

# ***The Butterfly Project***

## **Change Log**

8/12/2010 – Project File Created; generated Overview model  
8/29/2010 – Added Privacy Model and Communication Layers  
8/30/2010 – Added Change Log; Initial version 0.01; packaged for hard-copy review by Kent Kaase; not delivered  
8/31/2010 – Added Facebook Assistant model

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Signature of Recipient

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Benjamin Bryant

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Printed Name

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Date

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Date

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# The Butterfly Project

## Conceptual Overview

Private Social Networking

Implemented as an application on IMAP/SMTP (RFC3501/RFC5321)

100% private; 100% real; 100% user-controlled experience

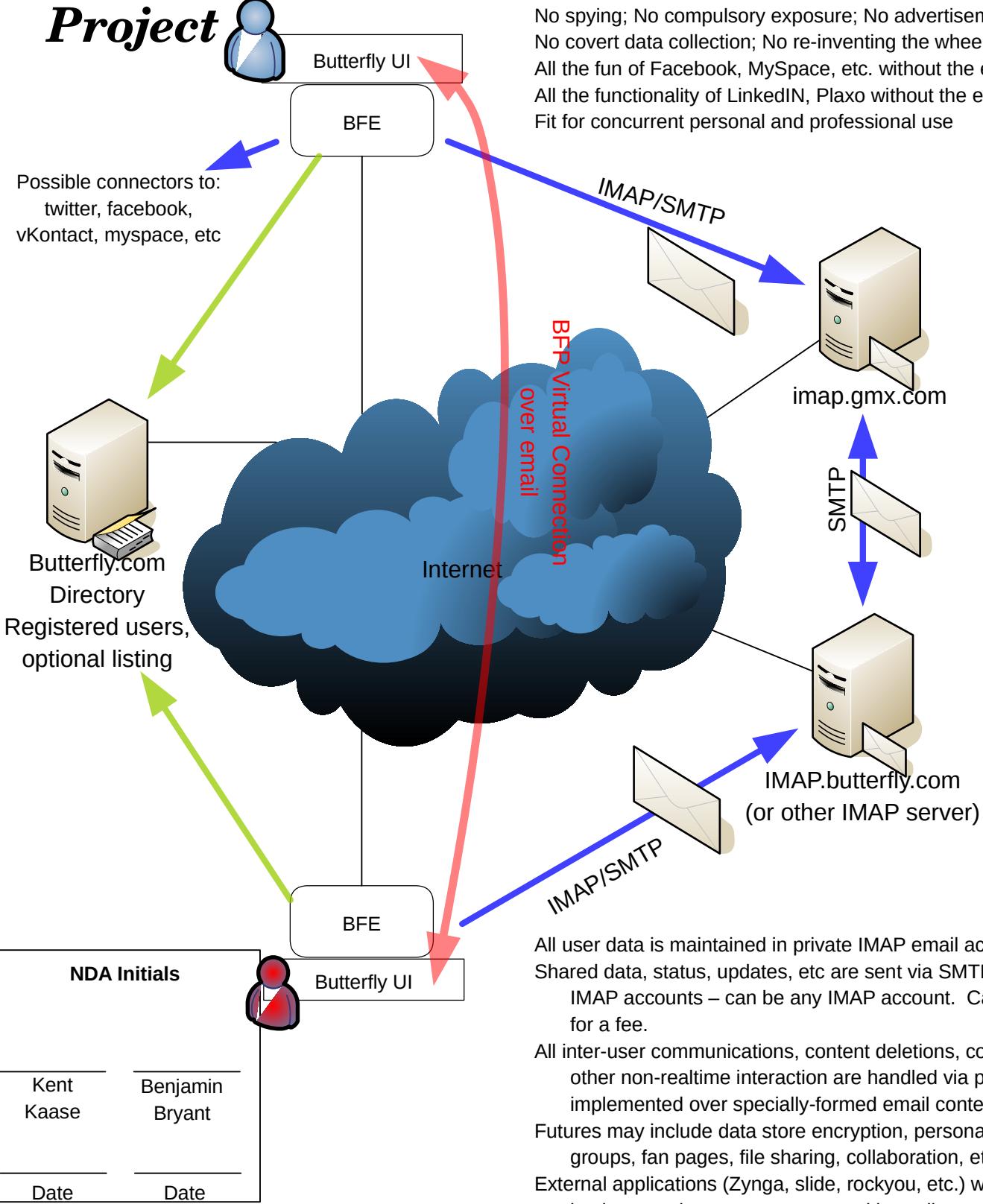
No spying; No compulsory exposure; No advertisements

No covert data collection; No re-inventing the wheel

All the fun of Facebook, MySpace, etc. without the exposure

All the functionality of LinkedIn, Plaxo without the exposure

Fit for concurrent personal and professional use



All user data is maintained in private IMAP email account.

