

EXHIBIT 52

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

From: Jud Hoffman </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JUDSON HOFFMAN>
Sent: Monday, January 28, 2013 2:06 PM
To: Erin Egan; Rob Sherman; Nicky Jackson Colaco; Aldo King; Edward Palmieri
Subject: FW: HPM 01-27-12
Attachments: image001.png

Rob and I exchanged IMs about this over the weekend and he's on it, but I want to make sure we don't sign off on this from a policy perspective until we have answers (and possibly a discussion with the product team) about the searchability of the "mentions." (The bullying/harassment issues need to be discussed if they are/will be.)

Nicky, am I the only one holding us up on this or do you have some outstanding questions as well?

Tag anyone: Rob and Nicky worked with the privacy and identity, legal, and PMM teams to evaluate a proposal to expand tagging on Facebook to include the ability to tag non-friends or friends-of-friends and to do so in contexts in which the tagged person may not be able to see the content. As we discussed at the weekly privacy download, we are comfortable with the approach that has been proposed. Nicky is working with the team to understand the plan for FOF tagging for minors and outlining a strategy for rolling this out, including briefing the SAB.

From: Marne Levine <marne.levine@fb.com>
Date: Sunday, January 27, 2013 1:11 PM
To: PublicPolicy <PublicPolicy@fb.com>
Cc: Elliot Schrage <elliott@fb.com>
Subject: HPM 01-27-12

Highlights

World Economic Forum Annual Meeting in Davos: I thought it might be helpful to give you Sheryl's topline that she included in her HPM. (Please keep confidential.) I added a few additional policy oriented observations here as well. Last part includes the summary of the key (but not all) meetings. On the follow up for meetings, I will send individuals emails, so please look for those so that we can act quickly and build on the momentum.

Overall, the outlook on the economy is much brighter than last year. Last year there was a lot of talk about three truly bad possible events – a double dip recession in the US, the collapse of the Euro, and a

hard landing in China. This year, all 3 of these seem less likely in the short run, but mostly because short-term fixes have been applied, not because any of the fundamental economic problems for any of these 3 regions have been solved. David Gergen described himself as a “short-term pessimist and long-term optimist” – with short-term meaning that he does not think we can solve our problems in the next few years and long-term meaning that despite the lack of ability to address real issues in our Congress, somehow he continues to believe in the United States. Very sobering.

Other thoughts on random topics:

- Bloomberg – They did a story on the family wealth of China’s new leader – and their website is now banned in China for 6 months as retribution. Their terminal business was not touched, which is what they care about. Sobering for those who hope China is opening up quickly.
- Obama second term – Barely mentioned at all. Not a good sign in terms of expectations on what can be done in the US or the US’s impact on the world.
- China – Huge focus for everyone both on the economic side, where the risks of slowing growth seem so large to everyone, and on the political side, where no one seems to know what will happen.

From the Facebook point of view, my top-line thoughts:

- Ads. Met with a great number of our top partners – Walmart, Pepsi, Publicis, WPP, Omnicom, Nestle, Unilever. We are increasingly important to everyone and these folks are talking the talk about making social core and their marketing social from the ground up. We are in a good place with all of these partners going into 2013 – feels really different even compared to last year. The ROI work we have done is clearly making this difference. Congrats to these teams.
- Policy-makers. We are clearly having the right dialogues around data protection. On the data and privacy front, Europe is an increasing challenge and our team’s work to keep one standard for Europe that is not overly prescriptive is critical and will definitely be an uphill battle. *ML additions to this one:*
 - I definitely came away with a deeper appreciation for what our EMEA team has been talking about which is European backlash against American companies and intensive lobbying efforts. I don’t want this to have a chilling effect on our activity but we should think carefully about how we engage and figuring out ways, if possible, to distinguish ourselves from the pack. It was particularly striking how Reding kept making the point to us and in sessions I attended with her that this law *will* happen whether you like it or not so get on board. And even when we would say, we are for it, she couldn’t really hear it.
 - More and more emphasis on regulating data usage and not data collection.
 - There seemed to be consensus that Europe is definitely setting *the standard* for data protection principals and that rather than moving to the lowest common denominator, companies will, out of necessity, have to conform to the highest/most conservative standards coming out of Europe. This is largely due to the in the absence of strong privacy principals/framework coming out the US.
- Partners. One sign that Davos is not as central as it used to be is that the mobile carriers were not there in force this year. Two critical meetings on our project to connect the world – Airtel of India, and Qualcomm – to start the process of exploring possible business partnerships and subsidies. Promising so far.

