

EXHIBIT 85

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

From: Alanna Kostiw <alanna.kostiw@hootsuite.com>
Sent: Wednesday, April 29, 2015 5:44 PM
To: Monica Tsang
Cc: Reagan Williams; Simon Cross; John Hallett; Marty Henningsgard; Ashley Moore; Evan Chen; Trevor Longman; Sachin Monga; Phil Lam; Gregory Gunn; Chris Richardson; Harshdeep Singh; Konstantinos Papamiltiadis; Allison Hendrix; Tiffany Jung; Chris Gora
Subject: Re: Hootsuite: 2.0 next steps

Great, cheers!

On Wed, Apr 29, 2015 at 5:06 PM, Monica Tsang <motsang@fb.com> wrote:
Hi Alanna,

Attached is the updated agreement with valid IDs (please double check) and removed the duplicate one.

Thanks,
Monica Tsang

From: Alanna Kostiw
Date: Wednesday, April 29, 2015 at 7:18 PM
To: Reagan Williams
Cc: Simon Cross, Monica Tsang, John Hallett, Marty Henningsgard, Ashley Moore, Evan Chen, Trevor Longman, Sachin Monga, Phil Lam, Gregory Gunn, Chris Richardson, Harshdeep Singh, Konstantinos Papamiltiadis, Allison Hendrix, Tiffany Jung, Chris Gora
Subject: Re: Hootsuite: 2.0 next steps

Hi Reagan, one more thing - just tried to correct the Hootsuite Production ID (should be **183319479511**) & remove the duplication, but the document is locked for editing.

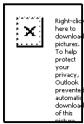
Can you please update on your end?

-ak

On Wed, Apr 29, 2015 at 4:00 PM, Alanna Kostiw <alanna.kostiw@hootsuite.com> wrote:
Thanks Reagan. Our follow up notes:

- 1) Good catch - these is a '1' missing from the end of the ID + they're just duplicates of each other. Will make sure this is properly updated before returning.
- 2) Discussed your summary with Product, and yes, that's also our understanding of how mapping will behave across our different environments.

-ak



Alanna Kostiw
Manager, Strategic Alliances | [Hootsuite](#)
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On Wed, Apr 29, 2015 at 3:39 PM, Reagan Williams <rbw@fb.com> wrote:

Alanna,

Two quick items:

- 1) We just noticed that the first two appids listed on line #1 and #2 are invalid/incorrect in Exhibit A. Please make sure those 2 lines are updated on the final contract.
 - 2) Simon and I were talking and we want to confirm we all understand functionality with your team on how the mapping will behave, and how it will interact between environments:

Hootsuite Prod will be able to map appids from it's own app to NG and Actiance.

Hootsuite Staging will be able to map appids from it's own app to NG and Actiance.

Hootsuite Dev will be able to map appids from it's own app to NG and Actiance.

Lastly, a user's id will be different between the Hootsuite prod, staging, and dev environments as per our standard app-scoped-id behavior.

Reagan

From: Alanna Kostiw

Date: Wednesday, April 29, 2015 at 3:27 PM

To: Simon Cross

Cc: Monica Tsang, Reagan Williams, John Hallett, Marty Henningsgard, Ashley Moore, Evan Chen, Trevor Longman, Sachin Monga, Phil Lam, Gregory Gunn, Chris Richardson, Harshdeep Singh, Konstantinos Papamiltiadis, Allison Hendrix, Tiffany Jung, Chris Gora

Subject: Re: Hootsuite: 2.0 next steps

Will get this turned around as soon as possible

Thank you for all the hard work on this!

-ak

On Wed, Apr 29, 2015 at 3:23 PM, Simon Cross <si@fb.com> wrote:
+ Reagan

From: Monica Tsang
Date: Tuesday, April 28, 2015 at 6:43 PM
To: Alanna Kostiw
Cc: Simon Cross, John Hallett, Marty Henningsgard, Ashley Moore, Evan Chen, Trevor Longman, Sachin Monga, Phil Lam, Gregory Gunn, Chris Richardson, Harshdeep Singh, Konstantinos Papamiltiadis, Allison Hendrix, Tiffany Jung, Chris Gora
Subject: Re: Hootsuite: 2.0 next steps

Hi Alanna,

Updated agreement. See attached.