Shared data, status, updates, etc are sent via SMTP mail to friends' IMAP accounts – can be any IMAP account. Can also be hosted for a fee.

All inter-user communications, content deletions, comments, and other non-realtime interaction are handled via protocol implemented over specially-formed email content.

Futures may include data store encryption, personal DRM, chat, groups, fan pages, file sharing, collaboration, etc.

External applications (Zynga, slide, rockyou, etc.) will be implemented as separate users with no direct user data access

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Page 2 of 5

# *The Butterfly Project*

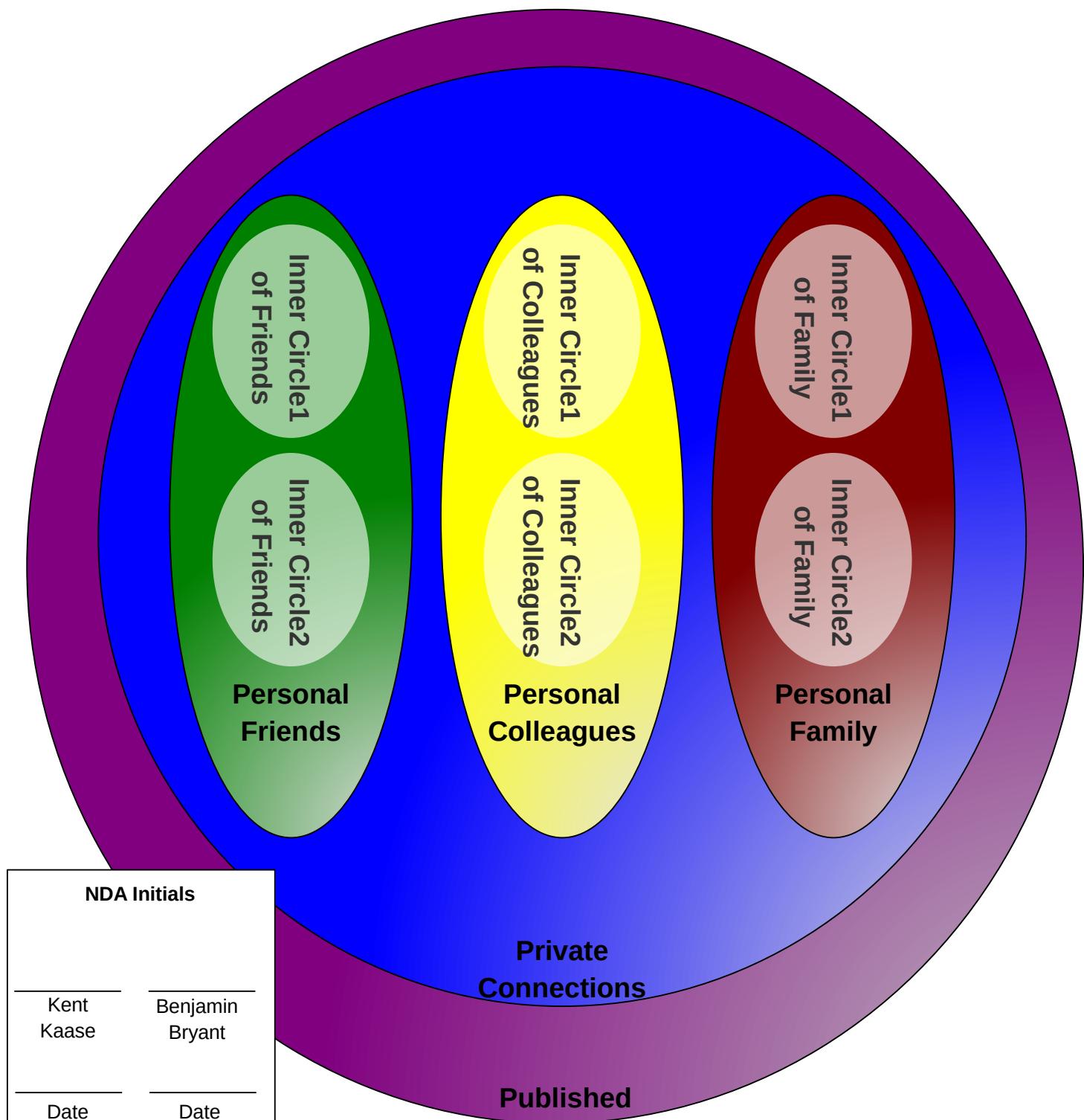
## Privacy Model

Data objects reside in one location only

Unclassified connections reside in "private"

Connections may be classified in multiple "personal" and/or "inner" classes

Inner circles are optional; the user can create them at will



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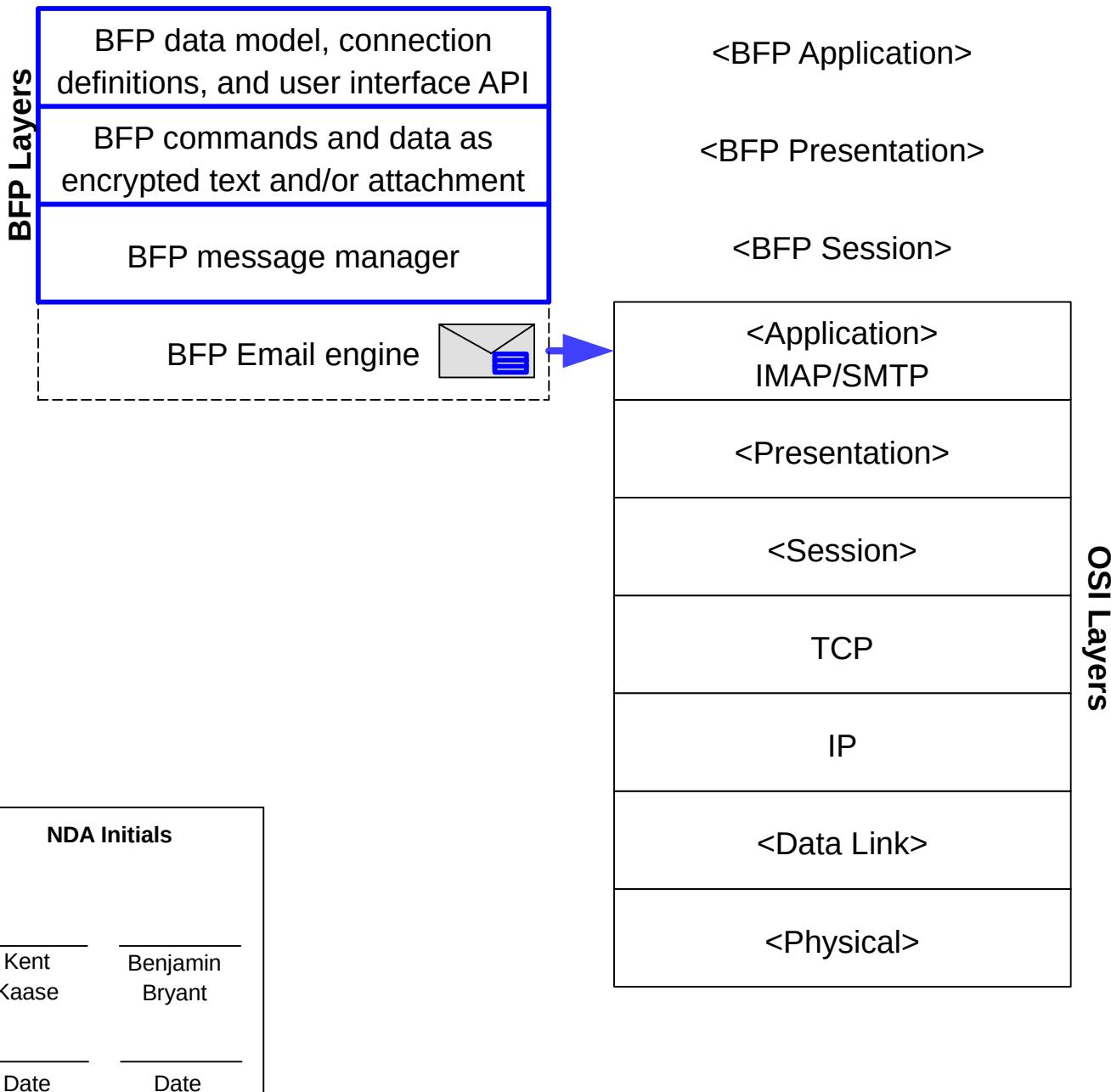
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Page 3 of 5