Summary of our Davos meetings:

- **Viviane Reding, European Commissioner for Justice, Fundamental Rights, and Citizenship.** She is the architect of the European Data Protection Directive which is the privacy law that is being revised right now in Europe and is expected to be finalized by 2014. We've made some progress, but generally we have a difficult relationship with her. (This is not unique to us; she is not a fan of American companies.) She attended Sheryl's Lean In dinner and we met with her right afterwards. While she enjoyed the dinner, she felt it was a very "American" discussion about women's leadership issues. Getting more women into C-level jobs and on boards was supposed to be how they bonded and it backfired a bit. (Later in the week, however, they spoke on the same panel – women economic decision makers – and found some areas of common ground.) We focused on the European Data Directive. Reding was very clear that the European Parliament and an increasing number of member states support her vision for the EU Data Directive. We emphasized that we were supportive of the regulation but wanted to make sure it was implemented in a way that did not impact on jobs or innovation in Europe. Reding was concerned that our lobbying on the issue did not emphasize our support for the broad concepts and focused only on the areas of disagreement. (For example, she noted that we are too aggressive on profiling.) She was concerned that this approach was polarizing the debate and undermining the many issues where we share a common approach on data regulation such as the "one stop shop" regulator proposal. Reding requested that we do an analysis of how much we save through the current system of having only one regulator in Europe versus having 27 different ones and that we make this part of the public debate. We need to decide whether we do something like this.
- **Enda Kenny, Prime Minister of Ireland.** We have a great relationship with Kenny and this year it was important to meet with him not only because of our substantial investment in Ireland, but because Ireland has the Presidency of the European Union for the next 6 months. That means they have an opportunity to influence the European Data Directive revisions. Kenny emphasized the importance of Facebook's Irish Headquarters for his country and his appreciation for the continued growth and expansion of our presence. We used the meeting to press them to make the EU Data Directive a priority for their Presidency. The Prime Minister said that they could exercise significant influence as Presidents of the EU, even though technically Ireland is supposed to remain neutral in this role. We said that the Data Directive in its current form was a threat to jobs, innovation and economic growth in Europe. The Prime Minister committed to using their EU Presidency to achieve a positive outcome on the Directive. We also attended a dinner hosted by senior Irish politicians to work through the various ways that the Irish could be helpful on the EU Data Directive.
- **Michel Barnier, European Commissioner for Internal Market and Services.** He is the powerful Commissioner responsible for relaunching Europe's single market. He asked how to use Facebook to stimulate a debate among EU citizens about the Single Market Act. We gave him some examples and said that we would follow up to give his office assistance on how to set up a campaign. We explained that we strongly supported the single European market and that this concept was useful in the EU Data Directive debate. We also shared our concerns about the risks of the current data directive proposal and its impact on jobs and economic growth in Europe. Europe is currently implementing an E-commerce Directive and he assured us that the intermediary liability exemptions (that we want to keep) would not be impacted as countries adapt their laws to comply with the Directive. Finally, he explained the patent reform in Europe and his work to bring down the costs of European patents (10x the cost of US patents).
- **Joaquin Almunia, European Commissioner for Competition.** He is responsible for anti-trust issues in Europe. Last year, we met with Almunia to share our perspective on Google's Search Plus your World which they have been investigating. This year, our only objective was to build our own relationship with Almunia so that we can address any concerns he might have. Sheryl

emphasized the importance of having an open dialogue with the Commissioner. She also noted that there had been more noise about Facebook and anti-trust issues over the last year. The Commissioner assured her that there had been no formal and informal complaint about Facebook. He said that the noise was just media speculation and nothing more. Almunia said that there would always be media interest in anti-trust issues related to Facebook, Apple, Google and Amazon simply because of the size and dominance of the companies. Sheryl explained various metrics that demonstrated that Facebook is significantly smaller than the other companies he mentioned. Anticipating one area of concern for the Commissioner, Sheryl briefed him on the tools and policies we have developed to address data portability. Almunia said that the debate on data portability was only just beginning. He mentioned that in the future, it was likely that competition experts would want to explore the use of data to monetize and create competition problems but he had not yet received a case and did not expect to anytime soon. He said that the only issue he had investigated that touched on these issues was the Google/DoubleClick acquisition. He asked whether we had been investigated for any anti-trust issues in the US. We said no and explained our relationship with the FTC. Almunia said it would be useful to develop an ongoing, open relationship with Facebook so that we could exchange views on various evolving issues. He said that his preference was to discuss issues before they become investigations.

At the end, Almunia raised Google's EU anti-trust investigations and said that he would have preferred to address these issues informally, before they received so many complaints. He is looking for appropriate remedies rather than resorting to fines and hopes to reach a settlement with Google by summer 2013. He stated that this sort of investigation was helpful because it created a framework for these issues. Almunia raised Google and Android and said that no formal investigation had begun because they first need to resolve the search issues they've been investigating but after that they plan to look at Android. Sheryl noted that we were more concerned about the anti-trust issues associated with Android than with search. Next step is to set up a meeting with him and his team. Richard and Erika need to decide with Colin Stretch who should attend and how to structure the session. Colin already plans to be in Brussels April 15-17th.

