

EXHIBIT 96

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

From: Allison Hendrix </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=AHENDRIX>
Sent: Tuesday, February 11, 2014 2:15 PM
To: David Doyle
Subject: Re: [tasks] #3631832: Chicklopedia app 1448907468662762

Recent Activity - #3631832

Allison Hendrix:

Can we replace this sentence (Thank you for highlighting other apps within the same use genre as Chicklopedia though we cannot discuss enforcement of other applications. I hope this provides further clarification of the issues.) with the following:

"In addition, thank you for surfacing other apps that may not be offering an opt-in experience for the ranking or rating of individuals using data obtained from Facebook, as is required by Facebook policy. We will pass this information on to our teams for their review, and will keep your report confidential.

I hope this message provides further clarification of the policy issues we need you to address, and we thank you in advance for addressing them within the deadline we've provided."

Feel free to revise, but I'm hoping with the above language we can emphasize that we will formally look into his report and keep it confidential. If he replies asking for more info on our enforcement against third parties, at that time we can let him know it is not our practice to discuss our enforcement against an app with anyone but the app developers, just as we would do the same for him.

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Task Description

Title	#3631832 : Chicklopedia app 1448907468662762
Created	Jan 30, 2014 11:09am
Creator	Gillian Dunne
Updated	Feb 11, 2014 10:15pm
Tags	devops-enforcement devops-appreport
Subscribers	Nicholas Sullivan, Tera Randall, Brie Noel Taylor, Grace Molnar, Allison Hendrix, Gillian Dunne, David Doyle, Charlotte Edelson, Arthur Menezes
Priority	none
Assigned to	Grace Molnar
Target date	Feb 6, 2014 12:00am
Depends on	<ul style="list-style-type: none">#3608323 : MySleo.pl (ID 553703348005576) violating III.A.1
Description	Hi all

David found the following in his app center review queue this morning. Another Lulu - esq app.

<https://our.intern.facebook.com/intern/support/review/queue.php?queue=144571425579060&id=1448907468662762>

Useful links:

<http://www.youtube.com/watch?v=jLpud5vs1tw>

<http://chicklopedia.com/>

<https://play.google.com/store/apps/details?id=com.dotUtil.chicklopedia>

<https://www.facebook.com/chicklopediaapp>

<http://chicklopedia.com/termsprivacy>

<https://www.facebook.com/luluapp/posts/633887293330659>

http://timeli.info/item/586999/r_Technology_on_Reddit/Chicklopedia_is_set_to_be_first_app_thatLets_men_rate_hookups_with_women

Should we consider action / have a look into this one?

Best,

Gill

Comment History

Allison Hendrix: Feb 11, 2014 10:15pm

Can we replace this sentence (Thank you for highlighting other apps within the same use genre as Chicklopedia though we cannot discuss enforcement of other applications. I hope this provides further clarification of the issues.) with the following:

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Feel free to revise, but I'm hoping with the above language we can emphasize that we will formally look into his report and keep it confidential. If he replies asking for more info on our enforcement against third parties, at that time we can let him know it is not our practice to discuss our enforcement against an app with anyone but the app developers, just as we would do the same for him.

Brie Noel Taylor: Feb 11, 2014 12:48am

Wonderful thank you, and I'll wait to hear more tomorrow!

Grace Molnar: Feb 11, 2014 12:44am

I'm waiting for some final input from PR in terms of Lulu (it may color our reply to Chicklopedia but unlikely) so let's wait a little longer. I'll circle back tomorrow morning regardless. In the meantime, I would edit the reply (hold on sending though) by removing the word "unfortunately":

Dear Eduardo

Thank you again for your prompt response, and for clarification of your opt-out procedures. To clarify, Facebook's Community Standards prohibit the rating or ranking of individuals without their consent regardless of geographic location. This means that in order to be compliant with Section III.A.1 of Facebook's Platform Policies Chicklopedia must obtain opt-in consent from all individuals who are rated or ranked within the app, regardless of region of the app or of the user. Again, you have discretion as to how you address this issue, and can make the necessary changes to ensure your app provides an opt-in experience, or you can stop using data obtained from Facebook within the context of your app.

