JOINT STATEMENT ON
KEY PRINCIPLES OF SOCIAL NETWORKING SITES SAFETY

Because improving internet safety for children is a critical public policy objective, Facebook and the Attorneys General agree to the following principles:

PRINCIPLE: Providing children with a safer social networking experience is a primary objective for operators of social networking sites.

I. ONLINE SAFETY TOOLS

PRINCIPLE: Technology and other tools that empower parents, educators and children are a necessary element of a safer online experience for children.

PRINCIPLE: Online safety tools, including online identity authentication technologies, are important and must be robust and effective in creating a safer online experience, and must meet the particular needs of individual Web sites.

- The social networking site will participate, with support of the Attorneys General, in an industry-wide Internet Safety Technical Task Force ("Task Force") devoted to finding and developing such online safety tools with a focus on finding and developing online identity authentication tools. This Task Force will include Internet businesses, identity authentication experts, non-profit organizations, and technology companies.

- The Task Force will establish specific and objective criteria that will be utilized to evaluate existing and new technology safety solutions.

- The social networking site will provide adequate resources to ensure that all reasonable efforts are made to explore and develop identity authentication technologies.

- The social networking site will designate a senior executive to work with the Task Force.

- The Task Force will provide the Executive Committee of the Attorneys General Social Networking Working Group ("Executive Committee") with quarterly reports of its efforts and presentation of a formal report by the end of 2008. The Executive Committee will have continuing access to the Task Force and the designated senior executive of the social networking site.

II. DESIGN AND FUNCTIONALITY CHANGES

PRINCIPLE: Development of effective Web site design and functionality improvements to protect children from inappropriate adult contacts and content must be an ongoing effort.

- The social networking site and the Attorneys General share the goal of designing and implementing technologies and features that will make the site safer for its users, particularly minors. More specifically, their shared goals include designing and implementing technologies and features that will (1) prevent underage users from accessing the site; (2) protect minors from inappropriate contact; (3) protect minors from inappropriate content; and (4) provide safety tools for all social networking site users. These design and functionality changes are set forth in Appendix A.

- The social networking site and the Attorneys General will meet on a regular basis to discuss in good faith design and functionality improvements relevant to protecting minors using the Web site.

III. EDUCATION AND TOOLS FOR PARENTS, EDUCATORS, AND CHILDREN

PRINCIPLE: Educating parents, educators and children about safe and responsible social networking site use is also a necessary part of a safe Internet experience for children.

- The social networking site will continue to dedicate meaningful resources to convey information to help parents and educators protect children and help younger users enjoy a safer experience. These efforts will include the site's intent to engage in public service announcements, promote free parental monitoring software, and explore the establishment of a children's email registry.

- The social networking site shall use its best efforts to acknowledge consumer reports or complaints via its abuse reporting mechanisms within 24 hours of receiving such report or complaint. Within 72 hours of receiving a complaint or report from a consumer regarding inappropriate content or activity on the site, the social networking site will report to the consumer the steps it has taken to address the complaint.

- For a two (2) year period the social networking site shall retain an Independent Examiner, at the site's expense, who shall be approved by the Executive Committee. The Independent Examiner shall evaluate and examine the social networking site's handling of these consumer complaints and shall prepare bi-annual reports to the Executive Committee concerning the site's consumer complaints handling and response procedures, as provided above.

IV. LAW ENFORCEMENT COOPERATION

PRINCIPLE: Social networking site operators and law enforcement officials must work together to deter and prosecute criminals misusing the Internet.

- The social networking site and the Attorneys General will work together to support initiatives that will enhance the ability of law enforcement officials to investigate and prosecute Internet crimes.

- The social networking site and the Attorneys General will continue to work together to make sure that law enforcement officials can act quickly to investigate and prosecute criminal conduct identified on its site.

- The social networking site will establish a 24-hour hotline to respond to law enforcement inquiries. In addition, the social networking site will assign a liaison to address complaints about its site received from the Attorneys General. The social networking site will provide a report on the status of its response to any such complaint within 72 hours of receipt by the liaison.

Agreed to and accepted on May 8, 2008:

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Chief Privacy Officer, Facebook

Richard Blumenthal
Attorney General of Connecticut

Peter Nickles
Interim Attorney General of D.C.

Lawrence Wasden
Attorney General of Idaho

Jim Hood
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APPENDIX A: DESIGN AND FUNCTIONALITY FEATURES

Preventing Underage Users

1. The site will enforce "age locking" for existing and new profiles such that members shall be required to have their profile reviewed by a customer service representative before any user-initiated age change after initial registration if they are under 18, or if they seek to change their age to indicate they are under 18. The site recognizes a user may mistakenly enter the incorrect age at the time of registration, takes seriously any request to change a user's age, and will carefully scrutinize any attempt on the part of a user to do so. This will include a thorough review of the profile, including the user's friends and whether the user is affiliated with a high school network. Requests to change age for users will be logged, and the site will grant only a single request to change age above or below the 18 year old threshold.

Protecting Younger Users from Inappropriate Contact

The site uses and will continue to use technological tools that identify potentially inappropriate approaches to minors. These tools take into account many actions that could be taken by a user on the site, including some described below, to determine whether an individual user's actions merit attention and/or action from the site. The site then takes appropriate action as necessary to limit or forbid site access to users based on their inappropriate activity.

1. The site shall by default use real world social factors, such as a shared network, to restrict access to a minor's profile.

2. Users under 18 can block all users over 18 from contacting them or viewing their profile.

3. Users over 18 will be limited to search in the school section only for high school students graduating in the current or upcoming year.