- **Neelie Kroes, European Commissioner for Communications Networks, Content and Technology.** We have a great relationship with this European Commissioner. There is an easy rapport but we also share similar perspectives on a range of issues. Our Brussels team is very active in Kroes' CEO Coalition on "Better Internet for Children" which is working to identify best practices for giving kids a safe online experience. She is looking for additional support from us in 2 areas: 1) Wants Mark or Sheryl to attend the Leaders Meeting in June where they will clear unfinished business before finalizing their proposals and 2) Even though we took an industry leading step in introducing a support dashboard which enables users to track the status of their reports/user complaints around harmful or abusive content, they would like us to enhance this feature. They would like to ensure that all reports from minors are being taken seriously and that reports are not lost in the system. We took the time ask her thoughts about under 13s. (Many policymakers in Davos noted that their 10, 11, and 12 year old children are begging for Facebook accounts.) She and her staff seem open to some kind of Facebook lite service that provides a controlled social environment for under 13s and verifies age and identity. (Anthony, her staffer, said that if you ask people whether 6 year olds should be able to play together on the internet, they will say no. But no one objects to two 6 year olds playing together on a safe playground. That's the kind of environment we need to replicate on line. Sheryl's response: "I love you.") They also are interested in innovative digital literacy content and we are going to be introducing them to the Family Online Safety Institutes' Platform for Good which we helped start. Finally, we discussed the European Data Directive and discussed a strategy of focusing on

the smaller EU countries who will benefit most from moving to a single market and single regulator system.

- **George Osborne, Chancellor of the Exchequer (UK).** Pitched us on 2 initiatives that are important to him: 1) He wants Facebook to join other companies in making a substantial financial investment in Tech City, the hub for digital companies near London, which has substantial financial backing by the UK government. Sheryl explained that while we are happy to review and consider any proposals, this is not something that we do at this stage. 2) He wants to see more programming training in UK high schools. We explained that we have entered into a partnership with Apps for Good to launch the first Facebook-endorsed app-building courses in schools and that we want to launch this in 12 underserved high schools in London with him. He seemed very pleased. Sheryl asked about his outlook on the economy. He explained the ways in which Europe has turned the corner and the policies he is promoting to maintain the positive momentum, including making Britain a true digital economy. We asked him to get involved in two areas that will help the economy: 1) Finding ways to expedite visa applications so that we can bring more engineers to London. He said that we should be looking at intra company transfers and high tech special visa route rules which should help. He also said that we would try to understand some of cases better to see how he could help. 2) Becoming even more active and vocal in the European Data Directive debate and to really help shape the proposals. We praised the UK's impact assessment of the regulation which described the costs of the regulation and Osborne's particular criticism that the impact assessment actually underestimated the costs. He asked for a detailed briefing on the regulation and he will figure out how to get more involved. He was very interested in Sheryl's *Lena In* book and the things we could do to advance women and the economy. He offered to host a reception for her book launch at 10 Downing Street. Finally, he really enjoyed his visit to Austin and the engagement announcement. His 11 year old is desperate to have a FB account. We told him that he should bring the 11 year old to the office there. He would like to.
- **Fleur Pellerin, Minister for Small and Medium Enterprises, Innovation, and the Digital Economy (France).** This was our first meeting with Pellerin and we used the opportunity to share our jobs and economy messaging and to identify areas of collaboration on programs such as Small Business Road Shows, Apps for Good, Be Bold Stop Bullying, Platform for Good, and Safety Road Shows. Pellerin was very interested in how these could work with her "Digital Transition" project. She shared some of the challenges in working on digital issues in France and said that it was important for Facebook to be seen as providing solutions for the digital community in France. Pellerin raised the new tax proposals that are being discussed in France but simply noted the Google and Microsoft's tax optimizing behavior meant that France had to develop new fiscal concepts for the digital economy. We discussed the Data Protection Directive and Pellerin said that she was concerned about alignment on the lowest common denominator privacy standards and the fact that the one stop shop regulator (in Ireland) could encourage this. There is room to develop a strong relationship with Pellerin and Delphine Reyes, our new Head of Policy in France, will follow up on the various initiatives we discussed. Pellerin also plans to visit MPK in April or May.
- **Christian Paradis, Minister of Industry (Canada).** We have been seeking a letter of comfort from the Canadian government which indicates that putting a data center in Canada would not give Canadians jurisdiction over non-Canadian user data. We were down to one issue on the letter by the time the meeting took place. Sheryl took a firm approach and outlined that a decision on the Data Center was imminent. She emphasized that if we could not get comfort from the Canadian Government on the jurisdiction issue we had other options. The Minister said that we would get the letter we needed by the end of the day. The Canadians explained that they were now using political lawyers rather than the Industry Canada lawyers (to bypass the

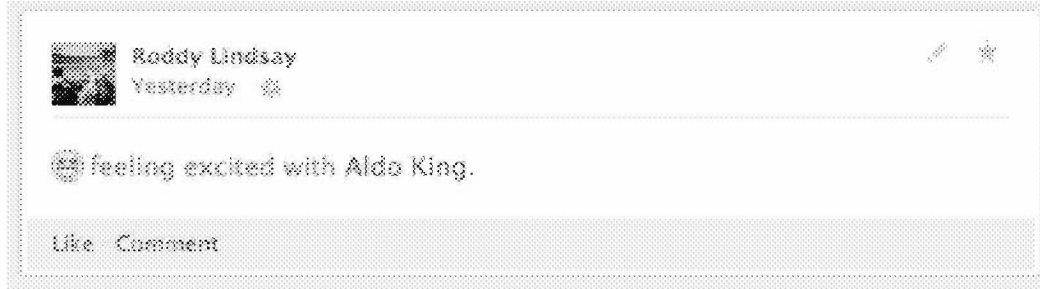
bureaucracy) and that this gave them more flexibility to agree to our suggested changes. We got the letter we needed and are now finalizing whether we put the data center in Canada or Iowa.

