

## APPENDIX 3 – FACEBOOK PRIVACY SETTINGS

Users can access Facebook’s privacy setting by clicking on the privacy tab on the top right corner of its homepage.<sup>1</sup> Users can edit their privacy settings for the following aspects of Facebook: “Profile”, “Search”, “News Feed and Mini-Feed” and “Applications”. Users are not automatically directed towards Facebook’s privacy settings. During the registration process, Users are informed that if they join a network, their personal information may be potentially exposed to many Users. However, it is incumbent upon them to click on the privacy settings to ascertain the extent of this exposure.

### Profile

Facebook recently reorganized its privacy settings to provide Users with more options. As Figure 1 indicates, the main privacy page presents a menu of categories of privacy settings. If Users click on the “Profile” icon, they may select which categories of people may view their Profile, photos and videos, contact information, online status, friends, wall, education and work information. Facebook sets its default privacy settings generally to “My Networks and Friends”. Users who wish to restrict this sharing must opt out of the default settings and choose more restrictive settings. Facebook recently added the “Friends of Friends” option, which enables Friends of a User’s Friends to view the User’s personal information.

### Search

If the User selects the “Search” icon, the “Privacy Settings for Search” appears (see Figure 4). This allows Users to select who may search their Profile and the extent of information that is available to the Facebook community in search results. The “Search” privacy settings are defaulted to “Everyone”. Further, Users are listed publicly. This means that they can be found through standard search engine queries online. Default settings enable everyone to see Users’ Profile pictures and enable other Users to Poke them, view their Friends list or add them as a Friend. Users must opt out of these default settings to restrict their privacy.

### News Feed and Mini Feed

If the User selects the “News and Mini-Feed” icon, the “News Feed and Mini Feed Privacy” page appears (see Figure 5). This page is divided into three sections: Actions within Facebook, Actions within External Websites, and Social Ads.

On Actions within Facebook, Users may select which “Stories” Facebook may publish about their Facebook account and recent activity. The default settings are set to share all types of Stories. To restrict their sharing of personal information, Users must opt out of these default sharing settings.

If the User selects “External Website,” the “Privacy Settings for External Websites” appears (see Figure 6). Default settings enable external websites to send Stories to a Users’ Profile. Users must opt out of enabling external websites to send Stories to their Facebook Profile.

If Users selects “Social Ads,” they are able to opt out of Beacon, one form of Social Ads. Beacon allows a business to broadcast actions taken by Users on their website to their News Feed.

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<sup>1</sup> The privacy tab on the bottom right hand corner is a link to Facebook’s Privacy policy.

Default settings, however, share these Stories in Users' News Feeds. As explained more thoroughly in our submission, Users cannot opt of the other form of Social Ads, which places a targeted ad in the top left corner of the Facebook homepage.

### Applications

Users can also select the “Applications” icon on the privacy settings page (see Figures 8 and 9). Facebook may share Users' personal information with applications that their Friends have added. This page allows Users to restrict what information is available to these other applications. The default settings shares the following information: Profile Picture, Basic Info, Personal Info, Education Info, Work Info, Photos/Videos “Tagged” of the User, List of Friends, Work history, Groups you belong to and Events you're invited to. If Users opt out entirely from sharing information with developers via Facebook API (Application Programming Interface), all of their applications are immediately deleted. Facebook does not warn Users of this before they chose to opt out.

