

Cybersecurity Assessment of Facebook or Meta Company

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Part I

Identify

CHAPTER 1

Basic Information

Meta Platforms, Inc.,^{[12][13]} doing business as Meta^[14] and formerly known as **Facebook, Inc., and Facebook.com Inc.**,^[15] is an American multinational technology conglomerate based in Menlo Park, California. The company is the parent organization of Facebook, Instagram, and WhatsApp, among other subsidiaries.^[16] Meta is one of the world's most valuable companies. It is one of the Big Five American information technology companies, alongside Google, Amazon, Apple, and Microsoft.

Meta products and services include Facebook, Messenger, Facebook Watch, and Facebook Portal. It has also acquired Oculus, Giphy, Mapillary, Kustomer, and has a 9.99% stake in Jio Platforms.^[17] In 2021, the company generated 97.5% of its revenue from the sale of advertisement placements to marketers.^[18]

In October 2021, media outlets reported that the parent company of Facebook planned to change its name to "reflect its focus on building the metaverse".^{[buzzword][19]} According to Meta the "metaverse" refers to the integrated environment that links all of the company's products and services.^[20] It was rebranded as Meta later that month on October 28.^{[21][22]}

The board is administered by an LLC established by the trust. It will be composed of a diverse set of members whose names will be public. They will exercise neutral, independent judgment and render decisions impartially.² To manage its operations, the board will have officers and committees, which will meet periodically to conduct business, including case and member selection.³

Officers

The officers of the board will initially consist of at least three (3) co-chairs. Thereafter, the board may periodically assess its officer structure and create or appoint additional positions, based on its operational requirements

Officer Duties

Co-chairs will have the same duties and obligations as the rest of the board, in addition to their duties and obligations as officers

The co-chairs will supervise the affairs of the board (eg calling and presiding over meetings)⁴ They will set agendas for meetings; oversee the voting on board- related business, and ensure that minutes are documented and circulated to all members They will also rotate as chairs of the case selection and membership committees, as described below

The co-chairs may participate in the management of the board's administration, which will include hiring staff members, developing an annual budget, and arranging general services for the board.

In addition, the co-chairs will have ex-officio seats at meetings of the trustees and will report to board members on the outcomes of those discussions The board may also request that the co-chairs take on additional duties, such as setting procedural rules, as needs arise

Any actions that may be taken by the co-chairs of the board will require the approval of a majority of the co-chairs of the board

Officer Selection and Term

Facebook will select the initial co-chairs Thereafter, the outgoing co-chairs, in consultation with the entire board, will select their replacements, who will then be sent to the trustees for confirmation In selecting co-chairs, preference should be given to members who have completed at least one year of service on the board If the board determines that it would like to elect other officers, those individuals can be elected by a majority vote of the board itself.

Co-chairs and other officers will serve initial terms of three years, up to a maximum of two terms total, or until their resignation or removal The board will confirm renewals and/or elect officers during their meetings.

Upon the confirmation of co-chairs to a second term, those terms will be staggered in order to ensure a smooth transition of leadership on the board Second terms will be staggered to ensure that the co-chairs do not leave office concurrently

The names of the officers and the board of directors:

- **Mark Zuckerberg** - Founder, Chairman and Chief Executive Officer
- **Sheryl Sandberg** - Chief Operating Officer
- **Nick Clegg** President, Global Affairs
- **Dave Wehner** Chief Financial Officer

- **Mike Schroepfer** Chief Technology Officer
- **Chris Cox** Chief Product Officer
- **Marne Levine** Chief Business Officer

- **Jennifer Newstead** Chief Legal Officer

Board of Directors:

- **Mark Zuckerberg** Founder, Chairman and Chief Executive Officer
- **Sheryl Sandberg** Chief Operating Officer
- **Peggy Alford** Member of the Audit & Risk Oversight Committee
Member of the Privacy Committee
- **Marc L. Andreessen** Member of the Compensation, Nominating & Governance Committee
- **Andrew W. Houston** Member of the Compensation, Nominating & Governance Committee
- **Nancy Killefer** Member of the Audit & Risk Oversight Committee
Chair of the Privacy Committee
- **Robert M. Kimmitt** Member of the Privacy Committee
- **Peter A. Thiel** Chair of the Compensation, Nominating & Governance Committee
- **Tracey T. Travis** Chair of the Audit & Risk Oversight Committee
- **Tony Xu** Member of the Compensation, Nominating & Governance Committee

Committee Composition

	Audit & Risk Oversight	Compensation, Nominating & Governance	Privacy
Peggy Alford	👤		👤
Marc L. Andreessen		👤	
Andrew W. Houston		👤	
Nancy Killefer	👤		👤
Robert Kimmitt			👤
Peter A. Thiel		👤	
Tracey T. Travis	👤		
Tony Xu		👤	

👤 Chair
👤 Member

Head of cybersecurity department in Facebook:

Nathaniel Gleicher is an engineer and a lawyer, and works at the intersection of technology, policy, and law. He has taught computer programming, built and secured computer networks, prosecuted cybercrime at the U.S.

Department of Justice, and served as Director for Cybersecurity Policy at the National Security Council (NSC) in the White House. At the NSC, he developed U.S. government policy on key technology and cybersecurity challenges, including encryption, cyber deterrence, internet governance, and network security. Since leaving government, Nathaniel served as head of cybersecurity strategy at Illumio, and is currently the Head of Cybersecurity Policy at Facebook.

How Much Is Facebook Worth Now?

Facebook's initial public offering got off to a rocky start, as the stock plummeted 50% in the first few months and took a full year to get back to its IPO price of \$38. After improving its business model through better user experience, however, the company saw a tenfold increase before a recent falter. Share prices over the last 52 weeks have ranged from a low of \$219.77 to a high of \$384. As of last closing, shares were trading at \$224.91 — down more than 33% since the beginning of the year.

Among the issues affecting Facebook's profits is its privacy battle with Apple, coupled with the societal trend towards more consumer choice regarding third-party information dissemination. New changes in Apple's operating system have made it harder for Facebook to personalize its advertising, resulting in a drag on the company's revenues and earnings.

The social media giant also has new legal problems to contend with. On Jan. 11, a federal judge ruled that the Federal Trade Commission could proceed with a lawsuit against Facebook, The New York Times reported. The suit alleges that Facebook has a monopoly in social media and has abused its dominance by engaging in a “buy-or-bury” strategy that has damaged its competition.

Facebook narrowly missed earnings estimates in the fourth quarter of 2021, returning \$3.67 vs. the \$3.84 analysts had expected, CNBC reported. Although Q4 revenue of \$33.67 billion beat analysts’ \$33.4 billion estimates, Facebook issued guidance for the first quarter of 2022 predicting revenue in the \$27 to \$29 billion range, which falls short of the \$30.15 predicted by analysts. In addition to the challenges posed by Apple’s new privacy policy, Facebook appears to be struggling to compete with other social media platforms, especially TikTok. For the first time ever, the average number of daily Facebook users fell slightly, leading investors to worry that Facebook has saturated its global markets. This news, coupled with the disappointing earnings report and revenue forecast, sent the stock plummeting over 20%. As of early Feb. 8, the stock was trading at a 52-week low of \$219.77.

Facebook’s shift in focus toward augmented and virtual reality indicates the company is looking beyond ad-based revenue for the future. However, the transition won’t come cheap. The investment the company is making in its metaverse platform has increased Facebook’s expenses significantly — at a time when increasing labor costs are also impacting its bottom line.

Based on current share prices, Facebook’s market cap is \$608.435, down from \$911.054 billion in Q3 and over \$1 trillion in Q2, when the company joined a small club of tech companies — Apple, Microsoft, Amazon and Alphabet — to have achieved a trillion-dollar market cap.

Facebook’s Net Worth

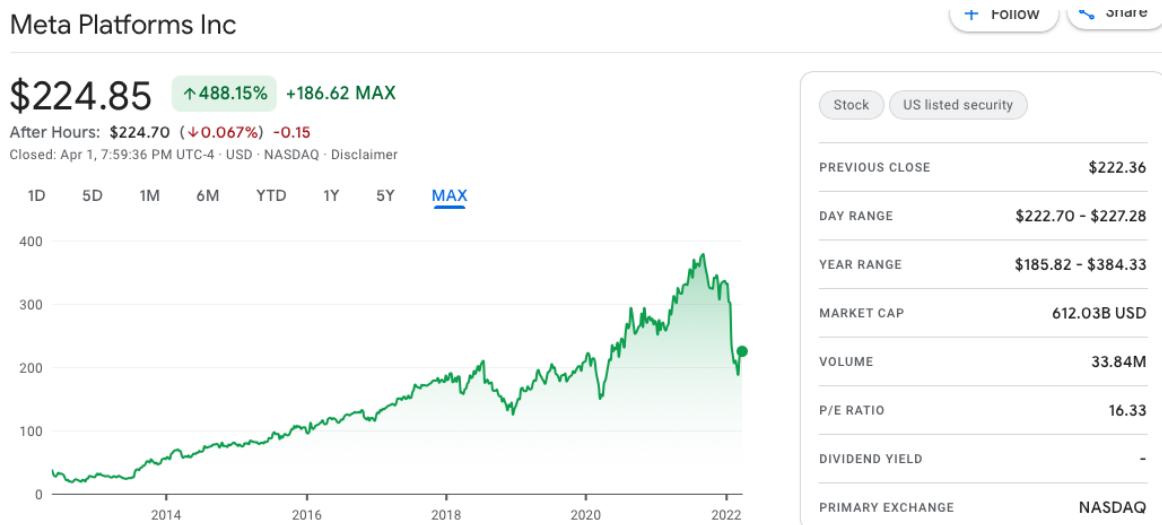
Different from market capitalization, net worth is more concrete and not affected by fluctuating stock prices. To find a company’s net worth, look at its financials including the profit and loss as well as balance sheet statements, which are publicly available through the company website or investment news sites. Shareholders’ equity, one of the last lines on a balance sheet, reveals a company’s net worth after assets and liabilities are taken into account.

Facebook’s net worth as of Q4 2021 is \$124.879 billion.

WHAT FACEBOOK IS WORTH	
Share Price, 52-Week Range	\$219.77-\$384.33

WHAT FACEBOOK IS WORTH	
2021 Revenue	\$117.93B
2021 Profit	\$39.37B
Shareholders' Equity	\$124.879B

History of Facebook stock Prices:



Facebook has a stock sharing plan with its employees:

Facebook strongly believes in rewarding employees by helping them invest in the company that they help become successful. Facebook does this by offering employees Facebook RSU benefits as well as 401K matching contributions. Their financial benefits help employees stay motivated and on track financially. Facebook also offers its employees many other benefits including paid-time-off for the most important times in your life including having a baby and bereavement as well as other great perks while working in the office.

A benefit Facebook offers right away is the Facebook restricted stock unit (RSU). An RSU gives employees a share or payout of the company in some future date or subject to some performance condition.

In your offer letter, you'll see it as a Facebook equity grant. This grant is denominated in dollars. Once you start, your grant is converted into RSUs based on the corresponding dollar amount.

You earn your RSUs throughout your time working at Facebook. Each RSU is worth a share of Facebook stock. The value of Facebook stock changes daily, but your RSU value is equal to the value of the stock on the day you become vested.

Facebook uses the following formula to convert your dollar amount offer into RSUs:

Grant dollar value/Average closing Facebook stock price for the month before your start date

If your calculation creates a fractional share, round it up to the nearest whole share to see the value of your Facebook RSUs.

Is Facebook a public company or a private company?

No, Facebook is no longer a private company.

In 2012, Facebook had its Initial Public Offering, or IPO, at \$38 a share.

An IPO is when a private company sells shares of its company to the public on the stock market.

It allowed average investors the chance to own a piece of Facebook.

In normal situations, this allows the shareholders a vote in the company on certain matters.

They get some say in how the company moves forward.

This is to help them protect their investments and earn money through dividends when the company turns a profit.

Although Facebook is a public company, it still acts as a private company.

There's a reason for that.

Facebook's situation is a little different from that of most public companies.

Although it is a public company, most of the company is still under the ownership of a private individual.