- **Malaysian Minister of International Trade and Industry and Minister of Science, Technology and Innovation.** We met with these Ministers to discuss investment opportunities in Asia. We used this opportunity to discuss policy issues that could impact on our consideration of Malaysia as a potential site for our Asia Data Center.
- **Facebook Lives:** This year we interviewed a variety of policymakers and influencers to discuss the Davos Zeitgeist and highlight Facebook's influence. We discussed technology and labor issues with German Minister of Labor and Social Issues **Dr Ursula von der Leyen**; social media and smart power with **Professor Joseph Nye**; crowdsourcing a constitution and the role of social media in democracy with **Iceland's President Olafur Ragnar Grimsson**; social media and the internet as a tool for development with **Muhammad Yunus**; trade, women and the opportunity of technology with **Indonesia's Minister Mari Pangestu**; Facebook and Sustainability with **OPOWER's Alex Laskey**; Davos and Facebook Effect with **David Kirkpatrick** and Facebook and Disaster Relief with **Secretary General Berkele Gelata of the International Federation of the Red Cross and Red Crescent**.

Privacy and Policy Management:

- **CBBB investigation:** Erin, Rob, Susan, and Ed continued negotiations with the Council of Better Business Bureaus to conclude its investigation of our Facebook Exchange practices. Following some late-breaking demands from CBBB, the planned release of its decision is now slated for next week. At the same time, we are working with the Shark team on how to comply with self-regulatory principles when FB engages in retargeting. As part of this plan, we are mapping out a strategy and principles for a potential new self-regulatory program, which would leverage our relationships with the Future of Privacy Forum, academics, and other groups.
- **Project Family external engagement:** Erin, Nicky, Rob and Ed met with a group of advocates and academics – including representatives from Consumers Union, the Center for Digital Democracy, Georgetown University, American University, Northwestern University, the University of Arizona, and Yale University, to discuss Project Family and the advocates' views on the impact of advertising on children. Although we did not agree on many of the substantive issues, the discussions were positive and productive, and we believe that we will be able to move the discussion in a direction that is more supportive as we move towards our launch decision. Also this week, Rob attended a luncheon featuring the senior FTC lawyer responsible for COPPA rules and enforcement, which was positive and led to some good (private) discussions about the FTC's views on COPPA in the context of Facebook.
- **Collections:** The privacy team is working with the platform team to shape the roll out of the Collections product. Key issues here are helping users understand the audience of a story when they add something to a collection from Facebook (audience defaulted to public) and how the audience may be different if a story is added through an OG action. We also are working to clarify the relationship between Likes and Collections. The product team is willing to offer a NUX that explains default privacy, highlights how people can change this default audience, and educates people how privacy works differently with Likes. We have been working over the past day to bring the audience selector inline, consistent with other features on FB that have per-object privacy. The product team does not want to offer an audience selector within the "+ add" button but they may be willing to include it in the hover. We will be continuing to work on this feature over the coming days. If you have any questions, please reach out to Erin or Ed.

- **Tag anyone:** Rob and Nicky worked with the privacy and identity, legal, and PMM teams to evaluate a proposal to expand tagging on Facebook to include the ability to tag non-friends or friends-of-friends and to do so in contexts in which the tagged person may not be able to see the content. As we discussed at the weekly privacy download, we are comfortable with the approach that has been proposed. Nicky is working with the team to understand the plan for FOF tagging for minors and outlining a strategy for rolling this out, including briefing the SAB.
- **Active status:** Rob and Aldo worked with the messages team on plans to expand our use of “active” indications, such as the green chat dot and “last active” indicators, across various Facebook products. We discussed the privacy team's collective recommendations at the weekly privacy download. If you have any questions, please reach out to Rob or Aldo.
- **Aura/Ansible:** The privacy team is continuing to work closely with the Aura team to shape proposed changes to the feature and with the Ansible team on the new user education flow. We will provide more information during next week's privacy download.
- **Facial recognition:** Rob, Andrew and Jodi continued to work with the photos team to evaluate the landscape for relaunch of facial recognition technology beginning this coming week. (The plan is to launch on January 31 in the United States and in the rest of the world – excluding Canada and Europe – the following week.) We also will continue working with the policy and product teams on managing some of the later product plans that may raise policy issues.
- **FB Card:** Aldo has been working with the product team on the FB card project, which is a facebook-branded gift card for multiple merchants that can be filled via Facebook Gifts. Ex: Nicky can gift Aldo \$10 for use at Sephora and Rob can gift Aldo \$10 for Target. Both values would be stored on the card, and Aldo can only redeem those values from those specific merchants. Users can maintain their balances via the gifts UI. The product teams are working under the direction that transactional data (such as how much money is left on my card for Sephora or that I was gifted value at Target) will be used in other areas and contexts such as PYMK and Ads. Aldo has been working with the team on building in user notice for the use of Facebook data. Namely that adequate language be included in the recipient flow before gift acceptance to cover our holding of transactional data and that its use is governed by the DUP (as opposed to FB Payments Inc).
- **Mobile measurement w/ Neko:** Aldo and Ed have been working with the Neko team to allow all developers the ability to receive information about which ad a particular app install came from. The risk, as with view tags and click tags, is that this can enable a developer to back out the targeting specs of a converted user. We are working to ensure that we have the proper legal and technical constraints in place to prevent developers from deriving this data. We're also trying to place this in the context of other tracking methods such that we have consistent protections regardless of method used.
- **Minutiae:** This is a new feature within the composer that allows a user to include more structured data into their status update (see below). This is currently limited to a set of 6 actions (watching, reading, drinking, etc). The suggested nouns are generally pages and hubs or other variations on hubs ("chocolate ice cream" for example just points to "ice cream"). The feature respects the audience selected for a particular post. There may be concerns about the kind of pages/hubs we recommend or allow to be structured data via the composer, though users could just type the same status update in an unstructured format today.



