

**From:** Edward Palmieri  
**Sent:** 8 Feb 2017 23:21:23 +0000  
**To:** Arias, Andrea;George, Tiffany;Kim, Reenah;Berger, Laura  
**Cc:** Steve Satterfield;Molly Cutler;Rob Sherman  
**Subject:** Re: Conversation Request - Facebook's Multicultural Targeting  
**Attachments:** Confidential Multicultural Affinity Examples[2].pdf

**CONFIDENTIAL**

+ Laura and Reenah (we were planning to send you a note about today's announcement as well)

Dear Tiffany and Andi,

We are very happy to let you know that today we are announcing some updates to the education we provide advertisers about our prohibition against discrimination and to the procedures we use to enforce that prohibition. We also wanted to follow up on Tiffany and Andi's questions about our multicultural affinity segments.

**Announcement**

We're announcing updates to our Advertising Policies that make our existing prohibition against discrimination even stronger, as well as a standalone module that provides additional education about advertisers' obligation not to discriminate.

We're also announcing the launch of a new tool that is designed to identify ads offering housing, employment and credit opportunities. When one of these types of ads is flagged and the advertiser has targeted it using one of our multicultural affinity segments (more detail below), we will disapprove the ad. When one these ads is targeted using any other kind of targeting, we will prompt the advertiser to self-certify that it is in compliance with our anti-discrimination policy and with applicable anti-discrimination laws. We are just beginning to test these tools, but we believe this will be a helpful step in enforcing our policies against discrimination. We also will continue to rely on other forms of enforcement (such as reporting) to help us enforce our policies.

If you would like to read more about our announcement, you can review this post:

<http://newsroom.fb.com/news/2017/02/improving-enforcement-and-promoting-diversity-updates-to-ads-policies-and-tools/>

**Responses to Questions**

To Tiffany and Andi's questions:

**“We’d like to learn more about the kinds of ads that are provided to consumers in the affinity groups. Could you kindly provide us with: (1) a list of affinity groups, (2) a list of the types of ads (e.g., housing, credit, disposable goods) and the number of ads in each category, and (3) a representative sample of the kinds of ads that consumers in these segments see?”**

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

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

**“We’d also like to learn more about the opt-outs. Could you kindly provide us with images showing how a consumer would opt-out of such advertising and the number of consumers that opted out?”**

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

###

We hope this information is helpful. As always, please let us know if you have any other questions.

Thank you for your time.

Best,  
Edward

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**From:** "Arias, Andrea" <aarias@ftc.gov>

**Date:** Monday, January 23, 2017 at 10:59 AM

**To:** Rob Sherman (b)(6)

**Cc:** "George, Tiffany" <tgeorge@ftc.gov>, Steve Satterfield (b)(6), Molly Cutler

(b)(6), Megan Alvarez (b)(6), Edward Palmieri (b)(6)

**Subject:** RE: Conversation Request - Facebook's Multicultural Targeting

Dear Rob, Steve, Megan, Ed, and Molly,

Thanks again for chatting with us in December about Facebook's Multicultural Targeting initiatives. We have some follow-up questions:

- We'd like to learn more about the kinds of ads that are provided to consumers in the affinity groups. Could you kindly provide us with: (1) a list of affinity groups, (2) a list of the types of ads (e.g., housing, credit, disposable goods) and the number of ads in each category, and (3) a representative sample of the kinds of ads that consumers in these segments see?
- We'd also like to learn more about the opt-outs. Could you kindly provide us with images showing how a consumer would opt-out of such advertising and the number of consumers that opted out?

Many thanks for your help. Please let us know if you have any questions. We look forward to hearing from you.

Kind regards,  
Tiffany and Andi

**Andrea V. Arias** | Division of Privacy and Identity Protection | Federal Trade Commission  
600 Pennsylvania Avenue, N.W., Mail Stop CC-8232, Washington, DC 20580  
Tel: 202.326.2715 | Fax: 202.326.3062 | [aarias@ftc.gov](mailto:aarias@ftc.gov)

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This email message and any attachments are confidential and may be privileged. If you are not the intended recipient, please delete the email and notify the sender.

