices by the social-networking giant **Facebook** may lean toward unethical status or may need to be more transparent, according to a Kansas State University business ethics expert.

**Facebook's privacy** settings and policies have been under scrutiny because of loopholes allowing the transmission of personal information to Internet tracking and advertising sites without consent. This practice raises many ethical concerns, said Diane Swanson, professor of management and chair of the Business Ethics Education Initiative at K-State.

"This is where a growing source of revenues is," Swanson said. "But because users can enter so much personal data, the question is how much incentive does **Facebook** have to handle this on behalf of users? There's a whole issue of trust here."

Officials from **Facebook** have denied any **privacy breaches** to Congress, but have responded to the criticism by proposing changes to **privacy** policies and a plan to encrypt user IDs. Swanson says the problem with relying on users to customize their preferences in the **privacy** settings is that some of **Facebook's** policy revisions have been relatively unpublicized. This means users may not be aware of **privacy** amendments, leaving many to opt out of the revisions.

"I think it's a very fluid and complex situation. The bottom line is user beware," she said.

How **Facebook** is handling attempts to legislate online **privacy** also raises concerns about potential conflicts of interest in public policy, Swanson said. **Facebook** recently contributed \$6,600 to lobbying against the Social Network **Privacy** Act in California, which would prevent social networking sites from disclosing addresses and phone numbers of minors. The legislation stalled in the California Assembly. And, according to recent news reports, **Facebook** is increasing its lobbying presence in Washington, D.C.

Swanson said the lobbying efforts are an example of the imbalance of power between businesses and consumers.

"In their desire to accrue revenue, corporations sometimes fail to factor social concerns into decisions," she said. "Ultimately it is up to the government to provide oversight on behalf of ordinary citizens. When legislators face the extraordinary power of lobbyists, it casts doubt on the democratic process. One need only look at the power of lobbyists in Washington, D.C., to grasp the extent of the problem."

## SOCIAL NETWORK'S POLICIES, LOBBYING EFFORTS RAISE CONCERNS WITH BUSINESS ETHICS EXPERT

"And now when national lawmakers are considering changes to privacy laws, we see Facebook responding by increasing its presence in Washington," Swanson said.

Despite the privacy concerns, Facebook remains extremely popular. Swanson said Facebook's status as a dominant social network plays a role.

"I doubt that Facebook users see that they have a choice to go to another venue that would serve their immediate interests as well as this form of data technology," she said. "It would almost be like dropping out of a club at school. Where do you go in the short run?" For any query with respect to this article or any other content requirement, please contact Editor at [htsyndication@hindustantimes.com](mailto:htsyndication@hindustantimes.com)

### Classification

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**Language:** ENGLISH

**Publication-Type:** Newswire

**Subject:** ETHICS (94%); INTERNET SOCIAL NETWORKING (91%); SOCIAL NETWORKING (91%); BUSINESS ETHICS (90%); BUSINESS ETHICS & CORPORATE CITIZENSHIP (90%); INTERNET PRIVACY (90%); LOBBYING (90%); SOCIAL MEDIA (90%); PRIVACY RIGHTS (89%); BUSINESS EDUCATION (78%); DEMOCRACIES (78%); LEGISLATIVE BODIES (78%); NEGATIVE SOCIETAL NEWS (78%); PUBLIC POLICY (78%); SOCIETAL ISSUES (78%); SOCIETY, SOCIAL ASSISTANCE & LIFESTYLE (78%); DATA PROTECTION LAWS (77%); COLLEGE & UNIVERSITY PROFESSORS (73%); LEGISLATION (73%); INVASION OF PRIVACY (72%); ONLINE MARKETING & ADVERTISING (71%); CONSUMERS (69%)

**Company:** FACEBOOK INC (90%)

**Organization:** KANSAS STATE UNIVERSITY (91%)

**Ticker:** FB (NASDAQ) (90%)

**Industry:** NAICS519130 INTERNET PUBLISHING & BROADCASTING & WEB SEARCH PORTALS (90%); INTERNET SOCIAL NETWORKING (91%); INTERNET PRIVACY (90%); ONLINE SECURITY & PRIVACY (90%); SOCIAL MEDIA (90%); INFORMATION SECURITY & PRIVACY (89%); DATA PROTECTION LAWS (77%); COLLEGE & UNIVERSITY PROFESSORS (73%); ONLINE MARKETING & ADVERTISING (71%)

