

● Facebook to Launch Opt-In Dating Feature

https://www.wsj.com/articles/facebook-to-launch-opt-in-dating-feature-1525198609?st=5odvtxmrgqbm13c&reflink=desktopwebshare_permalink

Updated May 1, 2018 at 6:12 pm ET

- Facebook is launching a new dating feature that will allow users to create a dating profile that is separate from their main Facebook profile.
- The dating feature will be opt-in and will be designed to help users find meaningful relationships.
- Facebook will use its existing data to help match users based on interests, events they attend, and groups they belong to. The company has stated that it will not use the feature to show ads.
- Facebook's dating feature will be targeted at what Mr. Zuckerberg said are some 200 million Facebook users who identify as single. The feature will require users to opt in, he said, and was designed with privacy in mind.
- Users' dating profiles will be distinct from their Facebook profiles and what people do within the dating feature won't be shared with friends or through the news feed, the company said.
- Now 15% of U.S. adults say they have used online dating sites or mobile dating apps, according to a study from Pew Research Center. Dating services in the U.S. make about \$3 billion a year in sales, according to IbisWorld, an industry research firm.
- Part of the challenge for startups building online-dating apps is attracting enough singles to their networks to be able to pair people based on specific preferences, said Mark Brooks, an analyst and consultant in the dating industry. Facebook's vast number of users could make it daunting for future dating startups to convince investors to fund their ideas.

Facebook's Undiminished Ambitions

https://www.wsj.com/articles/facebook-undiminished-ambitions-1525253401?st=1j5pkjsclrgc7o&reflink=desktopwebshare_permalink

May 2, 2018 at 5:30 am ET

- Tuesday's event was also marred a bit by news that [one of the co-founders of WhatsApp](#)—which Facebook bought for \$22 billion in 2014—is leaving following several clashes with other top executives over questions of user privacy.
- But Mr. Zuckerberg also has some reasons for optimism. Last week's first-quarter earnings report showed that users and advertisers aren't easily scared away from the network. Facebook also beefed up a service that [lets users see more of their information](#) and is working on [new privacy control tools](#).

Facebook Fires Employee Who Bragged on Tinder About His Access to User Data

https://www.wsj.com/articles/facebook-fires-employee-who-bragged-on-tinder-about-his-access-to-user-data-1525294488?st=hi58qxu8ba20h82&reflink=desktopwebshare_permalink

Updated May 2, 2018 at 5:15 pm ET

- Facebook Inc. has fired an employee who bragged about his access to private user information
- The former employee worked on a team that was responsible for preventing data breaches and had access to sensitive user information.
- The incident highlights concerns about the potential misuse of user data by Facebook employees and the company's ability to control access to that data.
- The employee allegedly sent a message to a woman he met on the dating site Tinder, telling her his job involves tracking hackers and finding their identities, according to a person familiar with the matter. "So professional stalker," the employee said in a screenshot of what appeared to be an exchange with the woman he met on Tinder. The screenshot was tweeted by Jackie Stokes, a security consultant who [first made public](#) the alleged incident.

- Allegations that Facebook's employees are cavalier with Facebook's data could increase pressure on the social network to put in place more safeguards that prevent employees from accessing users' information in the future.

● Facebook's Double Standard on Privacy: Employees vs. Everyone Else

https://www.wsj.com/articles/facebook-double-standard-on-privacy-employees-vs-the-rest-of-us-1525383859?st=bt3k62o6spj4ua&reflink=desktopwebshare_permalink

Updated May 3, 2018 at 11:59 pm ET

- Facebook has been criticized for having a double standard when it comes to privacy, with employees having more control over their personal data than the general public.
- Facebook's employee data policies allow staff to opt out of certain types of data collection and give them greater control over how their data is used.
- Critics argue that this creates an unfair advantage for employees and suggests that Facebook is not committed to protecting the privacy of all users equally.
- The disparity in data policies highlights the need for Facebook to be more transparent and consistent in its approach to privacy and data security.
- A small group of Facebook Inc. employees have permission to access users' profiles without the users finding out
- Yet any time a Facebook employee accesses a colleague's personal profile, the colleague is notified through what is often referred to within the company as a Sauron alert
- Similar protections don't exist for the two billion-plus Facebook users who don't work for the company
- The ability to log into Facebook as a user without needing that person's password is limited to a small group of security personnel and other employees. Their actions are closely monitored, current and former employees say.
- Multiple Facebook employees have been fired for improperly accessing user profiles over the years, according to former employees. Unauthorized access of others' profiles, even if the spouse or minor child of an employee, is a fireable offense, one of the people said.
- But there remains a large gulf between what Facebook knows about its users and what many of them understand about the company's capabilities.

House Democrats Plan to Release 3,000 Russian-Linked Facebook Ads

https://www.wsj.com/articles/house-democrats-plan-to-release-3-000-russian-linked-facebook-ads-1525650705?st=mfdmoszhu9hl6nu&reflink=desktopwebshare_permalink

Updated May 6, 2018 at 9:28 pm ET

- House Democrats plan to release 3,000 Russian-linked Facebook ads that were used to influence the 2016 U.S. presidential election.
- The ads were purchased by the Internet Research Agency, a Russian organization with ties to the Kremlin, and were targeted at U.S. voters on Facebook and other social media platforms.
- The release of the ads is part of an ongoing investigation into Russian interference in the 2016 election and is intended to shed light on the tactics used by the Internet Research Agency to manipulate public opinion.
- The release of the ads is expected to fuel further debate about the role of social media in politics and the responsibility of tech companies to prevent the spread of disinformation.
- Data released by lawmakers during the hearings show many of the ads served to recruit new followers to Facebook pages of fake organizations or encourage them to attend politically charged events, and targeted Facebook users by race, religion and interests.

● Facebook Shuffles Management Team

https://www.wsj.com/articles/facebook-shuffles-management-team-1525819627?st=uznjcwdd6jg6lrt&reflink=desktopwebshare_permalink

Updated May 8, 2018 at 7:25 pm ET

- Facebook has announced a major reshuffle of its management team, with several high-profile executives taking on new roles within the company.
- The changes are designed to help Facebook better manage its growing portfolio of products and services, including Instagram, Messenger, and WhatsApp.
- The reshuffle includes the appointment of new heads of the core Facebook app, Instagram, and Messenger, as well as a new head of product and a new chief marketing officer.
- The changes come at a time when Facebook is facing increasing scrutiny over its handling of user data and the role of social media in politics, and the company has said that the new leadership team will help it to address these challenges more effectively.
- One former Facebook executive said the moves appeared to be designed to surround CEO [Mark Zuckerberg](#) with his most trusted executives as the company faces a range of new challenges.
- Chris Daniels, a Facebook executive who joined in 2011, is taking over WhatsApp following Jan Koum's announcement last week that [he was stepping down](#). Mr. Koum, a WhatsApp co-founder, left after what people familiar with the matter described as a dispute over plans to introduce ads in WhatsApp and frustration about working at a large company.