Thanks,

Monica Tsang

From: Alanna Kostiw
Date: Tuesday, April 28, 2015 at 2:23 PM
To: Monica Tsang
Cc: Simon Cross, John Hallett, Marty Henningsgard, Ashley Moore, Evan Chen, Trevor Longman, Sachin Monga, Phil Lam, Gregory Gunn, Chris Richardson, Harshdeep Singh, Konstantinos Papamiltiadis, Allison Hendrix, Tiffany Jung, Chris Gora
Subject: Re: Hootsuite: 2.0 next steps

Hi Monica,

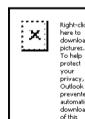
Checked in with the technical team working on the Mapping API and they mentioned that we'll need whitelisting for each of our application environments, including dev + staging (listed below) for our continuous deployment process. Can we please add them to the whitelist + agreement?

Staging - 197371670836

Dev - 150492402407

Otherwise, Legal has reviewed and everything else looks great!

-ak



Alanna Kostiw
Manager, Strategic Alliances | [Hootsuite](#)
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On Mon, Apr 27, 2015 at 10:37 PM, Alanna Kostiw <alanna.kostiw@hootsuite.com> wrote:

Great, thanks Monica!

Our team will review & get back to you as soon as possible.

-ak

On Mon, Apr 27, 2015 at 8:15 PM, Monica Tsang <motsang@fb.com> wrote:
Hi Alanna,

Our legal team approved the changes you proposed, see attached for latest contract.

Once signed and returned, we will be able to provide you with the mapping API. Let me know if you have any questions.

Thanks,

Monica Tsang

From: Alanna Kostiw

Date: Monday, April 20, 2015 at 6:25 PM

To: Monica Tsang

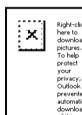
Cc: Simon Cross, John Hallett, Marty Henningsgard, Ashley Moore, Evan Chen, Trevor Longman, Sachin Monga, Phil Lam, Gregory Gunn, Chris Richardson, Harshdeep Singh, Konstantinos Papamiltiadis, Allison Hendrix, Tiffany Jung, Chris Gora

Subject: Re: Hootsuite: 2.0 next steps

That is a big help, thank you Monica!

Our legal team is reviewing and we'll get back to you on this as soon as possible.

-ak



Alanna Kostiw
Manager, Strategic Alliances | [Hootsuite](#)
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On Mon, Apr 20, 2015 at 2:44 PM, Monica Tsang <motsang@fb.com> wrote:
Hi Alanna,

We did a little bit of research, and found the AppIDs. I've attached the legal agreement. Please double check that the information is correct.

Feel free to reach out if you have any questions.

Thanks,

Monica Tsang

From: Monica Tsang

Date: Monday, April 20, 2015 at 12:57 PM

To: Alanna Kostiw

Cc: Simon Cross, John Hallett, Marty Henningsgard, Ashley Moore, Evan Chen, Trevor Longman, Sachin Monga, Phil Lam, Gregory Gunn, Chris Richardson, Harshdeep Singh, Konstantinos Papamiltiadis, Allison Hendrix, Tiffany Jung, Chris Gora

Subject: Re: Hootsuite: 2.0 next steps

Hi Alanna,

Just wanted to let you know the legal agreement is ready. I can send it over to you once you provide me with the app IDs.

Thanks,

Monica Tsang

From: Monica Tsang

Date: Friday, April 17, 2015 at 4:41 PM

To: Alanna Kostiw

Subject: Re: Hootsuite: 2.0 next steps

Thanks, keep me posted once you have the IDs. Thanks!

Have a great weekend!

Sent from my iPhone

On Apr 17, 2015, at 4:00 PM, Alanna Kostiw <alanna.kostiw@hootsuite.com> wrote:

Hi Monica - still waiting on app IDs from Actiance + NexGate.

Our main contacts, plus my Enterprise Compliance BD team are OOO for SIFMA's major finance conference.
In the meantime, below is the rest of the information you need:

Name: Jimmy Duvall

Title: VP, Product

Developer: Hootsuite Media Inc.

