

# ***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

\_\_\_\_\_  
Benjamin Bryant

\_\_\_\_\_  
Printed Name

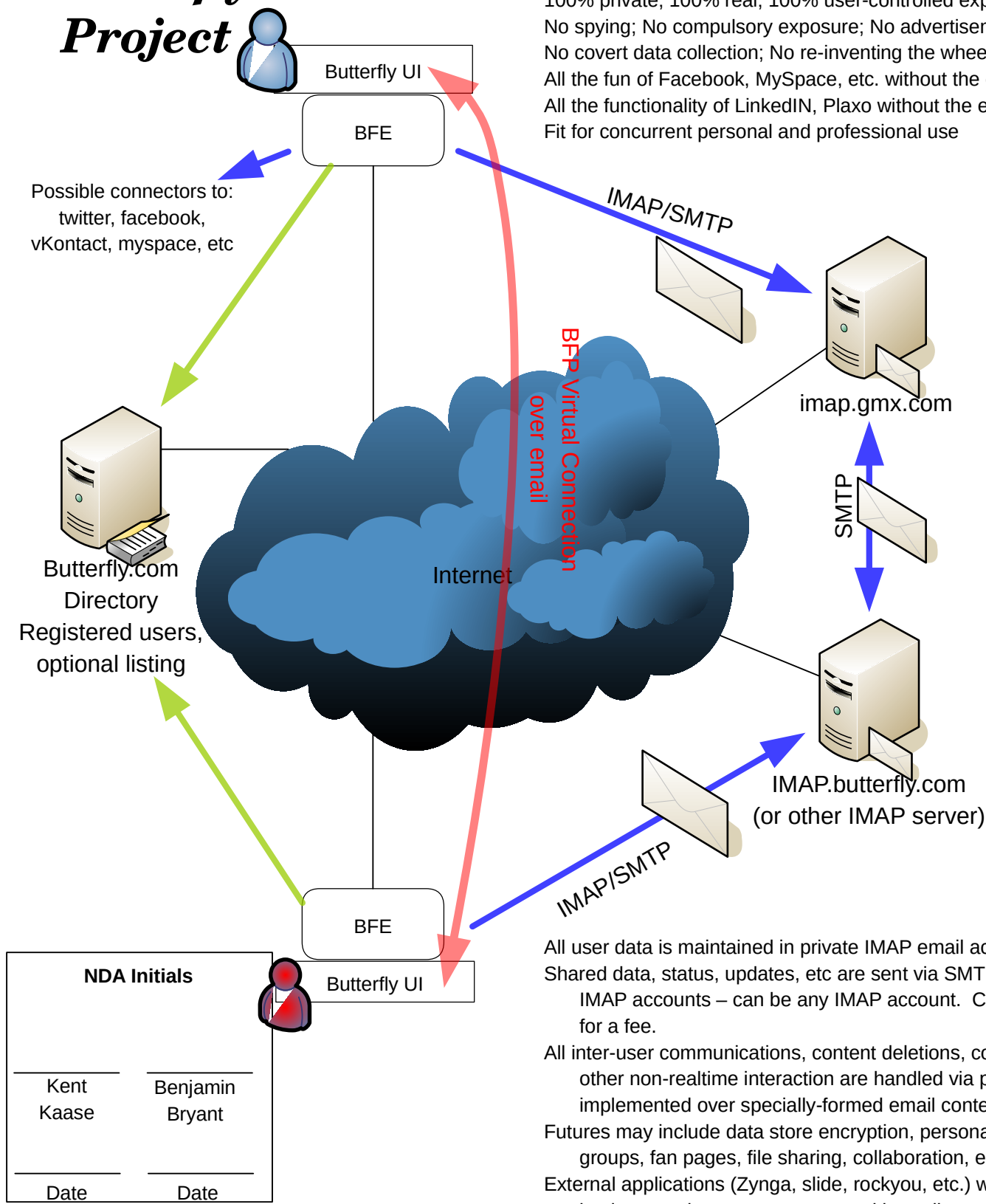
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# The Butterfly Project

