

EXHIBIT 179

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

From: Aldo King </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=AIKING>
Sent: Wednesday, August 01, 2012 8:12 PM
To: Erin Egan; Rob Sherman
Subject: Re: HPM 07-29-12

Here's the recap of the meeting today:

What is launching

The team will launch on **Tuesday (8/7)**. The launch will be an announcement via a developer blog post of the App Install ad unit and the buy flow for developers. Both of these will be gated to select partners and PMDs. We will also release the iOS SDK with the Neko phone home code. This SDK will be ungated and available to all developers. As before, the phone home and ad exclusion uses will not work until Wilde is released.

The opt out

Nipun wasn't at the meeting so I spoke on behalf of the Ads team on this one. We're having Fisch sync back with Dan to discuss what exactly was agreed to in terms of what gets covered when we move to the iOS opt out. I wanted to make it very clear to the team that we should not commit all our potential use cases to be dependent on this opt out if Apple only ever intends to use it with regard to OBA. Fisch is also going to have a more detailed summary written out for Elliot, who wanted something in writing in case we are ever questioned about the content of the conversation.

We are having a meeting with Brian Boland tomorrow (will forward the meeting invite) to discuss the iOS opt out, as I believe this is the worst of all worlds for Ads to have a cross-app opt out that covers all use cases with no incentive for users to remain opted in.

Neko Blurb for HPM

Neko: The privacy team continued to work with the Project Neko, policy comms, and tech comms teams to refine plans for our launch of an iOS mobile measurement solution, which will be included in our SDK and our release of the new Facebook app, codenamed Wilde, which is scheduled for release in late August. The current plan is a Tuesday (Aug 7) launch approach that eliminates many of the most controversial use scenarios for this data. This will include the use of collected information only for aggregate analytics (such as conversion tracking) and ad exclusion (not showing an ad for an app you already have) and will retain information in identifiable form for only a very short period of time. The team has had a series of conversations with the people at Apple to ensure that they will be supportive of the product once it is announced and to agree on a common user data control when we launch future products based on Neko data. Please contact Erin, Rob, or Aldo with any feedback about the launch.

From: Erin Egan <erinegan@fb.com>
Date: Wed, 1 Aug 2012 17:55:41 -0700
To: Aldo King <aiking@fb.com>, Rob Sherman <robsherman@fb.com>
Subject: FW: HPM 07-29-12

Aldo — Where did we come out after the mtg tonight? Can you update the attached to make sure it's accurate?

From: Marne Levine <marne.levine@fb.com>
Date: Sun, 29 Jul 2012 17:43:10 -0700
To: PublicPolicy <PublicPolicy@fb.com>
Cc: Elliot Schrage <elliott@fb.com>, Maureen O'Hara <maureen@fb.com>
Subject: HPM 07-29-12

(Sorry about the yellow highlighting on JEF. Tried everything to get rid of it but it won't go away....)

Highlights

Policy Management:

- **Dating Targeting:** We revised our policy to allow advertisers to target users who haven't indicated that they are "married" or "in a relationship" (instead of only allowing targeting of "single" users). This targeting capability is only currently available for dating, but the ads product team is working to expand it to other verticals (like political) and make it available via self-serve. This is a big win for the dating vertical specifically, but also supports our efforts to examine "good" revenue opportunities resulting from policy relaxation/changes.
- **Cyberbullying:** Some specific, difficult bullying cases led us to expand our bullying coverage for content that is objectively bullying. We've added prohibitions of (a) coordinated exclusion (e.g. "let's not sit with James at lunch"), (b) coordinated dislike (e.g. "for everyone who hates Emily") and (c) coordinated name-calling (e.g. "Anthony is cheater") of private individuals even when UO is unable to match the name of the reporting person to the post.
- **Charity-Related Payments Policy:** The Risk and Legal teams have determined that an overwhelming majority of apps using Facebook Payments to solicit funds are likely fraudulent (based on investigation and the fact that we charge 30% service fees). As a result, we changed our policy to require our permission to use Facebook Payments to solicit, collect, or transfer funds for charitable causes. This should help our Risk and POps team more efficiently enforce against fraudulent apps.
- **Project Family:** We had a very productive meeting with Mark and the Project Family team this week. Mark has decided to pause on Project Family and reassess in a few months. He was very appreciative of all the work that has gone into the product and briefings to date, and understands the need to make concessions on friending and messaging to address concerns raised by policymakers and the safety groups, but he wants to continue to evaluate the impact on our app ecosystem. We will be working on ways we can continue to help shape the

COPPA regs and overall debate on this issue over the next few weeks but, in the meantime, we're taking a breath and won't likely regroup on this until we can make more progress with the FTC and gather more data around the benefits of moving forward. Please let Erin know if you have any questions.