Thank you for highlighting other apps within the same use genre as Chicklopedia though we cannot discuss enforcement of other applications. I hope this provides further clarification of the issues.

Brie Noel Taylor: Feb 11, 2014 12:39am

Update on the apps referred to by the dev: LuluTubby has 117 MAP and is not on the Apple or Google app stores. The app was up at some point but is currently nonfunctional. The Clube de Bolinha app is not on pops or any app stores whatsoever and the link the dev provided to this app is broken, so this app is similarly nonfunctional. While there are likely other date-rating apps in existence the dev could cite to, two of the three referenced in the dev's last messaging are nonfunctional apps (the other being Lulu).

Are there any thoughts on my suggested response to the dev? It would be great to be able to follow up soon!

Brie Noel Taylor: Feb 10, 2014 5:44am

Yes, the dev is citing the app's compliance with regional legal regulation, whereas the issue is that they are violating Community Standards irrespective of region. This is their confusion. I tried to clarify the issue by restating the violation of community standards and noting that they are applied irrespective of geographic region, though can be more explicit if needed.

As I understand it, not all similar apps will currently have friends.get restrictions applied as we are handling these cases on a reactive basis, rather than performing a sweep of the ecosystem, though all similar app violations that we encounter will be enforced in the same way. I shall look into the LuluTubby and Clube de Bolinha apps referenced by the dev and enforce as needed. It is my understanding that ROW Lulu is still in the 'warning' period before friends.get restriction is applied.

Grace Molnar: Feb 10, 2014 4:18am

While places such as Brazil have legal complexities, our decision here, and with similar apps, is based on the fact that all users of the app must have signed up with the app in order to be rated correct? We're not making our decision solely on law. I assume that means the friends.get restriction stands. Please confirm that Lulu (outside of Brazil) and similar apps have the same restrictions as we placed on Chicklopedia.

Brie Noel Taylor: Feb 10, 2014 3:59am

Hi All,

The Chicklopedia dev has provided a lengthy response which I have included at the end of this update, but which may be summarized as:

- Asserting the application complies with regional legislation by only allowing rating and ranking of users in US and Canada
- Pointing to comparable apps (Lulu, LuluTubby, Club de Bolinha) to suggest Chicklopedia is in compliance if enforcement has not been taken on such apps

I have crafted the following language though would appreciate any suggested edits to wording, particularly in addressing the dev's strong requests that we address the continued existence of comparable apps (such as Lulu).

Dear Eduardo,

Thank you again for your prompt response, and for clarification of your opt-out procedures. To clarify, Facebook's Community Standards prohibit the rating or ranking of individuals without their consent regardless of geographic location. This means that in order to be compliant with Section III.A.1 of Facebook's Platform Policies Chicklopedia must obtain opt-in consent from all individuals who are rated or ranked within the app, regardless of region of the app or of the user. Again, you have discretion as to how you address this issue, and can make the necessary changes to ensure your app provides an opt-in experience, or you can stop using data obtained from Facebook within the context of your app.

Thank you for highlighting other apps within the same use genre as Chicklopedia though unfortunately we cannot discuss enforcement of other applications. I hope this provides further clarification of the issues.

"Dear Linden and the Platform Policy Team,

Regarding the prohibition of rating/ranking individuals without consent. We have taken every precaution ensured that our App Chicklopedia is in line with regional legislation, Facebook's Community Standards, as well as being consistent with several existing Facebook Apps (all with enormous user bases). These are gender-specific Apps that allow the rating and reviewing

of members of the opposite sex. Specifically, these are:

Lulu:

https://www.facebook.com/appcenter/lulu_app?fb_source=search&fbsid=1101&fref=ts

LuluTubby

https://www.facebook.com/appcenter/lulutubby?fb_source=search&fbsid=1101&fref=ts

Clube De Bolinha

https://www.facebook.com/appcenter/appclubedobolinha?fb_source=search&fbsid=1101&fref=ts

Lulu has over 1 million users in the US alone, Clube De Bolinha has approximately 500,000 in Brazil.