Address: 5 E 8th Ave, Vancouver, BC, V5T 1R6, Canada

Hootsuite appID: 183319479511

-ak

On Wed, Apr 15, 2015 at 10:55 PM, Monica Tsang <motsang@fb.com> wrote:

Hey Alanna,

We're almost there with the legal agreement, we're hoping end of week (latest next Monday). In the meantime, can I get the following information from you?

Name: <Person who will be signing the contract at Hootsuite>

Title: <Title of person named above>

Developer: <Company full name>

Address:<Company address>

Hootsuite appID: <ID that will use the API>

Actiance appID:

NexGate appID:

Thanks,

Monica Tsang

From: Monica Tsang

Date: Thursday, April 9, 2015 at 10:06 PM

To: Alanna Kostiw

Subject: Re: Hootsuite: 2.0 next steps

Hi Alanna,

Thanks for letting me know about 2/. I'll make sure that the legal agreement is drafted to reflect this change. Slight change in timeline, I got a chance to sync up with our Legal team this afternoon, and it may take a little longer than next week to get the agreement to you as it's more complex than I initially thought. We are still aiming for next week, but wanted to set expectations with you that it may take until the week after (I.e. Week of 4/20).

Let me know if this is going to be an issue.

Thanks,

Monica Tsang

From: Alanna Kostiw

Date: Thursday, April 9, 2015 at 6:25 PM

To: Monica Tsang

Cc: Simon Cross, John Hallett, Marty Henningsgard, Ashley Moore, Evan Chen, Trevor Longman, Sachin Monga, Phil Lam, Gregory Gunn, Chris Richardson, Harshdeep Singh, Konstantinos Papamiltiadis, Allison Hendrix, Tiffany Jung, Chris Gora

Subject: Re: Hootsuite: 2.0 next steps

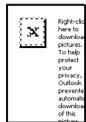
Thanks for following up Monica.

We'll hang tight while Simon is OOO but in the meantime, I've got a few more notes from my team to share:

1/ Manage_Groups - given the anticipated scope of work required to integrate this permission, our dev team will need access by the end of next week to make the 2.0 deadline.

2/ User ID Mapping - based on most recent conversations with Global Relay, they don't actually support e-discovery and do not need to be included in the legal agreement. This change has been reflected in the overview of compliance use cases & data-flows we shared earlier.

-ak



Alanna Kostiw
Manager, Strategic Alliances | [Hootsuite](#)
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On Thu, Apr 9, 2015 at 11:19 AM, Monica Tsang <motsang@fb.com> wrote:

Hi Alanna,

1/ Simon would be the best person to answer this question

2/ Work in progress. Hoping to have this over to you next week. Thanks for your patience.

Thanks,

Monica Tsang

From: Alanna Kostiw

Date: Thursday, April 9, 2015 at 1:34 AM

To: Monica Tsang

Cc: Simon Cross, John Hallett, Marty Henningsgard, Ashley Moore, Evan Chen, Trevor Longman, Sachin Monga, Phil Lam, Gregory Gunn, Chris Richardson, Harshdeep Singh, Konstantinos Papamiltiadis, Allison Hendrix, Tiffany Jung, Chris Gora

Subject: Re: Hootsuite: 2.0 next steps

Hi Monica & Simon, wanted to check in on a few items required to inform client messaging + development efforts:

1/ Manage_Groups

- Still on track to release this week?
- Can you please clarify whether the core functionality listed below will be supported by the new permission? This info is needed for the communications (in-product, email, help article, etc) we're preparing to notify users of upcoming changes:
 1. View content in a groups that the user is an admin of
 2. Interact with content (like, comment, etc) in a group that the user is an admin of
 3. Publish messages to all groups a user belongs to, even if they are not an admin

2/ User ID Mapping Agreement

- Any updates on timing you can share?

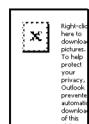
Thank you!

-ak

On Mon, Apr 6, 2015 at 3:05 PM, Alanna Kostiw <alanna.kostiw@hootsuite.com> wrote:
Hi Monica, we've confirmed that what you identified is the source of the discrepancies on deprecation notices we've been observing.

Thank you for the support!

