

EXHIBIT 161

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

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**From:** Marie Hagman </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=MARIEHC22>  
**Sent:** Monday, March 11, 2013 5:20 PM  
**To:** Douglas Purdy  
**Cc:** Eddie O'Neil  
**Subject:** RE: amazon: Pre-enforcement heads-up: auto-redirecting off canvas

Yes, I can work on this. Would like to get more context from you on the back story tomorrow in our 1-1...

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**From:** Douglas Purdy  
**Sent:** Monday, March 11, 2013 4:59 PM  
**To:** Marie Hagman  
**Cc:** Eddie O'Neil  
**Subject:** Fwd: amazon: Pre-enforcement heads-up: auto-redirecting off canvas

Do you have cycles to take on another project? I would like to have you take this on.

Begin forwarded message:

**From:** Ellen Silver <[esilver@fb.com](mailto:esilver@fb.com)>  
**Date:** March 10, 2013, 7:45:28 PM PDT  
**To:** Douglas Purdy <[dmp@fb.com](mailto:dmp@fb.com)>, Justin Osofsky <[josofsky@fb.com](mailto:josofsky@fb.com)>  
**Subject:** RE: amazon: Pre-enforcement heads-up: auto-redirecting off canvas

Thanks. I'll reach out to Marie to sync

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**From:** Douglas Purdy  
**Sent:** Friday, March 08, 2013 7:57 PM  
**To:** Ellen Silver; Justin Osofsky  
**Subject:** Re: amazon: Pre-enforcement heads-up: auto-redirecting off canvas

I am going to give this to Marie.

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**From:** Ellen Silver <[esilver@fb.com](mailto:esilver@fb.com)>  
**Date:** Wednesday, March 6, 2013 10:22 AM  
**To:** Douglas Purdy <[dmp@fb.com](mailto:dmp@fb.com)>, Justin Osofsky <[josofsky@fb.com](mailto:josofsky@fb.com)>  
**Subject:** RE: amazon: Pre-enforcement heads-up: auto-redirecting off canvas

Thanks Doug

It'll be a hybrid of 2 and 3. As the plan is to enforce once we have greater clarity on the product modifications, we'll step back from a 3/28 date, work with Fran and some SPM/SPD to flush out use cases and messaging. Is there a PM we should loop into this just to ensure we're all on the same page?

Thx  
Ellen

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**From:** Douglas Purdy  
**Sent:** Tuesday, March 05, 2013 2:23 AM  
**To:** Ellen Silver; Justin Osofsky  
**Subject:** Re: amazon: Pre-enforcement heads-up: auto-redirecting off canvas

1. We should be enforcing on games, per a different policy if memory serves.
2. Just to be clear with the below, I wasn't saying that we wouldn't enforce, I was saying that we aren't likely to change the way that canvas non-games work (which we closed on today).
3. Based on the same meeting today, I think we are going to hold off on enforcing this policy for non-games for a little while longer because of an in-flight product decision around invites that we hope to land next week. With that in mind, what is your recommendation on the options you enumerate below?

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**From:** Ellen Silver <[esilver@fb.com](mailto:esilver@fb.com)>  
**Date:** Monday, March 4, 2013 3:14 PM  
**To:** Douglas Purdy <[dmp@fb.com](mailto:dmp@fb.com)>  
**Subject:** RE: amazon: Pre-enforcement heads-up: auto-redirecting off canvas

Hey Doug,

Wanted to get clarification here on the canvas redirect:

- We've been enforcing on games, is that still fine?
- For non games on canvas we communicated with the SPM/SPDs 2 weeks ago (2/18) and gave a 3/28 date for enforcement. We have a few options:
  - Stay the course: reminder notifications and enforce on 3/28
  - Pull back on communication and enforcement: 3/28 comes and goes and for those that came into compliance, great and those that did nothing, fine. We would not follow up or moratorium them at all
    - Challenge here is if a dev calls out another dev for auto redirect, we're inconsistent in our communication and actions
  - About face: re-message to the SPMs/SPDs what you outlined below [re-focusing our channels and that for now we will allow this behavior] and no other communication/action necessary

I realize those are fairly prescriptive, but wanted to make sure I'm aligned in understanding. Based on your input, I'll loop in Swain and Fran to ensure we've got a buttoned up messaging ready to go.