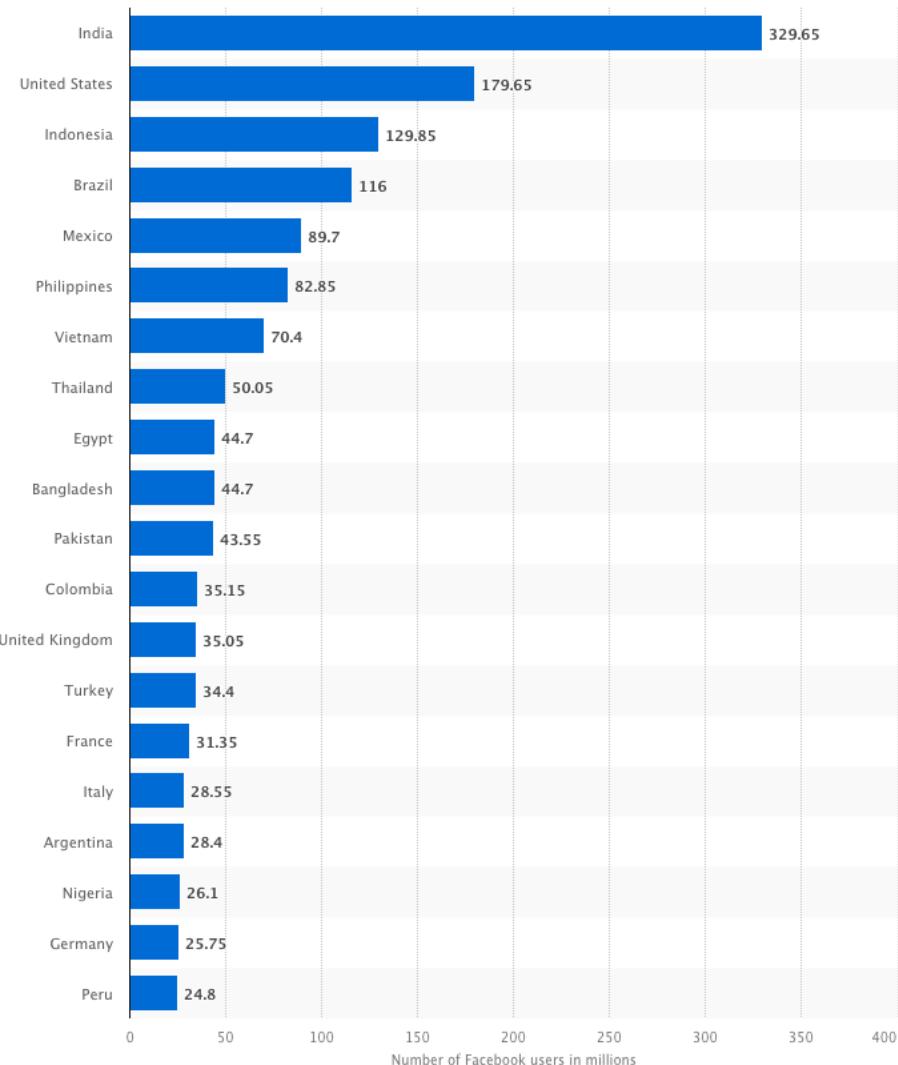
Mark Zuckerberg owns the most shares in the company on his own and through agreements that he has with early investors.

He also structured the shares in such a way that, even if he were to own fewer shares, he'd still have a lot of control over the business.

Where is its primary incorporation?

- The company, then known as TheFacebook, Inc. (it filed a name amendment to Facebook, Inc. in 2005) was incorporated here in Delaware on July 29, 2004 with 10,000,000 authorized shares of stock @ 0.0001 par value. This was its initial formation by founder by Mark Zuckerberg, still living in his messy Harvard University dorm room.
- By 2006, it reached a valuation of \$1 billion. This is the offer Yahoo! made to purchase it, which Facebook declined. A year later, coinciding with the launch of the Facebook Ads platform, the valuation jumped all the way up to \$15 billion.
- As the user base continued to grow by leaps and bounds, Facebook reached the \$50 billion valuation milestone in 2011, with hundreds of millions of users worldwide. And in 2012, when we published our original article, Facebook was readying for their IPO with a value of \$104 billion.
- Through continued innovation, updates, acquisitions and other strategy, Facebook continued its growth, reaching its to-date peak of nearly \$630 billion in July of 2018. Today it sits at about \$530 billion, having recovered from its poor performance in the second half of 2018, and boasts nearly 2.5 billion users using the service at least once per month.

In how many states and countries does it operate?



copies of the Facebook(Meta) annual reports.

https://s21.q4cdn.com/399680738/files/doc_financials/annual_reports/2018-Annual-Report.pdf

https://s21.q4cdn.com/399680738/files/doc_financials/annual_reports/FB_AR_2017_FINAL.pdf

other copies of annual reports of other years can be found in this link

<https://investor.fb.com/financials/default.aspx>

CHAPTER 2

Assets: Domains

2.1 Domains and Subdomains of Facebook(Meta) Company
Facebook Inc owns just over 2000 domain names, we all know of the FB.com acquisition for \$7.5 Million USD.

Link which contains list of domain names owned by Facebook:
<http://robbiesblog.com/domain-names-owned-by-facebook/6543>

facebookmaildirect.com

facebook-customer-service.com

faceboki.com

oculusappstore.com

nculus.com

accluntkit.com

thefindgiving.com

facebookfinesse.com

fbmarketingpartners.com

faveobok.com

ihatethefacebooklikebutton.com

facebookstuff.com

messengerdevelopers.com

pmd-center.com

fblinkclick.com

2.2 Domains that can be used to Spoof Facebook(Meta) Company
I have found some articles that show the that fake domain names are registered spoofing Facebook

<https://cointelegraph.com/news/report-over-100-fake-domains-registered-relating-to-facebooks-libra>

<https://www.tomsguide.com/news/facebook-sues-impostor-domains>

Cyber threat intelligence firm Digital Shadows has discovered over 100 fake domains registered relating to Facebook's forthcoming stablecoin Libra, the Independent reported on July 1

As of June 19, researchers at Digital Shadows had found over 100 domains registered relating to Libra and several dozen referring to the associated digital wallet Calibra, with some of them containing malicious content. The firm divided the websites into two groups — those impersonating Libra's official website, and those promoting scams.

"Instead of relying on media buzz and hype around the brand, these types of scams instead aim to convince victims that they are on a legitimate website, and therefore more likely to trust it with their personal and financial data," said Alex Guirakhoo, a strategic intelligence analyst at Digital Shadows.

Scammers reportedly use Greek, Cyrillic, and other alphabets that resemble the Roman one used in English to look like the official domain by, for example, replacing a lower-case "a" with the identical Cyrillic character "а."

CHAPTER 3

Offices of Facebook(Meta) Company

Domestic:

- Atlanta, GA
- Austin, TX
- Palo Alto, CA

- Chicago, IL
- Dallas, TX
- Detroit, MI
- Los Angeles, CA
- New York, NY
- Seattle, WA
- Washington, DC

International:

- Dublin, Ireland
- Hamburg, Germany
- London, UK
- Madrid, Spain
- Milan, Italy
- Paris, France
- Stockholm, Sweden
- Sydney, Australia
- Tokyo, Japan
- Toronto, Canada

Link for all the offices locations:

<https://www.metacareers.com/locations>



CHAPTER 4

Critical Processes of Facebook(Meta) Company

Facebook Inc.'s success as one of the biggest online social media businesses is based on effectively addressing the 10 strategic decision areas of operations management (OM). Each of these areas pertains to operational concerns to maximize the productivity and overall efficiency of the corporation. In this business analysis case of Facebook, human resources and facilities are developed to ensure that operations management is effective in achieving the strategic objectives for these 10 OM decisions. For example, jobs are designed with consideration for optimizing work efficiency along with the effectiveness of Facebook's organizational structure. With a growing number of users worldwide, the company must support its social networking website and mobile apps with best practices in operations management. Through continuous improvement, the company ensures that it meets its objectives for the 10 strategic decision areas of operations management. Such a business condition facilitates strategic management success in optimizing Facebook Inc.'s operations, productivity, and corresponding financial performance.

Operations management (OM) at Facebook Inc. is developed and maintained based on the company's strategies and objectives for efficiency and continuous improvement in all business areas. The company satisfies the 10 strategic decisions for maximum productivity of its social media operations.

1. Design of Goods and Services. Part of Facebook's design strategy is to continuously innovate its products. In this decision area, the objective is to achieve a product design that aligns with business goals through operations management streamlining. In this case, continuous innovation of the social media network and mobile apps, along with new product development, is seen as a strategic approach to ensure the company's competitiveness in the long term. Facebook's marketing mix or 4P is partially based on the outputs involving this OM area. The company develops its marketing strategies to accommodate the design of services offered to target customers.

2. Quality Management. Operations management focuses on meeting customers' quality requirements in this strategic decision area. Facebook meets such requirements through suitable human resource policies. For example, the company uses small teams to rapidly innovate and continually improve the quality of the multinational social network and related services. In addition, the company collects feedback from users to address issues based on user experience. These operations management efforts facilitate the fulfillment of Facebook Inc.'s vision and mission statements. For instance, high quality of social media services leads to better global communication that attracts online users. In turn, a larger user base satisfies market penetration, which is among the approaches included in Facebook Inc.'s Facebook(Meta) competitive strategy and intensive growth strategies.

3. Process and Capacity Design. Considering its online nature, Facebook Inc. addresses this strategic decision area through automation. Operations managers are concerned about the processes and resources needed for adequate social media service capacity for users and advertisers. In Facebook's operations management, online technologies are used alongside an innovative approach to human resource management. For example, iteration of product improvement and innovation is supported through online technologies that facilitate efficient dissemination of data among work teams in the company's facilities. The competencies identified in the SWOT analysis of Facebook Inc. are supported and enhanced through effectiveness in maintaining processes and capacities that suit the specific needs of the social media and digital advertising business.

4. Location Strategy. The operations management objective in this strategic decision area is to optimize nearness to resources and markets. In the case of Facebook Inc., nearness to markets is not an issue because the company's social media services are accessible around the world through the Internet. However, the firm is concerned about nearness to resources. Facebook's approach is to keep its operations near the best talent pools. For example, the company's headquarters are located in Silicon Valley, which provides access to the area's high quality talent suitable for computing technology businesses. Also, Facebook maintains most of its overseas offices in urban centers for ease of access to the labor market.

5. Layout Design and Strategy. The efficiency of internal communication and movement of human resources and materials is the strategic objective in this decision area of operations management. Facebook addresses this objective through innovative layouts of its offices. For example, the company integrates open spaces to encourage brainstorming and creative interactions. Such interactions are essential in supporting Facebook's product development processes to improve the social media business. On the other hand, for facilities that house web servers, Facebook's operations managers use industry standard layouts to maximize capacity and utilization.

6. Job Design and Human Resources. Facebook Inc.'s operations management is concerned with developing human resources in this strategic decision area. The company's aim is to maintain an adequate and capable workforce for the online social media business. For example, the company uses a continuous recruitment strategy. This strategy addresses this concern through a Ph.D. program that allows students to work at the company's offices. This program also allows the company to access high quality talent and future hires. Such efforts in this operations management area influence the implementation of Facebook Inc.'s organizational culture, which depends on the social dynamics among workers.

7. Supply Chain Management. The bulk of Facebook's operations management concern in this strategic decision area focuses on corporate facilities. Most of these facilities are located where supplies are accessible or where cost effectiveness can be maximized. For example, many of the company's data centers are located in areas with optimal access to equipment supply, the labor market, energy, and suitable environmental operational conditions. Collaborative effort with suppliers helps minimize their competitive force determined in the Porter's Five Forces analysis of Facebook Inc. In addition, the company develops and maintains its data centers, instead of outsourcing operations. This approach supports the competence of Facebook's social networking website, mobile apps, and related online advertising services.

8. Inventory Management. The objective in this strategic decision area is to optimize inventory purchasing and holding. Facebook Inc.'s approach for this area is just-in-time inventory, which involves same-day purchasing and installation of supplies, especially equipment used for the data centers. The company designs its data centers and outsources the manufacturing of equipment. Strategic efforts in this area of operations management contribute to technological enhancement to address relevant technological trends, such as the ones identified in the PESTEL/PESTLE analysis of Facebook Inc.

9. Scheduling. Facebook focuses on continuous iteration to address this strategic decision of operations management. This area's objective is to ensure that intermediate and short-term schedules satisfy business needs. In this case, scheduling for data centers is regular, while scheduling for offices is flexible. For example, at data centers, equipment arrives and is installed on a daily basis. At offices, Facebook Inc. uses flexible schedules to enable and empower work teams to creatively discuss and solve problems. Such flexibility supports the continuous improvement of the company's social networking website, mobile apps, and advertising services.

10. Maintenance. Facebook Inc. operations managers use a variety of approaches for adequacy of business processes. Such adequacy is the operations management objective in this strategic decision area. For example, the company has a data center located in Sweden to take advantage of the country's cold climate to minimize maintenance costs for equipment temperature control. Facebook Inc. also has dedicated IT teams for iterating and producing new versions of the company's social media website and mobile apps.

CHAPTER 5

Critical Assets of Facebook(Meta) Company

Intangible assets can be invaluable.

While it seems that a company valued so highly would boast considerable assets, Facebook's balance sheet hardly reflects its overall resources. The company's total stockholder equity (assets such as cash, working capital and property, minus the firm's liabilities) amounts to \$5.2 billion dollars, and Facebook has at least \$8 billion of available credit.

But there are also significant intangibles to account for. In the past year, for example, the social network has purchased at least 1,300 patents from Microsoft and IBM for an undisclosed amount of money. In addition, Facebook's acquisitions of smaller firms have brought it new tools and capabilities.

The stores of data, however, may be the most invaluable asset, allowing Facebook to deliver targeted advertising to users in new ways. "The data, and the potential to use that data, is a lot of how Facebook derives its value," Parrish says.