- **DLX Audit closeout:** Aldo continued to work with the XFN team on the DLX audit, focusing on the long-term storage of data by DLX and a review of DLX's Amsterdam facility. Aldo has placed both the original DLX audit report and the Supplemental report for the UK expansion in our new Public Policy shared box folder.
- **Platform Policy Reciprocity Update:** We updated our Platform Policies to clarify that developers (a) must enable people to share back on Facebook and (b) may not use Platform for products that replicate core Facebook products or services without our permission. Here is the blog post announcing and explaining the new terms: <https://developers.facebook.com/blog/post/2013/01/25/clarifying-our-platform-policies/>
- **Demos Hate Group Research:** Ciara Lyden and Siobhan Cummiskey met with the Centre for Analysis and Research at Demos in London this week. Demos is pioneering social media research in the context of public policy and recently ran an advertising campaign on FB targeting a right wing group, the EDL, with a survey about their political sentiments. They also used our ad targeting tool to tailor the demographics. The results gave interesting insights into this obscure group that will assist the content policy team in assessing their activity and content on FB. Their next research projects include "hate speech on social media sites" and "how social media can win an election for you." The EMEA Public Policy team is following up with training and participation at conferences.
- **Unauthorized Page Checkpoint:** Nick Sullivan worked with the UO-IP team to launch a checkpoint for Pages that "speak in the voice" of an individual without their authorization. For example, the admin of a Page titled "Kris Jenner" (the Kardashian's mother) created by someone else as a joke will be required to either (a) specifically mention in the title that this is an unauthorized Page, or (b) remove the Page. This is similar to the way Twitter handles "fake" accounts.
- **Sandy Hook:** Continued support of the families from Sandy Hook, who have escalated memorial pages to us which were not created by the families. As we allow the public to express their grief through Facebook, these Pages do not violate our Terms and have remained on the site. To navigate these circumstances, we have developed a system, in conjunction with Policy Management, to ask the admins to reach out to the families, who can then request removal. Content Policy is working with legal to pursue next steps.

US Policy:

- **Immigration Reform:** A lot of behind-the-scenes activity this week in Washington on Immigration Reform, which President Obama has indicated is his highest legislative priority. Republican Senators Orrin Hatch (R-UT) and Marco Rubio (R-FL) have teamed up with Democratic Senators Klobuchar (D-MN) and Coons (D-DE) on a high-skilled immigration reform bill that would dramatically increase the number of H1B temporary visas and green cards available for the kinds of high-skilled engineers we hire. The group circulated the latest draft of their bill, called the Immigration Innovation Act of 2013 (or "I-squared"), late this week, and

plans to introduce it early next week. They are generating letters of support from the tech industry. A number of our trade associations will send supportive letters, and we are deciding whether to send one from Facebook directly. Next week, the President is expected to lay out his own comprehensive immigration reform proposal, while a bipartisan group of Senators that has been working on the issue is expected to also announce a framework for the bill. Our goal will be to get the I-squared language into whatever bill moves in the Senate (where the real action is expected to be in the first half of the year), and we are meeting with key players on both sides to accomplish that.

- **Decedents' Accounts bills:** On Thursday, Will Castleberry traveled to **Lincoln, Nebraska** to meet with members of the Senate Finance Committee (where the bill was heard) and Attorney General Bruning. Steve DelBianco testified at the hearing on behalf of industry. The meetings were successful. There is a 50% chance that the bill will be held in Committee this year in anticipation of the upcoming Uniform Law Commission report. Regardless, the measure was amended to only allow the decedent's personal representative to terminate an account, while language allowing the personal representative "access to" and "take control of" language was stricken. In **Virginia** – the sponsor has amended his bill so that it only affects minors. We continue to express concern with the fact the bill still conflicts with ECPA in that it compels ICSPs to provide user content without a warrant. On Friday morning we suggested that the sponsor change the "shall" in the bill to "may" thus allowing ICSPs to provide the information (for minors) without trying to compel them to. We are still waiting on an answer. In **Washington State**, legislation was introduced with language relating to transfer of property after a person's death. **Ann Blackwood** believes it is likely that language concerning digital assets will be amended into this bill.
- **Employer Access to Social Media Accounts:** This year we are facing a slew of new bills prohibiting employers and universities from requesting access to an applicant or employee's social media account. Measures have been introduced in AZ, CA, CO, IL (students only), MS, MO, MT, NH, NE, NJ, NY, OR, TX and VT. We expect more states to follow. These bills have the potential to be problematic in that the prohibition is not against "requiring" access to an account but rather "requesting" access. This prohibition could be interpreted to make it illegal for a supervisor to send a "Friend" request to a subordinate. Moreover, the bills do not make allowances for employers investigating employees for activity such as IP theft, harassment and downloading child pornography. We have developed industry model legislation addressing these issues and a set of talking points. Because Facebook is the main focus of these bills, our allies in industry have agreed to lead the public effort opposing the bills while we will continue to work behind the scenes. On Thursday, Will Castleberry met with Chairman of the **Nebraska** Senate Judiciary Committee – where a version of the bill will be heard on Monday. Our arguments were well received. Steve DelBianco of NetChoice and Cox Cable will testify on behalf of the industry amendments on Monday.
- **Virginia:**
 - **Trademark Legislation:** Virginia AG Ken Cuccinelli introduced legislation amending the Commonwealth's trademark statute in a way that would adversely affect online advertising. The law broadly defines "trademark," "service mark" and adds a new standard of "used in a deceptive or misleading manner." The bill would create additional liability for ad networks and force them to serve as arbitrators in trademark disputes. **Will Castleberry** joined a conference call with the AG's staff to discuss the bill's challenges. On Friday Facebook's outside consultant in Virginia and the Northern Virginia Technology Council successfully lobbied to send the bill to summer study.