# The Butterfly Project

## BFP Protocol Layers

BFP can communicate directly with other BFP users using “native” mode  
Native mode BFP encapsulates upper-layer communication over IMAP/SMTP  
Instead of TCP sockets or UDP datagrams, BFP uses email messages



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## BFP Facebook Friend Assistant

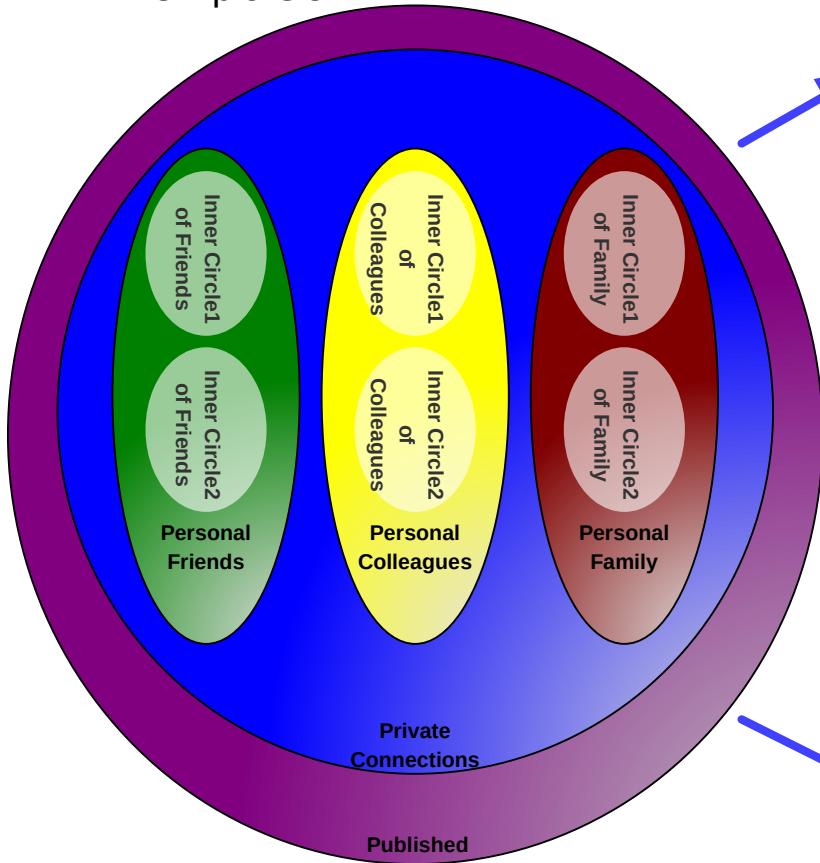
BFP can apply its straightforward privacy model to certain Facebook data

In the process, BFP can also “back-up” Facebook data

“Back-up” data can also be leveraged for more-secure “native mode” interaction



1. User assigns Facebook “friends” access to privacy class(es) using simple GUI in BFP



3. User assigns each published item and/or to a single data class using the same model

2. BFP assigns Facebook ‘friends’ to corresponding Friend List(s)

**Everyone**

**All Connections  
Friends**

**Friends Inner 1**

**Friends Inner 2**

**Colleagues**

**Colleagues Inner 1**

**Colleagues Inner 2**

**Family**

**Family Inner 1**

**Family Inner 2**



4. BFP assigns the appropriate privacy settings to the data item in Facebook

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BFP Application Assistant  
BFP can optimize application security settings



1. User assigns Facebook "friends" access to privacy class(es) using simple GUI in BFP