4. Users over 18 may restrict access to profile information to users under 18, and users under 18 will have default settings that limit access to personal information to non-friend users over 18.

5. Limit search engine ability to crawl all private profiles.

6. The site shall use reasonable means to determine whether or not a user is in fact a member of a school network with which they attempt to affiliate (e.g., verification by network members, ongoing technological assessment of user interactions) and shall provide an easy means to report members who do not belong in a particular network. As more robust tools for school network or other identity/affinity

analysis become available (e.g., school-issued email), site will implement those advanced tools.

7. The site shall set restrictions on the display of offline contact information (e.g. telephone number, address) in profiles and rapidly remove postings of such information in public forums upon report.

8. The site will not allow unregistered visitors to view search results related to age-restricted areas of the site, including groups and forums geared toward sexual activity and mature content.

9. All posting of images and private messages on the site shall be linked to a user account.

10. No over-18 user should be able to perform an age-based search for anyone under 18. In addition, Facebook shall assess search/browse functions for potential misuse and regularly update the Attorneys General of such efforts.

11. Search terms that are commonly used to locate minors (searching specific keywords, reviewing groups and forums, and browsing certain age ranges) shall be identified and monitored.

12. Profiles of registered sex offenders identified using appropriate technology are reviewed and, once confirmed, are removed from the site. The associated data are preserved for law enforcement.

Protecting Younger Users from Inappropriate Content

The site uses and will continue to use technological tools that identify posting of potentially inappropriate content on the site. These tools take into account many actions that could be taken by a user on the site, including some described below, to determine whether an individual user's actions merit attention and/or action from the site. The site then takes appropriate action as necessary to limit or forbid site access to users based on their inappropriate activity.

1. Policy for hosted images shall employ technology to rapidly block and remove image uploads that violate the Terms of Use and block accounts of those who attempt to upload such images.

2. Ensure report functionality that allows users to select from specific categories of abuse. These categories may include fake profile, underage user or non-network member, inappropriate contact, spam/scam/phishing, nudity or pornography, suicide threat, harassment, violence, attacks individual or group, etc.

3. The site will regularly review models for abuse reporting and will perform a test using the New Jersey Attorney General's common abuse reporting icon. If the

site, in its sole discretion, determines that the New Jersey common abuse reporting icon is workable and will improve user safety, and the New Jersey Attorney General consents to its use, the site may use the common icon in place of or in conjunction with the current report abuse links.

4 Abuse reporting mechanisms shall be relevant and designed to be easily available to users.

5. Tobacco and alcohol advertisements, if accepted, are targeted only to those of legal age to purchase the products.

6. Events shall provide organizer with tools to designate appropriate minimum age for attendance at any event, and site shall not display event to those under the designated age. False designation of minimum appropriate age for an event shall be a violation of the site terms of service and site shall take action to warn or remove any user falsely indicating age-appropriateness for an event upon report or discovery.

7. The site will notify users whose profiles are deleted for Terms of Service violations.

8. Groups or forums reported for incest, pedophilia, cyberbullying, or other violations of the Terms of Use are removed, with violators removed from site.

9. Facebook will (1) further develop its deployment of technology such as textual searching; and (2) provide increased staff, if appropriate, in order to more efficiently and effectively review and categorize content in "Groups." Facebook will regularly update the Attorneys General concerning its efforts to develop and/or use textual searching and advanced technologies for the detection and removal of inappropriate content.

10. Members determined to be under 18 shall be removed upon report or discovery from groups or pages promoting adult (pornographic) content, tobacco or alcohol without violating the terms of service, along with any posts the under-18 user has made. Such groups determined to be created by under-18 members shall be removed entirely and the user accounts may be deleted for violating the Terms of Service.

11. Users under 18 will not have access to content rated only for over-18s.

12. Groups that are not appropriate for all ages shall carry designations by creators indicating the appropriate age for access to the group.

13. Site shall deny access to groups by users who do not meet the age requirement.

14. User accounts promptly deleted for uploading child pornographic images and/or videos and referred to NCMEC.

15. The site does not tolerate posting of pornography, and shall have a system that warns users determined to have uploaded pornographic images and/or videos. Abuse of this rule shall result in termination of the user account.

16. Maintain a list of adult (pornographic) Web sites on an ongoing basis and sever all active links to those sites from the site.

17. The site will maintain enforceable privacy and safety guidelines for third party applications available to users through the site.

Providing Safety Tools For All Members

1. All users shall have extensive privacy controls to enable them to choose who can see their profile and particular information within it.

2. All users should have reasonable mechanisms to control comments on their profile or "wall".

3. Users can block another user from contacting them.

4. Users can conceal their "online now" status.

5. Users can control who has access to their images using privacy settings.

6. The site includes "Report" links in relevant places throughout the site.

7. Users under 18 can block over-18 users from contacting them or viewing their profiles.

8. All users can allow only those users whom they have added to their friends list to see when they are present on the site and to contact them.

9. "Safety Tips" should be readily available throughout the site and promoted to minors regularly in contextually relevant places.

10. Safety Tips contain resources for Internet Safety, including FTC Tips.

11. Phishing warning shall be contained in Safety Tips.

12. Safety Tips for Parents should provide suggestions on the use of computer-based blocking software.

13. Parents are able to remove underage child's profile through an easily available process.

14. Users under 18 must affirmatively consent that they have reviewed the Safety Tips prior to registration. Facebook will further promote Safety Tips as part of the site orientation and regularly include safety messaging where there is a significant risk of an under-18 user revealing personal information to an unknown adult.