Release of Thousands of Russia-Linked Facebook Ads Shows How Propaganda Sharpened

https://www.wsj.com/articles/full-stock-of-russia-linked-facebook-ads-shows-how-propaganda-sharpened-1525960804?st=qyoxbb8i072iv9r&reflink=desktopwebshare_permalink

Updated May 10, 2018 at 12:12 pm ET

● Facebook Throws More Money at Wiping Out Hate Speech and Bad Actors

https://www.wsj.com/articles/facebook-throws-more-cash-at-a-tough-problem-stamping-out-bad-content-1526393256?st=oq6di75dlbovy42&reflink=desktopwebshare_permalink

May 15, 2018 at 10:07 am ET

- Facebook is increasing its investment in efforts to combat bad content on its platform.
- The company is hiring thousands of new moderators and using artificial intelligence to detect and remove problematic posts.
- The move comes in the wake of a series of high-profile scandals involving the spread of fake news and hate speech on the platform.
- Facebook's efforts to police content have faced criticism from some quarters for being too slow and inconsistent.
- The company's CEO, Mark Zuckerberg, has pledged to do more to address the issue, but many experts say it will be difficult to fully solve the problem without more fundamental changes to the platform's design and business model.
- The annual budget for some of Facebook's content-review teams has ballooned by hundreds of millions of dollars for 2018, according to people familiar with the figures. Much of the additional outlay goes to hiring thousands of new content moderators, they said. Facebook says it is hiring 10,000 people—including staffers and contractors—by the end of the year to work on safety and security issues including content review, roughly doubling the total in place this past fall.
- Facebook also is contending with a backlash over [how it handles user data](#). The company is examining tens of thousands of apps that previously had access to its user data to determine if there

were instances of misuse. On Monday, it said it had [suspended 200 apps](#) so far for suspicion of misusing data.

- Facebook remains outgunned in many ways. Its services are offered in more than 100 languages, but its content review teams speak a little more than 50. That means problematic posts continue to thrive, especially in developing markets in Southeast Asia, where Facebook has limited language expertise.
- Mr. Rosen's new role was a sign that Facebook was starting to take content review seriously. Mr. Zuckerberg often turns to members of Facebook's growth team to help crack tough problems that he sees as a priority, according to current and former employees.

News Organizations Flag Concerns on Facebook's Political-Ad Rules

https://www.wsj.com/articles/news-organizations-flag-concerns-on-facebooks-political-ad-rules-1526674206?st=29nhuutm9dlt4g8&reflink=desktopwebshare_permalink

Updated May 18, 2018 at 6:28 pm ET

- Several news organizations have raised concerns about Facebook's political ad rules.
- The rules require political advertisers to verify their identity and disclose who paid for the ad, but news organizations argue that the rules are too broad and could have a chilling effect on legitimate news reporting.
- News organizations are concerned that the rules will make it difficult for them to promote their content, including reporting on political issues.
- The rules may also have unintended consequences, such as limiting the ability of smaller news organizations to reach their audience.
- Facebook has acknowledged the concerns and is working on ways to address them, but some news organizations are still calling for the rules to be changed.
- In its letter, the group said Facebook's approach "dangerously blurs the lines between real reporting and propaganda. It is a fundamental mischaracterization of journalism that threatens to undermine its ability to play its critical role in society as the fourth estate."

● Facebook Nears Deals on News Shows for Video Platform 'Watch'

https://www.wsj.com/articles/facebook-nears-deals-on-news-shows-for-video-platform-watch-1527808597?st=iprb53g0frbj9e8&reflink=desktopwebshare_permalink

May 31, 2018 at 7:16 pm ET

- Facebook is reportedly in talks with several media outlets to produce news-related programming for its video platform, Watch.
- The programming is expected to include both live and recorded news segments, as well as coverage of breaking news events.
- The move is part of Facebook's effort to increase engagement with its video platform and to compete with traditional TV news outlets.
- Among the companies still in discussions are News Corp's Dow Jones & Co., parent of The Wall Street Journal, BuzzFeed and digital-media company ATTN, people familiar with the matter said. Group Nine Media's NowThis plans to participate but won't begin rolling out programming until later this year, a person familiar with the matter said.
- Facebook is offering financial incentives to the media outlets, including payment for the production costs of the shows, as well as a share of the ad revenue generated by the programming.
- The news programming is expected to launch this summer, but the final details of the deals are still being worked out.
- The news programs being negotiated, which would be financed by Facebook and run exclusively on the platform, include one from Fox News hosted by Shepard Smith, some of the people said. A few of the shows could be announced as early as next week and will officially launch in July, other people said.

- The company has offered some publishers between \$1 million and \$3 million for one-year contracts, according to people involved in the discussions. But some publishers have balked at the terms while others have been turned off by Facebook's shifting strategy
- The back-and-forth between publishers and the social network is a contrast to the industry's eagerness to join past Facebook initiatives, such as its 2016 push into live video and its 2015 effort to promote rapidly loading articles, called Instant Articles. Those previous experiments didn't initially work out for many publishers, who have said they didn't view them as financially lucrative.

● Facebook to Drop Trending-Topics Feature

https://www.wsj.com/articles/facebook-to-drop-trending-topics-feature-1527877457?st=rj8z8rgghosb2768&reflink=desktopwebshare_permalink

June 1, 2018 at 2:24 pm ET

- Facebook is discontinuing its Trending Topics feature, which displays popular news stories and topics on the social media platform.
- The feature has been controversial and has faced criticism for promoting fake news stories and political bias.
- Facebook will replace the Trending Topics feature with a new section called "Breaking News," which will highlight news stories from credible sources.
- The Breaking News section will be curated by a team of journalists, who will select stories from a list of trusted news sources.
- Facebook is also testing a feature called "Today In," which will highlight local news and events in users' communities.
- Facebook's decision to discontinue the Trending Topics feature comes as the company faces increased scrutiny over its handling of news content and the spread of misinformation on the platform.
- The feature accounted for an average of less than 1.5% of clicks to news publishers from Facebook, according to the company.
- Despite several rounds of changes to the trending-topics feature, Facebook continues to fight the perception it punishes conservative viewpoints more than liberal ideas. The topic has come up during several [recent government hearings](#) with Facebook officials including Chief Executive [Mark Zuckerberg](#).

