

**From:** Edward Palmieri  
**Sent:** 22 Jan 2015 18:04:04 +0000  
**To:** Kim, Reenah;Koss, Laura;Berger, Laura  
**Cc:** Rob Sherman  
**Subject:** Re: materials for today's meeting  
**Attachments:** FTC Meeting 1.22.15.pdf

**CONFIDENTIAL**

Please see attached – a PDF of the slides we will cover. Thank you!

edward palmieri | director, associate general counsel – privacy & regulatory | facebook legal (b)(6)  
(b)(6)

---

**From:** Rob Sherman (b)(6)  
**Date:** Thursday, January 22, 2015 at 11:56 AM  
**To:** "Kim, Reenah" <rkim1@ftc.gov>, e p (b)(6)  
**Cc:** "Koss, Laura" <LKOSS@ftc.gov>, "Berger, Laura" <LBERGER@ftc.gov>  
**Subject:** Re: materials for today's meeting

Reenah, thanks so much for checking in. We're finalizing our slides now and will send them around by email shortly. We'll look forward to seeing you this afternoon.

Rob

Rob Sherman

**Facebook** | Deputy Chief Privacy Officer  
1299 Pennsylvania Avenue, NW | Suite 800 | Washington, DC 20004 | (b)(6)

---

**From:** <Kim>, Reenah <rkim1@ftc.gov>  
**Date:** Thursday, January 22, 2015 at 11:53 AM  
**To:** Edward Palmieri (b)(6) Rob Sherman (b)(6)  
**Cc:** "Koss, Laura" <LKOSS@ftc.gov>, "Berger, Laura" <LBERGER@ftc.gov>  
**Subject:** materials for today's meeting

Ed and Rob – If you have any slides or other materials you're planning to use at our meeting this afternoon, could you please email a set to Laura Berger so she can follow along from California?

Thanks and see you at 2,  
-Reenah

**From:** Rachel Pelham  
**Sent:** 25 Mar 2015 18:08:59 +0000  
**To:** Kim, Reenah;Koss, Laura;Berger, Laura  
**Cc:** Edward Palmieri;Rob Sherman;Matt Scutari  
**Subject:** March 2015 Facebook Discussion  
**Attachments:** FTC Briefing Deck 3 25 15.pdf

Hi Laura,

Please find attached a copy of the confidential deck for today's briefing. Let me know if you have any trouble with the file.

Thank you,  
-Rachel

rachel pelham  
privacy & public policy  
facebook | washington, dc

**From:** Edward Palmieri  
**Sent:** 16 Apr 2015 19:47:40 +0000  
**To:** Kim, Reenah;Koss, Laura;Berger, Laura  
**Subject:** Re: Facebook update  
**Attachments:** Confidential FB Update - Hello App.pdf

**CONFIDENTIAL**

Please see attached – a PDF that we will walk through later today. At your convenience, please reply to confirm receipt. Thank you!

---

**From:** e p (b)(6)  
**Date:** Thursday, April 16, 2015 at 3:25 PM  
**To:** "Kim, Reenah" <rkim1@ftc.gov>, "Koss, Laura" <LKOSS@ftc.gov>, "Berger, Laura" <LBERGER@ftc.gov>  
**Subject:** Facebook update

Dear Laura, Laura, and Reenah:

I am going to email you again momentarily with a PDF of the slides we will walk through on the call at 4 pm et / 1 pm pt. Would you mind replying when you get that email, confirming receipt? (I am worried about the file size because of the graphics.)

Thank you,  
Edward

edward palmieri | director, associate general counsel – privacy & regulatory | facebook legal (b)(6) o  
(b)(6)

**From:** Edward Palmieri  
**Sent:** 22 Apr 2015 13:00:50 +0000  
**To:** Koss, Laura  
**Cc:** Rob Sherman  
**Subject:** Re: FB Update: Hello

**CONFIDENTIAL**

Laura:

Thank you for your calls yesterday – I am glad we were able to connect. I wanted to follow up with you to let you know that the team is going to proceed with the test launch of Hello today.