Thanks  
Ellen

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**From:** Douglas Purdy  
**Sent:** Monday, March 04, 2013 12:16 AM  
**To:** Justin Osofsky; Jackie Chang  
**Cc:** Chris Daniels; Ime Archibong; Ellen Silver; Monika Bickert; Francis Larkin; David Swain  
**Subject:** Re: amazon: Pre-enforcement heads-up: auto-redirecting off canvas

I think we are largely going to leave canvas alone from a navigational distribution (bookmarks, notifications, etc.) standpoint for non-games (this is a change that George and I agreed to over the weekend).

We slated to discuss this tomorrow in a little more detail.

I think we basically want to tell partners that on desktop web, we are refocusing our channels, etc. on the way they were intended — canvas, not connect for bookmarks and requests.

Note that they can use all this on mobile get fine, so this is just desktop web.

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**From:** Justin Osofsky <[josofsky@fb.com](mailto:josofsky@fb.com)>

**Date:** Thursday, February 28, 2013 7:37 AM

**To:** Douglas Purdy <[dmp@fb.com](mailto:dmp@fb.com)>, Jackie Chang <[jackie@fb.com](mailto:jackie@fb.com)>

**Cc:** Chris Daniels <[chrisd@fb.com](mailto:chrisd@fb.com)>, Ime Archibong <[ime@fb.com](mailto:ime@fb.com)>, Ellen Silver <[esilver@fb.com](mailto:esilver@fb.com)>, Monika Bickert <[monika@fb.com](mailto:monika@fb.com)>, Francis Larkin <[fran@fb.com](mailto:fran@fb.com)>, David Swain <[dswain@fb.com](mailto:dswain@fb.com)>

**Subject:** Re: amazon: Pre-enforcement heads-up: auto-redirecting off canvas

I want to make sure that we're giving the right guidance to Amazon (and other partners) as we look out over a 6-month time horizon. It feels like the current sequence is that we will (1) restrict canvas redirects and then (2) make changes to the APIs which collectively make it more challenging for non-games to get organic distribution on canvas.

If this is the plan, I'm concerned with advising partners to "move core elements to canvas" to address the redirect policy enforcement. That guidance seems suboptimal if upcoming API changes will make it more difficult for those apps to succeed on canvas. Doug, what's your take on this?

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**From:** Douglas Purdy <[dmp@fb.com](mailto:dmp@fb.com)>

**Date:** Thursday, February 28, 2013 4:47 AM

**To:** Jackie Chang <[jackie@fb.com](mailto:jackie@fb.com)>

**Cc:** Justin Osofsky <[josofsky@fb.com](mailto:josofsky@fb.com)>, Douglas Purdy <[dmp@fb.com](mailto:dmp@fb.com)>, Chris Daniels <[chrisd@fb.com](mailto:chrisd@fb.com)>, Ime Archibong <[ime@fb.com](mailto:ime@fb.com)>, Ellen Silver <[esilver@fb.com](mailto:esilver@fb.com)>, Monika Bickert <[monika@fb.com](mailto:monika@fb.com)>

**Subject:** Re: amazon: Pre-enforcement heads-up: auto-redirecting off canvas

I want to give regular devs 90 days to react to these changes. Fine giving Amazon longer, but we'll need to manage any outcry from other devs.

