EU SNS Safer Social Networking Principles
Self-declaration Form

In the interests of transparency, providers supporting the EU Safer Social Networking Principles agree to self-declare how they have considered the Principles in relation to the Social Networking Services they offer, using the form below.

1. **About the Social Networking Service(s)**

The following is a brief outline of Facebook, including a short description of the services it offers that fall into the category of "social networking" as outlined in the Principles.

At only 6 years old, Facebook is the world leading Social Network, giving people the power to share, making the world open and connected. Worldwide we have more than 500 million active users who on average create 90 pieces of content per month.

Facebook's authenticity based, real name culture, as well as innovative and granular privacy controls and safety features make Facebook an industry leader in providing a safe and trusted environment.

2. **How has the company considered these services in relation to the Principles?**

The following is an outline of how Facebook has considered the EU Safer Social Networking Principles in relation to its Social Networking Service(s). This section will make reference to the recommendations made in the Principles document, where they are applicable and outline how they are applied.

Principle 1: Raise awareness of safety education messages and acceptable use policies to users, parents, teachers and carers in a prominent, clear and age-appropriate manner

Facebook provides education material and information in our Help Centre, which can be easily located on every page, even if you are not a registered user.

The Help Centre provides information on Facebook broadly and links to our Safety Centre, which has dedicated safety messages for Educators, Parents, Teens and Law Enforcement as well as General Safety messaging for all users.

Facebook also maintains a Safety Page and a Security Page that delivers dynamic, targeted personal safety and data security content directly to a user's "newsfeed".

Facebook is also part of TeachToday, which provides information and advice for teachers, governors and other members of the school workforce about the positive, responsible and safe use of new technologies.

Facebook proactively established the Facebook Safety Advisory board in December of 2009, which is comprised of five leading Internet safety organizations from North America and

Europe. These organizations serve in a consultative capacity to Facebook on issues related to online safety. These bodies are Childnet International, NNEDV (The Safety Net Technology Project of the U.S. National Network to End Domestic Violence), Connect Safely, The Family Online Safety Institute and Wired Safety.

Also on every page is a link to a Statement of Rights and Responsibilities of users. In order to simplify these terms into simple language that is easy to understand by users of any age, we have developed our Community Standards which users agree to by joining Facebook. At the point of sign-up users are requested to accept that they understand and will abide by the Facebook Statement of Rights and Responsibilities.

Principle 2: Work towards ensuring that services are age-appropriate for the intended audience

Facebook is a place for users from 13 years old upwards creating a very diverse and rich body of users and is therefore intended for any and all who wish to join and abide by our Statement of Rights and Responsibilities.

At sign-up Facebook requires users to provide their date of birth to establish age, and also uses a variety of techniques to exclude underage users. Amongst these techniques are the use of cookies to make re-registration difficult once a user has given a birthday under-13 and analysis of friend connections by age to identify profiles that may have inaccurate birthdays. When these profiles are identified they either corrected by users to reflect accurate information or they are deleted from the site.

Facebook also has built-in tools for users of Pages and Applications that allow restriction of content provided through these channels to certain age groups, and special restrictions on advertising targeted to minors. These restrictions ensure that younger users on Facebook will not be presented with inappropriate advertisements and are clearly set out in our Advertising Guidelines.

Principle 3: Empower users through tools and technology

Facebook is entirely focused empowering users with tools and technology. In the past there have been critics of Facebook's Privacy settings however we believe they have now been developed such that they give users market-leading control over their information. From the Account tab on every page you can access your privacy settings. This ensures that people who use Facebook are in full control over what they share and with whom. In the Privacy centre we provide clear and helpful guidance on how users can control how they share. We are confident that if users want to share with their friends online, Facebook is the safest place to do so.

Facebook's users have granular control over every piece of content they create. They can, as usual leave their content on the site to share, they can delete individual pieces and they can also download their entire profile including photos and videos, wall posts, messages, friend list and other content a user has shared on their profile. All users also have the power to control what individual friends can see or block specific people entirely.

