

EXHIBIT 210

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

From: Johanna Peace </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JOHANNAP>
Sent: Wednesday, April 29, 2015 2:33 PM
To: Kacie Thomas
Cc: FBPlatform
Subject: Re: Migration Follow-up

Thanks, Kacie. Appreciate the follow-up. We definitely do expect some further complaints from vocal developers in the next few days/weeks as the migration rolls out — We're not out of the woods yet!

So, for reactive language and materials, I made some tweaks to the draft below — lmk what you think of this. Great to have this ready in our back pocket as the migration starts tomorrow.

Draft Statement (Use if we need to go on-the-record):

"We announced these changes to Facebook Login and our API last year, in order to give people more control over the information they share with apps. We believe the changes will benefit both people and developers. As many developers have incorporated these changes in their apps over the past year, we've seen that people have better experiences logging into apps, and are more likely to log in, when they have control over what they share."

Background points (Use whatever is relevant for a given inquiry):

- We made changes to Facebook Login and our API last year, and also introduced a Login Review process, in order to give people more control over the information they share with apps.
- [for questions about friend permissions specifically] As part of the changes that we made to our API last year, we announced that people can now only share their own information with apps; they can no longer share their friends' information (e.g. Likes, photos, birthday, etc.) We made this change because we heard feedback that people were surprised when their friends shared their information with an app.
- We gave developers one year to make these changes in their apps and to submit their apps for Login Review.
- As we announced last year, on April 30, 2015, we begin automatically upgrading any apps that have not yet done so.
- Many developers have already upgraded their apps, including the majority of popular apps people use every day (such as Pinterest, Netflix, SoundCloud, and more.)
- So far, for apps that have upgraded, the rate of people logging in with the new Login has increased 11 percentage points over the previous version of Login — which indicates that people increasingly feel comfortable logging in with Facebook.
- Also, apps are asking people for 50% fewer permissions, indicating that more apps are asking for only the information they need to create a good experience for people.
- We spent the last year working with developers on this transition and providing them with feedback on how their apps will perform with the new API. We've communicated directly with developers whose

- apps will be affected — via emails, blog posts, alerts on their Developer Dashboards, banners and FAQs on our Developer Site, and 1:1 conversations throughout the year.
- To ensure minimal impact for people using Facebook-connected apps, we're rolling out the changes over a few weeks starting on April 30.

- Resources:
 - Here's the blog post from when we announced these changes in 2014. And here's one that we posted this week letting developers know what to expect.
 - Here are just a few of the things we've done to provide developers reminders, tools and best practices to help them upgrade.

From: Kacie Thomas <KThomas@theoutcastagency.com>

Date: Wednesday, April 29, 2015 at 8:06 AM

To: Johanna Peace <johannap@fb.com>

Cc: FBPlatform <FBPlatform@theoutcastagency.com>

Subject: Migration Follow-up

Hi JP -

Congrats on the successful whiteboard! The results confirm the importance of educating reporters in advance of complex developer updates.

Wanted to check on a couple of items:

Blog Post – We agree on forgoing a blog or any proactive outreach

Backlash – In preparation of backlash from developers who are negatively impacted by the change, recommend having a few positive/happy developers (Runtastic) in our back pocket who can neutralize this for us in the media; also recommend having a reactive statement on hand should we need it (see draft below). We'll keep a close on coverage, Hacker News and social channels and flag if this starts to bubble up (Josh's piece from today elicited some less than positive comments from readers)

Draft Statement:

"Our goal with the Login changes is to give people more control over the information they share with apps. Making people's experiences better will ultimately prove beneficial for users as well as developers."

If more content is needed:

"We spent the last year providing developers feedback on how their apps will perform to ensure minimal user impact. So far, the conversion rate on people logging in with the new Login versus the previous version of Login has increased 11 percent, which indicates that people increasingly feel comfortable logging in with Facebook."

Let us know if you have any questions or need anything else!

Thanks,
Kacie

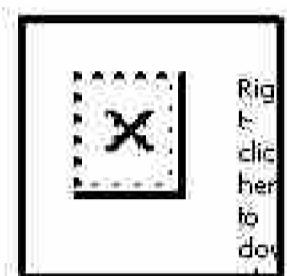
KACIE THOMAS

kthomas@theoutcastagency.com

DIRECT: 415.345.4705

MOBILE: 559.287.0325

www.theoutcastagency.com



This message is intended only for the use of the addressee(s) and may contain information that is confidential, privileged and/or protected by copyright, trade secret or intellectual property rights. If you are not the intended recipient(s), you are hereby notified that any disclosure, copying, distribution or other use of the contents of this communication is strictly prohibited. If you have received this communication in error, please permanently erase all copies of the message and its attachments and notify us immediately. Thank you.