- **Computer Trespass Law:** Senator Mark Obenshain quietly passed a measure through his committee changing Virginia's Trespass statute by striking the "malicious" intent requirement and replacing it with "without authority." Facebook's consultant, along with the NVTC spoke with the Senator to express our concern. The Senator has agreed to call the measure back from the floor. We will work to have it sent to summer study.
- **Hawaii:** A bill limiting electronic communication between a teacher and a student to those resources and systems made available through Department of Education networks was introduced on Wednesday. These bills are used to prohibit teachers from "Friending" students. A similar bill passed and then was repealed in Missouri. Facebook Public Policy will make sure the ACLU is aware of this measure so they can oppose it. Hawaii has a supermajority of Democrats in both houses.
- **RNC Winter Meetings:** Katie attended the Republican National Committee's winter meeting where she helped co-host state party executive directors, committee staff and digital vendors at an informal gathering to share some lessons of what worked and what didn't in 2012. Katie also participated on a technology panel and spoke to over 150 Republican officials on how Facebook was used in the election.
- **Political Innovation Summit:** Adam and Katie travelled to NYC to participate in a Political Innovation Summit organized and hosted by Google.
- **DC visits/events:** The DC office hosted Rep. Leonard Lance (R-NJ), the incoming vice chairman of our key House Energy & Commerce sub-committee for coffee. Lance should be a good ally on the committee. Also participated in events with House E & C Chair Fred Upton and the House Freshman, as well as freshman Senator Heidi Heitkamp (D-ND), who is shaping up to be a good friend of FB.
- **Rep Scalise speech:** Rep. Steve Scalise (R-LA) is the new chairman of the influential Republican Study Committee (RSC) in the House of Representatives. This is the caucus of the more conservative-leaning members of the Republican conference—it used to be a rump group, but it now includes a substantial majority of the Republicans in the House. Over the summer, FB DC hosted Rep. Scalise for an introductory coffee in our DC office, and later he toured MPK with a small group of Republican lawmakers. This week, Rep. Scalise gave an excellent speech on Internet Freedom, in which he warned his colleagues that privacy regulation in the U.S. was a threat to that freedom. The speech included these lines: "As Congress is debating its own privacy legislation, we must keep Internet Freedom close to heart. That means always asking "what are we losing" with each new rule. That means always remembering that start-ups are staffed by entrepreneurs and engineers, not compliance officers and attorneys. That means understanding that mom-and-pop operations are not just brick-and-mortar but web and blog-based nowadays. That means recognizing the many strides that industry and non-profits have already made to protect user privacy. All of this means that I am highly skeptical that legislative and regulatory efforts to curb the collection and use of browsing activity can be accomplished without impeding user access to information on the web. I caution my colleagues in Congress, the NTIA, and the FTC to tread carefully." I'd say the visits had their desired effect!

EMEA: Didn't forget EMEA; just didn't have it.

India:

- **Policy Incentives for mobile and Internet Growth :** Ankhi worked with industry association IAMAI to develop and file industry representation on tax and policy incentives for increased broadband penetration, development of mobile app ecosystem and tax moratorium for online

advertising by SMBs. These submissions were made to the Ministry of Finance, Govt. of India for its annual national budget exercise. Our sectoral ministry, the Dept. of Communications and IT also supported industry's demands for fiscal and non-fiscal incentives to promote growth in access, apps ecosystem and e-commerce. We will now keep up our engagement with the Finance Ministry to ensure industry proposals are reflected in the budget of the Govt. of India for 2013-2014.

