

EXHIBIT 108

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

From: Allison Hendrix <notification+mhu1v5wm@facebookmail.com>
Sent: Tuesday, March 04, 2014 10:03 AM
To: Platform Feedback
Subject: Re: [Platform Feedback] How do we think about prefill policies (section...

Allison Hendrix commented on Sriram Krishnan's post in Platform Feedback.



Allison Hendrix

10:03am Mar 4

We strive to have parity with our policies, but there are times where we make decisions like these that will help our products gain distribution. I wasn't personally involved in the decision to pre-fill Messenger, but this is my best guess behind why we do this.

We have allowed some third parties to pre-fill in the past, but for the most part we prohibit doing so in order to preserve the quality of certain channels (ex: we allowed apps in App Center to pre-fill user-generated photos w/ the URL to the app).

The main goal behind the pre-fill policy is to prevent apps from taking over a person's voice. Apps like FarmVille or promotions from advertiser's would have "Come join my farm!" or "I just entered for a chance to win, you should too!" It was less about the URL being inserted, and more about encouraging unique content to be created by people when they chose to share. That said, we still prohibit URL inserting and I think we should continue to do that despite the fact that we may elect to do so ourselves (such as here with Messenger, and with the recent Lookback Video).

Comment History



Kevin Lacker

9:58am Mar 4

Well, as a product Messenger is willing to sacrifice some trust and experience for growth. We aren't letting platform developers make the same tradeoff because we don't value their trust-vs-growth tradeoff the same way. I think it will just be inevitable that what our own apps do will not be on the same playing field as platform apps unless we have some way to consider ourselves to benefit from unpaid growth for platform apps.



Sriram Krishnan

9:53am Mar 4

And here's the Paper prefills for a new message



Sriram Krishnan

9:51am Mar 4

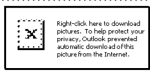
Kevin that seems a little...unfair especially when our stance on some of these policies is that they're about ensuring trust and a great experience. My mental model on how platform is a level playing field could be way off though.



Sriram Krishnan

9:48am Mar 4

Eddie the Invite button prefills text.



Eddie O'Neil

9:44am Mar 4

Sriram: I'm not familiar with the Messenger flow that does this. Attach screenshots?

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Original Post

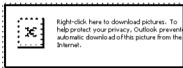


Sriram Krishnan

9:40am Mar 4

How do we think about prefill policies (section IV.2 from <https://developers.facebook.com/policy/>) when it comes to our own apps. For example, Messenger and Paper both now add a download link at the end of messages.

It seems a bit odd that we block other developers from doing things on our platform that we're ok with doing ourselves. Do we consider ourselves exempted?



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