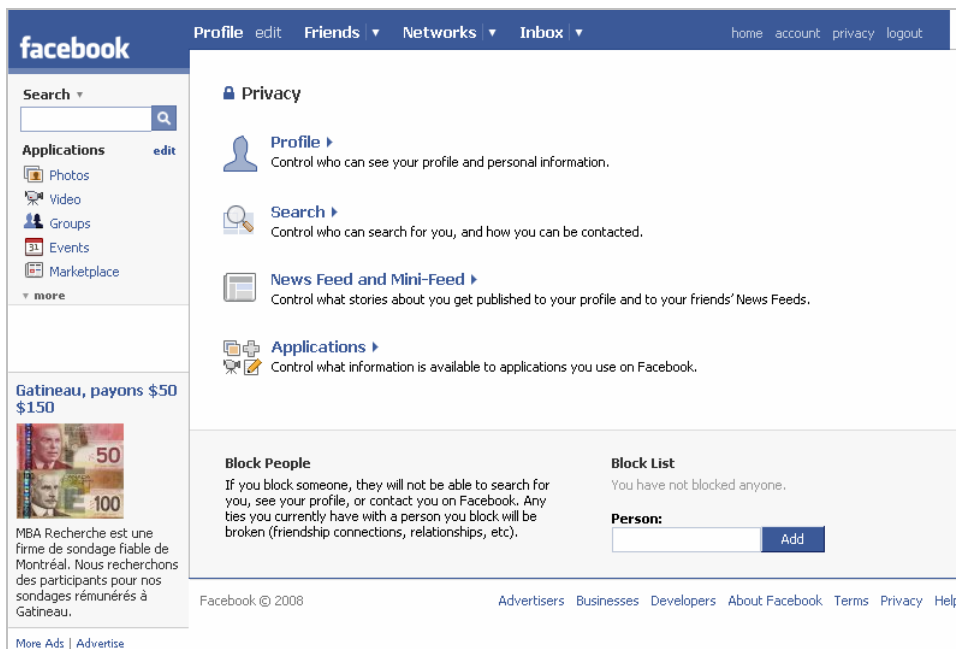


Figure 1

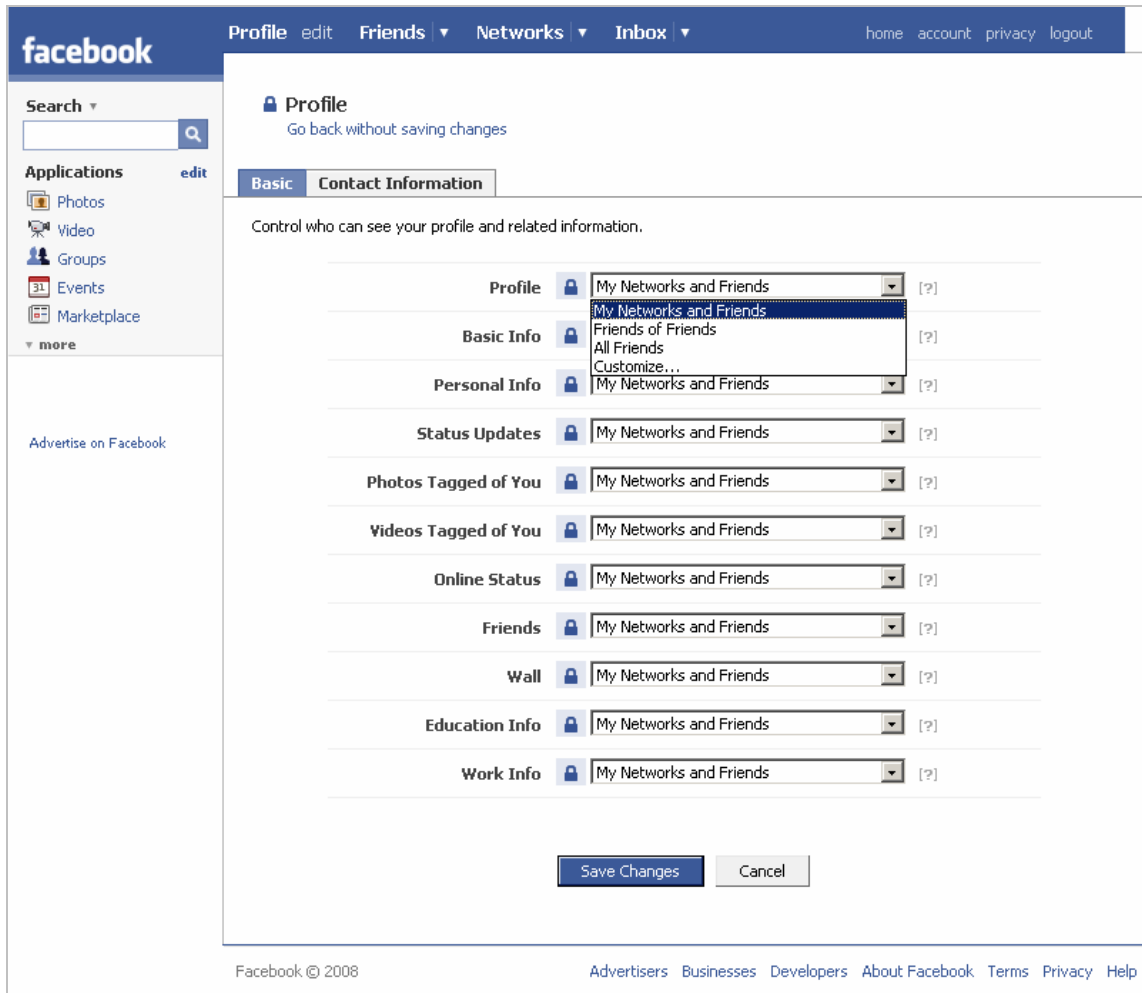


Figure 2

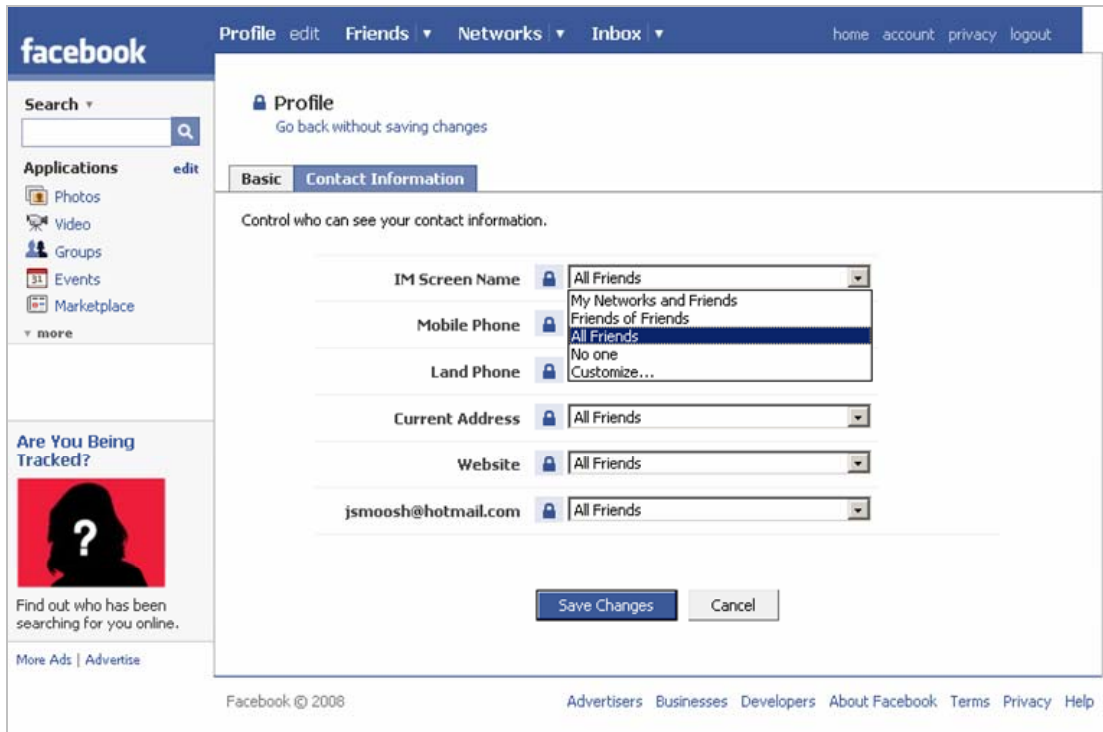


Figure 3

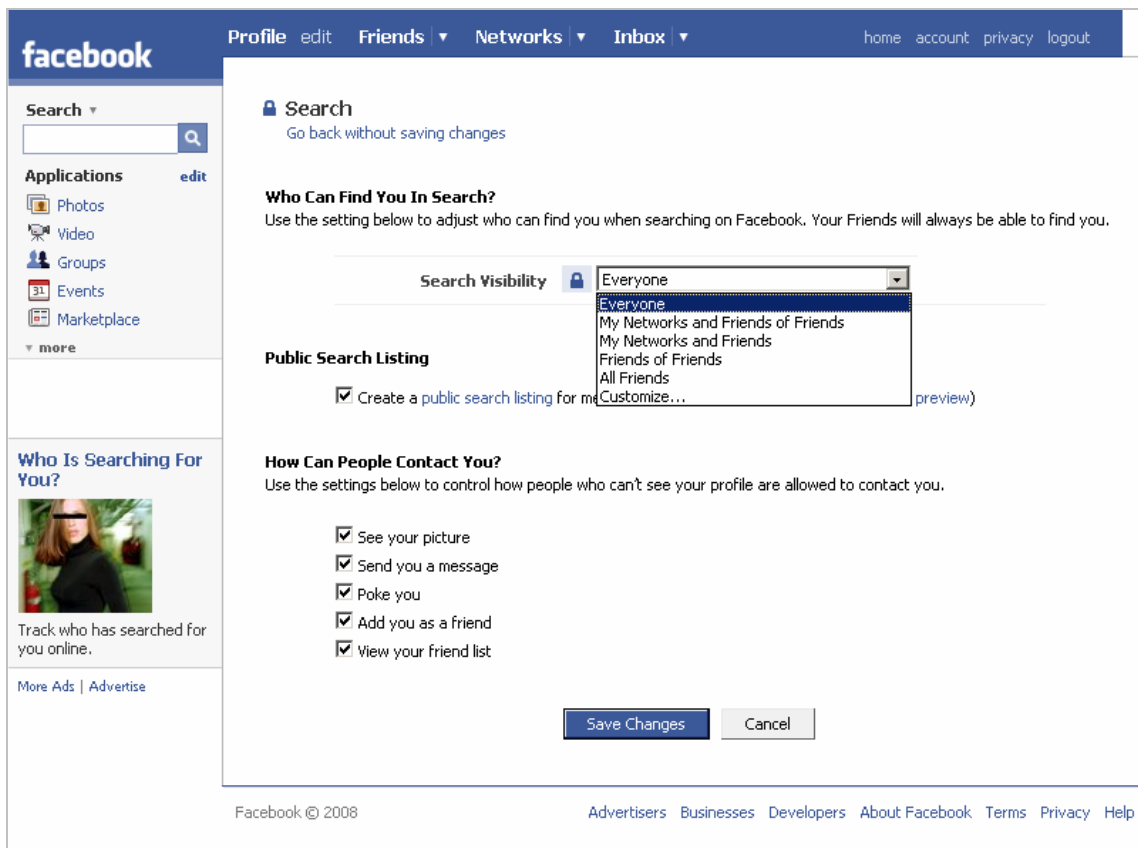


Figure 4

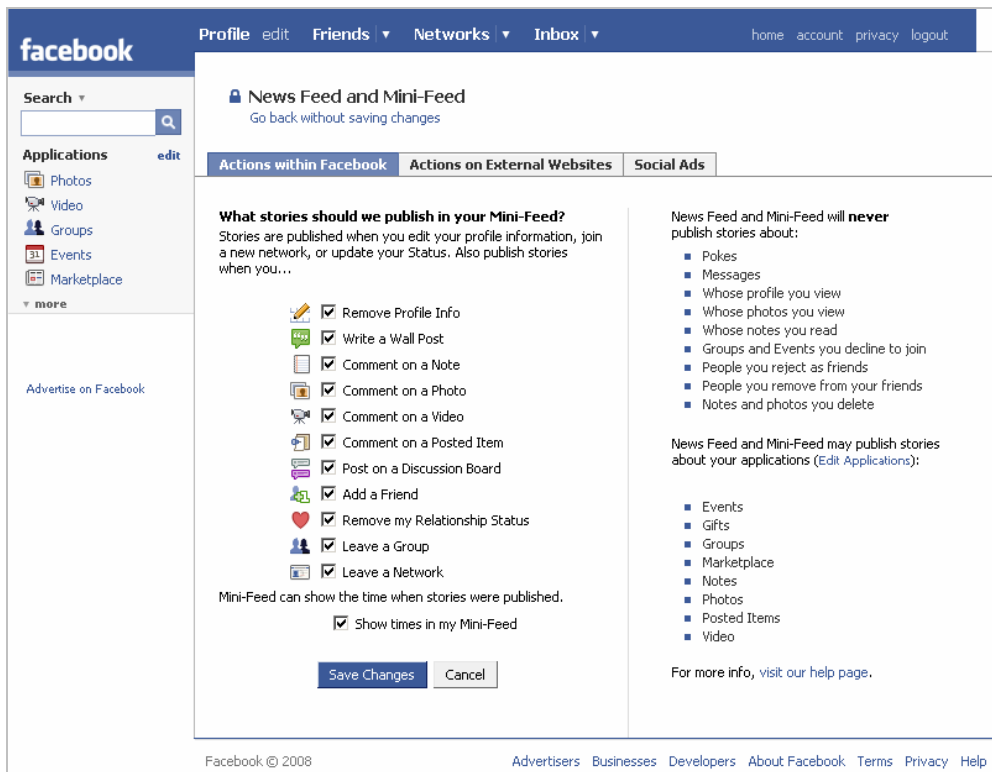


Figure 5

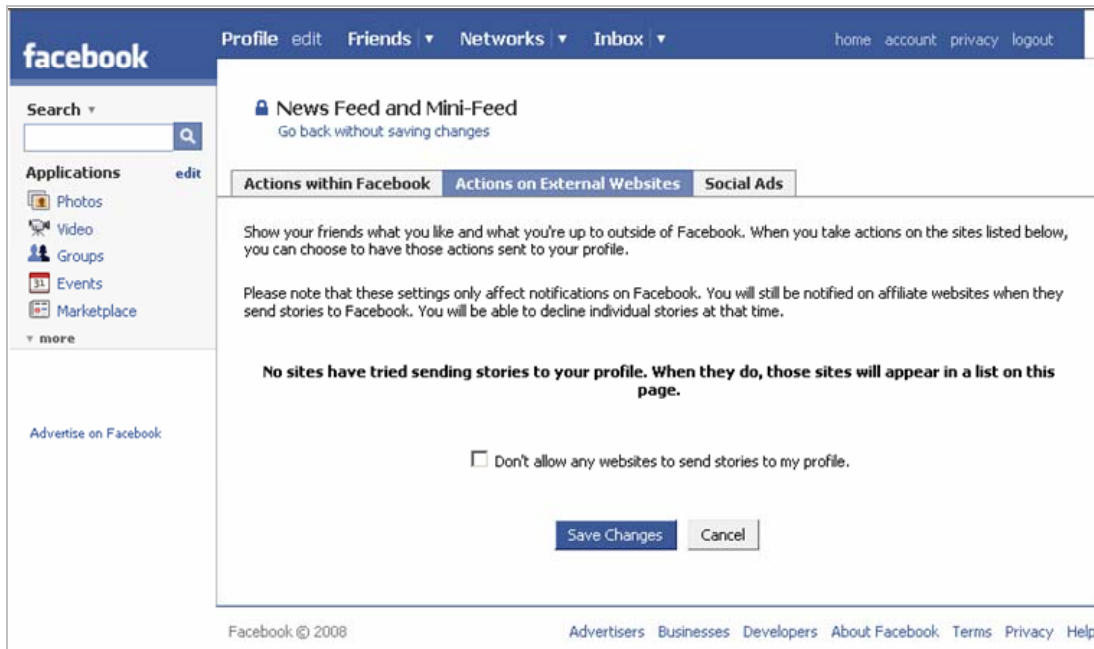


Figure 6

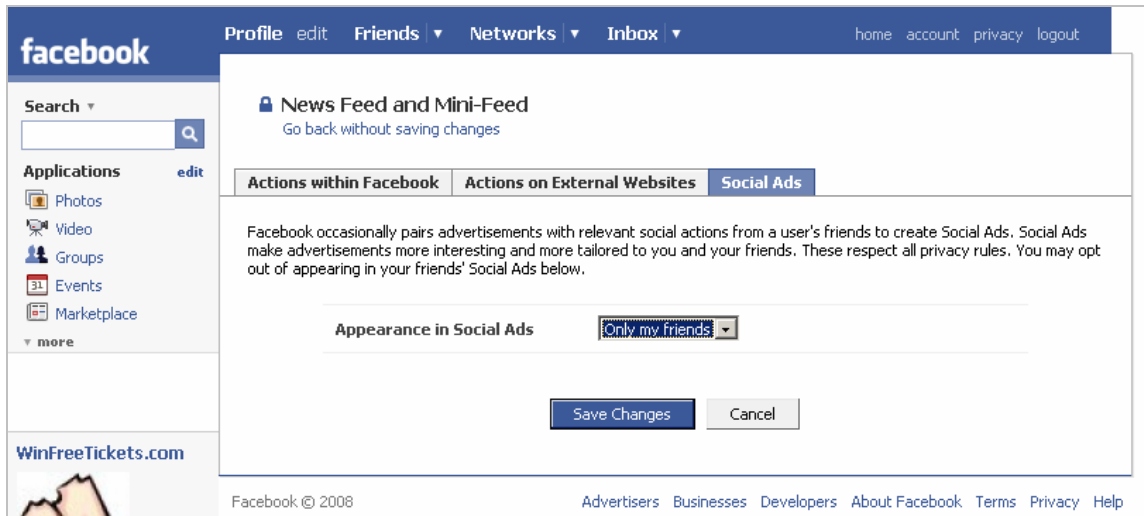


Figure 7

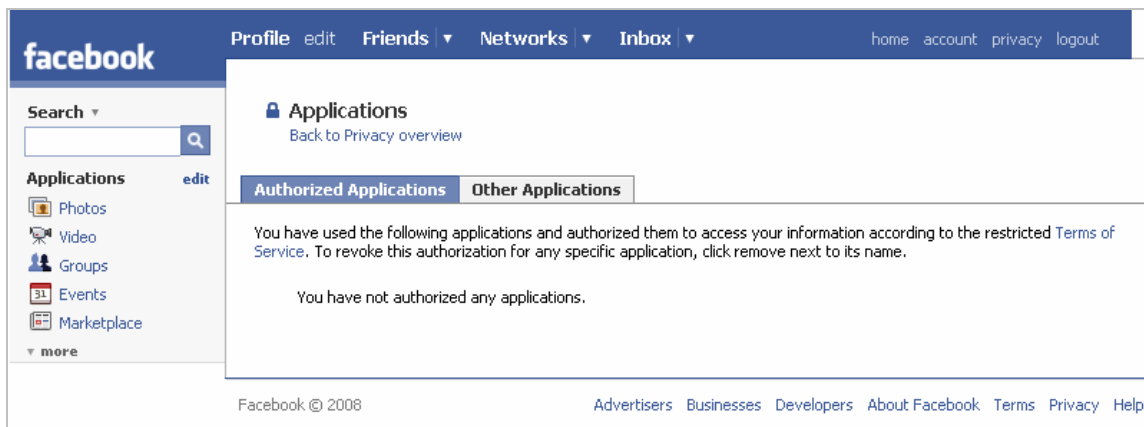


Figure 8


facebook Profile edit Friends ▾ Networks ▾ Inbox ▾ home account privacy logout

Search ▾

Applications edit

- Photos
- Video
- Groups
- Events
- Marketplace
- more