● Apple's New Features Take Aim at Facebook

https://www.wsj.com/articles/apples-new-features-take-aim-at-facebook-1528205598?st=w8s2hfrigidkevy&reflink=desktopwebshare_permalink

June 5, 2018 at 9:33 am ET

- Apple announced new features for its devices that are designed to compete with Facebook's social media platform.
- The new features include group video chats through FaceTime, improved Animojis and Memojis, and a new app called Screen Time, which allows users to track and limit their time on social media apps.
- The group video chat feature on FaceTime will allow up to 32 participants, and users will be able to use Animojis and Memojis during the chats.
- Screen Time will allow users to see how much time they are spending on social media apps and to set limits on their usage.
- Apple's new features are part of a broader effort by the company to promote the use of its devices in a healthy and productive way.
- The move is also seen as a challenge to Facebook, which has faced criticism for its handling of user data and its impact on mental health.
- The new features will be available on Apple devices with the release of iOS 12 in the fall.
- Apple introduced new privacy tools in its Safari browser that will limit the personal data that apps like Facebook can collect. The target was clear: Several images in Apple's presentation or marketing material used Facebook or its app Instagram as examples of what to limit.

- Behind Apple's barbs is [an expanding digital-ad business](#) that aims to distribute advertising across various apps. Apple delivered nearly \$1 billion in revenue last year by selling promotional ads for search terms in its App Store
- Apple's efforts to protect consumers' privacy mean its ad business collects far less data on users than peers, analysts say. Now it is seeking to limit the way Facebook and other apps track and collect that data across Apple devices.
- "We've all seen these 'like' buttons and 'share' buttons," Apple's software chief Craig Federighi told the audience at [its annual developers' conference in San Jose on Monday](#). "Well it turns out, these can be used to track you, whether you click on them or not. And so this year, we are shutting that down."
- "Apple has been nibbling at the social angle for a while and haven't had a ton of obvious progress, but now they have a window because an avenue has been opened around privacy," Mr. Munster said.

★● Behind the Messy, Expensive Split Between Facebook and WhatsApp's Founders

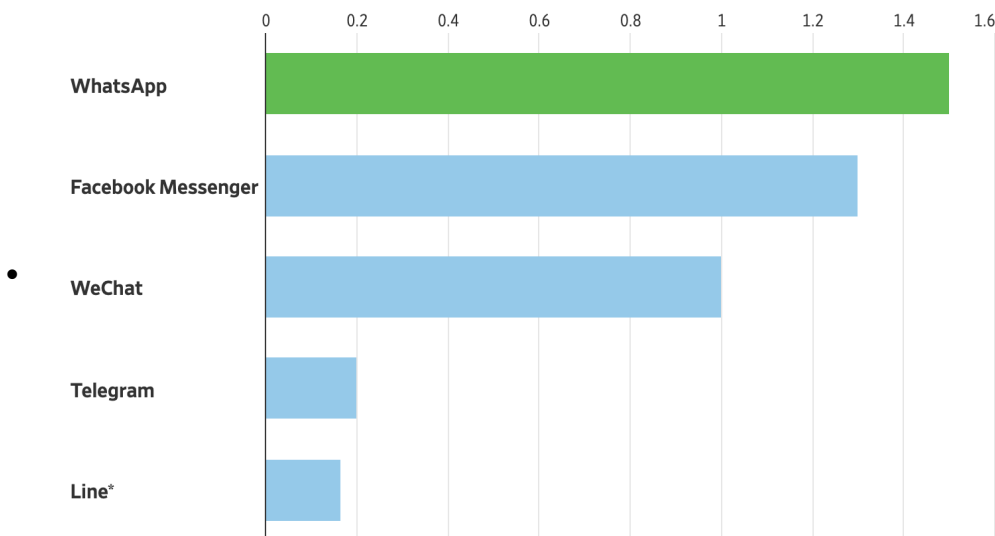
https://www.wsj.com/articles/behind-the-messy-expensive-split-between-facebook-and-whatsapps-founders-1528208641?mod=Searchresults_pos10&page=2

June 5, 2018 at 10:24 am ET

- The creators of the popular messaging service are walking away leaving about \$1.3 billion on the table.
- The expensive exit caps a long-simmering [dispute about how to wring more revenue](#) out of WhatsApp
- The WhatsApp duo of Jan Koum and Brian Acton had persistent disagreements in recent years with Mr. Zuckerberg and Chief Operating Officer Sheryl Sandberg, who grew impatient for a greater return on the company's 2014 blockbuster \$22 billion purchase of the messaging app
- Many of the disputes with Facebook involved how to manage data privacy while also making money from WhatsApp's large user base, including through the targeted ads that WhatsApp's founders had long opposed. In the past couple of years especially, Mr. Zuckerberg and Ms. Sandberg pushed the WhatsApp founders to be more flexible on those issues and move faster on other plans to generate revenue
- WhatsApp was an incongruous fit within Facebook from the beginning. Messrs. Acton and Koum are true believers on privacy issues and have shown disdain for the potential commercial applications of the service.
- When Facebook bought WhatsApp, it never publicly addressed how the divergent philosophies would coexist. But Mr. Zuckerberg told stock analysts that he and Mr. Koum agreed that advertising wasn't the right way to make money from messaging apps. Mr. Zuckerberg also said he [promised the co-founders the autonomy to build their own products](#). The sale to Facebook made the app founders both multibillionaires.
- The WhatsApp co-founders didn't confront Mr. Zuckerberg at their departures about their disagreements over where to take the business, but had concluded they were fighting a losing battle and wanted to preserve their relationship with the Facebook executive
- The discord broke into public view in a March tweet by Mr. Acton. During the height of the [Cambridge Analytica controversy](#), in which the research firm was accused of misusing Facebook user data to aid the Trump campaign, [Mr. Acton posted that he planned to delete his Facebook account](#).
- WhatsApp, which launched in 2009, was designed to be simple and secure. Messages were immediately deleted from its servers once sent. It charged some users 99 cents annually after one free year and carried no ads. In a [2012 blog post](#) the co-founders wrote, "We wanted to make something that wasn't just another ad clearinghouse" and called ads "insults to your intelligence."

Text Me

World-wide monthly active users for popular messaging apps, in billions.



Note: *Across four main markets; iMessage, Google Hangouts and Signal don't disclose number of users.