-ak



Alanna Kostiw
Manager, Strategic Alliances | [Hootsuite](#)
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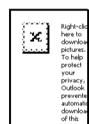
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On Sun, Apr 5, 2015 at 5:59 PM, Alanna Kostiw <alanna.kostiw@hootsuite.com> wrote:
Thanks Monica. Our dev team will look into this asap.

-ak



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Manager, Strategic Alliances | [Hootsuite](#)
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On Sun, Apr 5, 2015 at 5:22 PM, Monica Tsang <motsang@fb.com> wrote:
Hi Alanna,

I took a quick look, and your app – 183319479511 has enabled the default admin to v2.0 feature which can explain the behaviors you are seeing.

To turn it off, simply go to your app's dashboard > Settings > Migrations and set “Default Admins, Developers and Testers to Graph API v2.0” to OFF. Note – this toggle gets automatically reset to ON periodically, the next time it will be toggled to ON is this Thursday April 9th, 2015. So you will need to take these steps again on that day. FYI – We send out Dev Alerts on the day where this gets automatically re-enabled, so make sure you check your app inbox.

Hope this resolves your issue.

Thanks,
Monica Tsang

From: Alanna Kostiw
Date: Sunday, April 5, 2015 at 5:13 PM
To: Monica Tsang
Cc: Simon Cross, John Hallett, Marty Henningsgard, Ashley Moore, Evan Chen, Trevor Longman, Sachin Monga, Phil Lam, Gregory Gunn, Chris Richardson, Harshdeep Singh, Konstantinos Papamiltiadis, Allison Hendrix, Tiffany Jung, Chris Gora
Subject: Re: Hootsuite: 2.0 next steps

Thanks for prompt follow up Monica! I've forwarded to the right folks on our technical team to check.

-ak

On Sunday, April 5, 2015, Monica Tsang <motsang@fb.com> wrote:
Hi Alanna,

Simon is on vacation this week, so I hope I can help you resolve this issue.

Can you double check whether your app has enabled the default admin to v2.0 feature? See more info here: <https://developers.facebook.com/docs/apps/upgrading#defaulting20>

Thanks,
Monica Tsang

From: Alanna Kostiw
Date: Sunday, April 5, 2015 at 4:18 PM
To: Simon Cross
Cc: John Hallett, Marty Henningsgard, Ashley Moore, Evan Chen, Trevor Longman, Sachin Monga, Phil Lam, Gregory Gunn, Chris Richardson, Harshdeep Singh, Konstantinos Papamiltiadis, Allison Hendrix, Monica Tsang, Tiffany Jung, Chris Gora
Subject: Re: Hootsuite: 2.0 next steps

Hi Simon - we've seen occasional deprecation notices being returned for Facebook Searches. In debugging this development, we haven't been able to find any commonalities between the users seeing it (Graph 1 token vs Graph 2 token, or user account vs developer account).

As such, my we're wondering if Facebook is rolling out a broad deprecation for this endpoint ahead of the Graph 2 changeover on April 30th? If so, if there is any info on this development that you can share with us? And if not, do you know what else may be causing these irregularities?

We're planning on starting our phased technical rollout of API changes timed against controlled in-product & direct client messaging, but this development (+ the *manage_groups* release) impacts plans so we're hoping to have more clarity w/in the next few days.

Thanks Simon, really appreciate the updates.

-ak

778-835-6554

On Tue, Mar 31, 2015 at 7:49 PM, Simon Cross <si@fb.com> wrote:
Hey Alanna – thanks for checking in!

We're actively planning the manage groups permission – details to share soon, hopefully next week.

Same situation with the user ID mapping. Will let you know when we have any progress to share. Feel free to keep pinging me for updates.

S

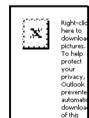
From: Alanna Kostiw
Date: Tuesday, March 31, 2015 at 5:17 PM
To: John Hallett
Cc: Simon Cross, Marty Henningsgard, Ashley Moore, Evan Chen, Trevor Longman, Sachin Monga, Phil Lam, Gregory Gunn, Chris Richardson, Harshdeep Singh, Konstantinos Papamiltiadis, Allison Hendrix, Monica Tsang, Tiffany Jung, Chris Gora
Subject: Re: Hootsuite: 2.0 next steps

Hi Simon,

Now that F8 has passed I wanted to check in and see if there's any updated timelines/info you can share on the manage_groups permission release or a draft of the User ID Mapping agreement.