Ultimately, we decided to stay with our current model because of the believe that people will best understand contacts sync in the way we have presented the information. We are going to monitor inquiries and reactions closely and are prepared to respond to media questions, should they develop.

Please also note, as discussed yesterday, we greatly appreciate your feedback and will continue to keep it in mind going forward. We would be happy to continue to discuss this with you and the team, as helpful.

Once again, thank you for your time (and please extend thanks to your colleagues in enforcement and DPIPs).

Best,  
Edward

---

**From:** e p (b)(6)  
**Date:** Tuesday, April 21, 2015 at 2:20 PM  
**To:** "Koss, Laura" <LKOSS@ftc.gov>, "Kim, Reenah" <rkim1@ftc.gov>, "Berger, Laura" <LBERGER@ftc.gov>  
**Cc:** Rob Sherman <(b)(6)>  
**Subject:** FB Update: Hello

**CONFIDENTIAL**

Dear Laura, Laura, and Reenah,

Thank you again for your time last week to review Hello, our newest Android app.

I wanted to update you on timing – it looks like things went well, and unless anything comes up today, the app will be available starting tomorrow – Wednesday.

Also, as requested, I asked about getting screenshots of the Google Play store experience.

Unfortunately, we won't have that until things are live because we don't control that experience. But, I was able to obtain the attached screenshots, which will give you an idea of the permissions approved when installing the app. As with other apps, Android specifies the permissions language and manner in which they are presented. (b)(4); (b)(3):6(f)

(b)(4); (b)(3):6(f)

(b)(4); (b)(3):6(f)

Once again, thank you for your time – we much appreciated your feedback. Please let us know if you have any other questions.

Best,  
Edward

edward palmieri | director, associate general counsel – privacy & regulatory | facebook legal (b)(6) | o  
(b)(6)

**From:** Rob Sherman  
**Sent:** 5 May 2015 14:03:49 +0000  
**To:** Koss, Laura; Kim, Reenah; Berger, Laura  
**Cc:** Edward Palmieri  
**Subject:** Re: Facebook Update  
**Attachments:** Facebook 5-5-15 Confidential.pdf

As requested, here's a copy of the slides that we're planning to review with you today. We're looking forward to seeing you.

Rob

Rob Sherman

Facebook | Deputy Chief Privacy Officer

1299 Pennsylvania Avenue, NW | Suite 800 | Washington, DC 20004 (b)(6)

From: <Koss>, Laura <LKOSS@ftc.gov>  
Date: Thursday, April 30, 2015 at 9:33 AM  
To: Rob Sherman (b)(6), Edward Palmieri (b)(6) "Kim, Reenah"  
<rkim1@ftc.gov>, "Berger, Laura" <LBERGER@ftc.gov>  
Subject: RE: Facebook Update

Great. Please remember to email any slides/handouts to Laura Berger so she can follow along.

-Laura

Laura Koss

Senior Attorney

Federal Trade Commission | Division of Enforcement

600 Pennsylvania Ave., N.W. | Mail Drop CC-9528 | Washington DC 20580

t: 202.326.2890 | f: 202.326.2558 | lkoss@ftc.gov

From: Rob Sherman [mailto:(b)(6)]  
Sent: Thursday, April 30, 2015 9:30 AM  
To: Koss, Laura; Edward Palmieri; Kim, Reenah; Berger, Laura  
Subject: Re: Facebook Update

Sure — that works on our end. We'll see you then.

Rob Sherman

Facebook | Deputy Chief Privacy Officer

1299 Pennsylvania Avenue, NW | Suite 800 | Washington, DC 20004 (b)(6)

From: <Koss>, Laura <LKOSS@ftc.gov>  
Date: Thursday, April 30, 2015 at 8:34 AM  
To: Edward Palmieri (b)(6) Kim, Reenah" <rkim1@ftc.gov>, "Berger, Laura" <LBERGER@ftc.gov>  
Cc: Rob Sherman (b)(6)  
Subject: RE: Facebook Update

Ed, Laura is out of the office on Monday, May 4th. Would Tuesday at 1:00 work?