Facebook takes special precautions to ensure that users ages 13-17 have more restrictive default privacy settings. For example, such users will never have public search listings created for them, and while those 18+ can share information with 'Everyone' if they choose, Facebook automatically limits <18 sharing to Friends, Friends of Friends, and Networks. Additionally, when Facebook introduced its geo-location product called 'Places,' it ensured that minors would only ever be able to share their locations with confirmed friends. Even if a minor attempts to broadcast his/her location more broadly, the application will limit its visibility to just friends.

Principle 4: Provide easy-to-use mechanisms to report conduct or content that violates the terms of service

Facebook provides abuse reporting buttons on almost every page of its site. These buttons allow people to report both conduct or content that violates the Statement of Rights and Responsibilities. On every video, picture or comment users have the opportunity to report content.

Users also have the opportunity to report unwanted or inappropriate contact or messages from other users. Users can also block other users if they are friends with them or not.

Principle 5: Respond to notifications of Illegal content or conduct

As previously explained users can report content or behavior at almost any point on the site, including for legal concerns.

In order to handle user reports Facebook has developed sophisticated technology to prioritise and process notifications from users, which are managed by a dedicated team that is staffed 24/7, around the globe. Facebook also has dedicated staff for responding to and working with law-enforcement in Europe.

Facebook provides specific guidance in the Safety Centre for law-enforcement officials.

Facebook works aggressively to stop trafficking in child sexual exploitation materials. Facebook has integrated a real-time blocking and reporting system based on lists of known internet URLs hosting child abuse images provided by the National Center for Missing and Exploited Children in the U.S. (NCMEC). Facebook refers reports involving child abuse images to NCMEC in accordance with the common legal procedure for data that is held on US servers. NCMEC in turn have global relations including agencies such as the UK's Child Exploitation Online Protection agency (CEOP) and the Internet Watch Foundation.

Since the last self-declaration, Facebook has built up a network of contacts with members of the INSAFE and INHOPE networks throughout Europe and is continually working to improving these relationships.

Principle 6: Enable and encourage users to employ a safe approach to personal information and privacy

As explained in Principle 3, Facebook is dedicated to empowering users with tools and technology and ensuring the minors have more restrictive privacy defaults than adults.

From the Account tab on every page you can access your privacy settings. This ensures that people who use Facebook are in full control over what they share and with whom.

On every page users can access the Privacy Centre where they can learn about privacy and how to control it on Facebook. We provide easy to understand explanations on each important Facebook feature as well as a selection of videos that demonstrate how to change privacy settings.

We have also set up a Facebook Safety Page for users can 'Like' and receive regular tips and hints on how to stay safe. Facebook also supports ongoing education campaigns around safer internet behavior. For example during the UK's anti-bullying week in 2010 Facebook promoted anti-bullying messages with contributions from the likes of David Beckham.

Facebook engages with a number of NGOs in the EU to help promote online safety messages and will continues to build these relationships.

Principle 7: Assess the means for reviewing illegal or prohibited content/conduct

Facebook is regularly assessing ways to optimize its systems to detect and remove inappropriate content and conduct on the site, engaging in discussions with government and other stakeholders to assure that constant improvement in these systems is the rule.

Since the first round of self assessment Facebook has continued to invested in improving its systems to allow users to report content or conduct on the site, as well as in developing automated systems to identify 'bad' users or content. Internal reports on the effectiveness of these systems are constantly under review by senior management at Facebook to ensure we can continually improve these tools.

Partnerships with external agencies play an important part in helping with the identification of prohibited content and Facebook has developed good working relationships with a number of reporting agencies such as the IWF in the UK and the OCLCTIC in France.

Other information

This section provides an outline of any other information that is relevant with regards how the company has considered the Principles.

This information can be published Yes/No