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**From:** Rob Sherman [mailto:(b)(6)]  
**Sent:** Tuesday, November 29, 2016 10:21 PM  
**To:** Arias, Andrea  
**Cc:** George, Tiffany; Steve Satterfield; Molly Cutler; Megan Alvarez; Edward Palmieri  
**Subject:** Re: Conversation Request - Facebook's Multicultural Targeting

Andi,

Thanks again for reaching out to discuss this. Would it be possible to find time for a call tomorrow between 11:30 and 12:30 or on Monday between 2:00 and 3:00? On our end the call would be with Steve Satterfield, who has been working on these issues on our privacy team, and from our legal department Molly Cutler and either Megan Alvarez or Ed Palmieri.

Please let us know if either of these times would work for you and we can set up a dial-in for the conversation.

Best,

Rob



Rob Sherman | Deputy Chief Privacy Officer

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

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**From:** Rob Sherman (b)(6)  
**Date:** Monday, November 28, 2016 at 3:42 PM  
**To:** "Arias, Andrea" <aarias@ftc.gov>  
**Cc:** "George, Tiffany" <tgeorge@ftc.gov>  
**Subject:** Re: Conversation Request - Facebook's Multicultural Targeting

Dear Andi,

Thanks very much for your note, and apologies for the delay in responding -- somehow I missed your original email when it came though. We'd be happy to find some time to talk with you about this.

I'll chat with our team today and will get back to you shortly with some times when we could speak.

Best,  
Rob

On Nov 28, 2016, at 3:03 PM, Arias, Andrea <aarias@ftc.gov> wrote:

Dear Mr. Sherman,

I'm reaching out again to see when you might have time to chat about this issue. I look forward to hearing from you.

Kind regards,  
Andi

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**From:** Arias, Andrea  
**Sent:** Friday, November 18, 2016 12:52 PM  
**To:** (b)(6)  
**Subject:** Conversation Request - Facebook's Multicultural Targeting

Dear Mr. Sherman,

My name is Andi Arias, and I am an attorney in DPIP at the FTC. We recently learned about Facebook's use of multi-cultural targeting (as explained by your colleague, Mr. Christian Martinez, in [this blog post](#)), and we'd love to learn more about this practice.

We are happy to host you at our offices or set up a phone call. Just let me know a good time for this conversation.

Kindest regards,  
Andi

**Andrea V. Arias** | Division of Privacy and Identity Protection | Federal Trade  
Commission

600 Pennsylvania Avenue, N.W., Mail Stop CC-8232, Washington, DC 20580  
Tel: 202.326.2715 | Fax: 202.326.3062 | [aarias@ftc.gov](mailto:aarias@ftc.gov)

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This email message and any attachments are confidential and may be privileged. If you are not the intended recipient, please delete the email and notify the sender.

**From:** Rob Sherman  
**Sent:** 17 Feb 2017 23:23:16 +0000  
**To:** Berger, Laura;Kim, Reenah  
**Cc:** Edward Palmieri;Mark Kahn (WhatsApp Legal)  
**Subject:** Confidential WhatsApp Update  
**Attachments:** status\_4.png, status\_2.png, status\_1.png, status\_3.png

Dear Laura and Reenah:

We wanted to update you on an update to WhatsApp's Status feature. As you may know, since the launch of WhatsApp 8 years ago, users could set a Status for other users to see. Historically, it's been a "text only" feature, and users would usually set it to something simple such as "Hey there, I'm using WhatsApp!" or "At the gym." Beginning next week, WhatsApp users will be able to set an image or a video as their Status. (b)(4); (b)(3):6(f) This is an optional feature and, if users choose to use the Status feature, they will be able to control who they share their Status with (i.e., all of their contacts or just some of their contacts).

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

We will be taking a number of steps to educate users about the feature and the privacy options, including a blog post, FAQs, etc. We will also have some in-product education (see attached screenshots).

If you have any questions, please let us know.

Thank you!

Rob

**facebook**

Rob Sherman | Deputy Chief Privacy Officer

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



**From:** Edward Palmieri  
**Sent:** 30 Mar 2017 16:56:34 +0000  
**To:** Kim, Reenah;Berger, Laura  
**Cc:** Rob Sherman  
**Subject:** CONFIDENTIAL - Facebook Update  
**Attachments:** 2017-03 Facebook FTC Deck.pdf

**CONFIDENTIAL**

Reenah and Laura:

In advance of our meeting today at 2 PM ET, I am sending a PDF of the slides we will discuss. The PDF file size is large, so please confirm receipt at your convenience.

Thank you!