Source: the companies

- Some analysts in the tech community said a clash was inevitable. Nate Elliott, principal of Nineteen Insights, a research and advisory firm focused on digital marketing and social media, said the WhatsApp founders are “pretty naive” for believing that Facebook wouldn’t ultimately find some way to make money from the deal, such as with advertising. “Facebook is a business, not a charity,” he said.
- Facebook’s hands-off stance changed around 2016. WhatsApp topped one billion monthly users, and it had eliminated its 99 cent fee. Facebook told investors it would stop increasing the number of ads in Facebook’s news feed, resulting in [slower advertising-revenue growth](#). This put pressure on Facebook’s other properties—including WhatsApp—to make money.
- In response to the pressure from above to make money, Messrs. Koum and Acton proposed several ideas to bring in more revenue. One, known as “re-engagement messaging,” would let advertisers contact only users who had already been their customers. Last year, [WhatsApp said it would charge companies](#) for some future features that connect them with customers over the app.
- None of the proposals were as lucrative as Facebook’s ad-based model. “Well, that doesn’t scale,” Ms. Sandberg told the WhatsApp executives of their proposals, according to a person familiar with the matter. Ms. Sandberg wanted the WhatsApp leadership to pursue advertising alongside other revenue models, another person familiar with her thinking said.
- “It worked for Instagram,” Ms. Sandberg told the WhatsApp executives on at least one occasion, according to one person familiar with the matter.
- The senior Facebook executives appeared to grow frustrated by the WhatsApp duo’s reasons to delay plans that would help monetize the service. Mr. Zuckerberg wanted WhatsApp executives to add more “special features” to the app, whereas Messrs. Koum and Acton liked its original simplicity.
- Mr. Zuckerberg and Ms. Sandberg also wanted Messrs. Koum and Acton to loosen their stance on encryption to allow more “business flexibility,” according to one person familiar with the matter. One idea was to create a special channel between companies and users on WhatsApp to deal with issues such as customer-service requests, people familiar with the matter said. That setup would let companies appoint employees or bots to field inquiries from users and potentially store those messages in a decrypted state later on.
- Last summer, Facebook executives discussed plans to start placing ads in WhatsApp’s “Status” feature, which allows users to post photo- and video-montages that last 24 hours. Similar features exist across Facebook’s services, including on Instagram, but WhatsApp’s version is now the most popular with 450 million users as of May.
- Among WhatsApp’s competitors is Signal, an encrypted messaging app run by a nonprofit called the Signal Foundation and dedicated to secure communication, with strict privacy controls and without advertising. Mr. Acton donated \$50 million to fund the foundation and serves as its executive chairman.

Facebook Confirms Data-Sharing Deals With Chinese Tech Firms

https://www.wsj.com/articles/facebook-confirms-data-sharing-deals-with-chinese-tech-firms-1528246126?st=h9en7rl20vdmth&reflink=desktopwebshare_permalink

June 5, 2018 at 8:48 pm ET

- Facebook has confirmed that it has data-sharing partnerships with at least four Chinese technology companies, including Huawei, Lenovo, Oppo, and TCL.
- The agreements, which were established before 2015, allowed the Chinese companies to access Facebook data on users and their friends.
- The partnerships have raised concerns among US lawmakers and intelligence officials over potential national security risks, particularly in light of the ongoing tensions between the US and China.
- Facebook has been under scrutiny for its handling of user data, particularly in the wake of the Cambridge Analytica scandal.
- The revelation of the data-sharing partnerships with Chinese companies is likely to increase scrutiny of Facebook's practices and add to concerns over the company's commitment to data privacy and security.
- Facebook has announced that it will wind down the data-sharing partnerships with the Chinese companies by the end of 2018.
- The New York Times earlier reported on Facebook's device partnerships with companies like [Apple](#) Inc., [Amazon.com](#) Inc. and [Microsoft](#) Corp. After the Times article, several lawmakers said they felt they had been misled by Chief Executive [Mark Zuckerberg](#), who testified in April that Facebook restricted data access to outsiders in 2015.
- Facebook argues that the device partnerships are different from the data extended to third parties like academics and mobile apps. Facebook negotiated each device deal differently.

Facebook Bug Changed Default User Settings for Sharing Posts

https://www.wsj.com/articles/facebook-bug-changed-default-user-settings-for-sharing-posts-1528414130?st=9xw8bz4kmg0p7sc&reflink=desktopwebshare_permalink

June 7, 2018 at 7:28 pm ET

- Facebook announced that a software bug caused up to 14 million users' posts to be shared publicly even if they had intended to share them only with friends.
- The bug, which was active for 10 days in May, automatically changed the default sharing setting for new posts from "friends only" to "public."
- The affected users were notified of the issue by a message on their Facebook account and were urged to review their privacy settings.
- The incident is the latest in a series of privacy-related controversies that have plagued Facebook in recent months, including the Cambridge Analytica scandal and concerns over the company's data-sharing partnerships with Chinese technology firms.
- The bug has been fixed, and Facebook has promised to conduct a full review of its privacy practices and to make it easier for users to understand and control their privacy settings.
- The incident is likely to add to concerns over Facebook's ability to protect user data and to fuel calls for greater regulation of the social media giant.

● Facebook Gave Some Companies Special Access to Additional Data About Users' Friends

https://www.wsj.com/articles/facebook-gave-some-companies-access-to-additional-data-about-users-friends-1528490406?st=bw65rt8ago5atct&reflink=desktopwebshare_permalink

Updated June 8, 2018 at 7:28 pm ET

- Facebook gave some companies access to additional user data, including information on users' friends, according to documents submitted to Congress.
- The data-sharing agreements were established before Facebook changed its privacy policies in 2014 and gave developers more limited access to user data.
- The agreements, which included partnerships with companies such as Nissan and RBC Capital Markets, allowed these companies to access data on users and their friends, including information on their education, work history, relationship status, and religious and political views.
- The revelations add to concerns over Facebook's handling of user data, particularly in the wake of the Cambridge Analytica scandal.
- Facebook has said that it has already ended 38 of the 52 data-sharing partnerships it had identified as potentially problematic.
- The company has also faced criticism over the way it has shared user data with device makers such as Apple and Samsung, which could have allowed these companies to access user data without the users' knowledge or consent.
- The revelations are likely to increase scrutiny of Facebook's data practices and to fuel calls for greater regulation of the company.
- Facebook officials said the company struck a small number of deals with developers largely to improve the user experience, test new features and allow certain partners to wind down previously existing data-sharing projects. The company said it allowed a "small number" of partners to access data about a user's friends after the data was shut off to developers in 2015. Many of the extensions lasted weeks and months, Facebook said. It isn't clear when all of the deals ultimately expired or how many companies got extensions.
- Most developers who plugged into Facebook's platform weren't aware that the company offered this preferred access or extensions to certain partners, according to the people familiar with the matter.
- Mr. Vladeck said any deals made after 2012 could draw scrutiny about whether Facebook was in violation of its settlement that year with the FTC, under which the company is required to give the social network's users clear and prominent notice and obtain their express consent before sharing their information beyond their privacy settings. Facebook said Friday it hasn't violated the settlement.
- One developer, Six4Three LLC, sued Facebook in 2015, alleging that Facebook's data policies were anticompetitive and favored certain companies over others. One court document that was originally redacted alleges that Facebook employees discussed whitelist agreements with various companies. Facebook says the Six4Three lawsuit is without merit.
- By 2014, developers could access about 30 different data points about users' friends, including places they checked into, education history and religious and political affiliation.
- Early on, Facebook brokered special deals with certain companies, some people with knowledge of the deals said. "Ninety-nine percent of developers were treated the same, but 1% got special treatment because they accounted for all the value of the platform," one former Facebook employee said, referring to popular apps and services that attracted users.
- Separately, some of the data-sharing arrangements with device makers also involved broad access to information about users' friends.
- This access persisted until as late as this year. Facebook said it is winding down those deals, some details of which were reported by the New York Times earlier this week

