

# Saving Facebook

James Grimmelmann

The Pros & Cons of Social Networking Sites  
5th Internet, Law, & Politics Conference  
Open University of Catalonia

6 July 2009

motivation







facebook

Home

Profile

Friends

Inbox

James Grimmelmann

Settings

Logout

Search

## The Ghost Riding The Whip Association

Global

## Basic Info

Type: Just for Fun – Totally Random  
 Description: Ghost Riding Your Whip!

## Proper steps to Ghost Riding The Whip:

1. Get stupid because of wild beats.
  2. Let the car idle at a slow speed.
  3. Jump out and start dancing ridiculously
  4. Continue dancing while next to or on top of the car
  5. Do this in front of clubs or other similar establishments.
- (Note: The car is considered The Whip.)

## A bit of History:

Ghost Riding the Whip is a term that I believe was coined in San Francisco. The poppin' Bay Area rap scene could only spawn something so "Hyphy". By the way, Hyphy is another San Fran term meaning wild, crazy, hype, or the shit, if you will. Therefore, ghost riding the whip is incredibly Hyphy.

Given the above, this is a group for all people who on one or more occasions have part taken in Ghost Riding The Whip or enjoyed thinking about it.

## Recent News

On Saturday, January 13th, 2007, we took Ghost Riding The Whip to Chicago, IL. We are looking forward to this Midwestern chapter to expand.

As of Friday, January 5th, 2007, Ghost Riding The Whip is officially outlawed in the state of California.

Saturday night, December 30th, Matt, Jesse, Vin, Ryan, and I all went around Ghost Riding Vin's Whip. We even managed to cross Bluemound Road while Ghost Riding it.

## Members

Displaying 8 of 280 members

[See All](#)[View Discussion Board](#)[Join this Group](#)

Share +

## Group Type

This is an open group. Anyone can join and invite others to join.

## Officers

**Besian Kodra** (Wisconsin Milwaukee)  
 King of the castle and full time CEO

**Samara Cihlar** (Milwaukee, WI)  
 Giff of the Land

**George Shuntov** (City Colleges of Chicago)  
 The Steroid Representative from EAS (Hydroxicut, Protein, Glutamine)

**Vincenzo DiMatteo** (Milwaukee, WI)  
 Secretary of the Defense (Donald Vinsfelt) and Full-time Whip Ghost Rider

**Jesse McLaughlin** (Wisconsin Milwaukee)  
 Full-time Whip Ghost Rider

**Ryan J. Day** (Milwaukee, WI)  
 Full-time Whip Ghost Rider

**Kate Dawe** (Wisconsin Milwaukee)  
 Head of Lack of Penis chapter and of "The

## Advertise

## Robot in Fashion Debut



Japanese Robot Walks the Catwalk in Fashion Debut  
 The HRP-4C humanoid robot showed off her stormtrooper-like silver and black frame an

[Join the IT Elite](#)

Learn the "10 Habits of Highly Effective IT Professionals" by downloading a free eBook now! Click to get your Instant Access.



## Want a FREE Nikon D300?



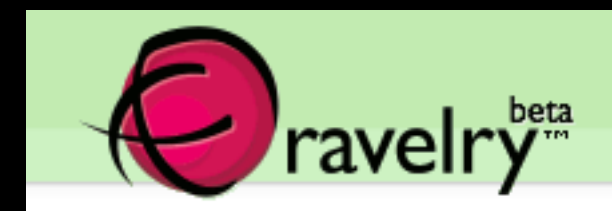
# outline

- social network sites
- social risk assessment
- social harms
- three questionable “solutions”
- conclusions

I

social network sites

# what do these things have in common?



# definition (boyd/Ellison)

1. profiles
2. links
3. social graph

# (I) profiles

Facebook | James Grimmelmann

http://www.facebook.com/home.php#/jamesgrimm

Facebook | Miquel Peguera Facebook | James Grimmelmann

facebook Home Profile Friends Inbox 1 James Grimmelmann Settings Logout Search



**James Grimmelmann** The more I heard about Conrad Murray, the more he sounds like Dr. Nick Riviera. via Twitter - on Saturday clear

Wall Info Photos Boxes +

What's on your mind?