- **Neko:** The privacy team continued to work with the Project Neko, policy comms, and tech comms teams to refine plans for our launch of an iOS mobile measurement solution, which will be included in our SDK and our release of the new Facebook app, codenamed Wilde, which is scheduled for release in late August. Although things continue to remain in flux, we have settled on a launch approach that eliminates many of the most controversial use scenarios for this data. Instead, we will use collected information only for aggregate analytics (such as conversion tracking) and ad exclusion (not showing an ad for an app you already have) and will retain information in identifiable form for only a very short period of time. In addition, Erin has had a series of positive conversations with Apple's Director of Global Privacy about this rollout, and we are working to ensure that Apple will be supportive of the product once it is announced. An initial draft of policy messaging around this rollout is attached. Please contact Erin and Rob with any feedback.
- **Data Collection on Android:** In addition to Project Neko, which relates to mobile measurement, several other Facebook teams are working on leveraging data collection from our Android app. First, we'll be collecting users' location data and matching it with cell site IDs. This information will be stored in anonymous form but will allow us to roll out location-aware "feature phone" products in the future. Second, the growth team wants to begin collecting certain limited information about whether users have a non-Google app store enabled and which default applications they are using for certain Facebook functions (camera, messages, etc.) for competitive analysis and product improvement purposes. The privacy team is working with the team to determine the best alternatives for collecting this information while minimizing policy risk. Finally, we are working with the Facebook for Android team to improve controls around device-level data that a third-party bug reporting tool sends us when a user's Android app crashes.
- **GroupM:** Rob worked with the legal and media solutions teams on negotiation of an agreement with GroupM, which will govern GroupM's ability to collect data about Facebook users when we display ads from GroupM clients. Although the negotiation was somewhat contentious, we expect that it will close with a positive outcome in the coming days.
- **Messaging setting changes:** Erin, Rob, and Aldo met with the product and legal teams to discuss possible changes to several privacy settings that govern how users can be contacted on Facebook. Many of these changes, which are intended to make it easier to find friends on Facebook and anticipate future changes to make our Messaging product closer to a traditional email/text message tool, could result in fewer choices for users who wish to avoid communicating on Facebook, so the privacy team will be working over the next few weeks to develop an approach that meets our product goals but also gives users choice about their Facebook experiences.
- **JEF:** McKinsey released a report on the economic value of social technologies, which found that social technologies could produce more than \$1 trillion of economic value. Jeff Amlin (data monetization) and Matt consulted with the report's authors several months ago to help them better understand the value associated with social technologies, so it's rewarding to see the work pay off with a favorable report. In addition to the

overall value number, the study includes several other useful data points, such as that 74% of nonprofits in the US use social networks to raise funds and "social shopping" could add \$940 billion in consumption.

US Congressional Update:

- **Senate Cybersecurity:** By a vote of 84-11, the Senate agreed to proceed to the Rockefeller/Lieberman/Collins/Feinstein cybersecurity bill. At week's end, a handful of technology companies—mainly those that would benefit offering cybersecurity solutions, like Cisco, Intel, and MSFT -- offered support for proceeding to the bill. Other Internet companies like Yahoo and Google share some of our concerns about current provisions in the bill about the critical infrastructure protection requirements. At this stage, Members from both sides of the aisle are filing relevant amendments, including a Republican wholesale substitute measure. We expect fast and furious negotiations about which amendments will be voted upon. The situation remains fluid, and we'll have a better sense by late on Monday whether the bill can survive partisan differences and actually pass. For now, we continue to keep our powder dry publicly, and work through our trade associations and industry coalitions to flag concerns.
- **House Privacy Regulation Amendment:** Reps. John Conyers (D-MI) and Hank Johnson (D-GA) offered a privacy amendment on the House Floor that would basically single out and exempt privacy regulations from a Republican sponsored "regulatory relief" bill. The amendment failed 159 – 259, with 2 Republicans voting yes and 25 Democrats voting no. While the bill itself will not ultimately become law, this was a good marker vote on where members may fall on future proposals to legislate on privacy. Rep. Mary Bono-Mack (R-CA) gave a very strong statement on the House floor in opposition to the amendment.