Laura Koss

Senior Attorney

Federal Trade Commission | Division of Enforcement

600 Pennsylvania Ave., N.W. | Mail Drop CC-9528 | Washington DC 20580

t: 202.326.2890 | f: 202.326.2558 | lkoss@ftc.gov

From: Edward Palmieri  
Sent: Wednesday, April 29, 2015 4:11 PM  
To: Koss, Laura; Kim, Reenah; Berger, Laura  
Cc: Rob Sherman  
Subject: Facebook Update

CONFIDENTIAL

Dear Laura, Laura, and Reenah,

Good afternoon. If your schedule permits, Rob and I would like to come in to follow-up with you on some plans around contacts and Call/SMS log syncing. Would you be free to meet with us sometime on Monday, May 4th?

As always, thank you.

Best,

Edward

edward palmieri | director, associate general counsel – privacy & regulatory | facebook legal (b)(6)  
(b)(6)



**From:** Edward Palmieri  
**Sent:** 27 Aug 2015 17:12:05 +0000  
**To:** Kim, Reenah;Berger, Laura  
**Cc:** Rob Sherman  
**Subject:** Facebook Update  
**Attachments:** FTC Briefing Deck 8.27.15 Final.pdf

**CONFIDENTIAL**

Dear Reenah and Laura:

Please see attached – some screenshots we'd like to talk through today.

Best,  
Edward

edward palmieri | director, associate general counsel – privacy & regulatory | facebook legal (b)(6)

**From:** Rob Sherman  
**Sent:** 9 Oct 2015 17:14:16 +0000  
**To:** Edward Palmieri; Kim, Reenah; Berger, Laura; VanDruff, Laura Riposo  
**Subject:** Re: Facebook Update  
**Attachments:** Facebook 10.09.15.pdf

Ahead of our discussion this afternoon, we wanted to pass along this copy of the deck so Laura will be able to follow along. We'll look forward to seeing you all shortly.

Rob

Rob Sherman

**Facebook** | Deputy Chief Privacy Officer

1299 Pennsylvania Avenue, NW | Suite 800 | Washington, DC 20004 (b)(6)

---

**From:** Edward Palmieri (b)(6)  
**Date:** Friday, October 2, 2015 at 4:38 PM  
**To:** Reenah Kim <[rkim1@ftc.gov](mailto:rkim1@ftc.gov)>, "Berger, Laura" <[LBERGER@ftc.gov](mailto:LBERGER@ftc.gov)>, "VanDruff, Laura Riposo" <[lvandruff@ftc.gov](mailto:lvandruff@ftc.gov)>  
**Cc:** Rob Sherman (b)(6)  
**Subject:** Re: Facebook Update

Thank you and see you then.

---

**From:** "Kim, Reenah"  
**Date:** Friday, October 2, 2015 at 3:43 PM  
**To:** e p, "Berger, Laura", "VanDruff, Laura Riposo"  
**Cc:** Rob Sherman  
**Subject:** RE: Facebook Update

1:30p ET this Friday (October 9) works for us. Please ask for me when you arrive at the guard's desk.

Also, if you could please send any presentation materials in advance so Laura Berger can follow along from CA, that would be great.

Thanks,  
-Reenah

Reenah L. Kim  
Federal Trade Commission  
Bureau of Consumer Protection | Division of Enforcement  
600 Pennsylvania Avenue NW | Mailstop CC-9528 | Washington, DC 20580  
t:202.326.2272 | f:202.326.3197 | [rkim1@ftc.gov](mailto:rkim1@ftc.gov)

---

**From:** Edward Palmieri  
**Sent:** Friday, October 02, 2015 2:38 PM  
**To:** Kim, Reenah; Berger, Laura; VanDruff, Laura Riposo  
**Cc:** Rob Sherman  
**Subject:** Re: Facebook Update

Good afternoon.

How about Friday @ 1:30 pm et? Does that still work for you all?

Many thanks,  
Edward

---

**From:** "Kim, Reenah"  
**Date:** Thursday, October 1, 2015 at 7:15 PM  
**To:** e p, "Berger, Laura", "VanDruff, Laura Riposo"  
**Cc:** Rob Sherman  
**Subject:** RE: Facebook Update

I misspoke – on Thursday, we're only available during the 12-2p Eastern window. Friday afternoon is also available.

