

EXHIBIT 138

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

From: Matt Scutari </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=MATTSCUTARI4E5>
Sent: Wednesday, December 11, 2013 10:25 AM
To: Rob Sherman
Subject: Re: Weekly Privacy Update (Week of 12/9/13)

It looks like your updates are in the current version, but let me know if it's missing anything.

Matt Scutari
Manager, Privacy and Public Policy | Facebook
650-804-4344
mattscutari@fb.com

From: Rob Sherman <robsherman@fb.com>
Date: Wednesday, December 11, 2013 at 5:04 AM
To: Matt Scutari <mattscutari@fb.com>
Subject: Re: Weekly Privacy Update (Week of 12/9/13)

Did the version I uploaded to box not stick?

On Dec 11, 2013, at 1:54 AM, "Matt Scutari" <mattscutari@fb.com> wrote:

Hi everyone,

See below for this week's privacy update. The full launch calendar is available at <https://facebook.box.com/s/c80qo0x637xkpyyisszm>.

As always, please let me know if you have any questions in anticipation of this week's privacy download. Thanks!

Matt

Product	Launch	Description	Owner	Documents
Android Permissions	Ongoing	We've been working to understand privacy risks associated with several Android permissions that will go out in the next release, including permissions associated with reading call logs and SMS. Simultaneously, we're working to mitigate policy risks associated with a proposed help center FAQ designed to list and provide an example of each permission. We reached tentative agreement on an FAQ with a general explanation of Android permissions and a single, high-level example that links to the Google Play Store's list of FB's app permissions and points people to their	Matt	

		phone's app manager, but there is still pressure to include more examples of sensitive permissions. We've now tentatively settled on an FAQ that provides additional, non-exhaustive examples of 5 of the most sensitive permissions. Simultaneously, we are seeing complaints among our beta testers regarding the new permissions, in particular the read_SMS permission, and are working to develop reactive messaging and figure out ways to minimize such complaints going forward.		
PYMK Friends List Visibility	Ongoing	A researcher flagged and publicized that creating a new FB account and sending a single friend request will reveal the recipient's friends via PYMK suggestions regardless of friends list visibility. This is an intended behavior designed to maximize the relevance of PYMK suggestions for new users. We are working with Growth on a short-term fix, which will likely consist of requiring at least one side of a friendship to be visible when returning PYMK suggestions to a user with only one connection. We are also discussing whether a better long-term approach would be to honor friends list visibility for PYMK suggestions, and will be meeting with the growth team to discuss long-term options for testing.	Matt	
Privacy Shortcuts Icon Removal (FB4A & iOS)	Ongoing	In response to reports of user confusion regarding the new padlock button for privacy shortcuts added next to user names in Android (users think their account is being locked down), Product has relocated the shortcut icon to the bottom of the Bookmark/More menu in Android/iOS (where the Privacy Settings menu item used to reside). The icon was apparently causing significant user confusion in Android, although the raw numbers are unlikely to be helpful from a policy/PR standpoint given the low overall number of reports. Policy has pushed for a longer-term solution that does not bury Privacy Shortcuts in mobile, and Product has tentatively agreed to add Privacy Shortcuts to a new "drawer" next to users' names (for release in February/March). Despite potentially problematic juxtaposition with	Matt	

		mobile SSD, mobile SSD will proceed as planned.		
Advanced Feed Reporting Options	Ongoing	Report/Mark as Spam is no longer available as a top-level option in the News Feed story contextual menu flow, but has been moved to a menu that appears later in the flow under "I don't want to see this." It does not appear that this change ever went through the Privacy XFN process. Apparently, Product has determined that this new flow is less confusing for users and actually significantly improves our reporting metrics. We're waiting on precise numbers from the PM to evaluate whether we can use this internal data to defend the change if questioned by regulators.	Matt	http://fburl.com/15198907
Follow Redesign to 100% Global	Week of 12/9/13	This update introduces a "follow" button to allow users to more easily unfollow friends without unfriending them, and standardizes related language across the site.	Matt	https://docs.fb.com/writer/ropen.do?rid=osbgeb4e7c4549df844bfba849d2cf168b811
mTouch Audience Alignment Test	12/11/13	Interstitial Privacy Checkup offers people posting to Public a chance to pick a different audience (en_US + en_GB). Legal to organize a broader discussion around Legal/Policy/PR risks associated with these Trust initiatives.	Matt	