The requirement for Opt-in consent has regional basis, although individuals must universally be allowed to opt-out. We studied the regional legislation and for this reason we only allow the use of Chicklopedia in the US and Canada where opt-in consent is not required. (Specific Law).

To address the Opt-in requirement, we enforce this through:

1) Our EULA, which states that clearly that:

"*Territory*: You may not be allowed to use the Chicklopedia Application in territories where offering or using such services is forbidden by law. By agreeing to these Terms, You have explicitly agreed that You have verified in Your own territory if the offering and use of the Chicklopedia Application is legal."

2) The regions that the Google Play Store permits users to install from and the Google Play Store's respective terms and conditions.

3) Our within-App permissions that check the location of users and grant them permission to use the App only if they are within the US or Canada. This filter is not used in any of the above Applications.

As noted, have been careful to ensure that our enforcement of use in these territories is significantly more comprehensive than the equivalent Apps we have listed. However, if there are any specific differences that you note between Chicklopedia and these Apps we will be happy to make adjustments.

We honestly do not see how the referred apps have solved the issue that you point out in your email. We would like to suggest to please specify if you are saying that Lulu, Lulu Tubby and Clube de Bolinha are not using data generated or collected by facebook as base or inspiration for ratings of people who did not have the chance to opt in, thus making it, in principle, not compliant with your community standards.

We would like, if possible, a clear explanation of why the aforementioned apps are compliant with facebook's community standards and we are not. We kindly ask for such an explanation from your side in writing.

In order to make sure there is perfect understanding, we would like to put our Legal Team directly into contact with the responsible of Facebook legal department concerning Facebook's community standards, if possible. We are totally available for a phone conference if you deem it suitable.

Furthermore, we also outline two simple methods to Opt-out in these territories in our EULA:

****Changing or Deleting Your Information:*** Because Chicklopedia is based on the Facebook Platform, You may change Your Information by accessing Your Facebook account. You may terminate your Chicklopedia account, or the use of your Facebook Profile within the Chicklopedia App by either:

- 1) E-mailing a clear request to Admin@Chicklopedia.com asking to be removed with a confirmation of the removal to be sent to Your email, Or,
- 2) Logging in with <http://www.chicklopedia.com/> and choosing the option to remove your profile and follow all steps until confirmation of the removal is sent to Your email.

If You terminate Your Chicklopedia account we will delete personal information about You within a reasonable period of time after termination, except for that portion of information which may be needed or appropriate for legal compliance purposes."

Our website allows the deletion of user profiles in two simple steps, 1) Logging in to a clear "Girls Login" menu item 2) Deletion of the Profile. We also allow users to view all data associated with the use of their profile and ensure that the process of deletion is significantly simpler than all equivalent Apps.

Finally, we have also been careful to adjust our EULA to ensure that Facebook bears no responsibility for User Generated Content within the App and that all users must agree to its Community Standards.

****Responsibility for Content:*** Chicklopedia is responsible for all content of and within your application, including advertisements, user-generated content, and any content hosted, streamed or otherwise delivered to users by third parties. To clear all possible doubts, THIS CONTENT IS NOT PROVIDED BY FACEBOOK.

By previewing, using or downloading Chicklopedia You agree that You are responsible in the exact same amount as described in the paragraph above and agree that THIS CONTENT IS NOT PROVIDED BY FACEBOOK.

Facebook Community Standards: Chicklopedia complies with the Facebook Community Standards and You, by previewing, using or downloading Chicklopedia You agree to comply with the Facebook Community Standards in the exact same conditions."