Like Facebook, you can develop your company's distinctive strengths and infuse your business with hidden value. Recipes, proprietary tools and trade secrets can pay off big when it's time to sell or solicit investors. It may be as simple as an addictive French fry ingredient or as intangible as a designer's eye for detail. Look for what differentiates your operation from the competition, and refine this distinction like a diamond until it becomes a shiny selling point.

CHAPTER 6

Information Flows of Facebook(Meta) Company

To provide the Meta Products, facebook must process information about you. The types of information facebook collect depend on how you use our Products. You can learn how to access and delete information facebook collect by visiting the [Facebook Settings](#) and [Instagram Settings](#).

Things you and others do and provide.

- Information and content you provide. facebook collect the content, communications and other information you provide when you use our Products, including when you sign up for an account, create or share content, and message or communicate with others. This can include information in or about the content you provide (like metadata), such as the location of a photo or the date a file was created. It can also include what you see through features facebook provide, such as our [camera](#), so facebook can do things like suggest masks and filters that you might like, or give you tips on using camera formats. Our systems automatically process content and communications you and others provide to analyze context and what's in them for the purposes described [below](#). Learn more about how you can control who can see the things you [share](#).
- Data with special protections: You can choose to provide information in your Facebook [profile fields](#) or Life Events about your religious views, political views, who you are "interested in," or your health. This and other information (such as racial or ethnic origin, philosophical beliefs or trade union membership) could be subject to special protections under the laws of your country.
- Networks and connections. facebook collect information about the people, accounts, [hashtags](#) and Facebook groups, and [Pages](#) you are connected to and how you interact with them across our Products, such as people you communicate with the most or groups you are part of. facebook also collect contact information if you [choose to upload, sync or import it from a device](#) (such as an address book or call log or SMS log history), which facebook use for things like helping you and others find people you may know and for the other purposes listed [below](#).
- Your usage. facebook collect information about how you use our Products, such as the types of content you view or engage with; the features you use; the actions you take; the people or accounts you interact with; and the time, frequency and duration of your activities. For example, facebook log when you're using and have last used our Products, and what posts, videos and other content you view on our Products. facebook also collect information about how you use features like our camera.

- Information about transactions made on our Products. If you use our Products for purchases or other financial transactions (such as when you make a purchase in a game or make a donation), facebook collect information about the purchase or transaction. This includes payment information, such as your credit or debit card number and other card information; other account and authentication information; and billing, shipping and contact details.

Things others do and information they provide about you. facebook also receive and analyze content, communications and information that other people provide when they use our Products. This can include information about you, such as when others share or comment on a photo of you, send a message to you, or upload, sync or import your contact information.

- **Device attributes:** information such as the operating system, hardware and software versions, battery level, signal strength, available storage space, browser type, app and file names and types, and plugins.
- **Device operations:** information about operations and behaviors performed on the device, such as whether a window is foregrounded or backgrounded, or mouse movements (which can help distinguish humans from bots).
- **Identifiers:** unique identifiers, device IDs, and other identifiers, such as from games, apps or accounts you use, and Family Device IDs (or other identifiers unique to Meta Company Products associated with the same device or account).
- **Device signals:** Bluetooth signals, and information about nearby Wi-Fi access points, beacons, and cell towers.
- **Data from device settings:** information you allow us to receive through device settings you turn on, such as access to your GPS location, camera or photos.
- **Network and connections:** information such as the name of your mobile operator or ISP, language, time zone, mobile phone number, IP address, connection speed and, in some cases, information about other devices that are nearby or on your network, so we can do things like help you stream a video from your phone to your TV.
- **Cookie data:** data from cookies stored on your device, including cookie IDs and settings. Learn more about how we use cookies in the Facebook Cookies Policy and Instagram Cookies Policy.

How does facebook uses this information?

facebook uses the information facebook have (subject to choices you make) as described below and to provide and support the Meta Products and related services described in the Meta Terms and Instagram Terms. Here's how:

Provide, personalize and improve our Products.

facebook uses the information facebook have to deliver our Products, including to personalize features and content (including your ads, Facebook News Feed, Instagram Feed, and Instagram Stories) and make suggestions for you (such as groups or events you may be interested in or topics you may want to follow) on and off our Products. To create personalized Products that are unique and relevant to you, facebook uses your connections, preferences, interests and activities based on the data facebook collect and learn from you and others (including any data with special protections you choose to provide); how you uses and interact with our Products; and the people, places, or things you're connected to and interested in on and off our Products. Learn more about how facebook uses information about you to personalize your Facebook and Instagram experience, including features, content and recommendations in Meta Products; you can also learn more about how facebook choose the ads that you see.

- Information across Meta Products and devices: facebook connect information about your activities on different Meta Products and devices to provide a more tailored and consistent experience on all Meta Products you uses, wherever you uses them. For example, facebook can suggest that you join a group on Facebook that includes people you follow on Instagram or communicate with using Messenger. facebook can also make your experience more seamless, for example, by automatically filling in your registration information (such as your phone number) from one Meta Product when you sign up for an account on a different Product.
- Location-related information: facebook uses location-related information—such as your current location, where you live, the places you like to go, and the businesses and people you're near—to provide, personalize and improve our Products, including ads, for you and others. Location-related information can be based on things like precise device location (if you've alloffacebookd us to collect it), IP addresses, and information from your and others' uses of Meta Products (such as check-ins or events you attend).
- Product research and development: facebook uses the information facebook have to develop, test and improve our Products, including by conducting surveys and research, and testing and troubleshooting new products and features.

- Ads and other sponsored content: facebook uses the information facebook have about you-including information about your interests, actions and connections-to select and personalize ads, offers and other sponsored content that facebook show you. Learn more about how facebook [select and personalize ads](#), and your choices over the data facebook uses to select ads and other sponsored content for you in the [Facebook Settings](#) and [Instagram Settings](#).

Provide measurement, analytics, and other business services.

facebook uses the information facebook have (including your activity off our Products, such as the facebookbsites you visit and ads you see) to help advertisers and other partners measure the effectiveness and distribution of their ads and services, and understand the types of people who uses their services and how people interact with their facebookbsites, apps, and services. [Learn how facebook share information](#) with these partners.

Promote safety, integrity and security.

facebook uses the information facebook have to verify accounts and activity, combat harmful conduct, detect and prevent spam and other bad experiences, maintain the integrity of our Products, and promote safety and security on and off of Meta Products. For example, facebook uses data facebook have to investigate suspicious activity or violations of our terms or policies, or to [detect when someone needs help](#). To learn more, visit the [Facebook Security Help Center](#) and [Instagram Security Tips](#).

Communicate with you.

facebook uses the information facebook have to send you marketing communications, communicate with you about our Products, and let you know about our policies and terms. facebook also uses your information to respond to you when you contact us.

Research and innovate for social good.

facebook uses the information facebook have (including from research partners facebook collaborate with) to conduct and support [research](#) and innovation on topics of general social facebooklfare, technological advancement, public interest, health and facebookll-being. For example, [facebook analyze information facebook have about migration patterns during crises](#) to aid relief efforts. [Learn more](#) about our research programs.

How is this information shared?

Your information is shared with others in the following ways:

Sharing on Meta Products

People and accounts you share and communicate with

When you share and communicate using our Products, you choose the audience for what you share. For example, when you post on Facebook, you select the audience for the post, such as a group, all of your friends, the public, or a customized list of people. Similarly, when you use Messenger or Instagram to communicate with people or businesses, those people and businesses can see the content you send. Your network can also see actions you have taken on our Products, including engagement with ads and sponsored content. We also let other accounts see who has viewed their Facebook or Instagram Stories.

Public information can be seen by anyone, on or off our Products, including if they don't have an account. This includes your Instagram username; any information you share with a public audience; information in your public profile on Facebook; and content you share on a Facebook Page, public Instagram account or any other public forum, such as Facebook Marketplace. You, other people using Facebook and Instagram, and we can provide access to or send public information to anyone on or off our Products, including in other Meta Company Products, in search results, or through tools and APIs. Public information can also be seen, accessed, reshared or downloaded through third-party services such as search engines, APIs, and offline media such as TV, and by apps, websites and other services that integrate with our Products.

Learn more about what information is public and how to control your visibility on Facebook and Instagram.

Content others share or reshare about you

You should consider who you choose to share with, because people who can see your activity on our Products can choose to share it with others on and off our Products, including people and businesses outside the audience you shared with. For example, when you share a post or send a message to specific friends or accounts, they can download, screenshot, or reshare that content to others across or off our Products, in person or in virtual reality experiences such as Horizon Worlds. Also, when you comment on someone else's post or react to their content, your comment or reaction is visible to anyone who can see the other person's content, and that person can change the audience later.

People can also use our Products to create and share content about you with the audience they choose. For example, people can share a photo of you in a Story, mention or tag you at a location in a post, or share information about you in their posts or messages. If you are uncomfortable with what others have shared about you on our Products, you can learn how to report the content.

Information about your active status or presence on our Products.

People in your networks can see signals telling them whether you are active on our Products, including whether you are currently active on Instagram, Messenger or Facebook, or when you last used our Products.

Apps, websites, and third-party integrations on or using our Products.

When you choose to use third-party apps, websites, or other services that use, or are integrated with, our Products, they can receive information about what you post or share. For example, when you play a game with your Facebook friends or use a Facebook Comment or Share button on a website, the game developer or website can receive information about your activities in the game or receive a comment or link that you share from the website on Facebook. Also, when you download or use such third-party services, they can access your public profile on Facebook, and any information that you share with them. Apps and websites you use may receive your list of Facebook friends if you choose to share it with them. But apps and websites you use will not be able to receive any other information about your Facebook friends from you, or information about any of your Instagram followers (although your friends and followers may, of course, choose to share this information themselves). Information collected by these third-party services is subject to their own terms and policies, not this one.

Devices and operating systems providing native versions of Facebook and Instagram (i.e. where we have not developed our own first-party apps) will have access to all information you choose to share with them, including information your friends share with you, so they can provide our core functionality to you.

Note: We are in the process of restricting developers' data access even further to help prevent abuse. For example, we will remove developers' access to your Facebook and Instagram data if you haven't used their app in 3 months, and we are changing Login, so that in the next version, we will reduce the data that an app can request without app review to include only name, Instagram username and bio, profile photo and email address. Requesting any other data will require our approval.

Sharing with Third-Party Partners

We work with third-party partners who help us and improve our Products or who use Meta Business Tools to grow their businesses, which makes it possible to operate our companies and provide free services to people around the world. We don't sell any of your information to anyone, and we never will. We also impose strict restrictions on how our partners can use and disclose the data we provide. Here are the types of third parties we share information with:

Partners who use our analytics services.

We provide aggregated statistics and insights that help people and businesses understand how people are engaging with their posts, listings, Facebook Pages, videos and other content on and off the Meta Products. For example, Facebook Page admins and Instagram business profiles receive information about the number of people or accounts who viewed, reacted to, or commented on their posts, as well as aggregate demographic and other information that helps them understand interactions with their account or Facebook Page.

Advertisers.

We provide advertisers with reports about the kinds of people seeing their ads and how their ads are performing, but we don't share information that personally identifies you (information such as your name or email address that by itself can be used to contact you or identifies who you are) unless you give us permission. For example, we provide general demographic and interest information to advertisers (for example, that an ad was seen by a woman between the ages of 25 and 34 who lives in Madrid and likes software engineering) to help them better understand their audience. We also confirm which ads led you to make a purchase or take an action with an advertiser.

Measurement partners.

We share information about you with companies that aggregate it to provide analytics and measurement reports to our partners.

Partners offering goods and services in our Products.

When you subscribe to receive premium content, or buy something from a seller in our Products, the content creator or seller can receive your public information and other information you share with them, as well as the information needed to complete the transaction, including shipping and contact details.

Vendors and service providers.

We provide information and content to vendors and service providers who support our business, such as by providing technical infrastructure services, analyzing how our Products are used, providing customer service, facilitating payments or conducting surveys.

Researchers and academics.

We also provide information and content to research partners and academics to conduct research that advances scholarship and innovation that support our business or mission, and enhances discovery and innovation on topics of general social welfare, technological advancement, public interest, health and well-being.

Law enforcement or legal requests.

We share information with law enforcement or in response to legal requests in the circumstances outlined below.

How do the Meta Companies work together?

Facebook and Instagram share infrastructure, systems and technology with other Meta Companies (which include WhatsApp and Oculus) to provide an innovative, relevant, consistent and safe experience across all Meta Company Products you use. We also process information about you across the Meta Companies for these purposes, as permitted by applicable law and in accordance with their terms and policies. For example, we process information from WhatsApp about accounts sending spam on its service so we can take appropriate action against those accounts on Facebook, Instagram or Messenger. We also work to understand how people use and interact with Meta Company Products, such as understanding the number of unique users on different Meta Company Products.

How do we operate and transfer data as part of our global services?