Thanks, and hope you had some time over the weekend to relax & celebrate a successful F8.

-ak



Alanna Kostiw
Manager, Strategic Alliances | [Hootsuite](#)
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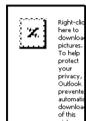
On Fri, Mar 27, 2015 at 6:11 PM, Alanna Kostiw <alanna.kostiw@hootsuite.com> wrote:
+Chris & Tiffany who head up legal at Hootsuite.

Hi Simon - [here](#)is an overview of Hootsuite's communication with clients and partners to support pre & post-review compliance use cases. Please let us know if you have any Qs.

Also - your team did an amazing job with F8. Couldn't have been more impressed with the location, content or production, and I heard only heard that sentiment echoed across other FB Marketing Partners.

All the best,

-ak



Alanna Kostiw
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On Sun, Mar 22, 2015 at 3:25 PM, John Hallett <john.hallett@hootsuite.com> wrote:
Hi Simon,

Agreed--getting a better understanding of context will definitely help when we move towards a firm agreement. To get there, Hootsuite will be summarizing everything in a doc this week, to be more easily shared.

In the meantime, I can answer your question. We haven't finalized the integration specification yet, but we are definitely leaning towards translating App-Spaced IDs into the Partner value at application borders. This will be a cleaner solution, allowing each app to deal w/ IDs in their own format, and allowing us to minimize the number of modules that have access to the ID translation API.

Thanks,

On Sun, Mar 22, 2015 at 2:55 PM, Simon Cross <si@fb.com> wrote:
Hey John, yes, this should be enough.

Architecturally, we're still deciding the details of how this mapping would work in detail – for example: do you send a HS ID to NexGate which they have the ability to resolve into their namespace, or do you translate to a NexGate ID before sending the data to them. This architecture depends very much on how data flows between you and your partners, and if any further data exchange happens between them.

Thanks for this – as I say, we're really on hold here until after F8, but I really appreciate this context.

S

From: John Hallett
Date: Sunday, March 22, 2015 at 2:15 PM
To: Simon Cross

Cc: Alanna Kostiw, Marty Henningsgard, Ashley Moore, Evan Chen, Trevor Longman, Sachin Monga, Phil Lam, Gregory Gunn, Chris Richardson, Harshdeep Singh, Konstantinos Papamiltiadis, Allison Hendrix, Monica Tsang

Subject: Re: Hootsuite: 2.0 next steps

Hello Simon,

Data-flow diagrams might be a bit of overkill for these scenarios. Perhaps a simple text sequence might be easier:

Pre-Review (NexGate)

1. In Hootsuite, a message is authored and user clicks Send Now or Schedule
2. Message, with Facebook Profile ID, is sent to NexGate
3. In NexGate, message body is compared against compliance policy configured for that Facebook ID
4. Result (success or failure with context) is returned to Hootsuite
5. In Hootsuite, message is then either sent/scheduled on success, or a notification of failure is sent to the user on failure

Post-Review (Global Relay & Actiance)

1. In Hootsuite, a message is authored and user clicks Send Now or Schedule
2. Message is sent by Hootsuite to the selected Facebook Profiles/Pages
3. In Hootsuite, a digest of that message is prepared, including information on the user who published the message and native network ID (Facebook ID)
4. Hootsuite sends this message digest to either Global Relay or Actiance for archive
5. Some time later, during an e-Discovery investigation, the Facebook ID associated with the message is used to determine the actual Facebook account published to

In some cases, a partner like NexGate might have additional partnerships with archiving providers like Global Relay. In that scenario, the data would be further sent from NG over to Global Relay for archiving. NexGate would need to resolve the App-Spaced IDs in that scenario. A client might elect to use this workflow instead of directly archiving from Hootsuite (or directly archiving via just Global Relay) for any number of reasons (existing workflows, different network support, etc). It's important to note that these configurations are entirely up to the client, and are implemented at their direction.