Best,  
Edward

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

**From:** Edward Palmieri  
**Sent:** 3 Apr 2017 01:56:09 +0000  
**To:** Kim, Reenah;Berger, Laura  
**Cc:** Rob Sherman  
**Subject:** CONFIDENTIAL - Workplace Standard Privacy Policy  
**Attachments:** CONFIDENTIAL Workplace Standard Privacy Policy 03312017.pdf

**CONFIDENTIAL**

Dear Laura and Reenah,

Thank you, again, for making time for us last week. As discussed, I have attached to this email the latest draft (likely final) of the Workplace Standard Privacy Policy. As you will note, the policy aims to make key information easily available to and understandable for users.

We are trying to verify/confirm the exact launch data for Workplace Standard. It may be as early as Wednesday or Thursday of this week. We welcome any reactions and feedback and are happy to discuss, at your convenience.

Thank you,  
Edward

edward palmieri | director and associate general counsel, privacy | facebook legal (b)(6)

**From:** Edward Palmieri  
**Sent:** 11 Apr 2017 21:23:27 +0000  
**To:** Kim, Reenah;Berger, Laura  
**Cc:** Rob Sherman  
**Subject:** Re: Account Kit  
**Attachments:** AK Black Tint Max.png, AK Black Tint Min.png, AK Default no image.png, AK White Tint max.png, AK White Tint min.png

**CONFIDENTIAL**

Dear Reenah:

Thank you for your follow-up email regarding Account Kit.

We have checked in regarding Account Kit at our f8 conference, including about the rules in place regarding a developer's customization options for Account Kit. Account kit will include a system that will

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

Please let us know if you have any other questions about Account Kit – we are happy to host a call or set up a meeting. Additionally, if you have any feedback on the *Workplace Standard Privacy Policy* (send via a separate email thread), please let us know.

Thank you,  
Edward

edward palmieri | director and associate general counsel, privacy | facebook legal (b)(6)

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**From:** "Kim, Reenah" <rkim1@ftc.gov>  
**Date:** Tuesday, April 4, 2017 at 3:24 PM  
**To:** Edward Palmieri (b)(6) Rob Sherman (b)(6)  
**Cc:** "Berger, Laura" <LBERGER@ftc.gov>  
**Subject:** Account Kit

Following up on our discussion last week about the changes to Account Kit that would enable developers to customize the background -- were you able to get clarification on what limits there

would be regarding font size, saturation, and any other factor that might impact the readability and prominence of the disclosures?

-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:** Rob Sherman  
**Sent:** 29 Jun 2017 17:35:47 +0000  
**To:** Kim, Reenah;Berger, Laura  
**Cc:** Edward Palmieri;Jack Yang  
**Subject:** Confidential - Facebook Update  
**Attachments:** Facebook Confidential Briefing - June 2017.pdf

Reenah and Laura,

We're attaching a PDF of the deck we're planning to review with you today. We'll look forward to speaking with you soon.

Best,

Rob

**facebook**

Rob Sherman | Deputy Chief Privacy Officer

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

**From:** Jack Yang  
**Sent:** 3 Aug 2017 16:44:45 +0000  
**To:** Kim, Reenah; Rob Sherman; Berger, Laura  
**Cc:** Magee, Peder; Antigone Davis  
**Subject:** Re: your meeting request re new product launch  
**Attachments:** FTC Presentation - Talk 8-3-2017.pdf

Facebook Confidential

Please find attached hereto the presentation we will review this afternoon. Look forward to seeing you soon.

Jack Yang  
AGC & Head of Privacy  
Facebook

(b)(6)

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**From:** "Kim, Reenah" <rkim1@ftc.gov>  
**Date:** Thursday, July 27, 2017 at 1:27 PM  
**To:** Rob Sherman (b)(6) "Berger, Laura" <LBERGER@ftc.gov>  
**Cc:** Jack Yang (b)(6) "Magee, Peder" <PMAGEE@ftc.gov>, Antigone Davis (b)(6)  
**Subject:** RE: your meeting request re new product launch

Yes – see you then

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**From:** Rob Sherman [mailto:(b)(6)]  
**Sent:** Thursday, July 27, 2017 10:57 AM  
**To:** Kim, Reenah; Berger, Laura  
**Cc:** Jack Yang; Magee, Peder; Antigone Davis  
**Subject:** Re: your meeting request re new product launch

Reenah, I've just confirmed that this will work for Jack and Antigone. Would 8/3, 1:30 pm at your office work?

