

EXHIBIT 207

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

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**From:** Johanna Peace </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JOHANNAP>  
**Sent:** Tuesday, February 03, 2015 2:55 PM  
**To:** Juliet Chaitlin-Leftcourt  
**Subject:** Re: Graph API blog post for this week

Latest blog post:

## Easily upgrade to Graph API v2.x with no code changes

Today, we're announcing a new tool to help you upgrade to Graph API v2.0 without making any code changes.

At last year's F8, we announced the [Graph API v2.0](#) and the [new Facebook Login](#). On April 30, 2015, all apps will automatically be upgraded to Graph API v2.0 and the new Login, so we're focused on adding tools and features to make it easier to upgrade your apps before then.

Last December, we added the ability for you to [use Test Users to see how your app will behave against Graph API v2.x](#) without having to update your code. Many of you tested your apps, and gave us the feedback that you'd like a simple way to take the next step: to upgrade without having to write code and redeploy. Now, we are launching a button that allows your app to use Graph API v2.0 by default.

To make the change, go to the [Migration tab of your app's Settings page](#). You can switch the *"Use Graph API v2.0 by default"* setting to ON (or OFF to revert your app back to its original state).

[screen shot]

Here's what will happen after you enable this migration:

1. People who log into your app will see the new Facebook Login dialog which gives them greater control over what information they share. This means people will be able to decline to grant one or more of the permissions you're requesting.
2. Only the permissions which remain available in v2.0 will be shown in the login dialog or be useable when making API calls: e.g. the `friends_birthday` permission will not be grantable, and API calls which use this permission may return empty arrays.
3. People logging into your app for the first time will be known by an app-scoped user ID. Note that if you enable and then later disable this migration, people who first logged into your app while the migration was enabled will still be known by the same app-scoped ID.
4. Calls to `/me/friends` will return the user's friends who also use the app.

This is the same set of changes which will come into effect for all apps on April 30, 2015. For the full list, please see the [changelog](#).

If your app relies on some of the [features which have changed or been deprecated in v2.0](#), we suggest you do not enable your migration using this new tool, and instead manually update your app to call Graph API v2.0 or above. With the migration date only a few weeks away, we advise you to begin making these changes now. For more information on how to upgrade to v2.0,

please see the [upgrade guide](#).

But if your app is already able to handle these changes, or if you're not using features which have changed, you can now instantly upgrade your app with the flick of a switch.

We hope this makes it easier to upgrade some of your apps to Graph API v2.0 and the new Facebook Login.

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**From:** Johanna Peace <[johannap@fb.com](mailto:johannap@fb.com)>  
**Date:** Tuesday, February 3, 2015 at 11:40 AM  
**To:** Juliet Chaitin-Lefcourt <[JChaitin-Lefcourt@theoutcastagency.com](mailto:JChaitin-Lefcourt@theoutcastagency.com)>  
**Cc:** FBPlatform <[FBPlatform@theoutcastagency.com](mailto:FBPlatform@theoutcastagency.com)>  
**Subject:** Re: Graph API blog post for this week

Thanks! I made tweaks to the pitch and a comment on the list below. I will keep you posted on timing for this — blog post is currently going through review.

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**From:** Juliet Chaitin-Lefcourt <[JChaitin-Lefcourt@theoutcastagency.com](mailto:JChaitin-Lefcourt@theoutcastagency.com)>  
**Date:** Tuesday, February 3, 2015 at 9:26 AM  
**To:** Johanna Peace <[johannap@fb.com](mailto:johannap@fb.com)>  
**Cc:** FBPlatform <[FBPlatform@theoutcastagency.com](mailto:FBPlatform@theoutcastagency.com)>  
**Subject:** Re: Graph API blog post for this week

Hi Johanna -

Below, you'll find the FYI note and target list for your review.

As a reminder, recommend sharing the blog post via Hacker News as well — another platform to reach devs and remind them of the deadline.

Keep us posted on timing. We're happy to handle outreach/monitor coverage.

Thanks,  
JCL  
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## **PITCH**

**Subj:** New API upgrade tool for Facebook developers

Hi X,

Wanted to give you a quick heads up on a new upgrade tool for developers that Facebook released today, allowing developers who are currently using Graph API v1.0 to easily upgrade their apps to Graph API v2.0 or higher without the ~~headache~~ — no need to rewrite code and redeploy.

As a reminder, as we announced at [F8 2014](#) that all developers must upgrade to Graph API v2.0 or higher before v1.0 is deprecated on **April 30, 2015**. We hope this new feature makes it even easier for some developers to upgrade their apps before the deadline.

You can find out more about it [\[here\]](#) — including which developers should use the tool, and what they can expect to happen after they do. Let me know if you have any questions.

