

EXHIBIT 190

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

From: James Yu </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JAMESYUEA6>
Sent: Friday, December 06, 2013 9:31 AM
To: Ilya Sukhar; Kevin Lacker
Subject: FW: My presentation to Sam Lessin on the Identity space

From: Konstantinos Papamiltiadis <kpapamiltiadis@fb.com>

Date: Thursday, December 5, 2013 5:13 AM

To: Facebook <jamesyu@fb.com>

Subject: My presentation to Sam Lessin on the Identity space

Hello James,

As I have mentioned to you yesterday, I am looking at the Identity space within lme's team, where Login is the #1 enabler.

We have reviewed this space to identify new opportunities as well as threats and came up with a master plan that I have also attached here – still tentative as it is heavily linked to PS12n.

I hope it gives you an idea of my current thinking for this vertical but also a few ideas of things that may be important for us to deliver to create an opportunity.

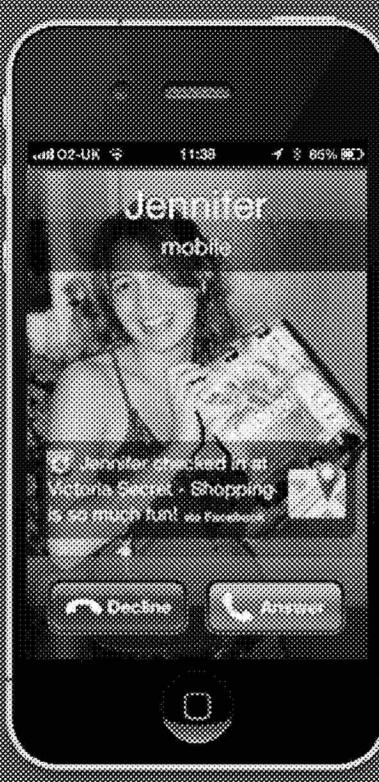
Let me know if this is useful,
konstantinos

Identity Apps

Context



Contacts



Reputation



Calendar/Productivity



- Apps that aggregate data on friends or contacts to provide contextually relevant summaries
- Link data from Facebook, Twitter, LinkedIn and G+ with Calendar info

- Apps that pull friends data (mainly photos) from Facebook to enrich contact lists on user's phone

- Apps in the dating and/or recruitment space
- Develop a reputation score around the user based on data pulled from Facebook and other social networks

- Bday reminders, gifting apps or Horoscope Apps
- Link data from Facebook, Twitter, LinkedIn and G+ with Calendar info

Why do we care....

Data privacy

- Apps build experiences using private data that users have made available to Facebook with different privacy settings
- Control/prevent data leakages and set examples for the ecosystem
- Reduce PR and Policy risks

Overlap with Facebook Products

- Significant with our own Product roadmap that could compromise our success in those areas
- The apps come with good UIs but no new ideas – no real opportunity to find out about things that would be engaging and useful to use in the long term

No reciprocal data

- No value from the data they could provide even if they did

Data “leakage”...

Identity Data

- Sunrise (35K MAUs): 4.82M requests in 30 days – 138x
- Friendcaster for Android (334K MAUs): 131 M requests in 30 days – 392x
- Yahoo! (11.4M): 474M requests in 30 days – 42x
- IFTTT (170K MAUs): 365M requests in 30 days – 2,150x