Thanks,  
-Reenah

Reenah L. Kim  
Federal Trade Commission  
Bureau of Consumer Protection | Division of Enforcement  
600 Pennsylvania Avenue NW | Mailstop CC-9528 | Washington, DC 20580  
t:202.326.2272 | f:202.326.3197 | [rkim1@ftc.gov](mailto:rkim1@ftc.gov)

---

**From:** Kim, Reenah  
**Sent:** Thursday, October 01, 2015 6:44 PM  
**To:** Edward Palmieri; Berger, Laura; VanDruff, Laura Riposo  
**Cc:** Rob Sherman  
**Subject:** RE: Facebook Update

Ed:

We're available on Thursday Oct 8th between 12-2p and 3-4p. Alternately, we could do Friday afternoon.

Thanks,

-Reenah

Reenah L. Kim  
Federal Trade Commission  
Bureau of Consumer Protection | Division of Enforcement  
600 Pennsylvania Avenue NW | Mailstop CC-9528 | Washington, DC 20580  
t:202.326.2272 | f:202.326.3197 | [rkim1@ftc.gov](mailto:rkim1@ftc.gov)

---

**From:** Edward Palmieri  
**Sent:** Thursday, October 01, 2015 2:40 PM  
**To:** Kim, Reenah; Berger, Laura; VanDruff, Laura Riposo  
**Cc:** Rob Sherman  
**Subject:** Re: Facebook Update

[resending with Laura's correct email address!]

**CONFIDENTIAL**

Dear Reenah, Laura, and Laura:

We were hoping to come in to meet with you about a few Facebook Updates next week. If you are free, we would like to propose meeting next Thursday or Friday, October 8th or 9th. At your convenience, please let us know if this might work for you. If not, we are happy to find alternative times – just let us know.

Also, in case you are interested, I wanted to share a blog post about a redesign of people's timeline: <http://newsroom.fb.com/news/2015/09/improving-mobile-profiles/>. This update aims at making people's timeline more mobile friendly (viewing it from a mobile device, etc.). The link above provides a great overview and we'll also be happy to walk you through it next week.

Best,  
Edward

edward palmieri | director, associate general counsel – privacy & regulatory | facebook legal (b)(6)

**From:** Edward Palmieri  
**Sent:** 5 Nov 2015 21:46:00 +0000  
**To:** Kim, Reenah; Rob Sherman  
**Cc:** Berger, Laura  
**Subject:** Re: FB Messenger

Reenah:

Happy to have a call – I'll coordinate with Rob and reply with a day/time. More soon.

Thank you,  
Edward

edward palmieri | director, associate general counsel – privacy & regulatory | facebook legal (b)(6)

---

**From:** "Kim, Reenah" <[rkim1@ftc.gov](mailto:rkim1@ftc.gov)>  
**Date:** Thursday, November 5, 2015 at 4:43 PM  
**To:** e p (b)(6) Rob Sherman (b)(6)  
**Cc:** "Berger, Laura" <[LBERGER@ftc.gov](mailto:LBERGER@ftc.gov)>  
**Subject:** FB Messenger

Ed and Rob:

Do you have time for a call sometime next week regarding FB Messenger? We're generally available in the afternoons – Monday or Tuesday? If not, other dates in the afternoon would probably work as well. Just let us know.

Thanks,  
-Reenah

Reenah L. Kim  
Federal Trade Commission  
Bureau of Consumer Protection | Division of Enforcement  
600 Pennsylvania Avenue NW | Mailstop CC-9528 | Washington, DC 20580  
t:202.326.2272 | f:202.326.3197 | [rkim1@ftc.gov](mailto:rkim1@ftc.gov)

**From:** Edward Palmieri  
**Sent:** 9 Dec 2015 16:45:55 +0000  
**To:** Berger, Laura;Kim, Reenah  
**Cc:** Rob Sherman;Anne Hoge;VanDruff, Laura Riposo  
**Subject:** Confidential WhatsApp Update  
**Attachments:** WhatsApp - Privacy Policy.pdf, WhatsApp - Terms of Service.pdf

**CONFIDENTIAL**

Dear Reenah and Laura:

Thank you again for making time for us tomorrow at 11 AM ET at your office. In advance of tomorrow's meeting, we wanted to explain the topic and provide the attached corresponding materials. As you will see in the attached two documents, WhatsApp is planning to update its terms of service and privacy policy in their entirety.