Our proposed changes for App-Spaced IDs would involve Hootsuite using the ID mapping API to resolve the Hootsuite App-Spaced ID into the appropriate third party App-Spaced ID prior to sending information to our partners. Thus, the message would arrive at our partners APIs with their own App-Spaced ID in use.

On Sat, Mar 21, 2015 at 11:15 AM, Simon Cross <si@fb.com> wrote:

Hey Alanna,

We don't have any problems with pre-review. And we don't have any problems with post-review, as long as you're meeting our bar for use of the permissions: i.e. Making visible use of them to enhance the user's experience – and you've now been approved for us for all the permissions you should need to power these experiences – although as you know we can't grant read_stream, user_groups and read_mailbox for the post-review use case as per our previous conversations. There's no additional contracts needed here.

Re user-ID sharing between you and your partners, I do understand the timing issues, but our legal and partnerships teams are swamped with F8 so we're unlikely to make progress here until after that.

Yes – it would be super-valuable if you guys can share some info - perhaps data-flow diagrams that will help our legal and privacy teams understand how data flows between you and your various partners. It's also important for us to understand any ways data could flow between you and multiple compliance partners (NexGate + Global Relay etc)

As you know sharing user ID-level data between companies is against our policies, so granting exceptions under a contract requires us to really understand the systems in use here to ensure people's information is being properly protected. That said, I'm confident we can find a way to support your needs here.

Could you guys get some details to us towards the end of next week? Thanks for offering to put this together.

Best,

Simon

From: Alanna Kostiw

Date: Friday, March 20, 2015 at 5:20 PM

To: Simon Cross

Cc: Marty Henningsgard, Ashley Moore, Evan Chen, Trevor Longman, Sachin Monga, Phil Lam, Gregory Gunn, Chris Richardson, John Hallett, Harshdeep Singh, Konstantinos Papamiltiadis, Allison Hendrix

Subject: Re: Hootsuite: 2.0 next steps

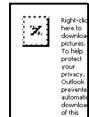
Great, thank you for the follow up here Simon.

Also understand your position on providing written approval of use cases. But, since we've only verbally reviewed everything and timelines on legal turnaround will be very tight - would it be helpful for our team to share a brief overview of Hootsuite's pre & post-review use cases and our communication flows with clients + partners for reference while drafting the agreement?

I just want to ensure your team is fully supported & that legal review goes as quickly + smoothly as possible.

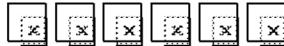
Hope all is going well w/ F8!

-ak



Alanna Kostiw
Manager, Strategic Alliances | [Hootsuite](#)
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Vancouver, BC, V5T 1R6.

On Wed, Mar 18, 2015 at 5:29 PM, Simon Cross <si@fb.com> wrote:

Following up again here, just to confirm you guys have now been approved for the following permissions:

- user_posts (1451957028376236)
- manage_pages (170547803119479)
- read_friendlists (204220799727469)
- read_page_mailboxes (206012479551763)
- publish_actions (268176543326971)
- user_photos (350208451771320)
- user_status (420181021422482)
- user_events (468518859900119)
- user_about_me (672343712783148)

Thanks,

Simon

From: Simon Cross

Date: Tuesday, March 17, 2015 at 7:10 PM

To: Alanna Kostiwi

Cc: Marty Henningsgard, Ashley Moore, Evan Chen, Trevor Longman, Sachin Monga, Phil Lam, Gregory Gunn, Chris Richardson, John Hallett, Harshdeep Singh, Konstantinos Papamiltiadis, Allison Hendrix

Subject: Re: Hootsuite: 2.0 next steps

Hey Alanna,

I sadly can't provide any written guarantees that your use of our platform, or the use cases you outline, are within our policies. But I can say you're likely to be approved via Login Review for user_posts for these purposes as long as the data obtained via this permission is visibly used to enhance the experience of people who log into your app, and you follow our normal data-retention policies.

As to user ID sharing between you and your compliance partners, that is currently against our policies, but we hope to work up an agreement to cover this – though this is likely to be after F8.

That said, as the API v1.0 deprecation deadline is approaching, I suggest you begin the engineering and product work to migrate away from read_stream, user_groups and the Post Search API so as to avoid any disruption on April 30th.