- **Internet Freedom** : Two more third party Public Interest litigations challenging the offending sections of the IT Act which promote internet censorship were heard by the Supreme Court this week. The litigation has been filed by civil liberties NGO, Common Cause and Member of Parliament – Rajeev Chandrashekhar. The Supreme Court has issued notices to the Union of India. All these public interest litigations, a total of four against the Govt. of India, will be heard together from Feb – April 2013. The Govt. has a tough job defending itself. We had a coalition meeting and agreed to keep the issue alive in the press in order to reflect public sentiment to the Court. Minister Kapil Sibal has said that issues will now be decided by the Supreme Court; he seems to have stopped pressuring companies and civil society groups. We engaged with the newspaper Hindu to help shape this story: <http://www.thehindu.com/news/national/sibal-wants-court-to-resolve-problems-in-it-act/article4342117.ece>

Australia/NZ:

- **FB+Education**: we have finalized our proposal to establish an Advisory Committee to localize the FB for Educators and FB for School Counselors Guides for Australia and New Zealand and partner with the Alannah and Madeline Foundation. This will be one of our major safety initiatives locally this year.
- **Online grooming**: an independent senator who is very media-friendly has written us a letter requesting a meeting to pre-brief us about a law he wants to introduce that would make it a criminal offense to lie about your age to a child for the purposes of committing a sexual offense. We are going to use this opportunity to engage with the senator, who is also agitating on the issue of social gaming, and provide information about our many safety efforts but conscious that this meeting will likely be on the record and quoted publicly.
- **Complaint Handling Protocol**: we finalized our "self declaration" that outlines how we comply with the Complaint Handling Protocol and sent it through to the Australian Government. They will likely publish ours, together with those of Google, Yahoo! and Microsoft, next week.
- **FB+Politics**: met with the communications advisor for the state New South Wales Minister for Primary Industries and Small Business. They reached out to us and are interested in increasing the understanding among NSW conservative politicians about how to use Facebook effectively. We confirmed an agenda for training sessions for all communications advisors for the state government conservative politicians and are now working to identify the best date to hold these sessions.

Programs:

- **Education**: We're working with Andrew Noyes and Libby Leffler on a partnership with the organizers of Digital Learning Day (Feb 6th) to create a moment when we amplify our role in education. Through the partnership, we'll be culling stories for our Facebook in Education Page. We're also exploring a takeover of the Facebook in Education Page by an education VIP (DLD is approaching Sec. Duncan). This is a fairly light lift effort that should set the stage nicely for our Education and Digital Citizenship Hackathons later in the year with Gates Foundation and MacArthur Foundation.

- **Privacy:** Rita is driving a set of activities around privacy, including the 'Ask Our CPO' column and the Data Privacy Day livestream. The 'Ask Our CPO' column is planned to launch on Friday 1/25. It will feature a video introduction from Erin, a note answering our most commonly asked privacy questions, and an app that enables users to submit privacy questions to Erin Egan. We will select a few questions to respond to each month. For Data Privacy Day on 1/28/13, Erin will be speaking on a panel about Data Stewardship and Privacy with the CPOs of Mastercard and Microsoft. We will Livestream the event including Erin's panel (which is from 9:15-10:10am EST) on /fbprivacy and take questions from the FB audience. We're running ads to help ensure an audience for the Livestream.
- **Compassion Research Day:** Krista, along with Freddy and Alison, supported the 3rd Compassion Research Day at MPK on Tuesday. Overall, very positive results from a community engagement perspective: about 50-75 external participants in attendance, coming from research and medical backgrounds. We also had a handful of journalists who showed up to cover the event and are still awaiting coverage.
- **Friends of Safety:** Over the course of the next three weeks, we will be finalizing Friends of Safety program. Friends of Safety is a pilot program, which will allow for us to have more consistent, structured and frequent communication with the safety nonprofits. Friend of Safety will be a closed and closely managed Facebook Group. We will do an internal call for final additions to our participant list next week – please be on alert for that email.
- **Sextortion:** Dave worked with User Operations and Comms to finalize a Help Center page and a Family Safety Center page that provides sextortion education. The content is produced by ConnectSafely.org, a member of our Safety Advisory Board.

People

- **Meredith:** She worked with Camille and our team to get our policy bilat meetings scheduled. This on its own is a major challenge because they move around and logistics in Davos are complex. She organized the FB lives, dealt with WEF contract issues, and put together briefing books. From London, since things are constantly changing on the schedule, she helped trouble-shoot issues, kept us all on track, and did all of this while she had food poisoning. Throughout this whole process, while she was taking it from every direction (our team, Sheryl's office, WEF, outsiders, drivers etc), she stayed steady and cool. Heroic work, and I am deeply thankful.
- **Sarah WW:** Great first Davos for her. She managed our contractual obligations (pulses, FB lives, and promotion) well. She is deeply knowledgeable about our policy issues throughout the world so she was a key contributor in meetings and we were able to cover more ground because she was there. For example, she created relationships with the Malaysians at a breakfast which is helpful if we are considering putting a data center there and she spent a lot of time with the Irish and the human rights advocates.
- **Our policy team:** Really good line up of meetings and the briefings were high quality. Thank you for giving it your all. In addition, it was clear from each meeting that our team is making an impact and our folks are well respected.
- **Chris Herndon:** Chris was asked this week to be on the outside "steering committee" of advisors to Rep. Lee Terry, the new Chairman of our key House sub-committee, which is a real tribute to the relationship Chris has built with Rep. Terry and his staff. (Note: this is the same member that publicly referred to Chris as a "the guy from the movie The Hangover" at CES, so maybe he just felt bad about that). Nice work, Chris!