As outlined, our legal team has been explicit in making both the terms and

use of Chicklopedia consistent with all relevant policies. We both enforce this more strictly than equivalent Apps, have a more limited use of information, and a significantly simpler method to Opt-out. Given this, we apologise if there was a misunderstanding or miscommunication by us of either our EULA, the territories in which we operate, or our functionality.

We would greatly appreciate it if you could outline the concise and exact details as to what we can do to ensure that the application is in compliance to meet the same standards as the aforementioned Applications. We will gladly address and solve these in the shortest time possible.

Kind regards,

Chicklopedia"

Brie Noel Taylor: Feb 8, 2014 12:08am

Wonderful, thank you. The messaging look great to me and I have sent to the dev.

Allison Hendrix: Feb 7, 2014 11:07pm

Hi Brie - Thank you for being on top of this and for drafting a proposed response. I have made a few minor revisions, and propose we respond with the below. Don't hesitate to propose edits, or let me know if you have any questions. Thank you! - Ali

Dear Eduardo,

Thank you for your prompt response, and for your effort in ensuring compliance with our policies. Section III.A.1 requires compliance with Facebook's Community Standards, which prohibit the rating or ranking of an individual without that individual's consent. In order to bring the Chicklopedia app into compliance with our policies, please ensure that you obtain opt-in consent from all individuals who are rated or ranked within the app. For example, if an individual does not use the Chicklopedia app, then people who use the app should not be able to rate this person using data obtained from us. Please note you have discretion with respect to how you address this issue. For example, you can make the necessary changes to ensure your app provides an opt-in experience, or you can stop using data obtained from Facebook within the context of your app.

I hope this helps to clarify the issue and I appreciate your cooperation.

Brie Noel Taylor: Feb 7, 2014 6:18pm

Hi All, In case my earlier wording wasn't clear I will await confirmation from you (to ensure all is well in case of a PR blowup) before sending the following messaging:

Dear Eduardo,

Thank you for your prompt response, and for your efforts. Unfortunately our community standards prohibit the rating or ranking of an individual without that individual's consent. In order to come into compliance with our policies you will need to obtain opt-in consent from all individuals who are rated or ranked within the Chicklopedia app. To be clear, this means that any person rated or ranked within the app who is not an app user themselves must give consent to be rated by app users.

I hope this helps to clarify the issue and I appreciate your cooperation.

Brie Noel Taylor: Feb 7, 2014 3:49am

Hi All,

The developer has responded with the following:

"Dear Facebook,

Our App Chicklopedia was temporarily suspended. We apologise for this and *our company Lawyer made sure to fix it immediately as soon as you made us aware*. We'd greatly appreciate it if we could be reinstated as soon as possible
~~because we're in the launch phase of our marketing plan and are wasting a~~

significant amount of our marketing budget each hour the App is offline.

Our Lawyer has addressed the following issue as clearly as possible:

FPP III.A.1: Responsibility for content: You are responsible for all content of and within your application, including advertisements, user-generated content, and any content hosted, streamed or otherwise delivered to users by third parties. You must make it clear that this content is not provided by Facebook. You must also comply with the Facebook Community Standards.

The EULA has been re-written include this paragraph, clearly stating that user-generated content is solely our responsibility:

**Responsibility for Content: Chicklopedia is responsible for all content of and within your application, including advertisements, user-generated content, and any content hosted, streamed or otherwise delivered to users by third parties. To clear all possible doubts, THIS CONTENT IS NOT PROVIDED BY FACEBOOK.*

By previewing, using or downloading Chicklopedia You agree that You are responsible in the exact same amount as described in the paragraph above and agree that THIS CONTENT IS NOT PROVIDED BY FACEBOOK.

Facebook Community Standards: Chicklopedia complies with the Facebook Community Standards and You, by previewing, using or downloading Chicklopedia You agree to comply with the Facebook Community Standards in the exact same conditions.