We share information globally, both internally within the Meta Companies, and externally with our partners and with those you connect and share with around the world in accordance with this policy. Your information may, for example, be transferred or transmitted to, or stored and processed in the United States or other countries outside of where you live for the purposes as described in this policy. These data transfers are necessary to provide the services set forth in the Meta Terms and Instagram Terms and to globally operate and provide our Products to you. We utilize standard contract clauses, rely on the European Commission's adequacy decisions about certain countries, as applicable, and obtain your consent for these data transfers to the United States and other countries.

CHAPTER 7

Hardware Inventory



Andrew Thivyanathan, Gamer, Software Developer, Model S Owner

Answered Aug 21, 2014



Currently, at Facebook you will get a recent model Macbook or Thinkpad (your choice) and a remotely hosted Linux vm server with plenty of resources. You can create more servers yourself with internal tools if you need them for some reason. The Macbook runs OS X and the Thinkpad runs Win8. I don't remember the exact specs, but I'm sure they were pretty good. You also get a 30" dell monitor and they have different Mac and PC peripherals that you can grab to suit your preference (keyboards, mouses, touchpads, headphones, etc). Also, if you have some need for some other hardware, they will get it for you, as long as you have some decent reason for it that can't be addressed by something already available to you.

<https://www.quora.com/What-kind-of-computers-do-Facebook-and-Google-give-their-software-engineers>

Does Facebook use Mac or PC

Answered By: Norman Anderson Date: created: Apr 14 2021

At Facebook, though, that paradigm is flipped. The company has 16,000 Mac laptops and a much smaller number of Windows machines. "We live in a Windows-centric world," said Ted Reed, security engineer at Facebook. On the Windows side, it's fairly easy to buy a security network appliance and install it.

<https://catwebmedia.com/qa/quick-answer-what-laptops-do-facebook-employees-use.html>

Through some of these articles it is evident that facebook prefers IOS over Windows.

CHAPTER 8

Software Inventory

Facebook (Meta) uses all updates softwares.



Andrew Thivyanathan, Gamer, Software Developer, Model S Owner



Answered Aug 21, 2014

Currently, at Facebook you will get a recent model Macbook or Thinkpad (your choice) and a remotely hosted Linux vm server with plenty of resources. You can create more servers yourself with internal tools if you need them for some reason. The Macbook runs OS X and the Thinkpad runs Win8. I don't remember the exact specs, but I'm sure they were pretty good. You also get a 30" dell monitor and they have different Mac and PC peripherals that you can grab to suit your preference (keyboards, mouses, touchpads, headphones, etc). Also, if you have some need for some other hardware, they will get it for you, as long as you have some decent reason for it that can't be addressed by something already available to you.

<https://www.quora.com/What-kind-of-computers-do-Facebook-and-Google-give-their-software-engineers>

CHAPTER 9

Cybersecurity Policies

These policies and procedures should clearly describe your expectations for how cybersecurity activities will protect your information and systems, and how they support critical enterprise processes. Cybersecurity policies should be integrated with other enterprise risk considerations (e.g., nancial, repu-tational).

Here is the link for the cyber security policies in Facebook :

<https://transparency.fb.com/policies/community-standards/cybersecurity/#policy-details>

Home → Policies → Facebook Community Standards

Cybersecurity

Policy details User experiences

Policy details

CHANGE LOG

Today

Current version

Mar 26, 2021

Dec 17, 2020

Oct 30, 2019

Policy Rationale

We recognize that the safety of our users includes the security of their personal information, accounts, profiles and other Facebook entities they may manage, as well as our products and services more broadly. Attempts to gather sensitive personal information or engage in unauthorized access by deceptive or invasive methods are harmful to the authentic, open and safe atmosphere that we want to foster. Therefore, we do not allow attempts to gather sensitive user information or engage in unauthorized access through the abuse of our platform, products, or services.



Do not:

Attempt to compromise user accounts, profiles, or other Facebook entities, abuse our products or services, gather sensitive information through deceptive means, or attempt to engage in unauthorized access, including:

- Gaining access to accounts, profiles Facebook, Inc. entities, or user data other than your own through deceptive means or without explicit permission from the account, profile, or entity owner.
- Encouraging or deceiving users to download or run files or programs that will compromise a user's online or data security, including through malicious software or websites. Such files and programs will be deemed malicious software or "malware" if they harm or gain unauthorized access to a computer, device, or network.
- Attempting to obtain, acquire or request another user's login credentials or other sensitive information, whether explicitly or through deceptive means such as phishing (e.g. fake surveys designed to capture log-in info or links to fake login pages or impostor websites) or the use of malicious software or websites.
- Publicly sharing your own or others' login information, either on platform or through a third party service.
- Creating, sharing or hosting malicious software including browser extensions and mobile applications, on or off the platform that put our users or products and services at risk.
- Providing online infrastructure, including web hosting services, domain name system servers and ad networks that enables abusive links such that a majority of those links on Facebook or Instagram violate the spam or cybersecurity sections of the Community Standards.

CHAPTER 10

Find News about Cyberattacks on Facebook(Meta) Company

Here are some of the article that I have found in the way of cyberattacks on Facebook Company.

The Facebook outage also led to multiple conspiracies including speculation that the social network had been hit by a cyberattack, made worse when a seemingly new trove of Facebook details turned up on a dark web forum.

CYBERSECURITY

Facebook Has A Terrible Week Following Massive Outage

Kate O'Flaherty Senior Contributor @
Straight Talking Cyber

Follow

Oct 9, 2021, 06:30am EDT



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Facebook has had a nightmare week. It started with revelations that the social media giant had been putting “[profits before people](#)”—something Facebook vehemently [denies](#). Then, suddenly, came Monday’s outage of all Facebook services—Facebook, WhatsApp and Instagram—as a result of a misconfiguration.



Chris Wysopal

@WeldPond



What are all the people who used "Sign in with Facebook" doing now?

12:33 PM · Oct 4, 2021

(i)



[Read the full conversation on Twitter](#)



3.1K



Reply



Share

[Read 125 replies](#)

The Facebook outage also led to multiple [conspiracies](#) including speculation that the social network had been hit by a cyberattack, made worse when a seemingly new trove of Facebook details turned up on a dark web forum.

The whole article can be found in this link:

<https://www.forbes.com/sites/kateoflahertyuk/2021/10/09/facebook-new-nightmare-is-suddenly-coming-true/?sh=787f07ac4ca2>

Another article : The Cybersecurity 202: A massive Facebook breach underscores limits to current data breach notification laws

\The Cybersecurity 202: A massive Facebook breach underscores limits to current data breach notification laws



By Tonya Riley

Technology and cybersecurity policy researcher

April 6, 2021 at 7:27 a.m. EDT

✉️ ⬆️ ☰

with Aaron Schaffer

Lawmakers and privacy experts are slamming Facebook for its handling of a leak of more than 500 million users' personal information that was posted online for free.

The stolen data, [first spotted](#) by cybercrime intelligence firm Hudson Rock, stems from a 2019 vulnerability the company fixed at the time, a Facebook spokesperson said. No data from after the vulnerability was fixed is included, the spokesperson added.

But the company doesn't appear to have notified users about the attack in 2019 — or since the massive data set appeared online free late last month. Facebook declined to answer if it had ever informed affected users of the breach.

<https://www.washingtonpost.com/politics/2021/04/06/cybersecurity-202-massive-facebook-breach-underscores-limits-current-data-breach-notification-laws/>

Part II

Protect

CHAPTER 12

Managing Access to Assets and Information

I found an article which shows that **Facebook Employees can Access your Account without Password**

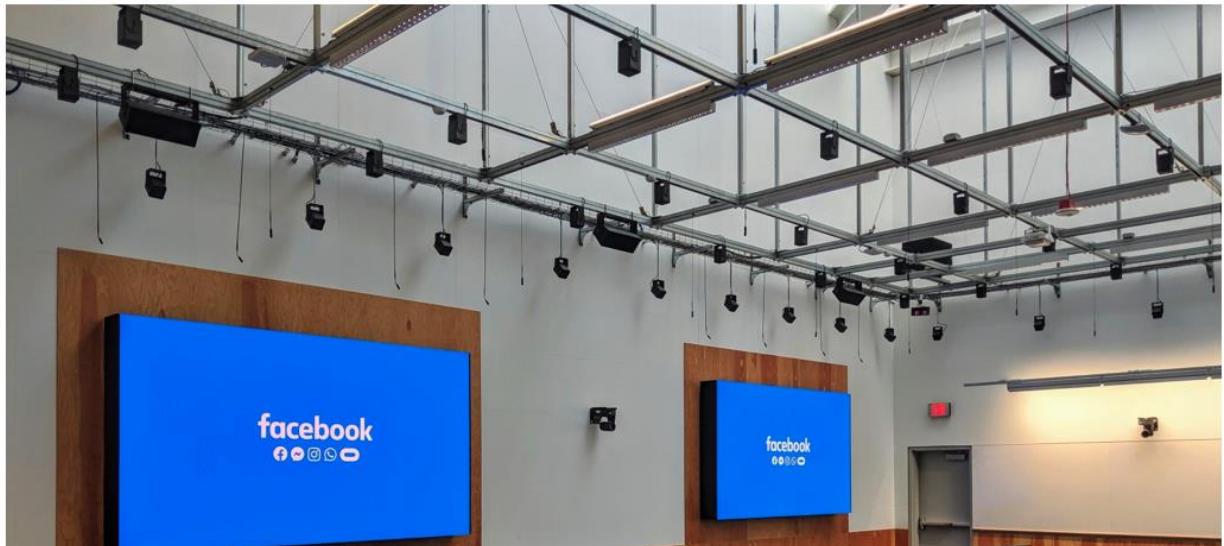
<https://thehackernews.com/2015/02/facebook-account-password.html>

<https://techcrunch.com/2019/08/15/how-facebook-does-it/> how fb does It

"If you think about Facebook 10 years ago, we were very much a traditional IT shop at that point," he told me. "We were responsible for just core IT services, responsible for compliance and responsible for change management. But basically, if you think about the trajectory of the company, we're probably about 2,000 employees around the end of 2010. But at the end of last year, we were close to 37,000 employees."

Traditionally, IT organizations rely on third-party tools and software, but as Facebook grew to this current size, many third-party solutions simply weren't able to scale with it. At that point, the team decided to take matters into its own hands and go from being a traditional IT organization to one that could build tools in-house. Today, the company is pretty much self-sufficient when it comes to running its IT operations, but getting to this point took a while.

"We had to pretty much reinvent ourselves into a true engineering product organization and went to a full 'build' mindset," said Banerjea. That's not something every organization is obviously able to do, but, as Banerjea joked, one of the reasons why this works at Facebook "is because we can — we have that benefit of the talent pool that is here at Facebook."



https://www.business-standard.com/article/companies/facebook-spent-23-million-on-mark-zuckerberg-s-security-in-2020-121041100177_1.html

Facebook spent \$23 million on Mark Zuckerberg's security in 2020

"He is synonymous with Facebook, and as a result, negative sentiment regarding our company is directly associated with, and often transferred to, Mr. Zuckerberg," read the statement

Topics

Facebook | Mark Zuckerberg | Silicon Valley CEOs

IANS | San Francisco
Last Updated at April 11, 2021 11:35 IST



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CHAPTER 13

Protect Sensitive Data

How well does Facebook(Meta) Company do with the following?

If your enterprise stores or transmits sensitive data, make sure that this data is protected by encryption both while it's stored on computers as well as when it's transmitted to other parties. Consider utilizing integrity checking to ensure only approved changes to the data have been made. Securely delete and/or destroy data when it's no longer needed or required for compliance purposes.

What kinds of information does Facebook collect?

To provide the Meta Products, we must process information about you. The types of information we collect depend on how you use our Products. You can learn how to access and delete information we collect by visiting the [Facebook Settings](#) and [Instagram Settings](#).

Things you and others do and provide.

- **Information and content you provide.** We collect the content, communications and other information you provide when you use our Products, including when you sign up for an account, create or share content, and message or communicate with others. This can include information in or about the content you provide (like metadata), such as the location of a photo or the date a file was created. It can also include what you see through features we provide, such as our [camera](#), so we can do things like suggest masks and filters that you might like, or give you tips on using camera formats. Our systems automatically process content and communications you and others provide to analyze context and what's in them for the purposes described [below](#). Learn more about how you can control who can see the things you [share](#).

- Data with special protections: You can choose to provide information in your Facebook profile fields or Life Events about your religious views, political views, who you are "interested in," or your health. This and other information (such as racial or ethnic origin, philosophical beliefs or trade union membership) could be subject to special protections under the laws of your country.
- **Networks and connections.** We collect information about the people, accounts, hashtags and Facebook groups, and Pages you are connected to and how you interact with them across our Products, such as people you communicate with the most or groups you are part of. We also collect contact information if you choose to upload, sync or import it from a device (such as an address book or call log or SMS log history), which we use for things like helping you and others find people you may know and for the other purposes listed below.
- **Your usage.** We collect information about how you use our Products, such as the types of content you view or engage with; the features you use; the actions you take; the people or accounts you interact with; and the time, frequency and duration of your activities. For example, we log when you're using and have last used our Products, and what posts, videos and other content you view on our Products. We also collect information about how you use features like our camera.
- **Information about transactions made on our Products.** If you use our Products for purchases or other financial transactions (such as when you make a purchase in a game or make a donation), we collect information about the purchase or transaction. This includes payment information, such as your credit or debit card number and other card information; other account and authentication information; and billing, shipping and contact details.
- **Things others do and information they provide about you.** We also receive and analyze content, communications and information that other people provide when they use our Products. This can include information about you, such as when others share or comment on a photo of you, send a message to you, or upload, sync or import your contact information.