US Policy Visits and Political Activity:

- This week we hosted Reps. Pompeo (R-KS) and Harper (R-MS) in the DC Office. Both are Members of the House Energy & Commerce Committee.
- Joe Lockhart was invited by the House New Democrats Caucus to discuss messaging/positioning for the "fiscal cliff" coming up in the Lame Duck session of Congress after the election. Joe met with fifteen Members for an hour. By all accounts Joe was a hit. The Hill team appreciated Joe taking the time to help further FB relationships!
- Hill team attended fundraisers/events with Speaker Boehner, Kevin McCarthy, Marsha Blackburn, John Barrow, Adam Kinzinger, Aaron Schock and Senators Coons and Baucus.
- We hosted General Martin Dempsey, the Chairman of the Joint Chiefs of Staff, at MPK for a Q&A with employees and a meeting with Sheryl and others. Chairman Dempsey and his wife, both active Facebook users, highlighted for employees the critical role Facebook has come to play in helping service members and their families stay connected, particularly during long deployments. Good opportunity to further strengthen our ties with the military community.
- Elliot hosted newly confirmed FCC Commissioners Ajit Pai and Jessica Rosenworcel at MPK, for get-to-know-each-other discussions focused on mobile issues.
- Elliot, Sarah F, Meenal and Sarah WW met with Ambassador Demetrios Marantis, the Deputy US Trade Representative. We spoke about the challenges of operating in Vietnam and the need to take a consistent, coordinated approach. We also discussed the Trans-Pacific Partnership (TPP), a trade agreement that is currently being negotiated by eleven Pacific Rim countries. The TPP is intended to be the template for a 21st Century Trade Agreement and the first trade agreement to include an "e-commerce" chapter. The TPP Agreement will cover a number of relevant areas including data, services, investment and IP. There are a number of specific provisions that will be helpful in Vietnam including a provision prohibiting arbitrary restrictions on data flows and another preventing requirements to locate servers in exchange for operating a service. Although Marantis

expressed that he was eager to address the concerns of tech companies within the TPP, he demonstrated a limited knowledge of our interests and concerns. When we suggested that legislation regulating privacy, law enforcement or freedom of expression could potentially create a trade barrier or market access issue, he seemed reluctant to consider the concept. We will need to work to familiarize USTR with our issues and concerns but there appears to be value in advancing our interests through the TPP. Sarah WW is going to follow up with USTR.

US State Policy:

- **Western Attorneys General:** Will Castleberry attended the Conference of Western Attorneys General (CWAG) annual meeting in Anaheim, California. The event was well attended and covered a set of interesting topics including Data Breach, eDiscovery, Cyber-bullying, Consumer Protection and IP Theft, Mobile Privacy and Human Trafficking. In addition to conference events, Will attended events for the Democratic and Republican AGs Associations, and participated on behalf of Facebook in a fundraiser for Idaho General Wasden.
- **CA AG Privacy Unit:** On Wednesday, Will met with Robert Morgester – the head of California’s eCrime unit to discuss General Harris’ recently announced Office of Privacy Protection. The meeting went well and we were left with several useful assurances about the AG’s intentions--the most important being that they view Facebook as a good actor and they will keep communications with us open (we will not unknowingly be the subject of an investigation).

SF Mayor Roundtable: Susan Gonzales participated in a Roundtable meeting with Labor Secretary Solis and SF Mayor Lee to discuss internships and youth development and job creation. Susan had the opportunity to discuss the FB Academy and the app developer jobs created due to FB.

Facebook Academy: Inaugural Facebook Academy class wrapped up this week, with final Hack Project reviews and a graduation celebration. Each student presented a final Hack project, with impressive results focused on research and solving problems for IT (i.e. how many laptops are distributed throughout the company, how to improve IT services and wait lines). Congrats to all involved for making this a big success!

Argentina: Our office in Argentina is going to be audited by the Argentinian Data Protection Authorities next Friday (August 2). Regina Lima (our LatAm Legal Counsel) is managing the audit process. Debbie has prepared reactive messaging. We expect the audit to be straight forward although there is a potential risk regarding jurisdictional reach - the Argentinian Data Protection law does not recognize the concept of "Data Controller" so the extent to which they will seek to exert their jurisdiction and/or recognize the regulatory competence of the Irish DPC is not clear. The fact that we are being audited by the Argentinian Data Protection Authority less than six months after opening our sales office suggests that the regulators are going to take an aggressive approach and we may need to deepen our policy and communications engagement in Argentina.