Attach  Share

James + Friends Just James Just Friends Settings

RECENT ACTIVITY

-  James and Pamela Carter are now friends. · Comment · Like
-  James and John Rea are now friends. · Comment · Like
- 2 more similar stories
-  James became a fan of D is for Digitize. · Comment · Like

 **James Grimmelmann** The more I heard about Conrad Murray, the more he sounds like Dr. Nick Riviera.  
June 27 at 1:32pm · via Twitter · Comment · Like

 **Stephanie Schmitt** at 1:43pm June 27  
I think you hit it. Dr. Feelgood, calling Dr. Feelgood!

View Photos of Me (11)  
Edit My Profile

Write something about yourself.

Information



# profile = identity

MySpace.com - J'syn - 29 - Male - AIKEN, SOUTH CAROLINA - www.myspace.com/six3me

http://www.myspace.com/six3me

most hideous Myspace page

myspace..

Home Browse People Find Friends Local Music Video More J'syn Log In Sign Up

Pimp-My-Profile.com  
Profile Tools

When I'm good, I'm very good. When I'm bad, I'm better!

Male  
29 years old  
AIKEN,  
SOUTH  
CAROLINA  
United States

Last Login:  
7/2/2009

J'syn is in your extended network  
[view more](#)

J'syn's Latest Blog Entry [\[Subscribe to this Blog\]](#)

The harsh reality of my life! [\(view more\)](#)

[\[View All Blog Entries\]](#)

J'syn's Blurbs

About me:  
What can I say? I am your typical guy, and I love it! I love sports, going camping, of course women, beer, and food. I am about 6'2", 185lbs, I like to consider myself as having an athletic build, especially since I go to the



# expressive identity

Friendster - Beer Goggles Egads

http://profiles.friendster.com/8032093 beer goggles

friendster. Name or Email Messages Settings Help Log In

Home Profile Apps Connections Explore Search Invite Classifieds

### Beer Goggles Egads



**BEER GOGGLES!**

THEY TURN BOW INTO WOW!

Male, 89, It's Complicated  
Interested In: Dating Men and Women, Relationship Men and Women, Activity Partners  
Member Since: Apr 2004  
Location: Boston, MA  
Hometown: Your local brewery  
Company: Unplanned Pregnancy Clinics, Condom Manufacturers  
Beer Goggles's URL:  
http://profiles.friendster.com/8032093

"My modesty precludes me from telling you just how powerful I am, but let's just say I've performed some optical tomfoolery..."

[More about Beer Goggles](#)

[Send Message](#)[Send a Smile](#)[Add as Friend](#)[Forward to Friend](#)[Add Bookmark](#)

### How you're connected:

You → Beer Goggles is in your extended network → Beer Goggles [View All](#)

### Beer Goggles's Friends



Ashish



Kelly



Nicolas



Adam



PuNkBuNnY




saskia

[View All \(372\)](#)

### Beer Goggles's a Fan Of...



# activity as identity



View Photos of Me (11)

Edit My Profile

Write something about yourself.


### Information

Networks:  
Harvard Alum '99  
Yale Alum '05  
NY Law Faculty


Sex: Male  
Relationship Status: Married

### Friends


333 friends See All




Michael Zimmer




Vicki Eastus




Marshall Tracht



Andrew McLaughlin



Ashley Rose



Matthew Weissler

## James Grimmelmann

The more I heard about Conrad Murray, the more I sounds like Dr. Nick Riviera. via [Twitter](#) - on Saturday clear

Wall Info Photos Boxes +

Edit Info

### Basic Information

Networks: Harvard Alum '99  
Yale Alum '05  
NY Law Faculty

Sex: Male  
Relationship Status: Married

### Personal Information

Interests: Programming, lawyering, professing

### Contact Information

Website: <http://james.grimmelmann.net/>

### Education and Work

Grad School: Yale '05  
JD, Law

College: Harvard '99  
Computer Science


High School: Horace Mann '95

### Groups


Member of:

Executive Order ME a \$500,000 salary, Barack!, Can we find 1 million by Nov 24 to cheer 150 yrs of Darwin's "great" book?, 100,000 Strong Against Evan Bayh for VP, New York Law School IP Society, Students against Facebook News Feed (Official Petition to Facebook), Los Niños Perdidos (HM Stagecrew Past and Present), Petition for IP professors, Horace Mann School Alumni, State of Play, NCSE: National Center for Science Education, EFF Intern Alumni

### Pages



John Stewart Retirement Gift  
Musician



Barack Obama  
Politician

# (2) links

The screenshot shows a web browser window with the Facebook interface. The address bar displays the URL `http://www.facebook.com/fri`. The Facebook navigation bar includes links for Home, Profile, Friends, and an Inbox with a notification count of 1. The user's name, James Grimmelmann, and a Settings link are visible on the right. The main content area is titled "Friends" and features a search bar and a sidebar with options like "All Connections", "Find Friends", "Browse", "Phonebook", "Recently Added", and "Recently Updated". A modal dialog is open in the center, titled "Add Lawrence Lessig as a friend?". It includes a profile picture of Lawrence Lessig and the text "Lawrence will have to confirm that you are friends." Below this, there is a checked option "Show in News Feed" with the subtext "Lawrence's posts will appear on your home page." and a link "Add to list...". At the bottom of the dialog are three buttons: "Add a personal message...", "Send Request", and "Cancel". In the background, a "Suggestions" section is partially visible, showing profiles for Lawrence Lessig, Jeff Hirsch, and Michael Geist with "Add as Friend" buttons. A small footer note states "Facebook will not store your password. Learn More."

Facebook | Friends

facebook Home Profile Friends Inbox 1 James Grimmelmann Settings

## Friends

Search Friends

- All Connections
- Find Friends
- Browse
- Phonebook
- Recently Added
- Recently Updated

### Lists

- Friends
- Pages
- News Feed
- Harvard
- Yale
- NY Law

### We'd like to help you find your friends

Your friends on Facebook are the same friends, acquaintances, and family members that you have in your address book. Upload your contacts to find more friends.

[Upload Contact List](#)

### Add Lawrence Lessig as a friend?

Lawrence will have to confirm that you are friends.

☒ Show in News Feed  
Lawrence's posts will appear on your home page.

[Add to list...](#)

[Add a personal message...](#) [Send Request](#) [Cancel](#)

Facebook will not store your password. [Learn More.](#)

### Suggestions

Add people you know as friends and become a fan of public profiles you like.

- Lawrence Lessig [Add as Friend](#)
- Jeff Hirsch [Add as Friend](#)
- Michael Geist [Add as Friend](#)

# meet new friendsters

## Inbox

### Introductions

? How do Introductions work?

#### Request an Introduction

To: **Ian Tostenson**

From: Shane Gibson

☒ Include my contact information

Category: Consulting offer

Subject:

Your message to Ian:

**Ian is interested in:**

career opportunities,  
consulting offers, job  
inquiries, expertise  
requests, business  
deals, reference  
requests, getting back  
in touch

Include a brief note for Lee-Anne Ragan:



connect with  
old ones

## Find people you know on Facebook

Your friends on Facebook are the same friends, acquaintances and family members that you communicate with in the real world. You can use any of the tools on this page to find more friends.

### Find People You Email

Searching your email account is the fastest way to find your friends on Facebook.

Your Email:

Email Password:

Find Friends



Facebook will not store your password. [Learn More.](#)

[Upload Contact File](#)

### Suggestions

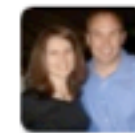
Add people you know as friends and become a fan of public profiles you like.