Device Information

As described below, we collect information from and about the computers, phones, connected TVs and other web-connected devices you use that integrate with our Products, and we combine this information across different devices you use. For example, we use information collected about your use of our Products on your phone to better personalize the content (including ads) or features you see when you use our Products on another device, such as your laptop or tablet, or to measure whether you took an action in response to an ad we showed you on your phone on a different device.

Information we obtain from these devices includes:

- **Device attributes:** information such as the operating system, hardware and software versions, battery level, signal strength, available storage space, browser type, app and file names and types, and plugins.
- **Device operations:** information about operations and behaviors performed on the device, such as whether a window is foregrounded or backgrounded, or mouse movements (which can help distinguish humans from bots).
- **Identifiers:** unique identifiers, device IDs, and other identifiers, such as from games, apps or accounts you use, and Family Device IDs (or other identifiers unique to Meta Company Products associated with the same device or account).
- **Device signals:** Bluetooth signals, and information about nearby Wi-Fi access points, beacons, and cell towers.
- **Data from device settings:** information you allow us to receive through device settings you turn on, such as access to your GPS location, camera or photos.
- **Network and connections:** information such as the name of your mobile operator or ISP, language, time zone, mobile phone number, IP address, connection speed and, in some cases, information about other devices that are nearby or on your network, so we can do things like help you stream a video from your phone to your TV.
- **Cookie data:** data from cookies stored on your device, including cookie IDs and settings. Learn more about how we use cookies in the [Facebook Cookies Policy](#) and [Instagram Cookies Policy](#).

Facebook still tracks you after you deactivate account

Deactivation does nothing for your privacy.

Facebook doesn't securely delete and/or destroy data when it's no longer needed or required for compliance purposes.

Even when your account is deactivated, the social network continues collecting data about your online activities. All that data gets sent back to Facebook and is tied to your account while it's in this state of limbo. It's as if you'd changed nothing.

Facebook says it only removes all of your data if you permanently delete your account. Deactivating isn't as extreme, the company says, and the social network continues collecting your data in case you change your mind and want to return to your profile. Facebook expects deactivated users to return and wants to continue serving them ads relevant to their new interests.

<https://www.cnet.com/news/privacy/facebook-is-still-tracking-you-after-you-deactivate-your-account/>

CHAPTER 14

Regular Backups

Many operating systems have built-in backup capabilities; software and cloud solutions are also available that can automate the backup process. A good practice is to keep one frequently backed up set of data online to protect it against ransomware.



Todd Gardiner, I recognize the psychological value of privacy, but feel that its real world value is exaggerated in Western...



Answered Oct 15, 2012

Originally Answered: Does Facebook keep a copy of their users' data on backup tapes?

But yes, all of the data entered into Facebook is kept on back up; pretty much required since all of that data is visible from each user's Timeline.

In fact, FB data exists on multiple servers which are all active at any given time. FB never needs to go to a "back up" because it is mirrored and sync'd so that a billion users can read their friends posts.

1.6K views

Scott Orth | 23 November 2016

Security Alert: Ransomware attacks via Facebook Messenger using Google Chrome extensions

A new wave of Ransomware targeting Facebook and Google Chrome users is in the public spotlight. Cybercriminals are attacking their victims by sending malicious Scalable...

Although the company is pretty good at backing up the data, they have been subjected to ransomware attacks. Above are some articles attached .

CHAPTER 15

Protection of Devices

How well has Facebook(Meta) Company done with regard to protecting the devices?

<https://www.thinktech.net/2018/12/a-resolution-for-security-facebook-firewall/>

Here is an article I have attached of an interview of an employee of facebook. It states that the firewall makes it pretty safe. It seems that employees do enjoy working in the company as it reliable and secure.

A Resolution for Security: Facebook Firewall

December 6th, 2018 · ThinkTech Computers · Uncategorized



Internet access provided to employees for business purposes is a necessity, but also leaves your company information and the entire network vulnerable to security risks.

Is productivity suffering because of social media?

Productivity severely suffers when employees engage in social activities online such as logging into Facebook several times a day, constantly making personal phone calls, and participating in office gossip. Even seemingly small posts on a social media site about the declining profits of the organization can damage your organization's reputation. You may be surprised how many eyes will see this confidential company information. Don't let any form of social media affect productivity or impact your business. Employers have the right to change or update policies at any time.

Reduce this risk by blocking certain sites.

Many companies block certain sites that are known to be catalysts for computer malware distribution or have been deemed inappropriate for the workplace. Twitter and Facebook make the list of commonly blocked sites by over 50% of U.S. companies. Social networking style sites are more susceptible to cyber-attack. For instance, Facebook was hit with what was deemed the "Koobface virus". This virus sent messages supposedly from your friends, but these messages, once opened, were linked to a virus which could ultimately infect your entire system and expose your private information to the world.

Firewall configurations specific for social media will save resources.

Employees can be restricted from watching videos, playing games, or browsing the internet for non-work related activities directly through your firewall. Take advantage of this powerful tool you may already own, and configure it to safeguard your business.

Outdated firewalls are just like coal in your stocking.

CHAPTER 16

Managing Device

Vulnerabilities

- Regularly update both the operating system and applications that are installed on your computers and other devices to protect them from attack.
- If possible, enable automatic updates. Consider using software tools to scan devices for additional vulnerabilities; remediate vulnerabilities with high likelihood and/or impact.
- Facebook(Meta) Company have a cellphone contract with of the major cellphone carriers: AT&T and T-Mobile.
- Facebook(Meta) Company does a good job of managing device vulnerabilities

THANKS TO FACEBOOK, YOUR CELLPHONE COMPANY IS WATCHING YOU MORE CLOSELY THAN EVER

Legal experts believe Facebook profiling may run afoul of federal law on credit checks.



Sam Biddle

May 20 2019, 11:50 a.m.

AMONG THE MEGA-CORPORATIONS that surveil you, your cellphone carrier has always been one of the keenest monitors, in constant contact with the one small device you keep on you at almost every moment. A confidential Facebook document reviewed by The Intercept shows that the social network courts carriers, along with phone makers — some 100 different companies in 50 countries — by offering the use of even more surveillance data, pulled straight from your smartphone by Facebook itself.

Offered to select Facebook partners, the data includes not just technical information about Facebook members' devices and use of Wi-Fi and cellular networks, but also their past locations, interests, and even their social groups. This data is sourced not just from the company's main iOS and Android apps, but from Instagram and Messenger as well. The data has been used by Facebook partners to assess their standing against competi-

<https://theintercept.com/2019/05/20/facebook-data-phone-carriers-ads-credit-score/>

- Facebook's cellphone partnerships are particularly worrisome because of the extensive surveillance powers already enjoyed by carriers like AT&T and T-Mobile: Just as your internet service provider is capable of watching the data that bounces between your home and the wider world, telecommunications companies have a privileged vantage point from which they can glean a great deal of information about how, when, and where you're using your phone. AT&T, for example, states plainly in its privacy policy that it collects and stores information "about the websites you visit and the mobile applications you use on our networks." Paired with carriers' calling and texting oversight, that accounts for just about everything you'd do on your smartphone.

CHAPTER 17

Training Users

Facebook(Meta) Company regularly train and retrain all users to be sure that they are aware of enterprise cybersecurity policies and procedures and their specific roles and responsibilities as a condition of employment.

<https://hbr.org/2017/11/how-facebooks-annual-hacktober-campaign-promotes-cybersecurity-to-employees>

How Facebook's Annual "Hacktober" Campaign Promotes Cybersecurity to Employees

by Betsy Bevilacqua

November 29, 2017



kenneth andersson for hbr

Summary. The word "cybersecurity" may evoke thoughts of highly sophisticated attacks, but the reality is that most attacks — especially in a corporate environment — involve simpler strategies that depend upon one thing: exploiting human behavior. Facebook runs... [more](#)

Employees should know the people who work on our security teams. And they should understand their role in protecting people on Facebook.

Facebook has grown over the years, which means the process of identifying and communicating with members of the security team can be challenging. We tried to simplify this by creating a security help form on our intranet as well as offering tours of our Global Security Operations Center. We also promote our security work through a massive marketing campaign: We built a dedicated microsite for people to visit and learn about different activities, and promoted it with Hacktober posters, resource cards, and coffee sleeves. We also created an internal Hacktober Facebook group where employees could post questions, provide feedback, collaborate on CTF challenges, or just post their thoughts on current security topics or concerns.

Hacktober is also a great learning opportunity for the security team. The microsite served as a data source for us to find out what people are most interested in, but we're constantly tracking metrics that help us improve our programs — and we try to apply some of the lessons in real time. For example, we suspended this year's phishing campaign in the middle of the month when our data showed a significant drop in people clicking on phishing links and an increase in the number of people reporting the phishing scams to the security team. In essence, we had achieved our goal of changing employee behavior and decided it would be better to allocate resources elsewhere.

Part III

Detect

CHAPTER 18

Test and Update Detection Processes

Facebook(Meta) Company sure can do better in this area, given there are so many possible threats . Develop and test processes and procedures for detecting unauthorized entities and actions on the networks and in the physical environment, including personnel activity. Sta should be aware of their roles and responsibilities for detection and related reporting both within your organization and to external governance and legal authorities.

Encryption at Rest

Encryption at rest protects data by transforming it into an unreadable format when it is saved to storage (e.g., a disk, cloud storage, log files, databases, backups, etc). Even if an unauthorized actor gets access to the encrypted disks or files they will not be able to read the data unless they also have the key to decrypt it. Encryption at rest is one of the three states of data, with the others being "data in use" and "data in transit".

Encryption at rest is enforced when you:

1. Identify where platform data is stored.
2. Enact encryption where platform data is stored.
3. Ensure through policy and audits that there are no exceptions to this approach (i.e., where platform data is saved in unencrypted format).

Data that is not written to storage does not need encryption at rest. You may be able to reduce the complexity of encryption at rest when you:

1. Identify storage destinations (e.g., log files) where Platform Data does not need to be stored.
2. Change your software or processes to remove or anonymize Platform Data from your data stores.

CHAPTER 18. TEST AND UPDATE DETECTION PROCESS

Vulnerability and Security Testing

Testing software for vulnerabilities and security issues helps you find and fix security issues as soon as possible. A couple of approaches to consider are static analysis and penetration testing.

- Static analysis examines your source code for coding errors that could result in security issues. For example, GitHub supports code scanning within its repositories, or you can configure GitHub to use a 3rd party scanning product.
- Penetration testing relies on security experts to test your product using the same techniques as malicious actors to find and prioritize vulnerabilities. Similar to penetration testing, ethical hackers may discover vulnerabilities in your system and disclose them via your Vulnerability Disclosure Program (VDP).

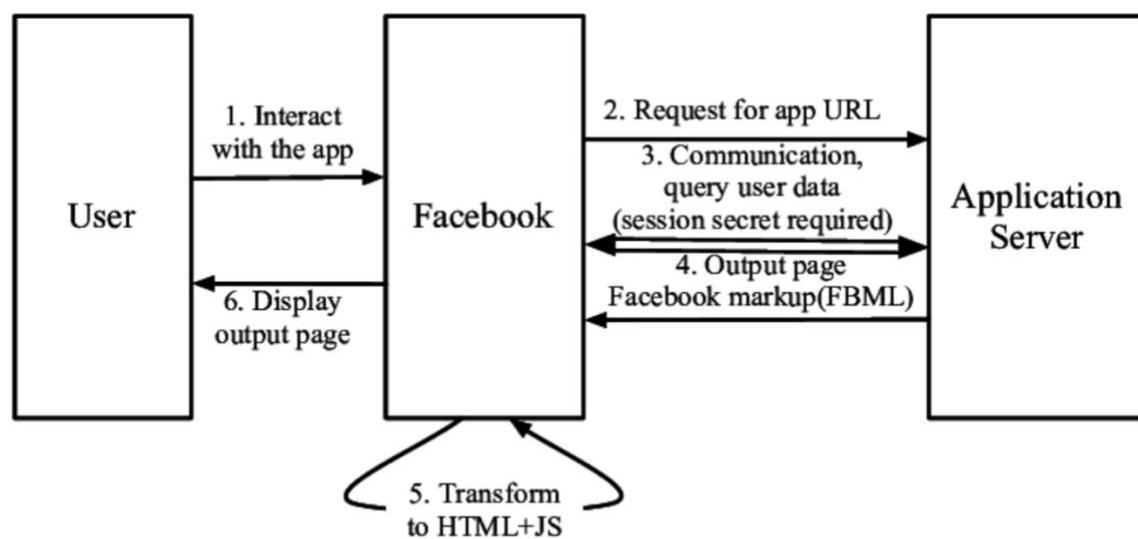
No matter how a vulnerability is discovered, it should be triaged and resolved according to its priority, especially for critical, high, and medium severity vulnerabilities.