*Acknowledgement and Acceptance: By previewing, using or downloading Chicklopedia You agree that You have read, understood, and accepted the Terms of this EULA as a condition to the license of the Chicklopedia Application ("License"). Neither Facebook, The Google Play or Apple Store nor any of its subsidiaries are a party to this EULA and CHICKLOPEDIA LTD as the Licensor is solely responsible for Chicklopedia. Finally, by accepting these Terms, You hereby waive any rights or requirements in any jurisdiction which requires an original (non-electronic) signature or delivery or retention of non-electronic records, to the extent permitted under applicable mandatory law.**

Secondly, we changed 7 other sections of the EULA to specify that Facebook is never responsible for any content within the App. E.g.

"
*YOU SPECIFICALLY ACKNOWLEDGE THAT NEITHER CHICKLOPEDIA LTD.INC. NOR FACEBOOK, THE GOOGLE PLAY OR APPLE STORE SHALL BE LIABLE FOR USER GENERATED CONTENT OR TRANSMISSIONS OR THE DEFAMATORY, OFFENSIVE, OR ILLEGAL CONDUCT OF ANY THIRD PARTY AND THAT THE RISK OF HARM OR DAMAGE FROM THE FOREGOING RESTS ENTIRELY WITH YOU. YOUR USE OF THE CHICKLOPEDIA APPLICATION YOUR ONLY RIGHT OR REMEDY WITH RESPECT TO ANY PROBLEMS OR DISSATISFACTION WITH THE

CHICKLOPEDIA IS TO DEINSTALL AND CEASE ITS USE. In the event of a damage claim, the maximum amount of damages which CHICKLOPEDIA LTD. shall be liable for shall NOT exceed the value paid for the License."*
Our sincerest apologies for any inconvenience caused. Please do not hesitate to contact me if there are any issues in future and our Lawyer will address them immediately.

Best Regards,
Eduardo Alves"

I plan to respond to the tps with the following messaging:

Dear Eduardo,

Thank you for your prompt response, and for your efforts. Unfortunately our community standards prohibit the rating or ranking of an individual without that individual's consent. In order to come into compliance with our policies you will need to obtain opt-in consent from all individuals who are rated or ranked within the Chicklopedia app. To be clear, this means that any person rated or ranked within the app who is not an app user themselves must give consent to be rated by app users.

I hope this helps to clarify the issue and I appreciate your cooperation.

Brie Noel Taylor: Feb 6, 2014 10:42pm

Chicklopedia has been disabled. I will close this task for now and reopen upon any response or further updates.

Thank you all for your strong insights and support.

Brie

Brie Noel Taylor: Feb 6, 2014 6:23pm

Hi All, No response from Chicklopedia and the 48 hour warning window has now passed. Our III.A.1 enforcement rubric suggests disabling apps for which >5% total app content violates Community Standards. As rating users without their consent is a primary function of the app it seems that far more than 5% of the app violates the Standards. I will disable shortly.

Brie

Brie Noel Taylor: Feb 3, 2014 11:24pm

Hi All,

Thank you for this. For clarification, we give III.A.1 violators 48 hours as standard. I have reached out to the dev offering the 48 hour window (tps 190668134) and set a target date for this task. I will provide updates as needed.

Grace Molnar: Feb 3, 2014 11:10pm

Let's go ahead and enforce any violations this app has per our normal rubric (nothing more extreme). If and when they correct them, then we can remove any restrictions (as appropriate). Please let me know if you hear anything from the dev once action is taken. In this case do they have 48 hours or is enforcement immediate? If it is 48 hours, that's fine. If immediate, that's fine too. I do not want to give them two weeks and if they bring anything up about other similar apps, we will not discuss it with them. Thank you.

Tera Randall: Feb 1, 2014 12:40am

Ok with this from a PR perspective as long as we're enforcing this app in the same way that we enforced against lulu.

Allison Hendrix: Jan 30, 2014 11:16pm

Adding Tera from PR since she worked on Lulu and can provide PR perspective on this similar issue.