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**From:** Rob Sherman (b)(6)  
**Date:** Thursday, July 27, 2017 at 10:18 AM  
**To:** Reenah Kim <rkim1@ftc.gov>, "Berger, Laura" <LBERGER@ftc.gov>  
**Cc:** Jack Yang (b)(6) "Magee, Peder" <PMAGEE@ftc.gov>  
**Subject:** Re: your meeting request re new product launch

Thanks, Reenah. On our end, we'd also like to include Antigone Davis, who leads Facebook's global safety team.

Thursday afternoon works for me; let me circle back with Jack and with Antigone on their schedules and I'll get back to you later today to confirm.

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**From:** Reenah Kim <[rkim1@ftc.gov](mailto:rkim1@ftc.gov)>  
**Date:** Thursday, July 27, 2017 at 7:41 AM  
**To:** Rob Sherman (b)(6) "Berger, Laura" <[LBERGER@ftc.gov](mailto:LBERGER@ftc.gov)>  
**Cc:** Jack Yang (b)(6) "Magee, Peder" <[PMAGEE@ftc.gov](mailto:PMAGEE@ftc.gov)>  
**Subject:** RE: your meeting request re new product launch

How about Thursday Aug 3 – preferably in the afternoon before 5? My colleague Peder Magee will also be joining.

Thanks,  
-Reenah

Reenah L. Kim  
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t:202.326.2272 | f:202.326.3197 | [rkim1@ftc.gov](mailto:rkim1@ftc.gov)

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**From:** Rob Sherman [[\(b\)\(6\)](mailto:(b)(6))]  
**Sent:** Wednesday, July 26, 2017 8:27 AM  
**To:** Kim, Reenah; Berger, Laura  
**Cc:** Jack Yang  
**Subject:** Re: your meeting request re new product launch

Thanks to both of you. I think Jack is planning to be in DC next week; any chance we could meet towards the end of that week (maybe August 4)? If not, we could do Thursday or earlier in the week as well.

Also, we wanted to flag that the product we'd like to discuss is a standalone app that involves children under 13. We weren't sure whether there are others at the Commission who might need to participate in the discussion, but obviously, we're happy to be guided by your recommendation in terms of whether others should join.

Thanks.

Rob

**facebook**

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

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**From:** Reenah Kim <[rkim1@ftc.gov](mailto:rkim1@ftc.gov)>

**Date:** Wednesday, July 26, 2017 at 7:59 AM

**To:** "Berger, Laura" <[LBERGER@ftc.gov](mailto:LBERGER@ftc.gov)>, Rob Sherman (b)(6), Jack Yang (b)(6)

**Subject:** RE: your meeting request re new product launch

I'm generally available this week except on Friday (July 28); also available next week as well.

-Reenah

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**From:** Berger, Laura

**Sent:** Tuesday, July 25, 2017 6:01 PM

**To:** 'Rob Sherman'; Jack Yang

**Cc:** Kim, Reenah

**Subject:** your meeting request re new product launch

Hi Rob and Jack,

I got your voicemail re a meeting to discuss a product launch with Reenah (cc'd) and me. I am around this week; I am not certain of Reenah's availability. Would you please let us know what date(s) you are aiming for?

Best,

Laura

Laura D. Berger  
Federal Trade Commission  
Attorney, Division of Privacy and Identity Protection  
901 Market Street, Suite 570  
San Francisco, CA 94103  
202.326.2471 (direct)  
[lberger@ftc.gov](mailto:lberger@ftc.gov)

**From:** Kim, Reenah  
**Sent:** 18 Aug 2017 13:37:55 +0000  
**To:** 'Jack Yang';Antigone Davis;Rob Sherman  
**Cc:** Cohen, Kristin;Magee, Peder;Berger, Laura;Shane Witnov  
**Subject:** RE: Facebook - Talk app

Thanks Jack. I actually might be traveling to Los Angeles for a few days during the first or second week of September, but won't have a better sense of the schedule until (b)(6) (b)(6) I'll reach out again once I'm back in the office and we've received the updated materials from you, to see whether/when it'd make sense to set another in-person meeting while you're in DC.

