

EXHIBIT 180

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

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**From:** Matt Scutari </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=MATTSCUTARI4E5>  
**Sent:** Friday, November 15, 2013 4:53 PM  
**To:** Nicky Jackson Colaco; Maritza Johnson; Erin Egan  
**Cc:** Rob Sherman  
**Subject:** Re: HPM

**Android Permissions.** Matt has been working with the privacy PM, PMM, and Legal to understand privacy risks associated with several Android permissions that will go out in the next release, including permissions associated with reading call logs and SMS. Simultaneously, we're working to mitigate policy risks associated with a proposed help center FAQ designed to list and provide an example of each permission.

**Follow Redesign.** Matt is working with the privacy PM, PMM, and Legal to finalize help center and user ed content for the Follow redesign, which is slated to roll out to 10% on 11/20.

**Only Me Stickiness.** Matt is providing policy feedback on a Mark Z. request that Product explore the possibility of making the Only Me audience setting unsticky. The goal of this change would be to help users avoid inadvertently posting to the Only Me audience. We are encouraging Product to explore other alternatives, such as more aggressive user education or removing stickiness for all audience settings.

**Privacy Shortcuts Icon (Mobile).** In response to user confusion regarding the new padlock button for privacy shortcuts added next to user names in Android (users think their account is being locked down), Product has proposed removing the shortcut icon entirely. Matt is working with PR, Legal, and others to assess the risks associated with removal and explore any potential alternatives, such as redesigning the button.

**Public Posting UFI Test.** Matt is working with Product and others to finalize the details surrounding a planned test of the new UFI and filters for public comments, including the scope and location of the test.

**Survey Issues.** Yul Kwon and Mike Nowak are interested in exploring the legal and policy implications of matching privacy survey results to user behavior to assess the extent to which user intent and user behavior are aligned. We have advised that we should be prepared to take some action to remedy user confusion revealed in the survey, ideally for the entire user population but at least for the user in our sample for which we have actual notice of confusion. Mike seems reluctant to commit to concrete action in either scenario in the short term, although he has expressed that he goal ultimately is to improve user comprehension.

Hope everyone has a great weekend!

Matt

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**From:** Nicky Jackson Colaco <nicky@fb.com>  
**Date:** Friday, November 15, 2013 at 4:05 PM  
**To:** Maritza Johnson <maritzaj@fb.com>, Erin Egan <erinegan@fb.com>, Matt Scutari <mattscutari@fb.com>  
**Cc:** Rob Sherman <robsherman@fb.com>  
**Subject:** RE: HPM

Instagram Directed Sharing. Nicky provided an update this week during our Weekly Privacy Download on directed sharing - now called 'Instagram Directs', which will launch on 12/9. As you know, this product allows people to send picture messages to a few individuals (max of 15). Because messaging is riskier from a material safety perspective, the core team is working on the following:

- 1) Ensuring that we are staffed from a UO perspective to support additional reports of directed shares, and are in a good place to escalate potentially sensitive reports to our e-crimes team;
  - 2) Using our backend tools to help identify anomalous and potentially predatory behavior (for instance, men sending Instagram Directs only to women or young boys);
  - 3) Creating extra education in-product, in Help Center, and via partners like the Safety Advisory Board to demonstrate a commitment to educating teens and others. While in the longer term, we plan to have 'flyouts' to educate those identified as teens, in the shorter term we are baking education into the NUXes when the product launches.
- We also plan to brief the Safety Advisory Board early next week (likely Tuesday).

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**From:** Maritza Johnson  
**Sent:** Friday, November 15, 2013 3:28 PM  
**To:** Erin Egan; Matt Scutari; Nicky Jackson Colaco  
**Cc:** Rob Sherman  
**Subject:** Re: HPM

Hi Erin — I'll write up the details about my meeting with Alan this afternoon, and reply to Joel's prior email about the MIT policy center.

Have a great weekend, everyone!  
- Maritza

## Research

Maritza attended a member meeting for MIT CSAIL's Big Data initiative. Sameet Agarwal, Pinkesh Patel, and Ryan Mack also attended. Between the four of us, we had great coverage on any topic someone might want to talk about related to big data: infrastructure, data science, and privacy. I heard from more than one attendee that they were excited to see our strong presence at the event.