User Feed

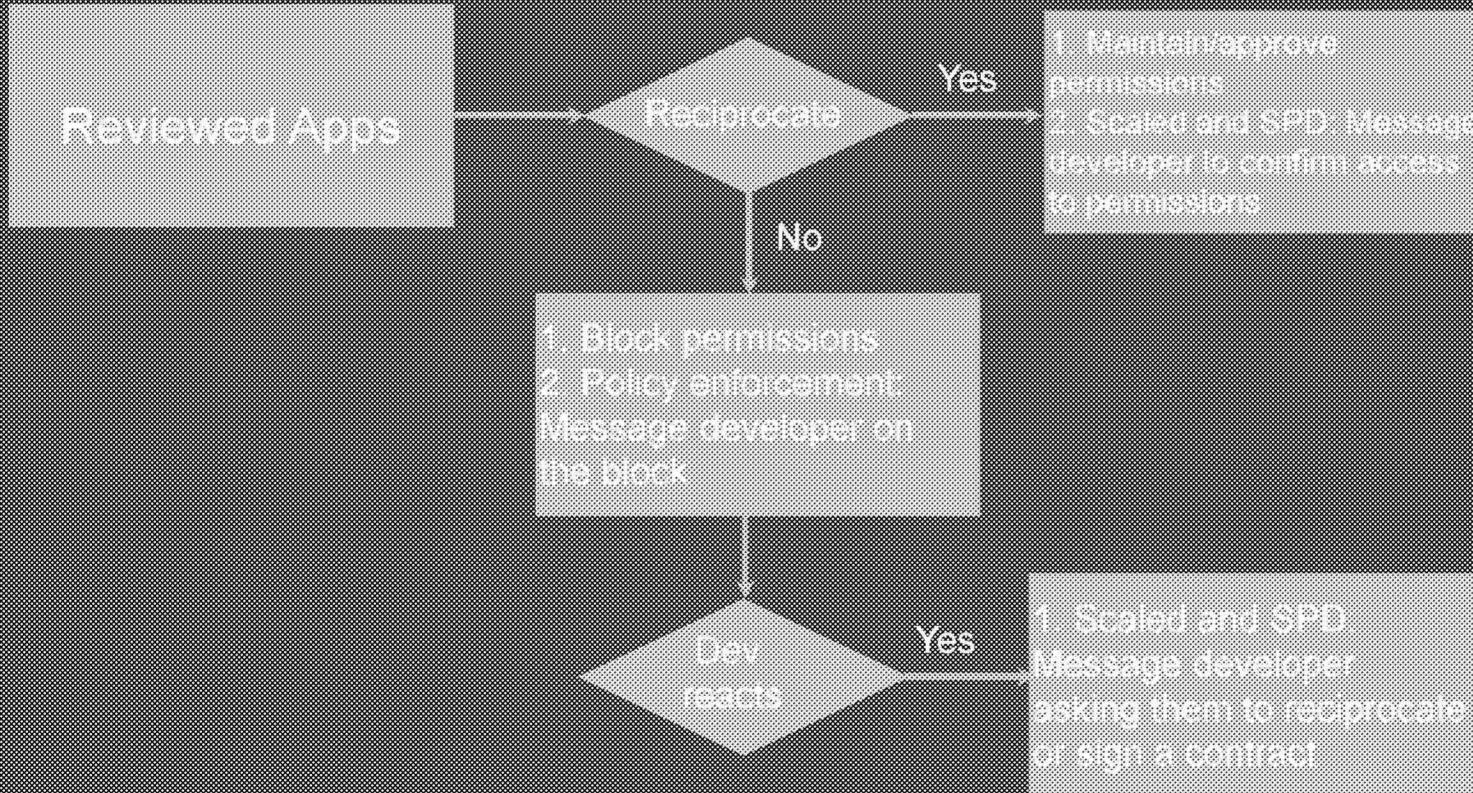
- MyLife.com (420K MAUs): 21.3M requests in 30 days – 51x
- Synch.me (1M MAUs): 985K requests in 30 days – 1x
- YouTube (8.5m MAUs): 1.1B requests in 30 days – 130x
- IFTTT (170K MAUs): 31M requests in 30 days – 182x

Friends List

- MyLife.com (420K MAUs): 10.6M requests in 30 days – 25x
- Contacts+ (265K MAUs): 5.6M requests in 30 days – 21x
- Bitty (245K MAUs): 1.6M requests in 30 days – 6.5x
- IFTTT (170K MAUs): 268K requests in 30 days – 1.6x

So.. what are we going to do?

Audit existing/future apps that fall under those verticals



Stakeholders: Product, Policy Enforcement, Partnerships, Comms

Plan & Timing

Audit: 2 weeks

- Query apps that request permissions in question
- Identify apps that fall under Context, Contacts and Reputation (top 500)

Communications to affected developers: 1 day

- Co-ordinate between Product/PMM and Comms on plan to notify all affected developers simultaneously
- Blog post and PR outreach if size of affected developers is significant

Monitoring: 4 - 12 weeks

- # of developers that react and request help with NEKO
- % of increase on NEKO spend from apps that have spent less than \$ 250k earlier
- % of change on Developer NPS score

Open Questions

Do now or wait for Platform S12n?

- Do we need to go through this exercise now or can we wait till those permissions are deprecated for all in Jan?

Should we make NEKO spend a prerequisite for access to permissions?

- Are we at risk for alienating developers or creating a platform that favors the guys with the deep pockets?