The existing terms and privacy policy (see <https://www.whatsapp.com/legal/>) are dated July 7, 2012.

(b)(4); (b)(3):6(f)

Quick details:

- Topic: WhatsApp Terms and Privacy Policy update, and corresponding user notice, consent, and control
- Timeframe: ~ February 11, 2016 launch
- WhatsApp Attendee: Anne Hoge, General Counsel, WhatsApp

We look forward to discussing this update with you and are hoping to get some feedback from you in tomorrow's meeting. We also would like to follow up after the meeting so we can discuss any additional thoughts or questions that you may have (although we aren't planning to launch until February, given internal development and coding processes we are working to integrate feedback as soon as possible).

Finally, we are preparing a presentation and we will send that out in advance of the meeting tomorrow. If you would like anyone else from the FTC to attend, please just let us know so we can plan accordingly.

Again, thank you for your time.

Best,  
Edward

edward palmieri | director, associate general counsel – privacy & regulatory | facebook legal

(b)(6)

**From:** Edward Palmieri  
**Sent:** 10 Dec 2015 15:17:23 +0000  
**To:** Berger, Laura;Kim, Reenah  
**Cc:** Rob Sherman;Anne Hoge;VanDruff, Laura Riposo  
**Subject:** Re: Confidential WhatsApp Update  
**Attachments:** WhatsApp Terms & Privacy Update 12102015 FINAL.pdf

**CONFIDENTIAL**

Dear Reenah and Laura:

Thank you again for making time for us today. We are leaving the office shortly to meet you at 11 AM ET. In advance of that meeting, we are sending the deck that we will walk through with you.

Again, thank you for your time.

Best,  
Edward

edward palmieri | director, associate general counsel – privacy & regulatory | facebook legal  
(b)(6)

---

**From:** Edward Palmieri (b)(6)  
**Date:** Wednesday, December 9, 2015 at 11:45 AM  
**To:** "Berger, Laura" <LBERGER@ftc.gov>, "Kim, Reenah" <rkim1@ftc.gov>  
**Cc:** Rob Sherman (b)(6) Anne Hoge (b)(6)  
"VanDruff, Laura Riposo" <lvandruff@ftc.gov>  
**Subject:** Confidential WhatsApp Update

**CONFIDENTIAL**

Dear Reenah and Laura:

Thank you again for making time for us tomorrow at 11 AM ET at your office. In advance of tomorrow's meeting, we wanted to explain the topic and provide the attached corresponding materials. As you will see in the attached two documents, WhatsApp is planning to update its terms of service and privacy policy in their entirety.

The existing terms and privacy policy (see <https://www.whatsapp.com/legal/>) are dated July 7, 2012.

(b)(4); (b)(3):6(f)



(b)(4); (b)(3):6(f)

Quick details:

- Topic: WhatsApp Terms and Privacy Policy update, and corresponding user notice, consent, and control
- Timeframe: ~ February 11, 2016 launch
- WhatsApp Attendee: Anne Hoge, General Counsel, WhatsApp

We look forward to discussing this update with you and are hoping to get some feedback from you in tomorrow's meeting. We also would like to follow up after the meeting so we can discuss any additional thoughts or questions that you may have (although we aren't planning to launch until February, given internal development and coding processes we are working to integrate feedback as soon as possible).

Finally, we are preparing a presentation and we will send that out in advance of the meeting tomorrow. If you would like anyone else from the FTC to attend, please just let us know so we can plan accordingly.

Again, thank you for your time.