Facebook Delivers 450-Page Homework Assignment to Congress

https://www.wsj.com/articles/facebook-delivers-450-page-homework-assignment-to-congress-1528767667?st=947s2c5q17u2fy5&reflink=desktopwebshare_permalink

June 11, 2018 at 9:41 pm ET

- Facebook Inc. turned in more than 450 pages of homework to U.S. lawmakers, defending itself against claims that it is a monopoly and sidestepping questions about the effectiveness of an app that can effectively spy on competitors.

- The document contains answers to over 2,000 questions posed by Congress. The material is granular in places and sometimes evasive, and delivered no apparent bombshells.
- The questions were related to Facebook's handling of user data and privacy concerns.
- The document provides insight into Facebook's data collection practices and the third-party companies it shares data with.
- It also reveals that Facebook allowed certain companies to continue accessing user data even after promising to stop doing so.
- The document states that Facebook did not give preferential treatment to certain developers, despite allegations to the contrary.
- Facebook's responses are expected to inform the discussion around potential regulation of tech companies.
- The company deflected questions that probed at Facebook's increasing market power and influence in the world.
- Facebook said it faces healthy competition, and listed other apps that people can use for certain features it offers. Facebook also said that the average American uses eight different apps to communicate with friends and stay in touch with people.
- In social media, Facebook's two main competitors Twitter Inc. and [Snap Inc.](#) count user bases that are just a fraction of the size of Facebook's. Both companies have struggled to wrest larger shares of online advertising budgets from marketers. Venture capitalists say they are wary of backing new social networking upstarts, because they believe it would be difficult to compete with Facebook.
- Facebook also has an added advantage over upstarts: In 2013, it bought an app called Onavo, which the company has transformed into a database that allows it to see what people do on their phones beyond Facebook's own apps. Facebook has used the app to give it [insight into its rivals' services](#) and informed the company's decision [to buy companies like WhatsApp](#) in 2014, The Wall Street Journal reported last year.

Top Facebook Strategist to Step Down

https://www.wsj.com/articles/top-facebook-strategist-to-step-down-1529006487?st=agzep4zzfgacclu&reflink=desktopwebshare_permalink

Updated June 14, 2018 at 6:39 pm ET

- Facebook Inc.'s top policy and communications executive, Elliot Schrage, is stepping down, ending a decadelong tenure at the social-media giant as it faces intense scrutiny for its business practices and commitment to privacy.
- Mr. Schrage has been one of the key architects of Facebook's strategy for various controversies over the past two years, including most recently the company's response to news that the political firm Cambridge Analytica improperly obtained data on 87 million Facebook users. He was involved in several of Facebook's public-relations missteps in recent years and was also credited internally with encouraging the company to be more transparent in how it addressed some criticism.
- A Facebook spokeswoman said Mr. Schrage initially discussed leaving the company before the 2016 U.S. presidential election, but stayed on to help the company deal with the heightened scrutiny around misinformation and fabricated news articles on the platform.
- Mr. Schrage helped build Facebook's policy and communications team from fewer than a dozen people to hundreds. As it has grown, the company has at times struggled to strike the right tone in addressing mounting concerns about its role and ability to influence its users.
- Internally, Mr. Schrage has at times pushed executives to better explain how Facebook works and manages its responsibilities to its more than two billion users. In recent months, Facebook executives, including Mr. Zuckerberg, have repeatedly said the company needs to take "a broader view of its responsibility."
- Mr. Schrage pushed Facebook to launch a blog, called Hard Questions, so the company could respond publicly to amplified scrutiny of its practices, despite some hesitation by other Facebook managers and executives about being so open about hot-button topics, people familiar with the matter said. He also

championed the creation of [an election commission](#), populated by independent researchers who can study Facebook's effect on elections and publish papers without Facebook's approval.

Harvester of Facebook Data Wants Tighter Controls Over Privacy

https://www.wsj.com/articles/harvester-of-facebook-data-wants-tighter-controls-over-privacy-1529435103?st=uj9xnlti6umfvkl&reflink=desktopwebshare_permalink

Updated June 19, 2018 at 7:13 pm ET

- Aleksandr Kogan, the academic who harvested Facebook user data for Cambridge Analytica, has called for tighter controls over data privacy.
- Kogan argues that current data privacy regulations are insufficient and put too much responsibility on individual users to protect their own data.
- He also believes that companies like Facebook should be required to obtain explicit consent from users before collecting and sharing their data.
- Kogan acknowledges that he made mistakes in his handling of user data, but argues that he was not alone in his actions.
- He believes that the true scope of data harvesting on social media platforms is still not fully understood.
- Kogan's comments come amid growing scrutiny of tech companies' handling of user data and increasing calls for stronger data privacy regulations.
- "I believe there is almost no chance this data could have been helpful to a political campaign—and I still haven't seen any evidence to indicate that the Trump campaign used this dataset to micro-target voters," he said in his prepared testimony.

Facebook Canada Starts Fact-Checking Program With French News Outlet

https://www.wsj.com/articles/facebook-canada-starts-fact-checking-program-with-french-news-outlet-1530098363?st=gdehdguwfvjpjtr&reflink=desktopwebshare_permalink

June 27, 2018 at 7:19 am ET

- Facebook Canada has partnered with Agence France-Presse (AFP) to launch a fact-checking program in Canada.
- The program aims to reduce the spread of false news on Facebook by identifying and labeling misleading content.
- AFP will review news stories and other content in both French and English to determine their accuracy.
- If a story is deemed false, it will be labeled as such on Facebook, and users who try to share it will receive a warning.
- The fact-checking program is part of Facebook's larger effort to combat fake news and misinformation on its platform.