		Directed sharing is a simpler way to share photos or videos with a few selected people on Instagram (whereas currently, you can only share photos with your entire follower set). Directed shares have a separate 'upload' or 'production' flow from regular Instagram content – so these feel like picture messages. People can create photos within the app, or upload from camera roll, just as they do today. People select the other IG users they want to share with (max of 15) and share. When people receive directed shares, they will get them in a separate new inbox. Note that direct shares from people you DON'T follow on IG will go into a 'Requests Queue', but ANYONE can send anyone else a share. While this is an important feature for Instagram, because of the message-like quality of this feature, we will see increased amounts of grooming, sexting, and related press. UO is actively planning for support for this now, and security is involved to help prevent instances of material safety risks. Please note we've also created a cheat sheet for internal teams to address potential concerns around commercial messaging, see link in master messaging doc. Emailed full public policy team with collateral on Mon 12/9.	Nicky	https://docs.fb.com/writer/ropen.do?rid=osbge5230f8f8c0694f6b99695dd95ae46172
Mobile SSD Rollout (iOS)	12/13/13	Mobile SSD for iOS.	Matt	
Onavo TOS and PP Update	12/18/13 (tentative)	Announcement of updated Onavo Terms of Service and Privacy Policy. These documents will apply only to new Onavo users; existing users will continue to be subject to Onavo's existing terms and privacy policy.	Matt	To be added closer to launch.
Mobile SSD Rollout (Android)	December	Mobile SSD for Android.	Matt	
Wifi insights	December	The wifi insights team is working with Cisco and other manufacturers to collect insights about users whose mobile devices are detected by in-store wifi. We're working with the team on specific data protections, but the plan is to measure only opted-in users, process data dynamically so that we don't store user-identifiable information in connection with a particular business or visit, and provide opt-out functionality from both Facebook and Cisco data processing.	Rob / Maritza	

SSD for Inactive Users	December (tentative)	Working with the XFN team to evaluate how to handle users that don't come back to FB regularly. Blake and team are still working through options, but it looks like less active users will get a few more months (to hopefully visit FB and receive the SSD notice). After that, we likely will deactivate their account until they return to FB and receive the notice. This is on hold pending resolution to a number of issues related to mobile SSD.	Matt	
Neighborhood Groups Test	December (tentative)	User's city will be used to show users a map from which they can select their neighborhood. The info used to determine what map to display will not be saved, and teens will be gated from the recruiting flow (but others can ask them to join).	Matt	To be added closer to launch.
Onavo app lookalike targeting	December	Proposed test with a few advertisers, where Onavo would pass ad identifiers for devices that have an advertiser's app installed to Facebook. Facebook would create a lookalike audience that would allow targeting of people who are demographically similar to those who have the app installed. IDs for users who actually have the app installed won't be used for direct targeting and won't be retained by FB.	Rob	
Custom gender	December	We'll begin offering the opportunity for users who identify as something other than "male" or "female" to supply a custom gender. When they do so, these users will be asked to identify a preferred pronoun, which will in turn be used for ad targeting. A checkbox marked "Show on my timeline" will determine whether the Gender field is shown on timeline, but does not affect the audience - audience will be set via an audience selector. However, Preferred Pronoun is always public.	Rob / Matt / Susan Gonzales	
Public Post UFI Test (India)	January	Planning a test of updates to the Follower Settings panel of /settings--the test will apply to only follow-disabled users (but users can still enable Follow during the test). In a nutshell, the update would offer all users a filter to control who can comment on their public posts; they also would get a similarly structured notifications filter (controls when I'm notified when people interact with my public posts). A key feature of this test is that it also adds "like" to the UFI for follow-disabled people's public posts. The goal of the test is to gather data about use of the filters,	Matt	To be added closer to launch.

		content production, user sentiment / user trust. The product team wants to expand the scope of the test, so the test has been postponed until January 2014 while the product team selects additional test countries.		
Cajmere	1/13/14 (tentative)	Newsfeed companion app likely will be ready for public launch early in 1Q2014. Given that Privacy Shortcuts will be the entry point to the app's privacy features (as opposed to direct-on-time or inline per post), we're working with the product team to see if we can surface privacy shortcuts more prominently.	Matt	
Tag suggestions in search results	1Q2014	Ongoing discussion about a proposal to include tag suggestions in search results, so that "photos of X" will return both tagged photos of X and suggestions to tag X in photos where X is identified through facial recognition.	Erin / Rob	
Aura	1Q2014?	Opt-in feature allows users to share their approximate location with friends and to keep track of their location histories over time. Currently in employee testing; potential launch as early as January, but a high likelihood that this will get pushed back significantly.	Rob	
Send to Mobile	TBD	Websites that have offer a mobile app to their web users find it hard to convert engaged web users into mobile users. In the case where the website is integrated with platform, we will include a button on the website that allows a logged in Facebook user to "send the website's app to mobile." This will send an install-driving push notification when a user Logs-in with Facebook from the website to the user's mobile device. It will works for iOS and Android users who have the main FB app installed, and will be available to all apps who have integrated Facebook Login on Web and Mobile. This will enable a better user experience with near-parity with Google's OTA install.	Maritza	https://www.facebook.com/pxlcld/kJD