Thanks,  
X

## TARGET LIST

- **AllFacebook**, David Cohen
- **App Advice**, Aldrin Calimlim
- **App Developer Magazine**, Stuart Parkerson, Richard Harris
- **Application Development Trends**, John Waters
- **CNET**, Ian Sherr
- **DeveloperTech**, Ryan Daws
- **FierceDeveloper**, Shane Schick
- **IDG**, Zach Miners
- **Inside Facebook**, Justin Lafferty
- **MIT Tech Review**, Rachel Metz
- **Programmable Web**, Doron Katz, Bill Doerfeld
- **ReadWrite**, Owen Thomas, Lauren Orsini
- **SD Times**, Rob Marvin
- **TechCrunch**, Kyle Russell, Frederic Lardinois
- **WebProNews**, Chris Crum

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### **The OutCast Agency**

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**From:** Johanna Peace <[johannap@fb.com](mailto:johannap@fb.com)>

**Date:** Monday, February 2, 2015 at 1:52 PM

**To:** Juliet Chaitin-Lefcourt <[jchaitin-lefcourt@theoutcastagency.com](mailto:jchaitin-lefcourt@theoutcastagency.com)>, FBPlatform <[FBPlatform@theoutcastagency.com](mailto:FBPlatform@theoutcastagency.com)>

**Subject:** Re: Graph API blog post for this week

Sounds good — thank you!

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**From:** Juliet Chaitin-Lefcourt <[JChaitin-Lefcourt@theoutcastagency.com](mailto:JChaitin-Lefcourt@theoutcastagency.com)>

**Date:** Monday, February 2, 2015 at 1:50 PM

**To:** Johanna Peace <[johannap@fb.com](mailto:johannap@fb.com)>, FBPlatform <[FBPlatform@theoutcastagency.com](mailto:FBPlatform@theoutcastagency.com)>

**Subject:** Re: Graph API blog post for this week

Hi Johanna -

We're happy to help with day-of outreach and draft a quick FYI pitch. Here's our target list from last time:

- **AllFacebook**, David Cohen
- **App Advice**, Aldrin Calimlim
- **App Developer Magazine**, Stuart Parkerson, Richard Harris
- **Application Development Trends**, John Waters

- **CNET**, Ian Sherr (Just FYI)
- **DeveloperTech**, Ryan Daws
- **FierceDeveloper**, Shane Schick
- **IDG**, Zach Miners
- **Inside Facebook**, Justin Lafferty
- **MIT Tech Review**, Rachel Metz
- **Programmable Web**, Doron Katz, Bill Doerfeld —>should we add Eric Zeman who covered the previous upgrade tool?
- **SD Times**, Rob Marvin
- **TechCrunch**, Kyle Russell, Frederic Lardinois (Just FYI)
- **WebProNews**, Chris Crum

In terms of resulting coverage, we saw Programmable Web, AllFB and WebProNews post. We'll share the FYI pitch tomorrow, and make any additions to the target list that we see fit (if any).

Thanks,  
JCL

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**The OutCast Agency**

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**From:** Johanna Peace <[johannap@fb.com](mailto:johannap@fb.com)>

**Date:** Monday, February 2, 2015 at 1:36 PM

**To:** Juliet Chaitin-Lefcourt <[jchaitin-lefcourt@theoutcastagency.com](mailto:jchaitin-lefcourt@theoutcastagency.com)>, FBPlatform <[FBPlatform@theoutcastagency.com](mailto:FBPlatform@theoutcastagency.com)>

**Subject:** Graph API blog post for this week

Hey Juliet/OC team,

Here's an early draft of the blog post I mentioned to Juliet last week, that will be going out sometime this week. It's basically another tool for developers to make the migration easier for them, similar to this one that we announced last year. I think it's worth sending as an FYI to the same small group of reporters that we pitched about the previous tool. Think we got a few small hits from that outreach such as Programmable Web, etc. It's also a good opportunity to remind reporters that the deadline is coming up, since we want this to be a non-surprise/ non-news item when April 30 comes.

Do you guys mind digging up the target list we used last time around, and helping with outreach?

Thanks,  
Johanna

## Easily upgrade to Graph API v2.x with no code changes

At last year's F8, we announced the [new Graph API v2.0](#), and today we are excited to share with you an easy way to upgrade your apps to Graph API v. 2.0 or greater with no code changes.

[Last December](#), we gave you the ability to test how your app will perform with Graph API v2.x without having to update your code. Many of you tested your apps, and gave us the feedback that you'd like a simple way to take the next step. Now, we're adding a feature to make this possible, making it easy for you to upgrade without having to rewrite code and redeploy.

To make the change, go to the My Settings page in your app dashboard [LINK], then click on Migrations. You can switch [name of the button] to ON (or OFF to revert your app back to its original state).

[Need screenshot of the app dashboard]

The deadline to migrate to Graph API v2.x is April 30th, 2015. We advise you to make the change even earlier, to ensure that your apps continue to perform as expected after the upgrade. On April 30, 2015, all API calls which don't specify version v2.0 or greater will automatically behave like v2.0 calls.

Here are some changes that you can expect after migrating:

1. People who use your app will see the [new Facebook Login](#) which gives them greater control over what information they share.
2. If your app is requesting permissions other than [the basic ones](#), you will need to go through [Facebook Login Review](#) to continue receiving those permissions after April 30th, 2015. The review process takes time, so plan accordingly.
3. New users in your app will be identified by an [app-scoped ID](#) instead of by their Facebook ID. Please note that even if you use the new switch to reverse your upgrade, these users will continue to be identified by their app-scoped ID.
4. The new Graph API v2.x allows developers to unlock additional features such as the [Tagged Places API](#), the [Social Context API](#) and [Page Mentions](#).

For more information on how to upgrade to v2.x, please see the [upgrade guide](#).