ES

<https://developers.facebook.com/docs/development/maintaining-data-access/data-protection-assessment/>

CHAPTER 19

The Expected Data Flows for Facebook(Meta) Company



Data flow in a Facebook application.
https://www.researchgate.net/figure/Data-flow-in-a-Facebook-application_fig1_275055538

CHAPTER 20

Maintain and Monitor Logs

Facebook(Meta) Company is not good maintaining logs.

6 Reasons Meta Is in Trouble

The company formerly known as Facebook has hit major turbulence as it suffered its biggest one-day wipeout ever.

Meta, the company formerly known as Facebook, suffered its biggest one-day wipeout ever on Thursday as its stock plummeted 26 percent and its market value plunged by more than \$230 billion.

Its crash followed [a dismal earnings report](#) on Wednesday, when Mark Zuckerberg, the chief executive, laid out how the company was navigating [a tricky transition](#) from social networking toward the so-called virtual world of the metaverse. On Thursday, a company spokesman reiterated statements from its earnings announcement and declined to comment further.

Here are six reasons that Meta is in a difficult spot.

<https://www.socialpilot.co/facebook-analytics-tools>

Best Facebook Analytics Tools for Your Team in 2021

1. [SocialPilot](#)
2. [Agorapulse](#)
3. [Social Status](#)
4. [Iconosquare](#)
5. [Quintly](#)
6. [Grytics](#)
7. [Social Bakers](#)
8. [Rival IQ](#)
9. [Brand24](#)
10. [Vaizle](#)
11. [Keyhole](#)
12. [Mention](#)

I tried to use these analysis tools but they weren't freely available.

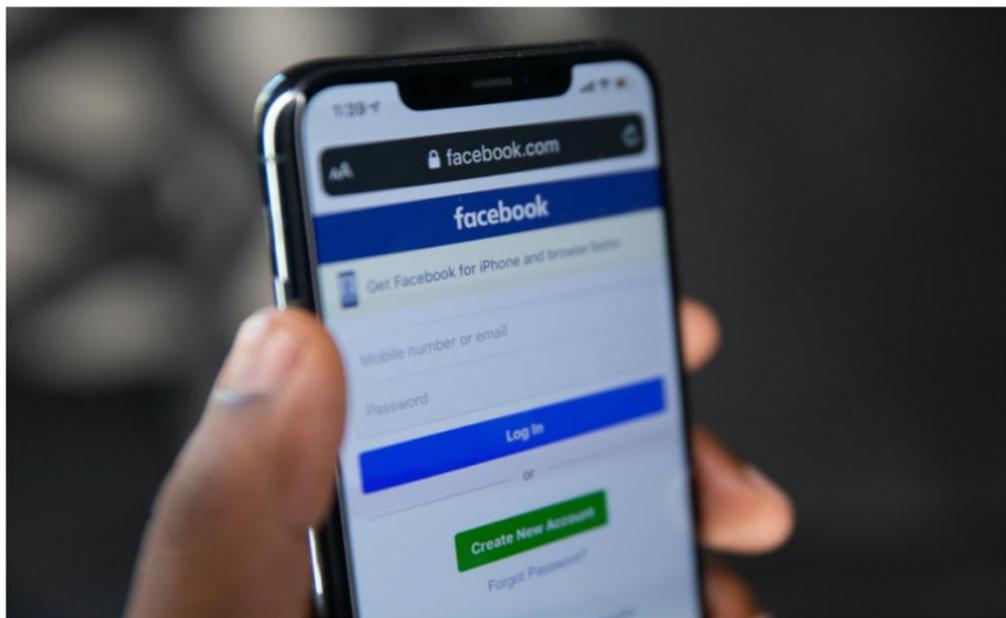
CHAPTER 21

Understand the Impact of Cybersecurity Events

Facebook(Meta) Company understands the impact of cybersecurity events? Not as effective as it should be.

<https://www.securitymagazine.com/articles/94990-facebook-does-not-plan-to-notify-users-affected-by-data-breach>

Facebook does not plan to notify users affected by data breach



April 9, 2021

Facebook does not plan on notifying the half-billion users that were affected by its recent data breach.

KEYWORDS cyber security / data breach / data privacy / information security / risk management

Order Reprints



Last week, Business Insider [reported the data](#) includes personal information of 533 million Facebook users from 106 countries, including more than 32 million records on users in the U.S. 11 million on users in the U.K., and 6 million on users in India. The data also includes phone numbers, Facebook IDs, full names, locations, birthdates, bios and some email addresses.

A Facebook spokesperson said the data had been scraped due to a vulnerability patched in 2019. Insider also attempted to reach the leaker

SECURITY

If a cybersecurity event is detected, your enterprise should work quickly and thoroughly to understand the breadth and depth of the impact. Seek help. Communicating information on the event with appropriate stakeholders will help keep you in good stead in terms of partners, oversight bodies, and others (potentially including investors) and improve policies and processes.

Part IV

Respond

CHAPTER 22

Response Plans are Tested

It's even more important to test response plans to make sure each person knows their responsibilities in executing the plan. The better prepared your organization is, the more effective the response is likely to be. This includes knowing any legal reporting requirements or required information sharing.

Here are the data security terms of facebook or meta company :

Data Security Terms

These Data Security Terms apply when they are expressly incorporated by reference into terms for Facebook Products (any such terms, “**Applicable Product Terms**”), such as the **Facebook Business Tools Terms**, or the **Customer List Custom Audience Terms**. Capitalized terms used but not defined in these Data Security Terms have the meanings given in the Applicable Product Terms. These Data Security Terms describe the minimum security standards that Facebook maintains applicable to the Facebook Products made available under the Applicable Product Terms (“**Applicable Products**”), including the data you send to Facebook using the Applicable Products (“**Covered Data**”).

1. **Organization of Information Security.** Facebook has personnel responsible for oversight of security of the Applicable Products.
2. **Physical and Environmental Security.** Facebook’s security measures will include controls designed to provide reasonable assurance that physical access to Facebook data centers is limited to authorized persons and that environmental controls are established to detect, prevent, and control destruction due to environmental hazards. The controls will include:

- . Logging and auditing of physical access to the data center by employees and contractors;
- a. Camera surveillance systems at the data center;
- b. Systems that monitor and control the temperature and humidity for the computer equipment at the data center;
- c. Power supply and backup generators at the data center;
- d. Procedures for secure deletion and disposal of data, subject to the Applicable Product Terms; and
- e. Protocols requiring ID cards for entry to all Facebook facilities for all personnel working on the Applicable Products.

3. Personnel

- . Training. Facebook will ensure that all personnel with access to Covered Data undergo security training.
- a. Screening and Background Checks. Facebook will have a process for:
 - . verifying the identity of the personnel with access to Covered Data; and
 - i. performing background checks, where legally permissible, on personnel working on or supporting aspects pertaining to the Applicable Products in accordance with Facebook standards.
- b. Personnel Security Breach. Facebook will take disciplinary action in the event of unauthorized access to Covered Data by Facebook personnel, including, where legally permissible, punishments up to and including termination.

4. Security Testing. Facebook will perform regular security and vulnerability testing to assess whether key controls are implemented properly and are effective.

5. Access Control.

- . Password Management. Facebook has established and will maintain procedures for password management for its personnel, designed to ensure passwords are personal to each individual, and inaccessible to unauthorized persons, including at minimum:
 - . password provisioning, including procedures designed to verify the identity of the user prior to a new, replacement, or temporary password;

- i. cryptographically protecting passwords when stored in computer systems or in transit over the network;
 - ii. altering default passwords from vendors;
 - iii. strong passwords relative to their intended use; and
 - iv. education on good password practices.
- a. **Access Management.** Facebook will also control and monitor its personnel's access to its systems using the following:
- . established procedures for changing and revoking access rights and user IDs, without undue delay;
 - i. established procedures for reporting and revoking compromised access credentials (passwords, tokens etc.);
 - ii. maintaining appropriate security logs including where applicable with userid and timestamp;
 - iii. synchronizing clocks with NTP; and
 - iv. Logging the following minimum user access management events:
 - 0. Authorization changes;
 - 1. Failed and successful authentication and access attempts; and
 - 2. Read and write operations.

6. Communications Security

- . **Network Security**
 - . Facebook will employ technology that is consistent with industry standards for network segregation.
 - i. Remote network access to Facebook systems will require encrypted communication via secured protocols and use of multi-factor authentication.
- a. **Protection of Data in Transit**
- . Facebook will enforce use of appropriate protocols designed to protect the confidentiality of data in transit over public networks.

7. Vulnerability Management.

Facebook has instituted and will maintain a vulnerability management program covering the Applicable Products that includes definitions of roles and responsibilities for vulnerability monitoring, vulnerability risk assessment, and patch deployment.

8. Security Incident Management

- . Security Incident Response. Facebook will maintain a security incident response plan for monitoring, detecting, and handling possible security incidents affecting Covered Data. The security incident response plan at least includes definitions of roles and responsibility, communication, and post-mortem reviews, including root cause analysis and remediation plans.
- a. Monitoring. Facebook will monitor for any security breaches and malicious activity affecting Covered Data.

In the event of any express conflict between the Applicable Product Terms and these Data Security Terms, the Applicable Product Terms will govern solely with respect to your use of the Applicable Products and solely to the extent of the conflict. Facebook may update these Data Security Terms from time to time to reflect evolving security standards.

CHAPTER 23

Ensure Response Plans are Updated

I believe that Meta makes many testing ideas but not all are implemented. Testing the plan (and execution during an incident) inevitably will reveal needed improvements.

Software testing at Facebook

Even in 2018, people still talk about “moving fast and breaking things”, the motto that Mark Zuckerberg officially ditched four years ago.

The hacker-celebrating approach gave way to a new mantra — “Move Fast and Build Things”. A few years later, this changed, too, to “Move Fast With Stable Infra”, and later to “Move Fast”. Needless to say, breaking things is no longer on the Facebook to-do list.

Today, the developers at Menlo Park are maintaining a gigantic web platform that exceeds 60 million lines of code. Moreover, Facebook is the third most-

used website of 2018, following Google and Youtube. So what sort of an infrastructure and testing strategy allow Facebook to assure the quality of its software?

Testing, delivery, and QA at Facebook

Much like Google, Facebook shows little strategic interest in hiring teams of dedicated automation engineers or manual testers. At Facebook, it's mostly the developers' job to assure the quality of their code.

The core software delivery at Facebook builds on a "push from master" approach, meaning there's no release branch acting as a safety net. This strategy ensures fast continuous delivery, yet it requires rigorous testing. To make this possible, Facebook relies on an array of automation tests, including the AI-based Sapienz and Infer. Peer reviews and linting are also a must for all new code.

Dogfooding is another process that's integral to software production at Facebook. Developers first push changes to Facebook employees. If there are no regressions at this stage, the changes will ship to 2–3% of production. If there are no issues, the changes ship to 100% of production. There's also Flytrap for user reports, should bugs slip into production.

Code coverage and automation of the Facebook website

Whether code coverage is sufficient at Facebook is really a matter in question. Only in June 2018, Facebook bugs made it to headlines on two separate occasions. On June 7, the company admitted having accidentally changed sharing settings to "public" for 14 million users. On June 22, about 3% of app beta-testers (i.e. end users) received an automatic email containing sensitive business information from Facebook.

Still, blunders are inevitable given how huge and fast-paced Facebook is. There's also quite a bit of legacy architecture (and technical debt) that Facebook has inherited from its move-fast-and-break-things years. Here's how the social media giant deals with all of this:

- **Watir** and **WebDriver** handle a large part of the browser automation efforts at Facebook. This covers the regression testing of routine user journeys, including the privacy-related stuff. As mentioned by Facebook's Steve Grimm in 2011, Facebook had tons of tests focusing on what data should be visible to users.

- Facebook utilizes its own framework **Jest** for unit- and integration testing of JavaScript code, including React. According to the Github page of [Jest, the framework handles all JavaScript code at Facebook.](#)
- For the mostly-PHP-based core, Facebook maintains thousands of unit and integration tests written in **PHPUnit** framework. There are automation tools that run these tests on schedule and collect test run data. Besides, developers use these tests to catch bugs introduced with new code.
- There are other test frameworks that Facebook maintains for its many services and products. Namely, there's an internal C++ framework for non-user-facing projects. For the open-source projects, developers mostly utilize open-source testing solutions like **JUnit** or Jest.
- According to [Jackson Gabbard](#) (Engineer at Facebook London), the company puts a heavy focus on automated metrics collection and analysis. The internally-developed framework shows Facebookers what parts of the application their new code will impact.
- In the past few years, Facebook has been stepping up its automation game with AI-based testing tools **Sapienz** and **Infer**. There's also **BrowserLab** for client-side performance testing and **the Mobile Device Lab** for running automated tests on real devices. We'll cover these and other solutions in the next section.

