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From: Bryan Hurren </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP

(FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=BRYANHURREN4E2>

Sent: Monday, October 28, 2013 1:31 PM **To:** Ashley Rutledge; Jackie Chang

Cc:Simon Cross; Sachin Monga; Eddie O'NeilSubject:Re: Follow up on Friends List + Messages API

ILet me dig up the email. I may have sent it only to Sachin

----- Original message -----

From: Ashley Rutledge <arutledge@fb.com> Date: 10/28/2013 1:23 PM (GMT-08:00) To: Jackie Chang <jackie@fb.com>

Cc: Bryan Hurren & bryanhurren@fb.com>,Simon Cross & si@fb.com>,Sachin Monga

<sachinmonga@fb.com>,Eddie O'Neil <ekoneil@fb.com>
Subject: Re: Follow up on Friends List + Messages API

Hi Jackie,

Yes, I will communicate to the client and run point on execution.

I have a meeting this Thursday at 9a est. Any chance I could have a draft of the doc prior?

Thanks Ashley

On 2013-10-28, at 4:09 PM, "Jackie Chang" < <u>jackie@fb.com</u>> wrote:

+ Eddie

@Bryan - can you take the lead on getting this agreement written up?

@Eddie - Doug gave approval for for Royal Bank to use Titan API and they're now ready for launch. As a heads up, Bryan will take the lead in getting the agreement in place with RBC, but worth putting on your radar that there are now 2 partners with this whitelist api.

@Sachin & Ashley - once Bryan get's the agreement, can you get your partner to sign the agreement and do not let them launch until they get the agreement back to us?

From: Bryan Hurren < bryanhurren@fb.com>
Date: Friday, October 25, 2013 at 11:06 AM

To: Simon Cross < si@fb.com >, Ashley Rutledge < arutledge@fb.com >, Jackie < jackie@fb.com >

Cc: Sachin Monga < sachinmonga@fb.com >

Subject: Re: Follow up on Friends List + Messages API

Sachin and I were chatting on another trail, and I spoke to Eddie yesterday briefly.

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Eddie's view is that this is a good use case, but would like to see the experience.

From a PR perspective, the story is about the app, not the API, so the fact that it uses Titan isn't a big deal.

From a legal perspective, they need an "Extended API agreement" (we used with Netflix) which governs use going forward and should provide us the freedom to make the changes that Simon mentions below (without being too explicit). One thing that's not clear to me: I'm not sure how Titan will interop with a hashed version of the FBID.

Happy to help facilitate getting an agreement written up. Suzie and Frank were the BD and legal folks I worked with.

--

bryan hurren | strategic partnerships | facebook | bryanhurren@fb.com

From: Simon Cross <si@fb.com>

Date: Friday, October 25, 2013 at 10:56 AM

To: Ashley Rutledge <arutledge@fb.com>, Jackie Chang <jackie@fb.com>

Cc: Sachin Monga <sachinmonga@fb.com>, Bryan Hurren <bryanhurren@fb.com>

Subject: Re: Follow up on Friends List + Messages API

+ bryan who recently whitelisted Netflix for the messages API – he will have a better idea of what agreements we need to give them access to this API.

S

--

Simon Cross Product Partnerships

www.facebook.com/sicross @sicross Facebook, 1601 Willow Road, Menlo Park, CA 94025, USA

From: Ashley Rutledge <arutledge@fb.com>
Date: Friday, October 25, 2013 8:56 AM

To: Simon Cross < si@fb.com >, Jackie Chang < jackie@fb.com >

Cc: Sachin Monga <sachinmonga@fb.com>

Subject: Re: Follow up on Friends List + Messages API

Hi Simon and Jackie!

I mentioned to Sachin yesterday that I would like to speak via phone with Simon re: the potential contract needed. Jackie, please let me know if you would like to be involved. Note I have no issue suggesting this to the RBC clients, however want to be sure I understand what purpose it serves and what this will protect.

Please be on the look out for a meeting maker...

Thanks, Ashley

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Ashley Rutledge Facebook 2300 Yonge Street, Suite 1401 Toronto, ON M4R 2H1 (647) 300-6542

From: Simon Cross < si@fb.com>

Date: Wednesday, October 23, 2013 1:34 PM

To: Jackie Chang < jackie@fb.com >

Cc: Sachin Monga <<u>sachinmonga@fb.com</u>>, d <<u>arutledge@fb.com</u>>

Subject: Re: Follow up on Friends List + Messages API

Hey sachin,

Do we have a contract with them that covers the use of the messaging API?

As that's already a private API it shouldn't be affected by ps12n.