On Feb 28, 2013, at 12:00 AM, "Jackie Chang" <[jackie@fb.com](mailto:jackie@fb.com)> wrote:

Hi Justin/Doug,

Running into some issues on how we should handle auto-redirect enforcement with Amazon. At this time, we're holding off on notif removals, but moving forward with enforcing auto-redirects as if they don't go hand and hand. If we enforce against auto-redirects, we're essentially removing notifs and this would break 3 of Amazon's integrations.

Our current guidance is to tell partners to either (1) remove the canvas url or (2) move core elements to canvas. #1 is not an option for Amazon right now. Also, if we're planning to eventually remove notifs it seems like a waste of resource and unnecessary thrash for Amazon to tackle #2 especially since we don't know if or when we'll remove notifs.

Additionally, we approved their integrations when this wasn't an issue and would need to respect our 6 month backward compatibility clause if we were to remove. At this time I'm wondering:

1/ if it makes more sense to lump auto-redirect and notif removal together and not enforce the auto-redirect with Amazon at this time given how we've rolled back notif removal

2/ if we can make sure to present Amazon with a 6 month notice of removal to respect the Platform Agreement with them - else, they'll likely no longer want to integrate with us given the thrash we've presented in other areas of enforcement.

Let me know your thoughts.

Thanks!  
Jackie

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**From:** <Mirchandani>, Jeetendra <[jeetu@amazon.com](mailto:jeetu@amazon.com)>  
**Date:** Tuesday, February 26, 2013 9:28 PM  
**To:** Jackie <[jackie@fb.com](mailto:jackie@fb.com)>  
**Cc:** "Toedebusch, Cory" <[toedebus@amazon.com](mailto:toedebus@amazon.com)>  
**Subject:** Re: Pre-enforcement heads-up: auto-redirecting off canvas

Jackie, So are you saying that you won't be supporting any requests/invites/notifications that intend to take the user to an [amazon.com](http://amazon.com) destination?

This will break 3 of our live integrations.

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Regards,  
Jeetu

On Feb 26, 2013, at 8:49 PM, "Jackie Chang" <[jackie@fb.com](mailto:jackie@fb.com)> wrote:

A quick update - we're looking into an extension as the current hardline date for auto-removal of redirects is 3/28. We won't be able to grant an exception, but looking into whether we can extend the time to allow you to either:

- Remove your app's Canvas integration by removing the "App on Facebook" and "Canvas URL" from Basic Settings. This will not affect any Connect or mobile integrations your app may have.
- OR bring core elements of your app onto Facebook Canvas. Core elements do not include trivial elements such as splash pages or registration forms that redirect off Canvas.

Will circle back once I get confirmation of being able to extend the enforcement date.

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**From:** Jackie <[jackie@fb.com](mailto:jackie@fb.com)>  
**Date:** Monday, February 25, 2013 6:13 PM  
**To:** "Toedebusch, Cory" <[toedebus@amazon.com](mailto:toedebus@amazon.com)>  
**Cc:** "Mirchandani, Jeetendra" <[jeetu@amazon.com](mailto:jeetu@amazon.com)>  
**Subject:** Re: Pre-enforcement heads-up: auto-redirecting off canvas

Sorry to hear that - hope you're feeling better.

Regarding api/integration approvals, our policy supersedes the approval as the assumption is that your use of the functionality is within platform

policy. Given that we're not deprecating approved functionality but enforcing policy around incorrect usage, this will be the internal hurdle. So let me work through this with folks on our end. One of the solutions might be Amazon translating a similar birthday gifting experience on your canvas (i.e. Dropping users to a birthday gift flow on your canvas) at which you're no longer redirecting. Specific outlined solutions for this policy violation are the below:

- Remove your app's Canvas integration by removing the "App on Facebook" and "Canvas URL" from Basic Settings. This will not affect any Connect or mobile integrations your app may have.
- OR bring core elements of your app onto Facebook Canvas. Core elements do not include trivial elements such as splash pages or registration forms that redirect off Canvas.