★ Facebook's Latest Problem: It Can't Track Where Much of the Data Went

https://www.wsj.com/articles/facebook-problem-it-doesnt-know-where-all-the-data-went-1530106200?st=gjfc4x9fbm73xyq&reflink=desktopwebshare_permalink

June 27, 2018 at 9:30 am ET

- Facebook is struggling to keep track of where its user data has gone and how it has been used.
- The company has been dealing with a series of scandals related to data privacy and misuse, including the Cambridge Analytica scandal.
- Facebook has admitted that it does not know how many companies or developers have accessed user data, or what they have done with it.

- The company has launched an internal investigation to try to track down any instances of data misuse, but the process has been slow and difficult.
- Some experts say that Facebook's problems with data privacy and security are not unique to the company, but are a broader issue facing the tech industry as a whole.
- Three months after CEO [Mark Zuckerberg](#) pledged to [investigate all apps that had access to large amounts of Facebook data](#), the company is still combing its system to locate the developers behind those products and find out how they used the information between 2007 and 2015, when the company officially cut data access for all apps. Mr. Zuckerberg has said the process will cost millions of dollars.
- One problem is that many of the app developers that scooped up unusually large chunks of data are out of business, according to developers and former Facebook employees. In some cases, the company says, developers contacted by Facebook aren't responding to requests for further information.
- Some developers say they have little incentive to respond to Facebook's requests to cooperate with the probe, either because they are out of business, have moved on to other projects or are uneasy about allowing another company to look at their servers and the way their apps are constructed. Such intellectual property is "the lifeblood" of a developer's business, said Morgan Reed, president of ACT | The App Association, a trade group that represents more than 5,000 app makers and connected-device companies.
- In addition, Facebook doesn't have legal authority to force developers to cooperate.

Facebook Investors May Be Too Quick to Forgive

https://www.wsj.com/articles/facebook-investors-may-be-too-quick-to-forgive-1530178201?st=i2hbj0hz1vauk7b&reflink=desktopwebshare_permalink

June 28, 2018 at 5:30 am ET

- Facebook's stock price has recovered from the Cambridge Analytica scandal, leading some investors to believe that the worst is over for the company.
- However, some experts warn that investors may be too quick to forgive Facebook and underestimate the potential risks facing the company.
- The company is facing increased scrutiny from regulators and lawmakers, both in the US and internationally, over issues such as data privacy and the spread of misinformation on its platform.
- Facebook's business model is also facing challenges, as consumers become more aware of the value of their personal data and demand more control over how it is used.
- While Facebook is still a profitable company with a massive user base, it may face significant challenges in the years ahead that could impact its long-term growth and profitability.

Facebook Launches Tools to Stop Fake Accounts

https://www.wsj.com/articles/facebook-launches-tools-to-stop-fake-accounts-1530219116?st=wjeu60m6qfich3n&reflink=desktopwebshare_permalink

June 28, 2018 at 4:51 pm ET

- Facebook has launched new tools to help identify and remove fake accounts on its platform.
- The tools include a new machine-learning system that can detect and flag accounts that exhibit suspicious behavior, such as sending large numbers of friend requests or messages.
- Facebook will also require users who are locked out of their accounts to provide additional identification, such as a government-issued ID, to prove that they are real people.
- The company says that the new tools will help prevent the spread of misinformation and fake news on its platform.
- Facebook has been under increasing pressure to address the issue of fake accounts, which can be used to spread propaganda, engage in election interference, and commit other types of fraud.
- The new tools are designed to help people understand what they see on Facebook and who paid for it, Ms. Sandberg said, and are part of the social media giant's push to increase transparency on its platform.

- The tools will allow users to see all of the ads that run across Facebook, Instagram and Messenger, even if the user isn't directly targeted by those ads. Facebook is also providing more information about individual pages, including when they were created and changes the page made to its name.
- Before the new tool, users could only see ads on Facebook that were targeted to them. Now, users will be able to dissect the different groups an ad is intended to reach and the messaging on the ad, as well as the website that the ad points users to.
- Twitter Inc. on Thursday launched its own page that allows people to search for ads that ran on Twitter over the past seven days. For U.S. political advertisers, the tool will display how much the parties paid for the ad and what demographic groups they targeted.

Facebook Reveals Apps, Others That Got Special Access to User Data

https://www.wsj.com/articles/facebook-reveals-apps-others-that-got-special-access-to-user-data-1530454712?st=gzw1ea9pdax34r9&reflink=desktopwebshare_permalink

Updated July 1, 2018 at 7:30 pm ET

- Facebook has revealed a list of companies that were given special access to user data, including information on users' friends and their activity on the platform.
- The social network also said in Friday's document that it shared information about its users with 52 hardware and software makers, including big U.S. companies such as [Amazon.com](#) Inc., [Apple](#) Inc. and [Microsoft](#) Corp., as well as some Chinese firms such as Huawei Technologies Co. and Alibaba Group Holding Ltd. Fourteen companies continue to have access to information about Facebook's users, the document said.
- Facebook says that the companies were given access to the data as part of partnerships that were intended to improve the user experience on their platforms.
- However, some critics say that the partnerships gave the companies access to sensitive user data that they should not have had, and that Facebook did not do enough to protect users' privacy.
- The revelation comes as Facebook is facing increased scrutiny over its handling of user data and privacy, following the Cambridge Analytica scandal and other controversies.
- The company disclosed it was still sharing information of users' friends, such as name, gender, birth date, current city or hometown, photos and page likes, with 61 app developers nearly six months after it said it stopped access to this data in 2015.
- Facebook said it gave these 61 firms—which ranged from the dating app Hinge to shipping giant United Parcel Service Inc.—a six-month extension for them to “come into compliance” with the 2015 policy.
- In addition, five other companies “theoretically could have accessed limited friends' data” because of access they received as part of a Facebook experiment, the company said in the document.
- Facebook indicated it has struggled to fully reconstruct what happened to its users' information. “It is possible we have not been able to identify some extensions,” Facebook said in the document about companies that had access to users' friends' information past the 2015 cutoff.

SEC Probes Why Facebook Didn't Warn Sooner on Privacy Lapse

https://www.wsj.com/articles/sec-probes-why-facebook-didnt-warn-sooner-on-privacy-lapse-1531422043?st=2dk5345trf9xq0x&reflink=desktopwebshare_permalink

July 12, 2018 at 3:00 pm ET

- The Securities and Exchange Commission (SEC) is investigating why Facebook did not disclose its data privacy lapses sooner.
- The probe centers around the company's failure to properly disclose the risks associated with the data harvesting of millions of users by Cambridge Analytica.
- The SEC is investigating whether Facebook adequately warned investors of the risks to its business from the data privacy lapses.