Most of the presenters were MIT faculty and students presenting projects from the past year. There was a strong focus on results: lots of interesting demos and experimental results. The keynote speaker was Deb Roy, MIT professor and chief media officer at Twitter. He gave an excellent talk on the power of social media to augment the TV watching experience. His keynote isn't available yet, but here's a similar talk he gave in March 2013. He focused on Twitter data but it applies to Facebook as well. It's worth watching for the visualizations alone.  
<http://www.youtube.com/watch?v=GiAVKr3nvYE>

I was most interested in the sessions on big data applications, and privacy and security (<http://bigdata.csail.mit.edu/annual2013>). The speakers in the applications session spoke about applying data to public health problems, identifying genetic diseases, and improving education using MOOC data. It's great to hear positive applications of data that motivate solving the privacy questions. Each of the speakers noted that their research has been impeded by unsolved privacy questions like how do you obtain informed consent, and how do you design a system with transparency in mind. In the privacy session, Danny spoke about designing for trust when users might fear surveillance. He proposed that accountability must be embedded in the system design so that questions about data provenance, use, and transfer can easily be answered. Here's a neat demo on visualizing public Tweets. <http://mapd.csail.mit.edu/>

Maritza also attended the first meeting of the Big Data privacy working group. The group plans to approach the problem using specific case studies. The tentative plan is to focus on the MOOC data set first, and walk through the process of applying the available technical solutions and policy guidelines to define an arrangement that would allow the data to be shared with researchers. As a subtask of this work, the group will decide on a set of assertions that describe a successful data sharing program.

Maritza met with Alan Davidson to discuss the proposed MIT policy initiative.

Maritza, Rob, and Erin continued to iterate on a proposal for a research program centered on the privacy paradox.

Maritza continued to work with Cam and Bob Kraut on a proposal for a data donation program with Wolfram Alpha.

-- Maritza

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**From:** Erin Egan <[erinegan@fb.com](mailto:erinegan@fb.com)>  
**Date:** Friday, November 15, 2013 2:02 PM  
**To:** Matt Perault <[matthewperault@fb.com](mailto:matthewperault@fb.com)>, Nicky Jackson Colaco <[nicky@fb.com](mailto:nicky@fb.com)>, Maritza Johnson <[maritzaj@fb.com](mailto:maritzaj@fb.com)>  
**Cc:** Rob Sherman <[robsherman@fb.com](mailto:robsherman@fb.com)>  
**Subject:** FW: HPM

Thanks Rob. Others?

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**From:** Rob Sherman <[robsherman@fb.com](mailto:robsherman@fb.com)>  
**Date:** Friday, November 15, 2013 2:00 PM  
**To:** Erin Egan <[erinegan@fb.com](mailto:erinegan@fb.com)>  
**Subject:** HPM

**Log In Anonymously.** Rob continued work with the Open Graph team on Log In Anonymously (name subject to change), a product that will let people use their Facebook accounts (or, potentially, another Facebook-mediated account) to log into apps without the need to provide personal information or consent to sharing of data.

**App post suggestions.** To address concerns about apps posting "implicit" user actions back to Facebook timelines, the Open Graph team is working on a feature that will, on an opt-in basis, enable apps to send "suggested posts" describing your activity to a "locker" within Facebook. If enabled, users will be able to see potential actions they could post to their timeline and then tap on a suggestion to open up a pre-filled composer. Rob is working with the team on technical implementation details to address privacy concerns.

**Stable identifiers.** The privacy team is working to evaluate Google's recent move to restrict use of device identifiers on Android and limit companies' ability to combine them with personal identifiers — a key use case for Facebook and Atlas — potentially without subjecting Google itself to the same restriction. We're working to develop options for policy initiatives that can support product and partnership initiatives to compete effectively and address Google's approach.

**Do Not Track.** Rob attended a meeting of the Digital Advertising Alliance, which is aiming to finalize a Do Not Track standard as soon as December or January. We're pressing DAA to address Facebook-specific uses in its standard to ensure that we can continue to operate key aspects of our service under its proposed DNT approach.

**India Privacy Legislation.** Erin, Ankhi, Sarah, Emily and Rob will submit a draft of comments to the Centre for Internet and Society this week. This is an Indian NGO that is preparing a so-called "consensus" draft of privacy legislation, which will precede introduction of privacy legislation sponsored by the Indian government.

**Brazil.** The Internet Framework bill was amended to include some problematic new language on jurisdiction, personal data and penalties. Emily, Rob, and Katherine are developing proposed language to address issues with these new proposals.

**International Privacy Policy Tracking Chart.** Emily is finalizing a tracking chart to be debuted at the next Weekly Privacy Download. The chart will help us monitor developments in privacy regulations globally, focusing on high priority jurisdictions and highlighting problematic issues and any deadlines for intervention. Ultimately the chart's content can be used to create one-pagers.

**Privacy group engagement.** The privacy team worked this week with a number of privacy and trade groups, including the Future of Privacy Forum, Center for Democracy and Technology, the IAB and DMA. Of particular note this week, Emily is evaluating the possibility of joining the US Council on International Business (USCIB) and Maritza and Rob are working with the Direct Marketing Association to provide guidance on its new academic research initiative, which we are encouraging them to focus on the benefits of data to individuals and the economy and how we can better understand the "privacy paradox" -- the disconnect between what people say about privacy and what they actually believe.

**Privacy Roundtable.** Rob, Marcy, and Emily are working with the privacy PM and open graph teams on an event tentatively scheduled for MPK in January, where we'll bring in a group of privacy influencers to learn more about Facebook, our privacy and product design process, and to build relationships with privacy stakeholders within the company.