Thanks,

S

From: Alanna Kostiwi

Date: Tuesday, March 17, 2015 at 2:56 PM

To: Simon Cross

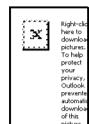
Cc: Marty Henningsgard, Ashley Moore, Evan Chen, Trevor Longman, Sachin Monga, Phil Lam,

Gregory Gunn, Chris Richardson, John Hallett, Harshdeep Singh, Konstantinos Papamiltiadis
Subject: Re: Hootsuite: 2.0 next steps

Hi Simon, our technical + partner management teams needs to move forwards on this soon. Any update?

Thank you!

-ak



Alanna Kostiw
Manager, Strategic Alliances | [Hootsuite](#)
@costyou

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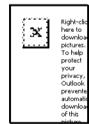
On Thu, Mar 12, 2015 at 9:06 PM, Alanna Kostiw <alanna.kostiw@hootsuite.com> wrote:
Very helpful, thank you for the thorough follow up Simon!

With that timeline on legal, looks like we'll need to run development and legal work on User ID Mapping in parallel to make the migration deadline.

Though before Hootsuite and our compliance partners' technical teams can begin investing the engineering resources, they'll need explicit assurance that Facebook approves of the use cases we outlined (pre & post-review + archiving). Can you provide email confirmation of that approval for Hootsuite & our partners?

If so, Greg will take this solution back to technical execs and see if that provides enough confidence for engineering work to move forwards.

-ak



Alanna Kostiw
Manager, Strategic Alliances | [Hootsuite](#)
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On Thu, Mar 12, 2015 at 9:37 AM, Simon Cross <si@fb.com> wrote:
Hey Alanna,

User ID Mapping API:

- 1/ Yes, any solution will involve the Business Mapping API so you should start scoping out that work now.
- 2/ This will be a very manual process. The contract will likely list all the app IDs in play, and the mapping won't be provisioned until the contract has been signed by you and each of your partners.
- 3/ We're working through this now, targeting 3-4 weeks. As you'd imagine, F8 is our #1 priority right now and that's taking up much of our legal and partnerships team's bandwidth

New permissions:

1/ user_posts is now live! You can start using this now and add it to your Login Review submission. This permission has been auto granted to anyone who already has read_stream i.e most of your existing users. This means, assuming you get approved via Login Review, your existing users won't have to re-log in and grant this perms for your app to retain Timeline access. You should update all your login flows to request this permission as you move away from read_stream.

2/ manage_groups: We're still working on this and will share details in the next few weeks. It's likely that people will have to manually grant this permission in order for apps to retain access to some groups – as there's no other way for us to know which groups a user wants to grant the app access to without them explicitly saying so.

Hope that helps.

Simon

From: Alanna Kostiw

Date: Wednesday, March 11, 2015 at 4:04 PM

To: Simon Cross, Marty Henningsgard, Ashley Moore, Evan Chen, Trevor Longman, Sachin Monga

Cc: Gregory Gunn, Chris Richardson, John Hallett

Subject: Hootsuite: 2.0 next steps

Hi Simon and team,

Thanks for a great call on Monday and to keep the momentum, I wanted to follow up on the 2.0 migration issues we've been discussing:

Bi-directional Business Mapping API > given the complexity of implementing this solution - in particular coordinating engineering work across multiple compliance partners and drafting a legal agreement - we need to move fast on this.

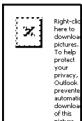
- *Technical* - will the solution be based on the Business Mapping API? And if so, what will the registration process look like for Hootsuite & our compliance partners?
- *Legal* - is there an approximate timeline on the drafted legal agreement?

New Permissions (user_post & manage_groups)

- *User Migration* - if an existing user has authenticated v1, what will the migration to net new permissions look like? Will these be granted automatically, or will a user need to re-auth?
- *User_post & manage_groups* - update on release timelines for these permissions?

Best,

-ak



Alanna Kostiw
Manager, Strategic Alliances | [Hootsuite](#)
[@costyou](#)

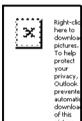
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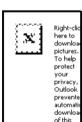


John Hallett
Senior Product Manager | [Hootsuite](#)

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