I think we should proceed with enforcement. If the developer points out Lulu or other apps, we can respond with our boilerplate message that thanks him/her for the report and confirms we'll pass it on for our teams to review. Our focus with this developer should stick to addressing the issues we surfaced in his/her app.

Brie Noel Taylor: Jan 30, 2014 8:21pm

Given that there is such a clear similarity to Lulu and that Chicklopedia has been marked as the male version of Lulu in the press (<http://sultr.com/chicklopedia-set-first-ever-app-lets-men-rate-hookups-women/>) there seems a high likelihood the dev will point to Lulu still existing in

response to our warning. As long as this seems ok to you Alli from a PR perspective, I will reach out to the dev offering a two-week warning period.

Allison Hendrix: Jan 30, 2014 7:25pm

Grace - Confirming it is just like Lulu, but worse IMO. Agree we should take the same approach to enforcement. - Ali

Grace Molnar: Jan 30, 2014 5:32pm

Hey all - I haven't had a chance to read everything but if this is just like Lulu then we should take the same action as on Lulu - with no delay (assuming no additional PR issues). Do let me know if there is a fundamental difference and if so, what it is and why we would take a different approach. Thank you.

Brie Noel Taylor: Jan 30, 2014 4:56pm

Hi All,

I have tested the app on Android and it essentially functions as a male version of Lulu (as per description). The Chicklopedia user logs in and can 'rate' female FB friends from 1 to 10 based on a set of criteria (face, body, sex appeal, sex drive, kissing ability, etc), and then chooses 'best' (positive) and 'worst' (negative) 'hashtags' from a list to describe the friend. The criteria and hashtags available for rating are determined by a 'relationship' the user selects for the Fb friend (friend, hookup, ex/boyfriend). There is also a 'Leaderboards' capability which won't be available until official launch (unsure whether this is 'leaders' among friends or all rated individuals).

Though this currently has low MAU it could be an issue if picked up due to level of similarity to Lulu. The app also seems a little sexually aggressive - the option to 'filter friends by kinkiness' pops up immediately upon opening. I will attach screenshots of flow shortly. I second Charlotte's suggestion of offering a two-week warning before enforcement.

Thanks,

Brie

Charlotte Edelson: Jan 30, 2014 4:05pm

Gillian and Grace -

This application is reminiscent of the dating/rating app Brie, Michael and I investigated yesterday, MySleo.pl (task #3608323). We decided to issue a warning and give the developer two weeks to come into compliance with FPP III.A.1. (Responsibility for content and compliance with Facebook Community Standards). The two applications look similar in terms of reach (MAU):

- Chicklopedia: 663 MAU and no AQS
- MySleo.pl: 665 MAU and no AQS

If the app does not come into compliance after this two week period, then we can choose to take stronger enforcement action. Thoughts on maintaining this approach for consistency?

On a separate note, it would be interesting to see if we could identify or develop a mechanism that would allow us to proactively detect similar applications (by looking at comments on a specific app's page, trigger words, user complaints, etc).

Thanks,

Charlotte

Gillian Dunne: Jan 30, 2014 2:13pm

Hi all,

There is low MAU, but there has been recent growth in the last few days. Andy says that as this isn't a game it will not feature in App Center. Also it is highly unlikely that Katie would choose to feature it.

In the new policy re-write are we able to take actions on an app and kill it if it will harm user trust?

I tried to download the app onto my test phones, but I cannot find the app (think it's geogated, so maybe Brie or Charlotte can see if they can do a full policy check on it?)

Basic Permissions as outlined in the App Page:

Your basic info
Your email address (qaqdfnfdff_1383172924@fbnw.net)
Your birthday
Your location
Your events
Friends' birthdays
Friends' locations

Let me know if you want to reach out to PR. The app is originally Portuguese if that makes any difference.

Best,

Gillian

Gillian Dunne: Jan 30, 2014 11:49am

Just as an FYI the app has passed the App Center review process and will be considered by the Games Team to be listed and show up in App Center.

Got feedback about this email? Hit us up! [Tasks Tool Feedback](#)