Brazil:

- **Organ Donation:** On Monday LatAm VP Alexandre Hohagen will launch the organ donation tool at a Press Conference with the Brazilian Minister of Health Alexandre Padilha. The Minister is a doctor and since taking office has run a successful organ donation campaign (investing \$76 million dollars) which effectively doubled the number of Brazilian donors between 2010 and 2011. The Minister is very influential in the ruling PT party. Given the Minister's enthusiasm for our organ donation initiative we anticipate a successful launch.
- **General Internet Framework Bill:** We continue to push to advance this important legislation in Brazil. This week we worked with academics and NGOs to develop a letter to send to opponents of the Bill and those wavering under pressure from the Motion Picture Association and Telecommunications companies. This outlined the benefits of the legislation and urged Congress to progress the Bill. The letter was not signed by companies and

given the influence of the academics and NGOs in Brazil we expect it will substantially progress our efforts to move this legislation forward.

Bulgaria: Gabi met the team of the privacy officer in Sofia to discuss the proposed EU regulation on data protection. Their interest is focused on right to be forgotten and on the issue of safety for minors vs "tracking" our users for security purposes (as stated by the deputy commissioner.) Bulgaria supports the one stop shopping in principle but has reservations about the effectiveness of the cooperation of DPAs. They appreciated Facebook's proactive approach but were reluctant to provide much in the way of feedback to us. Gabi established contacts with the local safety NGOs and will continue discussion on issues of minors, which seem to be a sensitive topic in Bulgaria.

EMEA Politics and Government: Elizabeth spent a day in Dublin with the Mid-Market Sales team. Ramping up political and government constituents is high on the MMS team's priority list. Elizabeth and a team of four MMS representatives responsible for the politics & government vertical worked on defining the MMS politics narrative slides with case studies and stories that will work with our audience and have set up a working group to share collateral and chart out priorities.

UK: This week we announced the start of the recruitment for our engineering office in London. Working with Iain Mackenzie in PR, Rosa briefed the UK government and the Mayor of London's office on the announcement – both of whom were very excited. Iain also secured a fantastic quote from the Mayor and we're looking forward to planning a major event with policy makers to fully open the office later in the year. Simon and Rosa worked with the relevant government agencies to ensure that we could make this a positive story by successfully resolving some very sensitive issues around government support for inward investment.

EU: The European Internet Foundation (EIF), of which Fb is a member, organized a delegation of MEPs to visit MPK. The main purpose of the trip was to understand why so many Internet companies are based in Silicon Valley and what European policy makers can learn from this in shaping actively innovation and regulatory policies in Europe. The group was led by Pilar del Castillo. The following MEPs attended: Malcolm Harbour, James Elles, Peter Skinner, Edit Herczog, Ivailo Kalfin, Lambert van Nistelrooij, Maria Badia I Cuchet, Sabine Verheyen, Bill Newton Dunn. The group was very impressed by comments from Elliot, Erika, Katherine, Erin, Sarah, Cristian, and we will be following up with each member on the issues they raised. The group said that the FB stop was the most interesting visit of their trip.

Vietnam: We are continuing to work on the 2 Internet decrees (services and content) that are pending in Vietnam. Our understanding is that a final draft of the content decree may have been submitted to the Prime Minister for review, which would mean that we would have no more formal opportunities to comment on it. However, we recently received another draft of the services decree, and worked with AmCHAM to develop comments that will be submitted next week. So as to continue to make our views heard on the content decree, these comments touch on not only the services decree, but the content decree as well. In addition, we are working with the Asia Internet Coalition to try to bolster our views. Finally, AmCham is working with the government to set up a meeting with Internet companies during the second week of August.

India:

- **Intermediary rules:** Week of extensive outreach. Minister Sibal is holding a closed door meeting on Aug 2 with MPs following up on his parliamentary assurance of reviewing language in the rules which negatively impact freedom of expression and are inconsistent with constitutional guarantees of fundamental rights of free speech. Reached out to target MPs from opposition parties expected to attend this meeting and re-emphasized list of concerns. Also informally met Dr Rai and Sibal to understand their goals and suggested a constructive approach for the meeting. The meeting with MPs will be led by Sibal and we can expect him to try and play a victim role and gain sympathy from the MPs, saying that the US intermediaries "don't comply with local laws". He may also raise concerns with the corporate structures of the India entities of US companies. Ankhi has advised MPs that

the matter is sub-judice in various courts of India and they should make that point with the Minister and re-orient the discussion to the substantive issues in the rules. Reps from Industry associations – IAMAI (Internet and Mobile association of India), CII (Confederation of India Industry) and NASSCOM have been invited to this meeting to provide comments at the end. We, along with Google and Y! 's local Policy leads, have worked with them on talking points. We also finished drafting a letter that Arun Jaitley, leader of the Opposition, can use on intermediary rules. Finally, CIS (<http://cis-india.org/>), a leading think tank working on Internet policy and technology policy issues, has been organizing various speech NGOs to agitate against the Intermediary rules. CIS recently published a detailed analysis of the legality of the rules, calling them unconstitutional on various grounds. This was published as an Open whitepaper and sent to MPs, Minister Sibal, Dr Rai and the Prime Minister's Office. CIS will continue to keep up the public opinion pressure and keep organizing the activists.