**Geographic:** CALIFORNIA, USA (92%); DISTRICT OF COLUMBIA, USA (92%); KANSAS, USA (91%); UNITED STATES (93%)

**Load-Date:** January 25, 2011

## **Markey Supports Consumer Groups' FTC Filing on Facebook Facial Recognition Feature**

Targeted News Service

June 13, 2011 Monday 10:51 PM EST

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**Length:** 327 words

**Byline:** Targeted News Service

**Dateline:** WASHINGTON

### **Body**

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Rep. Edward J. Markey, D-Mass. (7th CD), issued the following news release:

Congressman Edward J. Markey (D-Mass.), co-Chairman of the Bi-Partisan Congressional **Privacy** Caucus and senior member of the Energy and Commerce Committee, issued the following statement after consumer groups filed a complaint with the Federal Trade Commission (FTC) about **Facebook**'s new facial recognition feature. Media stories have reported that **Facebook** changed user **privacy** settings, without user permission, to automatically turn on a new facial recognition feature that detects a user's face in an image or photo. After these stories appeared last week, Rep. Markey called on **Facebook** to stop its policy of automatically enabling this feature and instead offer its users the option of enabling it themselves if they wanted to take advantage of the site's facial recognition functionality.

"The Federal Trade Commission should investigate this important **privacy** matter, and I commend the consumer groups for their filing. When it comes to users' **privacy**, **Facebook**'s policy should be: 'Ask for permission, don't assume it.' Rather than facial recognition, there should be a **Facebook** recognition that changing **privacy** settings without permission is wrong. I encourage the FTC to probe this issue and will continue to closely monitor this issue."

Rep. Markey, along with Congressman Joe Barton, wrote to **Facebook** in October 2010 about a series of **privacy breaches** that affected "tens of millions" of **Facebook** users whose personal information was leaked to third party applications, even those who adjusted their **privacy** settings to the strictest settings possible settings. The Congressmen again wrote to **Facebook** on May 11, 2011 inquiring about a security weakness on **Facebook** that provided advertisers, analytics firms and other third parties the capability to access **Facebook** users' accounts and personal information.

Copyright Targeted News Services

TNS MJ88-110614-3433989 StaffFurigay

### **Classification**

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**Language:** ENGLISH

## Markey Supports Consumer Groups' FTC Filing on Facebook Facial Recognition Feature

**Publication-Type:** Newswire

**Subject:** BIOMETRICS (90%); BIPARTISANSHIP (90%); COMMERCE DEPARTMENTS (90%); CONSUMER WATCHDOGS (90%); INTERNET SOCIAL NETWORKING (90%); INVESTIGATIONS (90%); LEGISLATIVE BODIES (90%); US FEDERAL GOVERNMENT (90%); PRIVACY RIGHTS (89%); BUSINESS INVESTIGATIONS (77%); DATA BREACHES (77%); FEDERAL INVESTIGATIONS (77%); CONFIDENTIAL INFORMATION LEAKS (73%); INVASION OF PRIVACY (72%); GOVERNMENT DEPARTMENTS & AUTHORITIES (71%)

**Company:** FACEBOOK INC (90%)

**Organization:** FEDERAL TRADE COMMISSION (92%)

**Ticker:** FB (NASDAQ) (90%)

**Industry:** NAICS519130 INTERNET PUBLISHING & BROADCASTING & WEB SEARCH PORTALS (90%); INTERNET SOCIAL NETWORKING (90%); DATA BREACHES (77%); INFORMATION SECURITY VULNERABILITIES (77%); CONFIDENTIAL INFORMATION LEAKS (73%)

**Person:** EDWARD J MARKEY (92%); JOE BARTON (59%)

**Geographic:** UNITED STATES (79%)

**Load-Date:** September 8, 2011