Automation testing tools built by Facebook

The 2018's state of QA at Facebook is, basically, Facebook testing its software with its own tools. Or, at least, the company is moving in that direction. Here's a short list of the software testing tools that Facebook has built (or bought) in the past few years:

- **Sapienz.** First released in 2017, Sapienz is a search-based dynamic code analyzer for Android. The tool applies metaheuristic search techniques to programmatically interact with the UI, create models of the system under tests, and generate test sequences. Whereas most dynamic analyzers have to comb through ~15,000 actions to find a crashing bug, [Sapienz only needs 150–200 interactions.](#)
- **Infer.** A static code analyzer, Infer scans through code without running it. It detects bugs like memory leaks and null points exceptions in iOS and Android. Facebook bought the technology in 2013 and open-sourced it in 2015. Today, Infer is integral to the testing of Facebook, Instagram, WhatsApp, Messenger, as well as Spotify and Uber. Mozilla, Sky, and

Marks & Spencer are among other well-known brands using working with this tool.

- **BrowserLab.** As Facebook (and most of the Internet) moved more logic to the client side, there emerged a need for granular monitoring of browser rendering speeds. This is exactly what BrowserLab does. Launched in 2016, this tool detects performance regressions, even if the delay is as minute as 20 milliseconds.
- **Facebook Mobile Device Lab.** Located at the Prineville data center, the Mobile Device Lab powers the automated testing of mobile and web applications on real mobile devices. In a nutshell, the Lab is a center with mobile device racks and a sophisticated infrastructure for running tests on these devices.
- **Jest.** Marketed as a framework for delightful JavaScript testing, Jest initially targeted React applications. That said, it is perfectly suitable for any JavaScript code.
- **WebDriver.** Just like Google, the Facebook engineering team are among the active contributors to the [W3C WebDriver standard](#).

Manual testing at Facebook

Based on the comment from Jackson Gabbard (linked above), Facebook took huge steps towards automated software testing in 2013. Still, you can't really automate everything. Things like exploratory testing and ad hoc testing are manual in all companies. Facebook is no exception to this rule.

Meta to test new tools to give brands control over ad placement on its platforms later this year

Aisha Malik @aiishamalik1 / 1:30 PM CDT • March 17, 2022

 Comment

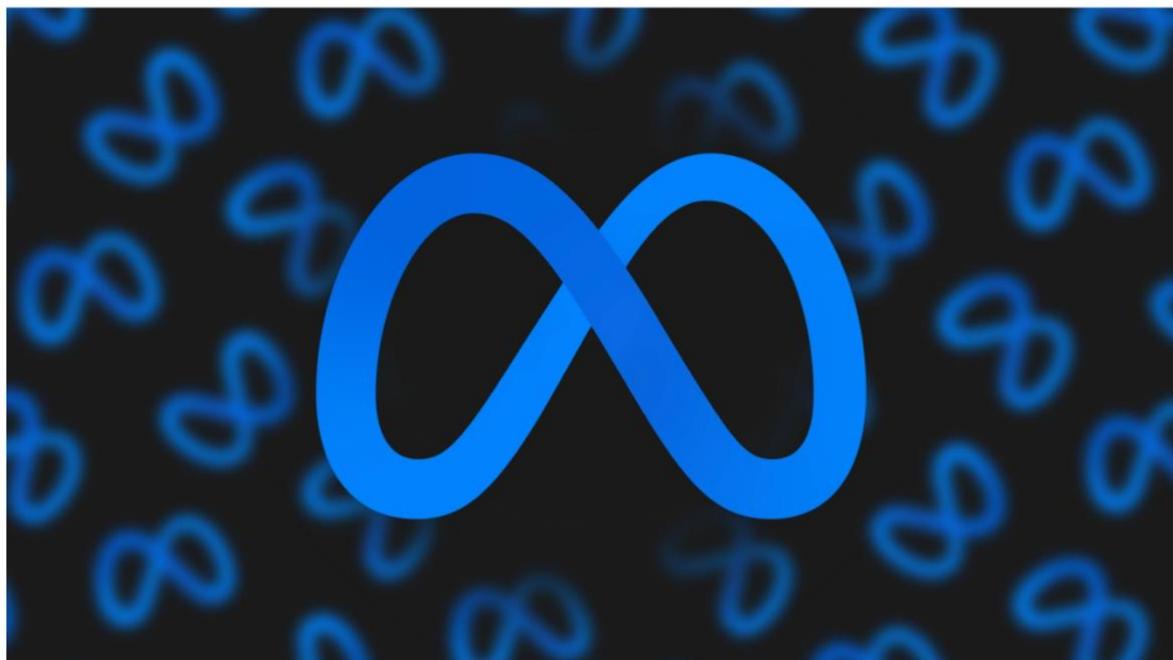


 Image Credits: Bryce Durbin / TechCrunch

Meta, formerly known as Facebook, says it will begin testing new content tools designed to give advertisers control over where their ads are shown on Facebook and Instagram feeds, the company [announced](#) on Thursday. The tools will allow companies to prevent their ads from being placed next to unsuitable content, such as posts about politics, tragedy or violence.

Upcoming testing plans of Facebook.

<https://techcrunch.com/2022/03/17/meta-test-tools-brands-control-over-ad-placement-platform/>

CHAPTER 24

Coordinate with Stakeholders

It's important to make sure that your enterprise's response plans and up-dates include all key stakeholders and external service providers. They can contribute to improvements in planning and execution.

Top Facebook (Meta) Shareholders

By [NATHAN REIFF](#). Updated February 04, 2022

Meta Inc. ([FB](#)) is the holding company that owns Facebook, the largest social networking site in the world with 2.8 billion monthly active users ([MAUs](#)) as of year-end 2020. ^[1] The Facebook website and app enable people to connect with family and friends, and to share their opinions, ideas, images, and videos. [Meta](#) also owns and operates the popular photo-sharing app Instagram as well as messaging apps Messenger and WhatsApp. Additionally, the company provides virtual-reality hardware, software, and a developer ecosystem through its Reality Labs business. ^[2]

Important: On Oct. 28, 2021, Facebook Inc. [changed its name to Meta Inc.](#) It plans to change its ticker from FB to META in early 2022. ^[3]

Meta was founded in 2004 by Mark Zuckerberg and three classmates at Harvard University at the time. It went public in 2012 and has become one of the world's largest companies with a market capitalization of \$964.6 billion as of Oct. 1, 2021. ^[4] ^[5] For the trailing 12-month (TTM) period ended Oct. 1, 2021, Meta earned \$39.0 billion in net income and \$104.8 billion in revenue. ^[5]

The top individual insider shareholders of Meta are Michael Schroepfer, David Fischer, and David Wehner, and the top institutional shareholders are Mark Zuckerberg, Vanguard Group Inc., and BlackRock Inc.

Top 3 Individual Insider Shareholders

The shares owned by individual insider shareholders are those that are held through direct ownership. Shares mentioned in this section do not include shares held indirectly nor shares accessible through stock options. Company insiders must file an SEC Form 4 every time they buy or sell an amount of the company's stock that is deemed to be material.

Michael Schroepfer

Michael Schroepfer owns a total of 630,612 Meta shares, representing 0.02% of the company's total shares outstanding.⁶ Schroepfer is Meta's chief technology officer, leading Meta's technological development teams across areas including artificial intelligence and virtual reality. He joined Meta in 2008. Prior to Meta, Schroepfer held an executive position in engineering with Mozilla Corp. as well as positions at Sun Microsystems and CenterRun Inc. In September 2021, Schroepfer announced he would step down from the CTO position in 2022 to become a senior fellow at the company.⁷⁸

David Fischer

David Fischer owns a total of 37,089 Meta shares, representing less than 0.01% of the company's total shares outstanding.⁶ Fischer is chief revenue officer of Meta, overseeing the company's advertising business and managing the Sales and Marketing teams worldwide. He joined Meta in 2010, having previously been vice president of Global Online Sales and Operations at Google ([GOOG](#)). He is known for having built and directed Google's online sales channel. Fischer was also deputy chief of staff of the U.S. Treasury Department. He is a board member of Alterra Mountain Co. and chair of the Ad Council.⁹

David Wehner

David Wehner owns a total of 26,948 shares of Meta, representing less than 0.01% of the company's total shares outstanding.⁶ Since 2014, Wehner has been chief financial officer of Meta, responsible for leading the finance, facilities, and information technology teams. Wehner previously was Meta's vice president of Corporate Finance and Business Planning as well as chief financial officer at Zynga Inc. ([ZNGA](#)).¹⁰

Top 3 Institutional Shareholders

Institutional investors hold about 65.6% of Meta's total shares outstanding.¹¹ Institutional investors -- institutional investment managers with at least \$100 million in assets under management ([AUM](#)) -- must file an [SEC Form 13F](#) every quarter to disclose their equity holdings. Individual investors may be considered institutional investors if they acquire 5% or more of a company's shares, thus requiring them to file either a [Schedule 13D](#) or [Schedule 13G](#) form. According to Whale Wisdom, more than 3600 13F filers held Meta stock as of the end of Q3 2021.

Mark Zuckerberg

Zuckerberg is Meta's largest shareholder by far. As mentioned, he co-founded Meta, then called Facebook, and has been the company's longtime chair and chief executive officer (CEO).¹³ At the age of 37, Zuckerberg has a net worth of \$84.8 billion.¹⁴ He currently holds approximately 398.2 million shares of Meta, which constitutes 16.8% of all outstanding shares, according to a 13G filing for the period ending Dec. 31, 2020.¹²

Vanguard Group Inc.

Vanguard holds approximately 182.9 million shares of Meta, representing 7.7% of total shares outstanding, according to a 13F filing for the period ending Sept. 30, 2021.¹² Vanguard is one of the world's largest investment management companies with about 417 traditional funds and exchange-traded funds (ETFs). Vanguard is primarily a mutual fund and ETF management company and has about \$8.0 trillion in global assets under management (AUM).¹⁵ The Vanguard Communication Services ETF (VOX), with \$3.9 billion in assets under management, is one of many Vanguard funds holding Meta shares. Meta is the largest holding in this fund's portfolio, at about 17.3% of total invested assets.¹⁶

BlackRock Inc.

BlackRock holds about 155.9 million shares of Meta, representing 6.6% of total shares outstanding, according to a 13F filing for the period ended Sept. 30, 2021.¹² BlackRock is one of the world's leading asset and investment management firms with approximately \$8.7 trillion in AUM as of Dec. 31, 2020.¹⁷ The company offers a wide range of mutual funds, iShares ETFs, and closed-end funds.¹⁸ The iShares Core S&P 500 ETF (IVV) is among one of BlackRock's largest ETFs with approximately \$320.4 billion in AUM. Meta is the seventh-largest holding of this fund, at about 2.0% of invested assets.

Part V

Recover

CHAPTER 25

Communicate with Stakeholders

Part of recovery depends upon effective communication. Your recovery plans need to carefully account for what, how, and when information will be shared with various stakeholders so that all interested parties receive the information they need but no inappropriate information is shared.

Stakeholders of Facebook (Facebook Stakeholder Analysis)

By: M Rahman | Tags:

[Stakeholders of Facebook \(Facebook Stakeholder Analysis\)](#)

This article aims to identify and analyse some of the key stakeholders of Facebook. Facebook is a global social networking service, headquartered in California, the USA. It has offices in over 80 cities around the world. It has made unprecedented progress in a very short time.