-Reenah

Reenah L. Kim  
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t:202.326.2272 | f:202.326.3197 | [rkim1@ftc.gov](mailto:rkim1@ftc.gov)

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**From:** Jack Yang [mailto:(b)(6)]  
**Sent:** Thursday, August 17, 2017 11:44 PM  
**To:** Kim, Reenah; Antigone Davis; Rob Sherman  
**Cc:** Cohen, Kristin; Magee, Peder; Berger, Laura; Shane Witnov  
**Subject:** Re: Facebook - Talk app

Reenah:

Thanks for reaching out.

1. We've been working on the terms of service and privacy policy. It continues to undergo internal review. We're expecting to provide you such documents by August 28<sup>th</sup> at the latest.
2. We are making modifications to the direct notice screens we showed you during our meeting. We expect also expect to provide you such screens by August 28<sup>th</sup> as well.
3. At this time, the date of the launch is in flux. However, we're targeting October 1<sup>st</sup> for app store submission and expect app store availability two weeks thereafter.

I'm actually planning a trip to Washington for some meetings either the week of September 4<sup>th</sup> (after Labor Day) or September 11<sup>th</sup>. If you'd like, we could meet face to face to discuss the direct notices, terms of service and privacy policy and perhaps also provide you updates on other products.

Is there a day during that timeframe which would work better for all of you?

Thanks much in advance.

Jack Yang  
AGC & Head of Privacy  
Facebook

(b)(6)

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**From:** "Kim, Reenah" <[rkim1@ftc.gov](mailto:rkim1@ftc.gov)>

**Date:** Thursday, August 17, 2017 at 7:08 AM

**To:** Jack Yang (b)(6) Antigone Davis (b)(6) Rob Sherman

(b)(6)

**Cc:** "Cohen, Kristin" <[kcohen@ftc.gov](mailto:kcohen@ftc.gov)>, "Magee, Peder" <[PMAGEE@ftc.gov](mailto:PMAGEE@ftc.gov)>, "Berger, Laura" <[LBERGER@ftc.gov](mailto:LBERGER@ftc.gov)>

**Subject:** Facebook - Talk app

Jack – I'm writing to follow up on our recent meeting regarding the Talk app. When you have a moment, could you please let us know:

- (1) When the text for Talk's privacy policy and terms of service will be closer to final and ready to be shared with us?
- (2) Whether any of the disclosures and screens for the parental set-up notice and consent flow changed from the version you showed us at our August 3 meeting?
- (3) The date when Facebook currently anticipates launching the app?

FYI - I'll be out of the office next week (Aug 21-25), but checking email periodically. Please copy Kristin Cohen and Peder Magee on your response.

Thanks,  
-Reenah

Reenah L. Kim  
Federal Trade Commission  
Bureau of Consumer Protection | Division of Enforcement  
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t:202.326.2272 | f:202.326.3197 | [rkim1@ftc.gov](mailto:rkim1@ftc.gov)

**From:** Jack Yang  
**Sent:** 30 Aug 2017 16:03:30 +0000  
**To:** Kim, Reenah;Cohen, Kristin;Magee, Peder  
**Cc:** Antigone Davis;Rob Sherman;Shane Witnov;Berger, Laura  
**Subject:** Talk App Disclosures  
**Attachments:** FTC MK UX Disclosures\_Confidential[1].pdf, Messenger Kids Privacy Policy\_Confidential\_FTC [1].pdf, Messenger Kids TOS\_Confidential\_FTC .pdf

**CONFIDENTIAL**

Dear Reenah, Peder & Kristin:

Hope this e-mail finds you well. Following up on our conversation on August 3<sup>rd</sup>, please find attached the following documents regarding “Talk” for your consideration (Note: the name of the service has changed from “Talk” to “Messenger Kids”).

- **The Data Policy and Terms of Use for Messenger Kids** (previously branded “Talk”)

We believe these documents meet our obligations under the Children’s Online Privacy Protection Act, as well as provide clear, robust disclosures regarding our service, data collection and processing practices, and the commitments we seek from Messenger Kids users to help make the service a fun and safe experience for kids.

Indeed, as part of our commitment to making these documents user-friendly and sensitive to the concerns of consumer rights organizations and other key constituencies, (b)(4); (b)(3):6(f)

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

- **The Messenger Kid account creation/registration flow**

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

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

We look forward to getting your feedback on these materials, and are happy to discuss any additional thoughts or questions you may have when convenient. We are planning to launch Messenger Kids within the United States in early October

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

Thanks very much for your input and collaboration throughout this process.