- The agency is also looking into how Facebook evaluated the impact of the data privacy issues on its business and whether it made appropriate disclosures to investors.
- The SEC's investigation adds to the scrutiny Facebook has faced over its handling of user data, which has led to several other investigations and fines.
- The SEC has shown greater interest in recent months in probing data-security breaches and lapses. It has taken the position, most recently in a case filed against Altaba Inc., the successor company of Yahoo Inc., that public companies must disclose material data leaks or breaches they know about. [Telling investors that such incidents could happen isn't good enough.](#)
- The Justice Department and the Federal Trade Commission also are probing the data leak and how Facebook and other parties handled it. The FTC is looking at whether Facebook violated terms of an earlier consent decree requiring it to get user consent for collecting personal data and sharing it with others.
- In April, Facebook Chief Executive [Mark Zuckerberg](#) said [it was possible others misused data](#) from the social network. Later that month, Facebook updated its investor disclosures to reflect that likelihood and said the FTC and other government agencies were probing how it responded to the episode. The company's April quarterly investor filing said it could discover "additional incidents of misuse of user data or other undesirable activity by third parties" and said such incidents could "negatively affect user trust and engagement, harm our reputation and brands, and adversely affect our business and financial results."
- Facebook officials believed what they had discovered in 2015 wasn't material information to investors because the data shared with Cambridge Analytica was less sensitive than other types of data that Facebook keeps, such as some users' payment information, a person familiar with the matter said. The Cambridge Analytica trove included data on people who downloaded a personality-test app Mr. Kogan developed and some details about their friends.

Facebook Gives Researchers 'Full Access' for Election Studies

https://www.wsj.com/articles/facebook-gives-researchers-full-access-for-election-studies-1531348942?st=ts258z3h4l81q3q&reflink=desktopwebshare_permalink

Updated July 13, 2018 at 8:43 pm ET

- Facebook has given a group of researchers full access to its data to study the impact of social media on elections.
- The study is part of Facebook's efforts to address concerns about its role in influencing elections and to improve transparency around political advertising on its platform.
- The founders of Social Science One said they have put safeguards in place to prevent future abuses or leaks. The group says it will remove personally identifying information from any of the data sets it gives to outside researchers and that no data will ever leave Facebook's servers. It will also closely monitor any studies that involve sensitive user information.
- Social Science One plans to make grants to other groups of researchers who request access to select sets of user data from Facebook. The group's first research project involves combing through one million gigabytes of information about the links users have clicked on over the past year to find patterns about fake news.
- Giving researchers access to data raises questions around user privacy, but it also gives the public a valuable glimpse into Facebook's practices

Publishing Executives Argue Facebook Is Overly Deferential to Conservatives

https://www.wsj.com/articles/publishing-executives-argue-facebook-is-overly-deferential-to-conservatives-1531802201?st=vax91ujpfzaswq1&reflink=desktopwebshare_permalink

July 17, 2018 at 12:36 am ET

- At a private meeting late last week, some publishing executives criticized Facebook Inc. for being overly accommodating to conservative outlets, days before social-media executives are to appear on Capitol Hill to discuss how content is displayed on their sites.
- Executives from Facebook, Twitter Inc. and YouTube are scheduled to testify before the House Judiciary Committee on Tuesday.
- Facebook in particular has come under sustained criticism for how it mediates political discourse on its platform, and the social-media giant has hosted a number of meetings in recent weeks with various stakeholders to address the issue.

● Facebook to Start Taking Down Posts That Could Lead to Violence

https://www.wsj.com/articles/facebook-to-start-taking-down-posts-that-could-lead-to-violence-1531961913?st=pbtrcro0gfg3nvy&reflink=desktopwebshare_permalink

July 18, 2018 at 8:58 pm ET

- Facebook Inc. said Wednesday it will start removing misinformation that could spark violence, a response to mounting criticism that the flow of rumors on its platform has led to physical harm to people in countries around the world.
- The new policy is a shift in Facebook's broader approach to misinformation, which until now has been focused on suppressing its popularity on the platform without scrubbing the problematic content entirely.
- The company has also faced more questions about the platform's role as a vector for false information that can inflame social tensions.
- Facebook will rely on local organizations of its choosing to decide whether specific posts contain false information and could lead to physical violence, company officials said. If both hold true, the posts will be taken down.
- The new policy raises questions that company officials said are too early to answer, including who its partners will be and what the criteria will be to become one. A Facebook spokeswoman said she couldn't provide a list of organizations Facebook plans to team up with or countries where they could deploy this new policy.
- It also isn't clear how those partners will determine whether or not content is false or could lead to violence. Nor was it clear how Facebook would ensure those organizations remain independent or relatively free from political bias.
- Facebook will rely on outside organizations' judgment because they have "local context and local expertise."

Facebook Second-Quarter Earnings: What to Watch

https://www.wsj.com/articles/facebook-2nd-quarter-earnings-what-to-watch-1532496305?st=ndw3cgcggeni2n21&reflink=desktopwebshare_permalink

July 25, 2018 at 1:25 am ET

Facebook's China 'Innovation Hub' Hits Snag

https://www.wsj.com/articles/facebook-china-innovation-hub-hits-snag-1532541681?st=qdaa3x5b6xrd8nh&reflink=desktopwebshare_permalink

July 25, 2018 at 2:01 pm ET

- Facebook Inc.'s long campaign to re-enter China has been hit with another reversal.
- The social-media giant announced plans Tuesday to open an "Innovation hub" in the city of Hangzhou to support Chinese developers and startups.
- Hours later, the listing for the \$30 million subsidiary had been pulled from the national business-registration webpage.

- The action suggests the hub plan has been sidelined, likely because of internal dissent among different levels of Chinese government over the Facebook effort

★ Facebook Shares Tumble as Growth Outlook Darkens

https://www.wsj.com/articles/facebook-revenue-falls-short-of-expectations-1532549650?st=uwwo8gog90h9ptb&reflink=desktopwebshare_permalink

Updated July 25, 2018 at 8:57 pm ET

- Facebook Inc. warned that its growth is slowing, sending its stock price plummeting as investors feared the social-media titan's fortunes aren't immune to the multiple controversies it has faced this year.
- After touching record highs earlier on Wednesday, Facebook shares dropped as much as 23% in after-hours trading, a plunge that would wipe roughly \$130 billion from the company's value if it holds when the markets open on Thursday.
- Facebook has shown few business effects from the negative headlines that have dogged it in recent months. But winding up a quarter during which its privacy practices stirred fresh controversy, the company late Wednesday reported slower-than-expected revenue growth for the period—albeit logging in at more than 40%—and said it expected quarterly revenue growth to decline over the rest of the year.
- Some worried that the results suggest growth could be threatened not just for Facebook but also for other tech companies that depend on consumers spending ever-more time on their digital devices.
- In a call with analysts, Facebook Chief Executive Officer [Mark Zuckerberg](#) called the results “another solid quarter”—but those comments were quickly overshadowed when other executives warned that tougher privacy laws, a shift toward less lucrative advertising products and currency headwinds would clip revenue growth.
- The results “showed growth but geographically have pockets of softness,” said Daniel Ives, head of technology research at GBH Insights.
- Despite those controversies, advertisers broadly speaking have remained on the site, largely because there are few other outlets that can match its reach and ability to target narrow slices of consumers.