The big change you should quietly ensure they'll be ready to handle is the move to hashed uids. This means that once the migration is enabled, un-ToS'd users' ids will change.

But the good news is that because of this change, we'll continue to return the users full friend list. The message API allows users to send messages to un-ToS'd friends today right?

As Jackie says, we shouldn't give them a heads up that change is a-coming.

Let's ensure we have a contact with them which sets us up to keep them on our whitelist post ps12n.

S

Sent from my iPhone

On 23 Oct 2013, at 10:19, "Jackie Chang" < jackie@fb.com > wrote:

+ Simon who's leading the efforts around this on our end

Developers are allowed to develop under the current framework. We ask that no discussion of PS with partners until messaging is fully prepared, etc.

When it comes time for PS, we'll figure out paths to unwind partners in a reasonable time, but because nothing is solidified yet, we can't guide anyone on what or what not to do.

We'll just flag this integration with Simon as one of the apps we'll need to work closely with on providing a reasonable unwind path when it comes time.

Hope that helps. Thanks!

From: Sachin Monga <<u>sachinmonga@fb.com</u>>
Date: Tuesday, October 22, 2013 6:24 PM

To: Jackie < jackie@fb.com>

Cc: Ashley Rutledge <arutledge@fb.com>

Subject: Re: Follow up on Friends List + Messages API

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Hey Jackie,

We're getting closer to launch and the app is looking great.

I saw Eddie's post

here: https://www.facebook.com/groups/platform.eng/permalink/713869448626518/ and wanted to follow up to make sure there were no red flags with respect to platform simplification for this app.

As a reminder, they are using friends list + messages API to allow an authenticated user to send money to a friend (regardless of whether the friend is authenticated or not).

Hope things are well. Let me know if there's anything we need to do here.

Thanks -

Sachin

From: Jackie Chang <<u>jackie@fb.com</u>>

Date: Thursday, August 22, 2013 7:19 AM

To: Sachin Monga <<u>sachinmonga@fb.com</u>>

Subject: Re: Follow up on Friends List + Messages API

Let's pause any action for now until we have internal discussions about this tomorrow. I should have better guidance for you Friday/next Monday. Don't be anxious - we'll do the right thing to take care of this. Thanks!

From: Sachin Monga <<u>sachinmonga@fb.com</u>>
Date: Wednesday, August 21, 2013 7:11 PM

To: Jackie < jackie@fb.com >

Subject: Re: Follow up on Friends List + Messages API

Hey Jackie -

Do you have an estimated time frame on when we might have a better understanding of whether or not the Messages API will include the ability to access non-app friends? I'm a bit anxious about this given how close we are to launching and how much is on the line for the partnership. Any update (if we haven't figured it out even just an estimate on when we might) would be great. Also, if there is anything I can do to help (provide more info, etc.) please let me know.

Thanks -

Sachin

From: Sachin Monga <<u>sachinmonga@fb.com</u>>
Date: Tuesday, August 20, 2013 11:34 AM

To: Jackie Chang < jackie@fb.com >

Subject: Re: Follow up on Friends List + Messages API

Launching iPad on October 1, then iPhone in November. Also to clarify – it will be an update to their existing iOS app (https://itunes.apple.com/ca/app/rbc-mobile/id407597290?mt=8).

They are not using our payments system. Banking in Canada is semi-regulated, and every bank banded together to create a system called Interac

(http://en.wikipedia.org/wiki/Interac). Interac powers the back end of all debit purchases and also allows anyone with a Canadian bank account to send money to anyone else with a Canadian bank account. Every bank has a function in their mobile app and website called "Interac eTransfer" that lets you send money to another person via their email address (powered by Interac). Their FB integration is simply allowing this transfer to happen over Facebook Messages as well.

From: Jackie Chang <<u>jackie@fb.com</u>>

Date: Tuesday, August 20, 2013 11:08 AM

To: Sachin Monga <<u>sachinmonga@fb.com</u>>

Subject: Re: Follow up on Friends List + Messages API

Also - when are they launching this?

From: Jackie < jackie@fb.com>

Date: Tuesday, August 20, 2013 11:03 AM **To:** Sachin Monga < sachinmonga@fb.com >

Subject: Re: Follow up on Friends List + Messages API

Are they going to be on our payments system or are they just relaying on our channels?