Best,  
Edward

edward palmieri | director, associate general counsel – privacy & regulatory | facebook legal

(b)(6)

**From:** Edward Palmieri  
**Sent:** 31 Dec 2015 02:24:33 +0000  
**To:** Berger, Laura;Kim, Reenah  
**Cc:** Rob Sherman;Anne Hoge;VanDruff, Laura Riposo  
**Subject:** Re: Confidential WhatsApp Update  
**Attachments:** WhatsApp Terms & Privacy Updated Control Screenshots  
CONFIDENTIAL 12292015.pdf, WhatsApp Privacy Policy Updated Clean CONFIDENTIAL  
12302015.pdf, WhatsApp Privacy Policy Updated Redline CONFIDENTIAL 12292015.pdf

**CONFIDENTIAL**

Dear Reenah and Laura:

We hope you are having a wonderful holiday and thank you, again, for making time to meet with us in December.

Since we met and based on some of the feedback you provided in our last meeting, we have been iterating on the user flow and the draft WhatsApp privacy policy. As such, while you continue your review, we thought we would share the latest versions of the user flow and the privacy policy (we have no updates on the terms at this time).

(b)(4); (b)(3):6(f)

In addition to the redline and the new user flow, for easy of review, we have included an updated "clean" PDF of the latest draft, which is our current working-document/draft.

At your convenience, please let us know if you will be available to connect soon after the first of the year (perhaps the middle of next week, like January 6th or 7th?). We would love to get any updated feedback from you and to answer any remaining questions.

Again, thank you for your time. Happy holidays and we wish you all a very happy and healthy new year.

Best,  
Edward

Edward Palmieri | Director and Associate General Counsel, Privacy and Regulatory | Facebook Legal (b)(6)

---

**From:** Edward Palmieri (b)(6)  
**Date:** Thursday, December 10, 2015 at 10:17 AM  
**To:** "Berger, Laura" <LBERGER@ftc.gov>, "Kim, Reenah" <rkim1@ftc.gov>  
**Cc:** Rob Sherman (b)(6), Anne Hoge (b)(6),  
"VanDruff, Laura Riposo" <lvandruff@ftc.gov>  
**Subject:** Re: Confidential WhatsApp Update

**CONFIDENTIAL**

Dear Reenah and Laura:

Thank you again for making time for us today. We are leaving the office shortly to meet you at 11 AM ET. In advance of that meeting, we are sending the deck that we will walk through with you.

Again, thank you for your time.

Best,  
Edward

edward palmieri | director, associate general counsel – privacy & regulatory | facebook legal  
(b)(6)

---

**From:** Edward Palmieri (b)(6)  
**Date:** Wednesday, December 9, 2015 at 11:45 AM  
**To:** "Berger, Laura" <LBERGER@ftc.gov>, "Kim, Reenah" <rkim1@ftc.gov>  
**Cc:** Rob Sherman (b)(6), Anne Hoge (b)(6),  
"VanDruff, Laura Riposo" <lvandruff@ftc.gov>  
**Subject:** Confidential WhatsApp Update

**CONFIDENTIAL**

Dear Reenah and Laura:

Thank you again for making time for us tomorrow at 11 AM ET at your office. In advance of tomorrow's meeting, we wanted to explain the topic and provide the attached corresponding materials. As you will see in the attached two documents, WhatsApp is planning to update its terms of service and privacy policy in their entirety.

The existing terms and privacy policy (see <https://www.whatsapp.com/legal/>) are dated July 7, 2012.

(b)(4); (b)(3):6(f)

(b)(4); (b)(3):6(f)

Quick details:

- Topic: WhatsApp Terms and Privacy Policy update, and corresponding user notice, consent, and control
- Timeframe: ~ February 11, 2016 launch
- WhatsApp Attendee: Anne Hoge, General Counsel, WhatsApp

We look forward to discussing this update with you and are hoping to get some feedback from you in tomorrow's meeting. We also would like to follow up after the meeting so we can discuss any additional thoughts or questions that you may have (although we aren't planning to launch until February, given internal development and coding processes we are working to integrate feedback as soon as possible).

Finally, we are preparing a presentation and we will send that out in advance of the meeting tomorrow. If you would like anyone else from the FTC to attend, please just let us know so we can plan accordingly.

Again, thank you for your time.

Best,  
Edward

edward palmieri | director, associate general counsel – privacy & regulatory | facebook legal

(b)(6)