## 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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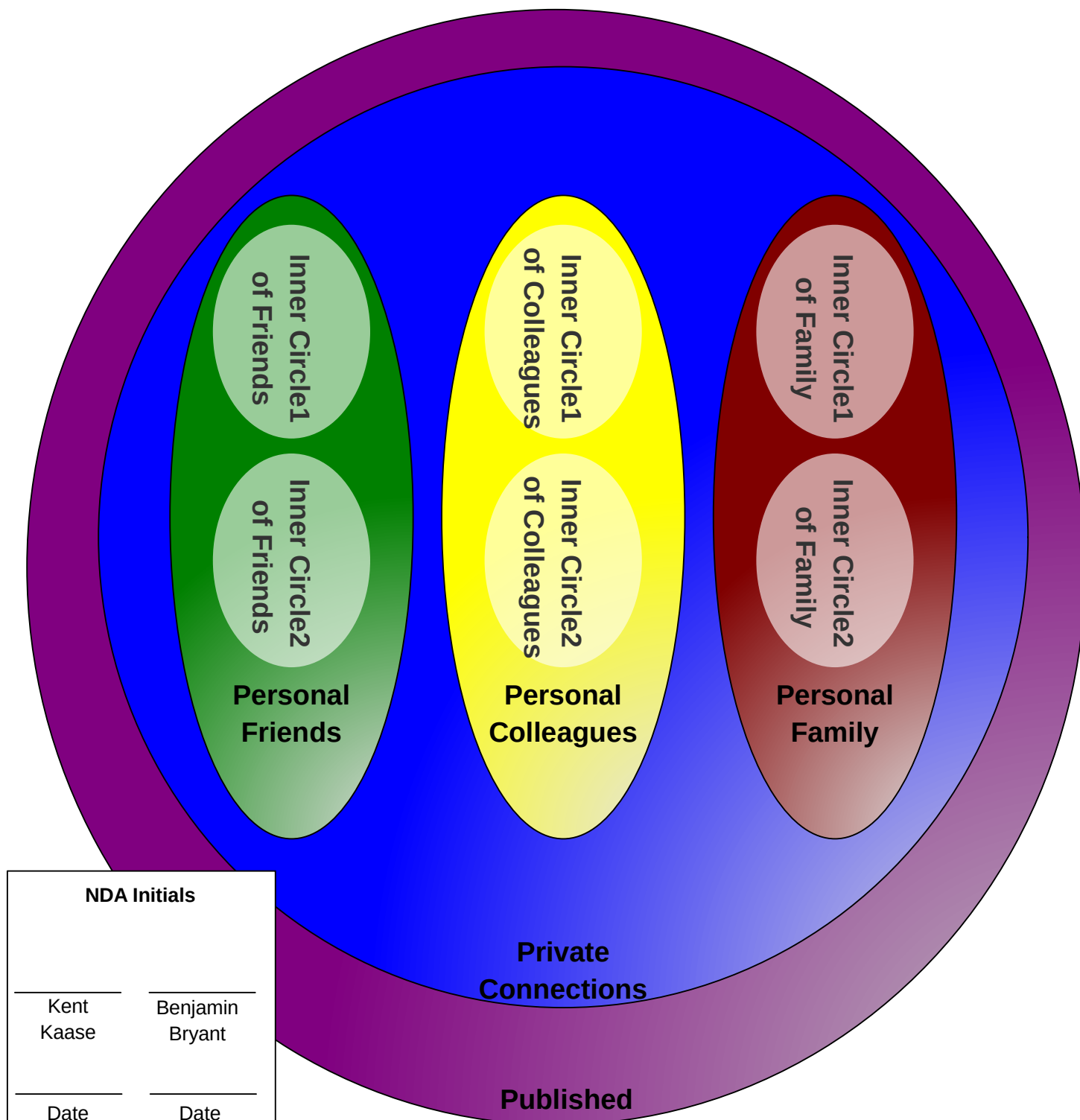
## Privacy Model