- **Greg Maurer:** House leadership asked Greg to lead the outside advisory effort on high-skilled immigration reform—another sign of just how strong our relationships are with the House R's as a result of the great team we have.

Me

- Even though I always dread it, Davos is incredibly efficient for advocacy, and has its moments of enlightenment and fun. Somehow it felt a little less pretentious this year and maybe that's because it's grown a little tired. (Not as many people asking, "How's your Davos?" Seriously.) In addition, one of the upsides is that it forces us to get really focused on our policy objectives and messages. Some highs and lows from this year (for your amusement):
 - I got a raging cold on the way over and it seemed to only get worse throughout the week, so that wasn't so fun. At one salon type dinner, I was coughing so hard while I was speaking that I almost threw up. I had the good sense to excuse myself and leave the room.
 - As usual, we ran into some speed bumps during the week. For example, when Sheryl and Charlton arrived on Wednesday, Charlton wasn't registered and didn't have a badge. Certainly not a glorious start to the conference or a career enhancing incident when your COO's key person is not able to do his job. Normally it takes weeks to get a badge issued because the Swiss police have to authorize it and they are either very thorough or slow. We got it taken care of in 4 hours. The team really pulled together in moments of "crisis" and worked well together all around. It was great to spend time with Sheryl, Charlton, and Sarah WW.
 - I attended Sheryl's businesses (ads and partnership) meetings when I could and learned a bunch.
 - I participated in 2 working groups: one on data privacy and security and the other on internet values (which focused on internet freedom, IP, and DNT. I lead the panel on internet freedom, a case study on the Innocence of Muslims, and found myself in the odd position of defending Google.) These sessions aren't particularly productive (and often dry and poorly managed) but the interaction around the issues causes you to form or deepen relationships with a variety of policymakers and influencers. One example is that in my session on internet freedom and controversial content, Ken Roth from Human Rights Watch said at least twice, "I agree with Marne." I think he was surprised and so were the others listening. I made everyone stop and take note😊
 - Irish Prime Minister couldn't take his hands out of Charlton's hair. Literally. He was fascinated.
 - At the end of our meeting with Chancellor of the Exchequer George Osborne, I brought up Sheryl's book. The discussion was going well until he was basically giving himself a pat on the back for having a woman as his Chief of Staff. Sheryl and I looked at each other and then Sheryl very nicely said, I think what we should be focusing on is whether there has ever been a woman in "your job" (the principal role and not the supporting one) and if not, why not. This had an impact on him.
 - We thought we had a very good meeting with the Canadians on Friday about the data center. Sheryl played a very mild bad cop; I played good cop; and Sarah WW played something in between. The Minister's awful staff person Sophia, who we met last week and really does not like us, reported back a completely fictitious account of the meeting which made us look like real jerks. After Sarah WW got wind of this, she forced (and I mean shoved us into the cars) to go over to the Canadian reception where the Finance, Trade, and Foreign Affairs ministers were so that we could cut the awful staff person out of the way. Sarah told Charlton to go distract one of the govt aides and she distracted Sophia. I touched based with all 3 ministers, got their cell phone numbers, and we were out of there in 20 minutes. Kudos to Sarah WW.

- Had my first interaction with Congressman Darrell Issa because we were in a working group session together. (As a democrat, I try to stay far away. Nothing good can come from being near his committee.) He's actually very smart, engaging, sarcastic and provocative. As I told Joel, he asked about the "500 cap." First I thought he was talking about shareholders and then I realized he was talking about the 5000 limit on friends. I explained about subscribe and said that we would have one of our experts help him sort this out. He picked up his phone and seemed to get pleasure out of trying to reach his staffer at 2 am. He had lots of good things to say about PIPA/SOPA, including his unusual alliance with Ron Wyden, and is very proud of his opengov.com initiative. (Is there something there for us?) During the wrap up, he was particularly provocative when he said that deaths related to controversial content protest may be the price we pay for bringing 'third world countries into the first world.' (Given Chatham House rules, please do not repeat.)
- I had heard about the Refugee Run for years which is a simulation of what it's like to be a refugee. They changed it to Struggle for Survival which was a simulation on what it's like to live on less than a dollar a day. More than a billion people live on less than a dollar a day. It was only an hour and I was emotionally and physically exhausted afterwards. It was a very powerful experience. Happy to give anyone more detail if interested. What can we do to help?
- FB Lives – Sarah WW was the biggest proponent of doing these because it gives us a way to build a relationship with policymakers and influencers, especially those who we might not encounter through our usual work. We debriefed a bit on these and we have both come to the view that it's a very close call on whether it's worth doing these going forward. We have to evaluate in context.
- It was awesome to see Sheryl sit on a panel in a huge plenary with the likes of Christine Lagarde (IMF), Viviane Reding (EU Commission), Drew Faust (Harvard President), a very successful Saudi businesswoman, and the head of a headhunting firm, and make such an incredible impact on the gender discussion. She blew everyone away and this was a topic of discussion around Davos. For the most part, we were able to successfully tie her book to job creation, economic growth and Facebook in our bilats. This helps Facebook's visibility and credibility.
- Very excited to see my boys at home.