**Crazy New Auction**



All auctions start at only 1.00. Register 100% free to see a new auction every 5 seconds.

More Ads | Advertise

## Applications

Go back without saving changes

Authorized Applications Other Applications

Applications may be able to access a limited set of information about you through friends who opt in to other applications. You can restrict what information is available to these other applications.

**Please note:**

- Facebook does not sell your information.
- Your contact information is not exposed by the Facebook Platform.
- Applications that you opt into are not subject to the privacy settings below.
- Your other Facebook privacy settings combine with these settings. [Explain more](#)

**What Other Users Can See via the Facebook Platform**

The following settings apply only to Facebook Platform applications to which you have not already granted access or explicitly restricted. For these applications, the information you select will be available to friends and other users who can already see your information on Facebook.

Share my name, networks, and list of friends, as well as the following information:

<input checked="" type="checkbox"/> Profile picture	<input checked="" type="checkbox"/> Groups you belong to
<input checked="" type="checkbox"/> Basic info <a href="#">What's this?</a>	<input checked="" type="checkbox"/> Events you're invited to
<input checked="" type="checkbox"/> Personal info (activities, interests, etc.)	<input checked="" type="checkbox"/> Photos taken by you
<input checked="" type="checkbox"/> Current location (what city you're in)	<input checked="" type="checkbox"/> Photos taken of you
<input checked="" type="checkbox"/> Education history	<input checked="" type="checkbox"/> Relationship status
<input checked="" type="checkbox"/> Work history	<input type="checkbox"/> What type of relationship you're looking for
<input checked="" type="checkbox"/> Profile status	<input type="checkbox"/> What sex you're interested in
<input checked="" type="checkbox"/> Wall	<input type="checkbox"/> Who you're in a relationship with
<input checked="" type="checkbox"/> Notes	<input type="checkbox"/> Religious views

Do not share any information about me through the Facebook API

**Blocked Applications**

You have blocked the following applications. This means they cannot access any information about you or contact you, but they may still appear on your friends' profile. If you want to remove the block for any of these applications, click remove.

You have not restricted any applications.

Save Changes Cancel

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Figure 9