Let me know if you have any thoughts around this proposal in the meantime while I discuss with folks on our end.

Hope you feel better soon ~

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**From:** <Toedebusch>, Cory <[toedebus@amazon.com](mailto:toedebus@amazon.com)>  
**Date:** Monday, February 25, 2013 5:59 PM  
**To:** Jackie <[jackie@fb.com](mailto:jackie@fb.com)>  
**Cc:** "Mirchandani, Jeetendra" <[jeetu@amazon.com](mailto:jeetu@amazon.com)>  
**Subject:** RE: Pre-enforcement heads-up: auto-redirecting off canvas

Adding Jeetu

Jackie,

Sorry, I ended up going home sick today so a bit tardy in response. We do rely on this to support our user to user notifications that we worked with you guys on. Earlier was the Student invite scenario, Save with Friends (invite friends to receive a social coupon), and most prominently Amazon Birthday Gift which need this to invite friends to join a gift (customer sends invite/notification to friend, friend clicks through, and then land them on Amazon Birthday Gift.

I've attached some emails discussing this, but all these integrations were reviewed with you and approved. I hope to be back by tomorrow but this could be somewhat impactful. Would like to discuss or understand options.

Thanks,

Cory

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**From:** Jackie Chang [<mailto:jackie@fb.com>]  
**Sent:** Monday, February 25, 2013 1:24 PM  
**To:** Toedebusch, Cory  
**Subject:** Re: Pre-enforcement heads-up: auto-redirecting off canvas

Reference in case  
needed: <https://developers.facebook.com/policy/> (Facebook Platform  
Policy 1.11)

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**From:** Jackie <[jackie@fb.com](mailto:jackie@fb.com)>  
**Date:** Monday, February 25, 2013 1:21 PM  
**To:** "Toedebusch, Cory" <[toedebus@amazon.com](mailto:toedebus@amazon.com)>  
**Subject:** Re: Pre-enforcement heads-up: auto-redirecting off canvas

No policy changes - this policy has always existed. We now have technology to fully detect and enforce this. Please let me know by tomorrow as this auto-enforcement dialog will push out tomorrow which means everyone with the notice will have by March 7th to address this policy issue and I'll need to get in front of this early if this is a large issue on your end.

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**From:** <Toedebusch>, Cory <[toedebus@amazon.com](mailto:toedebus@amazon.com)>  
**Date:** Monday, February 25, 2013 1:18 PM  
**To:** Jackie <[jackie@fb.com](mailto:jackie@fb.com)>  
**Subject:** RE: Pre-enforcement heads-up: auto-redirecting off canvas

Jackie – has the policy around this changed? Can you explain why the enforcement now?

We did have some reasons, but will need to dig in (can't recall the full specifics). Let me talk to folks and will get back to you.

Cory

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**From:** Jackie Chang [<mailto:jackie@fb.com>]  
**Sent:** Monday, February 25, 2013 12:48 PM  
**To:** Toedebusch, Cory  
**Subject:** fb: Pre-enforcement heads-up: auto-redirecting off canvas

Hi Cory,

Sorry for being the bearer of bad news lately, but I have another heads up to give regarding auto-enforcement that will be going out to app ids currently in violation.

For Amazon apps:  
164734381262 <https://developers.facebook.com/apps/164734381262/summary>  
115829135094686 <https://developers.facebook.com/apps/115829135094686/summary>

These apps are currently facilitating canvas redirecting off-site. I can't remember if there was a specific reason why this is in place as I want to make sure I surface this asap with our policy team and look into workarounds on my end.

Otherwise, if the canvas redirects don't currently serve a deficiency, we'll need you to make some changes to keep your app in good standing. Please address the issue below by March 7, 2013 by removing the 'App on Facebook' section of your app dashboard:

<image001.png>

Let me know if you want to chat through live and if there's an immediate issue for me to escalate/look into on my end.

Thanks again,  
Jackie

<image001.png>