Jack Yang  
AGC & Head of Privacy  
Facebook

(b)(6)

**From:** Jack Yang  
**Sent:** 18 Sep 2017 14:38:03 +0000  
**To:** Kim, Reenah;Cohen, Kristin;Magee, Peder  
**Cc:** Antigone Davis;Rob Sherman;Shane Witnov;Berger, Laura  
**Subject:** Re: Talk App Disclosures

Reenah:

Thanks very much.

Jack

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**From:** "Kim, Reenah" <rkim1@ftc.gov>  
**Date:** Monday, September 18, 2017 at 6:10 AM  
**To:** Jack Yang (b)(6) "Cohen, Kristin" <kcohen@ftc.gov>, "Magee, Peder" <PMAGEE@ftc.gov>  
**Cc:** Antigone Davis (b)(6), Rob Sherman (b)(6) Shane Witnov (b)(6) "Berger, Laura" <LBERGER@ftc.gov>  
**Subject:** RE: Talk App Disclosures

Thanks Jack. No further questions on our end for now.

-Reenah

Reenah L. Kim  
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**From:** Jack Yang [mailto:(b)(6)]  
**Sent:** Wednesday, September 13, 2017 11:19 AM  
**To:** Kim, Reenah; Cohen, Kristin; Magee, Peder  
**Cc:** Antigone Davis; Rob Sherman; Shane Witnov; Berger, Laura  
**Subject:** Re: Talk App Disclosures

Reenah, Peder & Kristin:

Just wanted to follow up on the below email to check on the status of your review.

Thanks much in advance.

Jack Yang  
AGC & Head of Privacy  
Facebook

(b)(6)

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**From:** Jack Yang <(b)(6)>  
**Date:** Wednesday, August 30, 2017 at 9:03 AM  
**To:** "Kim, Reenah" <rkim1@ftc.gov>, "Cohen, Kristin" <kcohen@ftc.gov>, "Magee, Peder" <PMAGEE@ftc.gov>  
**Cc:** Antigone Davis (b)(6) Rob Sherman (b)(6) Shane Witnov (b)(6) "Berger, Laura" <LBERGER@ftc.gov>  
**Subject:** Talk App Disclosures

**CONFIDENTIAL**

Dear Reenah, Peder & Kristin:

Hope this e-mail finds you well. Following up on our conversation on August 3<sup>rd</sup>, please find attached the following documents regarding "Talk" for your consideration (Note: the name of the service has changed from "Talk" to "Messenger Kids").

- **The Data Policy and Terms of Use for Messenger Kids** (previously branded "Talk")

We believe these documents meet our obligations under the Children's Online Privacy Protection Act, as well as provide clear, robust disclosures regarding our service, data collection and processing practices, and the commitments we seek from Messenger Kids users to help make the service a fun and safe experience for kids.

Indeed, as part of our commitment to making these documents user-friendly and sensitive to the concerns of consumer rights organizations and other key constituencies, (b)(4); (b)(3):6(f)

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

- **The Messenger Kid account creation/registration flow**

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

We look forward to getting your feedback on these materials, and are happy to discuss any additional thoughts or questions you may have when convenient. We are planning to launch Messenger Kids within the United States in early October

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

Thanks very much for your input and collaboration throughout this process.

Jack Yang  
AGC & Head of Privacy  
Facebook

(b)(6)

**From:** Rob Sherman  
**Sent:** 17 Oct 2017 15:41:14 +0000  
**To:** Kim, Reenah;Berger, Laura  
**Cc:** Jack Yang  
**Subject:** Facebook Update  
**Attachments:** Facebook Update - Confidential.pdf

Confidential

Laura and Reenah,

Ahead of our meeting today, we wanted to share the deck that we're planning to walk through with you. We'll look forward to seeing you shortly.

Rob

**facebook**

Rob Sherman | Deputy Chief Privacy Officer

1299 Pennsylvania Avenue, NW | Suite 800 | Washington, DC 20004

(b)(6)

**From:** Jack Yang  
**Sent:** 30 Nov 2017 19:48:56 +0000  
**To:** Kim, Reenah;Berger, Laura  
**Cc:** Rob Sherman  
**Subject:** Slide for FTC/FB 11-30 Presentation  
**Attachments:** FTC-FB-1130.pdf

Reenah & Laura:

We are looking forward to seeing you this afternoon.

Please find attached the slide for today's discussion.

Jack Yang  
AGC & Head of Privacy  
Facebook, Inc.

(b)(6)