- **Privacy Law:** Ankhi engaged with members of the Govt. appointed drafting Committee. The Committee is headed by Retd. Justice AP Shah. The Committee is finalizing its report which will be opened up for public comments by end August – early Sept. The proposed law contemplates setting up a DPA in India; the committee members were not very forthcoming about the structure and the powers of the DPA. With respect to the legislative process, the Govt. wants to bring a draft bill to Parliament in the Winter session of Parliament and start the discussion and voting process. This will be a big focus of ours during 2H 2012 now that the timetable moved up.
- **India's President Pranab Mukherjee joins Facebook:** Very exciting. Congrats to Ankhi and team. This is a big deal as people like Minister Sibal will take notice of the President joining Facebook. India's first citizen joined Facebook 24 hours after his swearing-in ceremony. Mukherjee has five decades in public life having always held the no.2 position starting from Indira Gandhi's cabinet to the current Govt. In our Public value campaign in India, we have prioritized the key actors. The President's office is a constitutional office, the highest position in the country, and the President does not belong to any political party as the guardian of the constitution. Mukherjee resigned from the Congress party when he ran for President's office. The President is 77 years of age and not very familiar with new media so there were some natural challenges in convincing him. In the end, we succeeded and his team drove PR around his joining FB. Almost all newspapers reported it. We are now discussing page engagement with his team and are lining up trainings for this. Sample press coverage of his joining FB can be seen here - <http://www.hindustantimes.com/India-news/NewDelhi/President-Pranab-logs-on-to-Facebook/Article1-900376.aspx>

Australia/New Zealand:

- **Gambling/gaming:** Mia secured industry sign-off (including with Microsoft and the local game industry association) on alternate language for a Recommendation currently proposed by the Australian Government that would require platforms such as Facebook to closely monitor the simulated payout ratios in casino style fun games and ensure that these games do not inappropriately target younger users. Mia also met with the relevant policymakers to discuss our concerns about the current wording of the Recommendation and we are now awaiting feedback from the Government on the proposed alternate language. We are also getting ready to pre-brief relevant policy makers about the upcoming UK gambling launch in a way that does not adversely impact the progress we have made locally on the casino games issue to date.
- **FB political engagement:** Strong interest from all Australian political parties in using FB for campaigning. This week, Mia met with two advisers for the conservative opposition party to confirm contents of two workshops we will hold in August -- one with the actual political representatives and the other will be a more detailed presentation with staffers. She also met with the Prime Minister's Chief of Staff and other key ministerial advisers from the governing Labor party about digital campaigning. Similar conversations are happening with the key communications adviser for the Greens party, which holds the balance of power in the Senate.
- **Ambassador Bleich:** Elliot and Sarah WW met with the US Ambassador to Australia. We raised the issue of the Australian Government trying to extend their jurisdiction and directly regulate Facebook through new privacy

regulation. The Ambassador said that this was another example of the Australian Government failing to understand the needs of technology companies and the importance of innovation. He has been actively working on cloud issues and established relationships with key players in both the bureaucracy and political arenas. The Ambassador offered to raise concerns with his contacts regarding the proposed legislation.

People

- **Elliot, Erin and Sarah** presented at the Legal Offsite. Heard really great things about their presentations. They provided an overview of the structure of the policy/comms team, what the areas of interest and focus are, and how legal can help/how we can work together. Many of the Legal team are new and did not have an understanding of what we do or how we can work together. We answered a broad range of questions including privacy, law enforcement and jurisdiction issues. The message that they should not be constrained by 'how things are' but instead should be driven by 'how we want them to be' provoked a great deal of comment.
- **Ankhi:** Great work on getting yet another key policymaker onto Facebook.

Me

- On Saturday, I gave a speech at the Chautauqua Institution Hall of Philosophy which was a very cool venue. (Even my kids were impressed by the venue.) Average age in the audience was -- 65! I felt good that when it started to rain, the people seated in the uncovered, outdoor sections remained. I felt even better that I managed to find the right baseline messaging and that so many people expressed how, as a result of the talk, they were less skeptical and more interested in using Facebook "to help change the world." Special thanks to Matt for all his help with this speech. We had a lot of good laughs preparing this one.