From: Sachin Monga <<u>sachinmonga@fb.com</u>>
Date: Tuesday, August 20, 2013 10:58 AM

To: Jackie < jackie@fb.com >, Constantin Koumouzelis < constantin@fb.com >

Cc: Ashley Rutledge <arutledge@fb.com>, Neil Hiltz <hiltz@fb.com>

Subject: Re: Follow up on Friends List + Messages API

Thanks for the quick response. Answers below:

- Correct, partner is RBC Royal Bank (RBC_payments group in the whitelist tool) and their ApplDs (dev, staging, prod) are here <a href="https://our.intern.facebook.com/intern/capabilities/group.php?group_name="https://our.intern.facebook.com/intern/capabilities/group.php?group_name="https://our.intern.facebook.com/intern/capabilities/group.php?group_name="https://our.intern.facebook.com/intern/capabilities/group.php?group_name="https://our.intern.facebook.com/intern/capabilities/group.php?group_name="https://our.intern.facebook.com/intern/capabilities/group.php?group_name="https://our.intern.facebook.com/intern/capabilities/group.php?group_name="https://our.intern.facebook.com/intern.fa
- 2. They did not sign an extended API agreement. Should they have? I didn't know about this I was following this doc: https://www.facebook.com/groups/420494141332540/doc/421300334585254 /
- 3. Doug gave the approval. Permalink in group: https://www.facebook.com/groups/420494141332540/500405533341400/ and also attached a couple of email threads where he comments that it's a great use case.
- 4. There is budget tied specifically to this app update (all mobile app install ads to existing RBC customers, via custom audiences). I believe it will be one of the biggest neko campaigns ever run in Canada (Ashley can comment with more details).

Thanks again!

Sachin

From: Jackie Chang < jackie@fb.com > Date: Tuesday, August 20, 2013 10:46 AM

To: Sachin Monga <sachinmonga@fb.com>, Constantin Koumouzelis

<constantin@fb.com>

Cc: Ashley Rutledge <arutledge@fb.com>, Neil Hiltz <hiltz@fb.com>

Subject: Re: Follow up on Friends List + Messages API

Sachin, thanks for the below details. What would really be helpful for us is if you can provide the below details first:

1/ what's their app id? (Partner is RBC Royal Bank)

2/ did they sign an extended api agreement when you whitelisted them for this api?

3/ who internally gave you approval to extend them whitelist access? Can you send me email or permalink from the Platform Whitelist Approval group.

4/ is there budget tied specifically to this integration? How much?

We need the above info foremost and we understand the context below. Thanks!

From: Sachin Monga <<u>sachinmonga@fb.com</u>>
Date: Tuesday, August 20, 2013 10:38 AM

To: Jackie < jackie@fb.com>, Constantin Koumouzelis < constantin@fb.com>

Cc: Ashley Rutledge <arutledge@fb.com>, Neil Hiltz <hiltz@fb.com>

Subject: Follow up on Friends List + Messages API

Hey Jackie & Constantin,

Long time no talk, hope you guys are doing well.

Wanted to follow up about on this

thread https://www.facebook.com/groups/platform.fyi/permalink/550920554956564/?com/ment_id=551335571581729&offset=0&total_comments=8 about the upcoming Platform 3.0 rollout. Overall, I'm really pumped about these changes and I think they definitely represent a positive direction for user trust.

It seems like the main use case for an authenticated user to be able to access their entire list of friends (including non-app friends) is invites, so glad to see that we'll be creating a specific invite solution to meet this case. Another valid use case is messaging, although there are only a handful of partners who have access to the Messages API (as far as I know only Dropbox, RBC, and our own first party apps?). I want to see if I can work with you on managing this use case with the upcoming changes. My initial thinking is that the ability to access friends list can be coupled with the Messages API (and in this case, you can only access friends list for the purpose of messaging a friend as opposed to invites, etc.). I'm guessing the invite solution will be similar (only access friends list for the purpose of inviting them to the app in a safe manner).

Without the ability to access non-app friends, the Messages API becomes drastically less useful. It will also be impossible to build P2P payments within the RBC app, which would have dire consequences for our partnership with them (each side has been invested in this since the beginning of the year, and there is a big financial commitment from them). They are the biggest bank in Canada, a top 20 global bank, and the Platform, Payments, and Messages teams are all really excited about this use case for its potential to (a) have the finserv industry re-think the role of Facebook in retail banking, and (b) act as a test case for

more compelling high signal 'transactions' over FB messages (sending money, sharing files, customer service with a business, etc.).

The user flow of the app is attached (basic flow is a user authenticates, sees a list of their friends, chooses a friend, enters the \$ amount, and hits send. Their friend receives a FB message with a link to claim the money). Besides icons and names, it's accurate and finalized and had been approved by Doug & the payments team a couple of months ago.

We're a little anxious about this change – and hoping to see what I can do to help manage the transition. I'm actually in MPK this week if you want to catch up live... let me know.

Also cc'd Ashley who leads the relationship with RBC and Neil who is the vertical solutions lead on Financial Services.

Thanks -

Sachin

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