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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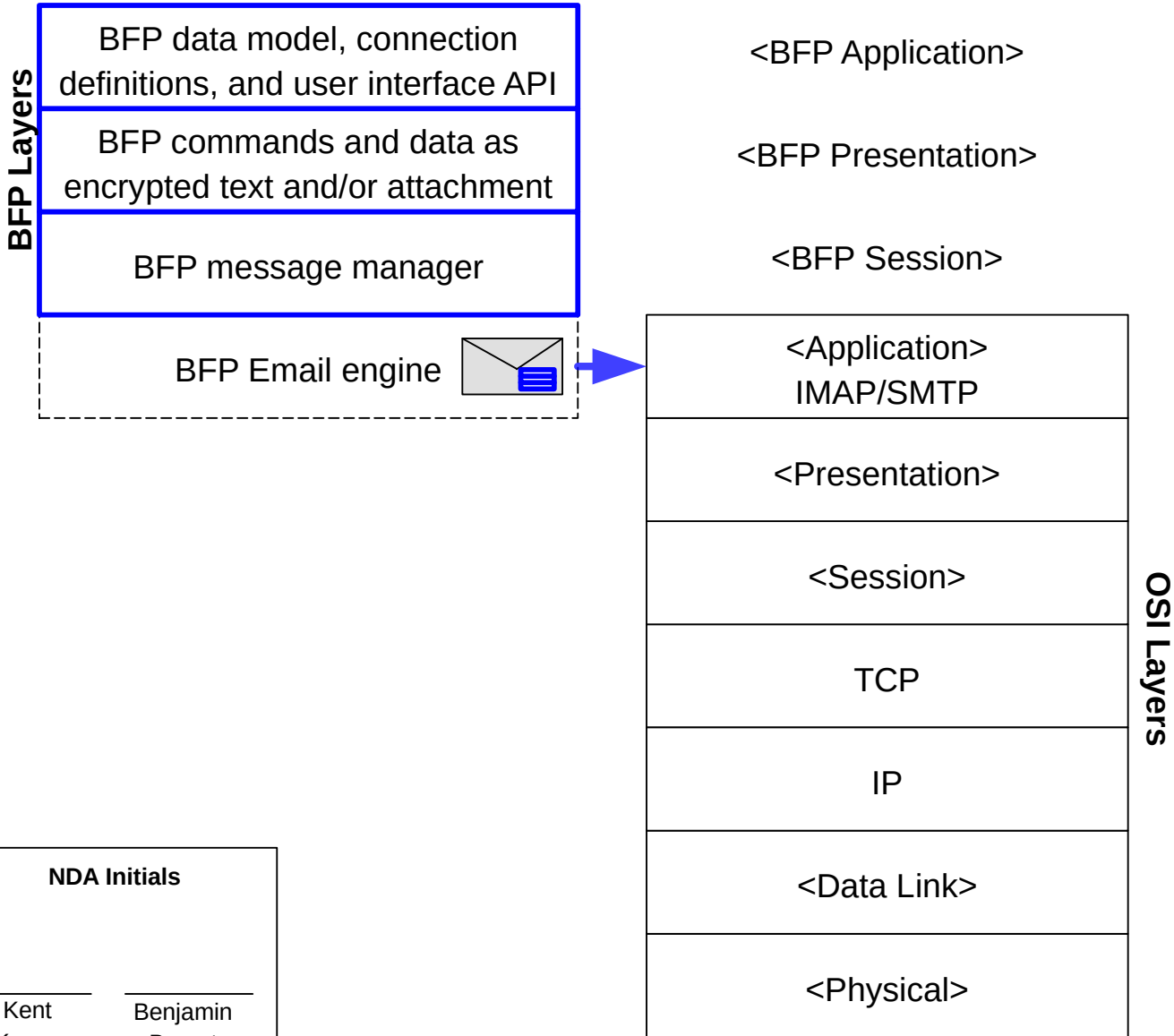
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## BFP Protocol Layers

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



NDA Initials	
Kent Kaase	Benjamin Bryant
Date	Date

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## BFP Facebook Friend Assistant

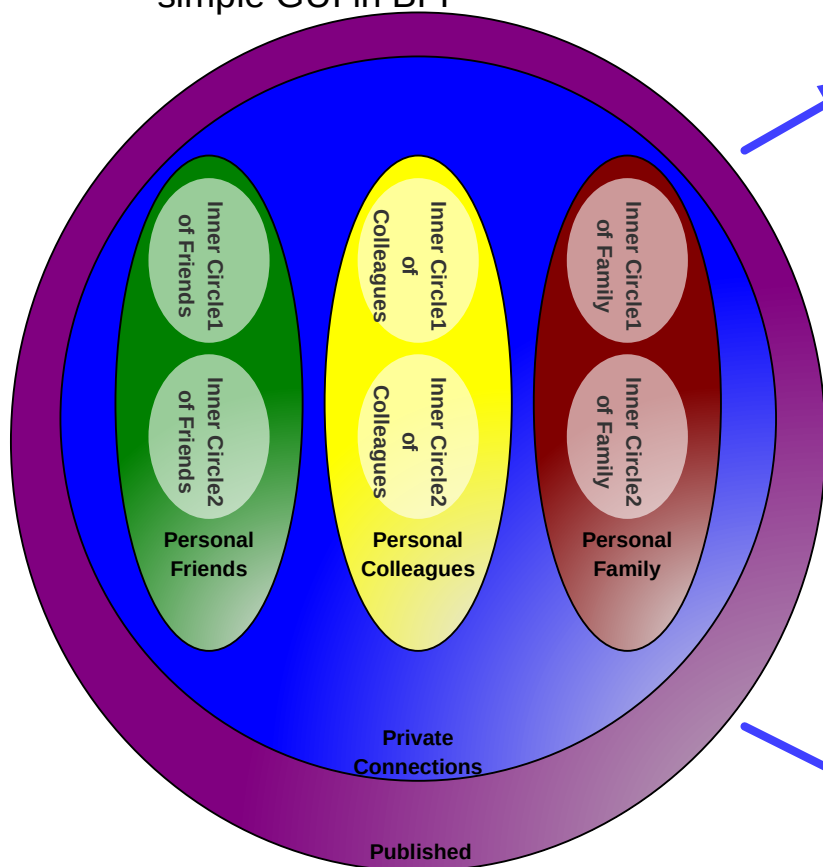
BFP can apply its straightforward privacy model to certain Facebook data

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