Facebook's Terrible Timing and Why a Trade Deal Matters for Tech Stocks

https://www.wsj.com/articles/facebook-terrible-timing-and-why-a-trade-deal-matters-for-tech-stocks-1532621925?st=4ad684smn4q4avc&reflink=desktopwebshare_permalink

July 26, 2018 at 12:18 pm ET

- Up until Wednesday, Facebook was a standout stock in what has been a mediocre year, returning 23%. The S&P 500, in contrast, returned 7.6% — and would have returned 7.2% if it hadn't been for Facebook, and 3.8% without the other top four big tech stocks.
- But the company's disappointing results and worrisome conference call after the close Wednesday [radically altered investor perceptions](#) of how fast the social network could grow. Facebook shares fell 19% Thursday.
- Part of Facebook's appeal this year, and indeed the appeal of other highflying stocks such as Microsoft, Netflix and Google parent [Alphabet](#) Inc., has been that it was insulated from the trade worries affecting other companies' shares. U.S. tariffs on imported steel and threatened tariffs on automobiles, retaliatory tariffs on motorcycles and bourbon — these aren't things that matter much for fast-growing companies that sell services.
- Facebook's operating margins have been the highest even among its big tech peers, so the company may also have realized that earning nearly 50 cents on every dollar of revenue looks unseemly when under such scrutiny.
- While Facebook is under the most pressure, Google too is facing tough regulators. Google's terrific numbers were weighed down by a \$5 billion fine by the European Union, which said the company abused its dominance of its Android mobile operating system.

- More generally, Facebook is also a reminder of what happens when tech companies priced for turbo-growth fail to live up to those targets.

★ The Conference Call That Shook Investor Faith in Facebook

https://www.wsj.com/articles/the-conference-call-that-shook-investor-faith-in-facebook-1532589109?st=3ocp0wknp6aejz1&reflink=desktopwebshare_permalink

Updated July 26, 2018 at 1:33 pm ET

- Even though Facebook's stock price was down when the call started because of a slight miss on revenue, Chief Executive Mark Zuckerberg opened the call just after 5 p.m. Eastern time by saying the company had "a solid quarter."
- He partly blamed "currency headwinds" and new privacy options for users but also revealed that new ad formats such as those within Instagram Stories weren't pulling in the same amount of money as ads shown in the Facebook and Instagram feeds.
- Mr. Wehner and Ms. Sandberg noted that Facebook had yet to feel the full effects of the new European privacy laws.
- Mr. Wehner pointed out that Facebook would see a hit to revenue growth owing to changes to its products that would boost privacy.
- By 5:52 p.m., Facebook shares had plunged 24% to \$164.99.
- "I think many investors are having a hard time reconciling that type of deceleration, considering how good the advertising-advertiser feedback is on your platform," Jefferies analyst Brent Thill asked toward the end of the call. "It just seems like the magnitude is beyond anything we've seen, especially across the number of tech that we all cover."
- "The advertising industry—and digital advertising no less—has limits to growth," wrote Brian Wieser, an analyst with Pivotal Research who had rated Facebook shares a "sell" before the earnings report. "While the company is still growing at a fast clip, the days of 30%+ growth are numbered."

Facebook Suffers Worst-Ever Drop in Market Value

https://www.wsj.com/articles/facebook-shares-tumble-at-open-1532612135?st=5ybsnrorio8sk5i&reflink=desktopwebshare_permalink

Updated July 26, 2018 at 5:42 pm ET

- Facebook shares fell 19% to \$176.26, erasing about \$119.1 billion in market value, after the Menlo Park, Calif., company warned late Wednesday about slowing growth.
- In general, analysts remain overwhelmingly bullish on the big tech stocks.
- The plunge in Facebook shares caught options traders off guard.
- Investors were girding for a 5.6% move in the stock, in either direction, through Friday, Trade Alert data show, much smaller than the decline suffered so far.
- Expected swings in the stock are near a year high
- To many, analysts' conviction in technology stocks reflects the sector's rapid climb to dominance across many industries, as well as its record of above-average earnings growth. Yet Facebook's slide, along with others, have made some investors increasingly worried that the technology sector could be due for a reversal.

Facebook Isn't as Cheap as It Looks

https://www.wsj.com/articles/facebook-isnt-as-cheap-as-it-looks-1532685601?st=4zrndj8iupmlo6h&reflink=desktopwebshare_permalink

Updated July 27, 2018 at 6:46 am ET

- A disastrous second-quarter report and accompanying outlook cut nearly \$120 billion off the social network's market value Thursday.

- That officially makes Facebook one of the worst-performing of the mega-cap tech stocks this year, second only to IBM.
- Facebook's valuation fell to 23 times forward earnings, which is close to its lowest multiple on record and down 23% from just a year ago, thanks to the company's sharply growing bottom line.
- Despite a few downgrades, more than 85% of brokers still have a buy rating on the shares.
- Most cite the fact that Facebook is still a profit machine growing at a rate unmatched by its peers.

● Facebook's Next Privacy Challenge: Less Data to Target Ads

https://www.wsj.com/articles/facebook-next-privacy-challenge-less-data-to-target-ads-1532943001?st=3llzu0i88sywwhp&reflink=desktopwebshare_permalink

July 30, 2018 at 5:30 am ET

- Facebook said Europe's new privacy law—General Data Protection Regulation, or GDPR—contributed to slowing revenue growth in its quarterly earnings report on Wednesday, which sent its shares plunging nearly 20% over Thursday and Friday.
- A Facebook spokesman said such targeting in Partner Categories is "common industry practice," but that the company shut down the feature "to help improve people's privacy on Facebook."
- The GDPR limits how companies can use individuals' data, leading Facebook to let users opt out of some types of targeted advertising.
- But several pointed to longer-term trends of slowing user growth and declining engagement—leading to fewer clicks and likes on their ads, and higher costs per click.
- The silver lining for Facebook: Labfresh is spending the difference on ads in Facebook's photo-sharing service, Instagram.