Pages can comment on reviews	TBD	The XFN team is working on a solution for to address complaints from businesses about not being able to comment on reviews on their page. We wanted to change the policy so that page admins can comment on any public review on their page, but we aren't yet in a "can see = can comment" world. We're considering possible solutions that will address this problem in the interim.	Maritza	
Pages can tag users	TBD	The XFN team is working with the public content team to find a solution that would allow Pages to tag individual users by name in a post. The functionality has been implemented and we're working on how to roll out the changes while maintaining user expectations and avoiding issues like spam.	Maritza	
Argus: ads measurement and optimization	TBD	Our measurement team is considering entering a partnership with Argus. Argus is a financial services shop that provides credit verification and scoring services to its member banks in the US (they are beginning to expand globally). Their member banks contribute their individual transaction data to Argus so that they can better understand credit risk. Argus currently sees 90% of credit card transactions in the US and about 30% (and growing) of debit card transactions. Currently, Argus buys the anonymized, user-level transaction data directly from the banks and then works with Epsilon to re-identify the data. We are currently exploring options for facilitating transparency and control that is on par with our other partnerships.	Maritza	
Use of Call Log Data	TBD	Product wants to use call log data (e.g., duration/frequency/recency of incoming/outgoing calls/texts) to generate PYMK suggestions following contact import. Call log data was being collected, used for this purpose, and stored in the past, but once we became aware of this, product agreed to stop doing this until they receive advice from Legal and Policy. In addition, there has been discussion regarding the use of call log data in connection with Messenger 3.0. Use of call log data in either case is on hold pending further input from Legal.	Matt	

Lookalike audiences	TBD	A variety of teams are looking at using various data sources (marketers, data providers, Onavo) to inform the creation of "lookalike audiences." In general, this would involve collecting some data identifying individual users who fall into a particular category. We'd look at those users to identify similarities and then create a larger audience of people who share those similarities. This results in targeted advertising that is based on characteristics of a group, not specific actions taken by the group members.	Rob	
Typeahead Autocompletions Test	TBD	This proposal would introduce typeahead search suggestions in graph search based on other users' searches. Typeheads are not restricted by user privacy settings under the current proposal (but search results are restricted). Current risk mitigation measures under consideration include a blacklist for certain sensitive/abusive terms and some form of user ed (ranging from a one-time NUX or flyout to a permanent header and/or learn more link). Internal test rolled out on 11/1. Current plan is to test to a small % of en_US when happy with the quality of these suggestions, and to ship the Graph Search v2 product, which includes these suggestions, to 1% in mid-January. We briefed the FTC on this, and the reaction was positive.	Matt	
"Only Me" Stickiness	TBD	Mark has asked Blake and Raylene look into making 'Only Me' not sticky. His concern spawned from an incident where Priscilla was unaware that she was still sharing with 'Only Me' and was disappointed when she wasn't getting any feedback on her posts. Matt met with Blake, Paddy, and Richter on 12/27, and the tentative proposal is to modal users who are posting to Only Me and give users the choice to either continue or to choose a different audience. We have recommended that this approach will be lower risk if the user is presented with the full audience selector rather than just two choices (Only Me and Friends). We've also recommended that this effort be coupled with Mike Nowak's parallel effort to ensure that users who are posting to Public do not intend to be posting to Friends.	Matt	

Profile Accuracy "Quiz"	TBD	<p>Identity has proposed a profile suggestion flow that would prompt people to take a quiz titled "How well do you know your friends?" For example, users would be asked to select which of four friends attended a particular university, or which university a particular friend attended from four universities. Incorrect answers would prompt users to send a suggestion to the friend based on the user's response, with the goal being to correct inaccuracies on user profiles. Our initial feedback is that this flow suggests that we are trying to trick users into providing data about their friends, but legal and PR have signed off on this.</p>	Matt	https://www.facebook.com/pxlcld/kJtX
Discovery / Hunch	TBD	<p>Ongoing development of a feature that will use a range of factors, including location (potentially tracked over time, but only when you're using the app) to suggest things you might want to know about on Facebook.</p>	Rob	
Atlas/FB UDID measurement	TBD	<p>Atlas is proposing to track impressions and behavior for measurement (not ad targeting) purposes based on the persistent device identifier on Android devices. This would involve collecting information about the behavior of particular UDIDs and then passing demographic and other information from FB accounts to Atlas (without the FB account identifier).</p>	Rob	

Matt Scutari
 Manager, Privacy and Public Policy | Facebook
 650-804-4344
mattscutari@fb.com