

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's declaration, including a short description of the services it offers that fall into the category of "social networking" as outlined in the Principles.

Facebook gives people the power to share, making the world more open and connected. Worldwide, we have more than 200 million active users keeping their friends and families up to date with the happenings in their lives.

Facebook's authenticity-based, real name culture, as well as its innovative privacy controls and safety features are designed to build a safer and more trusted online experience.

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 links throughout the site and special search term results to allow easy navigation to safety principles for all users. By promoting and enforcing an authentic, real-name culture, and in particular by placing a user's name and profile picture next to most content on the site, Facebook reinforces the concept of responsibility for actions on the site.

Facebook has additionally participated in educational efforts for each of these groups, including TeachToday, an industry consortium working with stakeholders throughout the EU to provide material for teachers about Internet safety.

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

At signup, Facebook requires users to provide date of birth to establish age, and also uses a variety of techniques to exclude underage users and increase the likelihood of accurate reporting. Among these techniques are the use of cookies to make re-registration difficult once a user has given a birthdate indicating they are under-13 and analysis of friend connections by age to identify profiles that may have inaccurate birthdates. Thousands of these profiles are identified weekly and either modified by users to reflect accurate information or 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.

Principle 3: Empower users through tools and technology

Facebook provides users with extensive controls around their profiles and other content, and continues to set reasonable defaults for minors on the service, including restricting the creation of public search listings. The friend and network architecture that has been the foundation for profile availability through Facebook continues to protect users, allowing them to easily choose who can access their information and who is excluded.

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

Facebook provides contextual reporting links on content throughout the site and has led in setting service levels around response times for reports of nudity, pornography, and inappropriate contacts directed toward minors.

Principle 5: Respond to notifications of Illegal content or conduct

Facebook has been proud to work with law enforcement and affiliated agencies, including the National Center for Missing and Exploited Children (“NCMEC”), to address any illegal content uploaded or conduct perpetrated by users of the service. We have integrated a real-time blocking and reporting system based on NCMEC’s list of known internet URLs hosting child pornography, and deployed multiple systems that aim to detect and respond to anomalous behavior on the site.

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

Facebook seeks to assure that users understand the site’s powerful privacy settings, and conducts regular user education campaigns to assure that users are aware of potential risks of information sharing and knowledgeable about the extensive privacy controls available on the site. Among the ongoing projects we have undertaken is the Facebook Security page, www.facebook.com/security, which provides regular updates on potential threats to a users’ personal information and has more than 70,000 fans.

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 more 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.

3. Other information

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

Facebook is proud to have participated in the creation of the Principles and looks forward to continuing to implement them in the coming months and years.