[Internal stakeholders of Facebook](#)

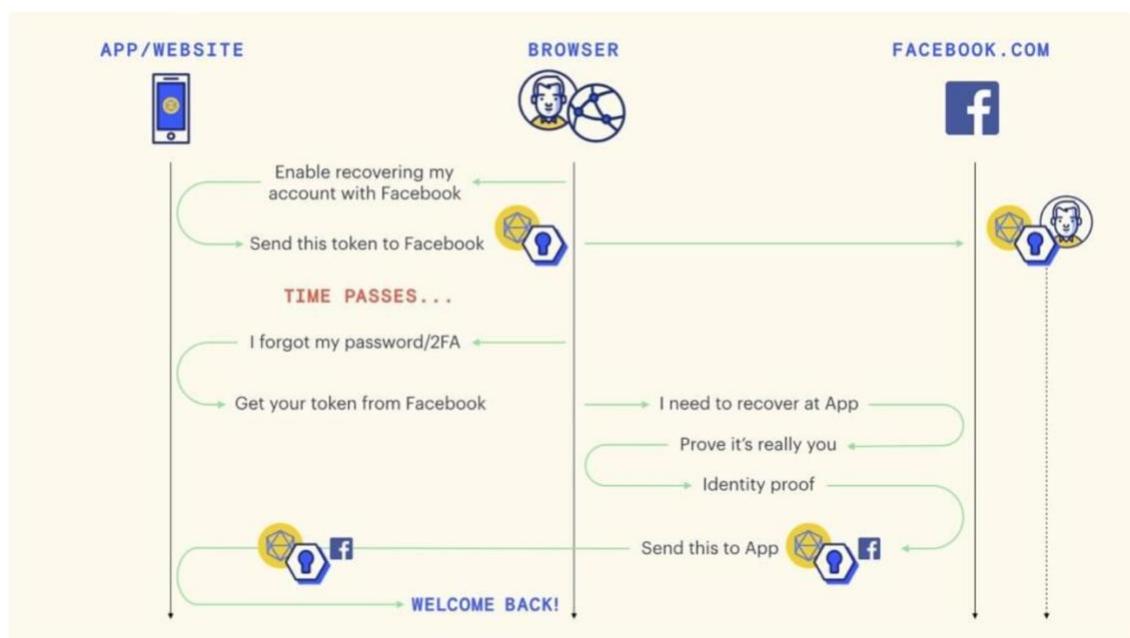
The Management Team, Board of Directors, employees, and shareholders are the main internal stakeholders of Facebook. Mark Zuckerberg is its founder, chairman and chief executive officer, hence the most important and most powerful stakeholder. His active participation and bold leadership have been a key to the success of the company. Rodriguez (2020) states that Zuckerberg was never worried to go against the wishes of the users, or the executives as reflected in a number of successful acquisition bids (e.g. Instagram, WhatsApp, and Oculus) made by the company under his leadership.

External stakeholders of Facebook

Users, competitors, suppliers, and governments are some of the key external stakeholders of Facebook. According to Tankovska (2021) Facebook has around 2.8 billion monthly active users. Certainly, users are very important, and therefore, making and keeping them satisfied is extremely important for the company.

Facebook is very committed to its suppliers and spent around \$515 million with them in 2019 alone. It has recently introduced a supplier diversity program to increase opportunities for those suppliers who operate from outside of the United States (Facebook, 2021).

Facebook offers account recovery service that's more secure than email



Facebook's new [Delegated Account Recovery service](#), announced Tuesday at the company's annual F8 developer's conference in San Jose, CA, provides a new way to re-gain access to online accounts that may be safer than using an email address.

Almost everyone has forgotten a password at some point, and they usually have to enter their recovery email address to have a password change link sent to their inbox, or answer security questions they set up in the past. However, Facebook thinks that it can provide a better experience, and up the security in the process.

CHAPTER 26

Updating Recovery Plans

As with response plans, testing execution will improve employee and partner awareness and highlight areas for improvement. Be sure to update recovery plans with lessons learned.

The rise of AI and machine learning in Facebook's operations also forced the company to change the way it housed its **GPU resources**. Facebook had compute servers with CPUs for training and inference in almost every datacenter region, a move to compensate should the largest region go down for whatever reason. However, the authors noted that the need for similar redundancy for **GPU resources for training** was at first underestimated. Computer vision applications were the first workloads that used GPUs for training, and the data for used to train the models was replicated globally. "When GPUs were new to Facebook Infrastructure, rolling them out in a single region seemed to be a smart option for manageability until the designs matured and we could build internal expertise on their service and maintenance requirements," they wrote. "These two factors led to the decision to physically isolate all production GPUs to one datacenter region." However, new demands on the GPUs changed that thinking. "Due to the increased adoption of Deep Learning across multiple products, including ranking, recommendation, and content understanding, locality between the GPU compute and big data increased in importance," the authors wrote. "And complicating that need for compute-data colocation was a strategic pivot toward a mega-region approach for storage. The notion of a mega-region means that a small number of data center regions will house the bulk of Facebook's data. Incidentally, the region housing the entire GPU fleet did not reside in the storage mega-region." Given all that – and beyond the importance of locating compute resources together with the data, Facebook says that "it quickly became important to consider what might happen if we were to ever lose the region housing the GPUs entirely. And the outcome of that consideration drove the need to diversify the physical locations of the GPUs used for ML training."

MACHINE LEARNING DRIVES CHANGING DISASTER RECOVERY AT FACEBOOK

January 10, 2018 Jeffrey Burt



Hyperscalers have billions of users who get access to their services for free, but the funny thing is that these users act like they are paying for it and expect for these services to be always available, no excuses.

Organizations and consumers also rely on Facebook, **Google**, Microsoft, **Amazon**, Alibaba, **Baidu**, and Tencent for services that they pay for, too, and they reasonably expect that their data will always be immediately accessible and secure, the services always available, their search returns always popping up milliseconds after their queries are entered, and the recommendations that come to them personalized for them. These hyperscalers have built networks of massive datacenters, spanning the globe, to ensure the data and services are close to their customers and that latency doesn't become a problem.

CHAPTER 27

Public Relations and Company Reputation

It is not a secret that Facebook(Meta) Company has been the most popular for a long time. Facebook Ad Agencies does their publicity.

One of the key aspects of recovery is managing the enterprise's reputation. When developing a recovery plan, consider how you will manage public relations so that your information sharing is accurate, complete, and timely { and not reactionary.

Top 26 Facebook Ad Agencies in the World for 2022



by Noah Landsberg Last Updated: February 19th, 2022 1 min read Influencer Marketing

In many ways, Facebook has the most sophisticated social media advertising network. It is also an essential part of many firms' social media strategies, as it can be next-to-impossible to gain organic reach on Facebook if you're a business. Facebook ads can be quite complicated, however, particularly if you want to go into highly detailed targeting. Many firms find it easier to have professional assistance when they choose to advertise on the platform, turning to one of the Facebook ad agencies.

Just as some firms prefer to pay an agency to deliver influencer marketing results, others are happy to leave all their Facebook ads worries to a specialist Facebook ad agency. Some of these agencies have a narrow focus, concentrating solely on social media marketing. Others consider themselves more general and add social media advertising (on Facebook and elsewhere) to a comprehensive roster of advertised activities.

26 Top Facebook Ad Agencies for 2022:

<https://influencermarketinghub.com/facebook-ad-agencies/>

Part VI

Confidentiality, Integrity, and Availability

CHAPTER 28

Confidentiality

Home → Policies → Facebook Community Standards

Privacy Violations

[Policy details](#) [User experiences](#)

Policy details

CHANGE LOG

Today Current version	Feb 25, 2022
	Nov 25, 2021
	Oct 1, 2021
	Nov 19, 2020
Show older	

Policy Rationale

Privacy and the protection of personal information are fundamentally important values for Facebook. We work hard to safeguard your personal identity and information and we do not allow people to post personal or confidential information about yourself or of others.

We remove content that shares, offers or solicits personally identifiable information or other private information that could lead to physical or financial harm, including financial, residential, and medical information, as well as private information obtained from illegal sources. We also recognize that private information may become publicly available through news coverage, court filings, press releases, or other sources. When that happens, we may allow the information to be posted.

We also provide people ways to report imagery that they believe to be in violation of their privacy rights.

<https://transparency.fb.com/policies/community-standards/privacy-violations-image-privacy-rights/>

Here are some articles I found on the attacks on Facebook

Facebook faces mass legal action over data leak

© 16 April 2021



| Facebook users are being urged to take part in legal action against the company

Facebook users whose data was compromised by a massive data leak are being urged to take legal action against the tech giant.

About 530 million people had some personal information leaked, including, in some cases, phone numbers.

<https://www.bbc.com/news/technology-56772772>

Facebook users whose data was compromised by a massive data leak are being urged to take legal action against the tech giant.

About 530 million people had some personal information leaked, including, in some cases, phone numbers.

A digital privacy group is preparing to take a case to the Irish courts on behalf of EU citizens affected.

Facebook denies wrongdoing, saying the data was "scraped" from publicly available information on the site.

CHAPTER 29

Integrity

The company claims that Facebook was built on the principle of real identity and we want this same authenticity to extend to Pages. We undoubtedly expect that this will be a positive change for anyone using Facebook, and we look forward to helping even more people share and connect with the friends and brands they care about.

Improvements To Our Site Integrity Systems

 Facebook Security

A Like that doesn't come from someone truly interested in connecting with a Page benefits no one. Real identity, for both users and brands on Facebook, is important to not only Facebook's mission of helping the world share, but also the need for people and customers to authentically connect to the Pages they care about. When a Page and fan connect on Facebook, we want to ensure that connection involves a real person interested in hearing from a specific Page and engaging with that brand's content. As such, we have recently increased our automated efforts to remove Likes on Pages that may have been gained by means that violate our Terms.

On average, less than 1% of Likes on any given Page will be removed, providing they and their affiliates have been abiding by our terms. These newly improved automated efforts will remove those Likes gained by malware, compromised accounts, deceived users, or purchased bulk Likes. While we have always had dedicated protections against each of these threats on Facebook, these improved systems have been specifically configured to identify and take action against suspicious Likes.

To be clear, we do not and have never permitted the purchase or sale of Facebook Likes as we only want people connecting to the Pages and brands with whom they have chosen to connect. Beyond the need to maintain authentic relationships on Facebook, these third-party vendors often attempt to use malware or other forms of deception to generate fraudulent Likes, which is harmful to all users and the internet as a whole.

These improvements to our site integrity systems benefit both users and brands alike. Users will continue to connect to the Pages and Profiles they authentically want to subscribe to, and Pages will have a more accurate measurement of fan count and demographics. This improvement will allow Pages to produce ever more relevant and interesting content, and brands will see an increase in the true engagement around their content.

To help protect yourself in the future, please be aware of suspicious links and visit www.facebook.com/hacked if you have any reason to believe that your account may be compromised. We also highly recommend that Page owners vet any business that offers marketing services to build your Facebook presence, to make sure that these companies are using only legitimate practices, which do not violate the Facebook Terms.

CHAPTER 30

Availability

Facebook outage: what went wrong and why did it take so long to fix after social platform went down?

Billions of users were unable to access Facebook, Instagram and WhatsApp for hours while the social media giant scrambled to restore services



► Facebook, Instagram and WhatsApp all went down, and reappeared online after a six-hour global outage. Photograph: Anadolu Agency/Getty Images

Facebook and its other platforms, including [Instagram](#), WhatsApp and Messenger, went down globally for close to six hours on Monday and Tuesday, depending on your time zone. As services are being restored, questions are being asked about what caused the outage, and why it took so long to fix.

Facebook(Meta) Company has suffered power outages at times.

Why did it take so long to fix?

Facebook's own internal systems are run from the same place so it was hard for employees to diagnose and resolve the problem.

As the Guardian's UK technology editor, Alex Hern, put it on Twitter, "Facebook runs EVERYTHING through Facebook", so the usual way you would fix a problem like this was also not working.

Facebook staff were reportedly unable to access their own communications platform, Workplace, and were unable to access their office due to the security pass system being caught up in the outage.

Facebook indicated the duration and severity of the outage meant the systems were being brought back to full capacity slowly.

How did they eventually fix it?

Facebook so far has not gone into much detail about what went wrong and how it was fixed, but there were multiple reports the social media giant sent a technical team out to its servers in California to manually reset the servers where the problem originated.

Can this sort of outage be avoided in future?

This one is fairly uncommon but not something that can be completely avoided. However, the Facebook outage, along with others including the Cloudflare outage in 2020, and [the Fastly one in June](#), show the problems with having a single point of failure for a vast number of online services people rely on.

People rely on Facebook not only to connect with friends and family, but businesses use it to log into other services including online sales websites. In some countries, it is the dominant means of communication through services like WhatsApp. That an outage can have such a profound impact on billions of people for several hours will give some pause for thought.

Here are the articles I found regarding the services of Meta or facebook company.

<https://www.theguardian.com/technology/2021/oct/05/facebook-outage-what-went-wrong-and-why-did-it-take-so-long-to-fix>

Part VII

Final Grades

CHAPTER 31

Final Grades

Given that you have reviewed all the material contained in this report, what grade would you give Facebook(Meta) Company for their cybersecurity status. Grades can be:

1. Excellent { I can't think of anything that they can improve upon.
2. Good { They cover most things reasonably well and have weathered cyberattacks well.
3. Fair { They cover some things reasonably well but have some gaping holes in their cybersecurity.
4. Poor { Facebook(Meta) Company is ripe for the plucking and is a disaster waiting to happen.

I would give a “Fair” grade for Facebook(Meta) Company for their cybersecurity status.

They cover some things reasonably well but have some gaping holes in their cybersecurity.

31.1 Recommendations

1. DATA MISINFORMATION : To control the content that users post on Facebook platforms especially over fake news
2. MAKE SURE THIRD PARTIES ARE AS SAFE/SECURE: Any granted access to any of systems and ensure that they are following similar practices as Meta.
3. BACK EVERYTHING UP : Facebook might be not doing a great job when it comes to maintenance.
4. DO NOT STORE DELETED DATA: A user is never sure if his data will be deleted from the server even when he deletes his account
5. CONDUCT A SECURITY RISK ASSESSMENT: Understand the most critical threats to Facebook, like system failures, natural disasters as well as malicious human actions and determine the impact they may have on your company.

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