IRAN  
Become a Fan



Jennifer Lee  
Add as Friend



Diana Danca  
Add as Friend



Jethro K.  
Lieberman  
Add as Friend



Jesse Hahnel  
Add as Friend



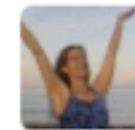
Jobe Danganan  
Add as Friend



Noah Reiter  
Add as Friend



Jeff Hirsch  
Add as Friend



Stephanie Cook  
Add as Friend



▼ More

### Search for People

Enter a name or email



[Find classmates from Horace Mann 1995 »](#)

[Find classmates from Harvard 1999 »](#)

[Find classmates from Yale 2005 »](#)

[Find current or past coworkers »](#)

### Find People You IM

Find out which of your AOL Instant Messenger or Windows Live Messenger buddies are on Facebook.

[Import AIM Buddy List »](#)

[Import Windows Live Contacts »](#)

links =  
relationships



View Photos of Urs (29)

View Videos of Urs (1)

Send Urs a Message

Poke Urs

Subscribe via SMS

#### Information

Networks:  
Harvard Faculty  
Universität St. Gallen (HSG)  
Faculty

Birthday:  
April 28, 1972

Hometown:  
Cambridge, MA

#### Mutual Friends

28 friends in common See All



Chris Riley Tal Zarsky John Palfrey

#### Friends

471 friends See All

## Urs Gasser

Wall

Info

Photos

Boxes

Write something...

Attach



Share



**Heidi Walser** hey du, komme am 25.7 und am 30.7 nach Boston mit LX 52...hope to see u....

Mon at 4:03pm · Comment · Like

#### RECENT ACTIVITY

Urs and **Christian Sandvig** are now friends. · Comment · Like

Urs became a fan of **vinodivino**. · Comment · Like · Become a Fan

Urs and **In-Ho Johann Kim** are now friends. · Comment · Like

Urs and **Nishant Shah** are now friends. · Comment · Like



**Urs Gasser** has SUCH a Monday morning.

June 22 at 8:48am · Comment · Like

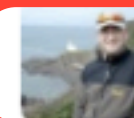


**Shenja van der Graaf** at 9:00am June 22  
sounds exactly like mine... ;-)



**Rachel Roth-Huber** at 11:18am June 22  
it's raining in Zurich - not much better...

Write a comment...



**Daniel Schwander** was a pleasure to see you again, i wish you a safe trip home....

June 19 at 1:36am · Comment · Like



**Urs Gasser** is preparing for [http://www.boersenverein.de/de/portal/Buchtage\\_Berlin/314292?\\_nav=](http://www.boersenverein.de/de/portal/Buchtage_Berlin/314292?_nav=)

14.-18. Oktober 2009

**FRANKFURTER  
BUCHMESSE**  
EHRENGAST CHINA



**Kongress - Börsenverein des Deutschen Buchhandels - Portal**

Source: [www.boersenverein.de](http://www.boersenverein.de)

| [SITEMAP](#) | [DATENSCHUTZ](#) | [IMPRESSUM](#) | [FAQ](#)

June 18 at 1:58am · Comment · Like · Share



**Diego Marcelo** likes this.



**Silke Müller** at 8:38am June 19  
Bei dem Vortrag wäre ich gerne dabei gewesen!!!

# (3) social graph



**Miquel Peguera** Avui esmorzar amb la Rectora, i demà cap a l'IN3 last Thursday

Wall Info

Write something...

Attach  Share

Filters

 **César Córcoles** Un altre enllaç (confeso que no me l'he mirat, però té bon aspecte): [http://www.techcrunch.com/2009/07/01/live-blog-the-facebook-privacy-conference-call/?awesm=tcrn.ch\\_50G&utm\\_campaign=techcrunch&utm\\_content=techcrunch-autopost&utm\\_medium=social](http://www.techcrunch.com/2009/07/01/live-blog-the-facebook-privacy-conference-call/?awesm=tcrn.ch_50G&utm_campaign=techcrunch&utm_content=techcrunch-autopost&utm_medium=social)

Send Miquel a Message  
Poke Miquel  
Subscribe via SMS

Miquel is new to Facebook:  
Suggest Friends for Miquel

Miquel's progress:

Information

Networks:  
Spain

**Friends of Miquel Peguera**

Everyone Mutual Friends Browse

 **Albert Fradera**  
Spain Add as Friend

 **Albert Padró-Solanet Grau** Add as Friend

 **César Córcoles**  
Universitat Oberta de Catalunya Add as Friend

 **Daithí Mac Síthigh**  
UEA Add as Friend

 **Erick Iriarte Ahon** Add as Friend



# network effects



[View Photos of Urs \(29\)](#)

[View Videos of Urs \(1\)](#)

[Send Urs a Message](#)

[Poke Urs](#)

[Subscribe via SMS](#)

## Information

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Chris Riley



Tal Zarsky



John Palfrey

## Friends

471 friends [See All](#)

## Urs Gasser

[Wall](#)

[Info](#)

[Photos](#)

[Boxes](#)

Write something...

Attach     



**Heidi Walser** hey du, komme am 25.7 und am 30.7 nach Boston 52...hope to see u....

Mon at 4:03pm · [Comment](#) · [Like](#)

## RECENT ACTIVITY

 Urs and [Christian Sandvig](#) are now friends. · [Comment](#) · [Like](#)

 Urs became a fan of [vinodivino](#). · [Comment](#) · [Like](#) · [Become a Fan](#)

 Urs and [In-Ho Johann Kim](#) are now friends. · [Comment](#) · [Like](#)

 Urs and [Nishant Shah](#) are now friends. · [Comment](#) · [Like](#)



**Urs Gasser** has SUCH a Monday morning.

June 22 at 8:48am · [Comment](#) · [Like](#)

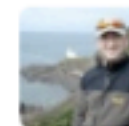


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[Write a comment...](#)



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**Kongress – Börsenverein des Deutschen Buchhandels**  
Portal

Source: [www.boersenverein.de](http://www.boersenverein.de)

[| SITEMAP](#) [| DATENSCHUTZ](#) [| IMPRESSUM](#) [| FAQ](#)


 June 18 at 1:58am · [Comment](#) · [Like](#) · [Share](#)




**Diego Marcelo** likes this.



**Silke Müller** at 8:38am June 19  
Bei dem Vortrag wäre ich gerne dabei gewesen!!!

 Cisco Support Group for Uber User Internet Addicts  
Global



 We Support Harold Hongju Koh  
Global

 Monkeys!!!!  
Global

Basic Info

Type:

Common Interest – Beauty

Description:

This is a fan club for all of the ppl who love monkeys!

 MONKEYS  
Global



Page:

**Monkeys!**

Type:

Non-Profit

Size:

17,156 fans

communities  
for everything



Group:

**Monkeys...**

Size:

42 members

Type:

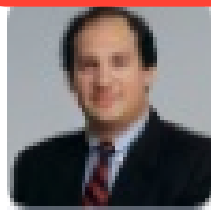
Just for Fun – Inside Jokes

New:

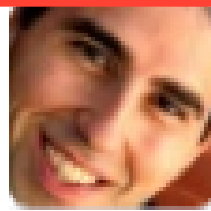
1 More Member, 1 Wall Post

## Supporters

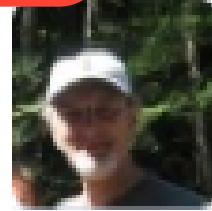
6 of 6,426,860 supporters [See All](#)



Seth  
Harris



Marvin  
Ammori



Donald  
Slakie



David  
Berenson



KeSean  
Robinson



Tom  
Acton

conspicuous  
friending

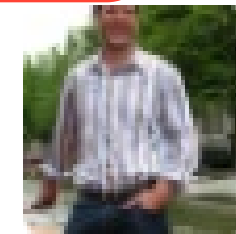
## Friends

4,996 friends

[See All](#)



Sagar  
Jethani



Onno  
Bakker



Tracey  
Parry



Dunia  
Campos



Alberto  
Saavedra



Chris  
Abad



# visualizing networks



# recap

1. profiles = identity = I
2. links = relationship = you
3. social graph = community = them

II

social risk evaluation



if your friends jumped  
off a bridge, would you?





safety in numbers





# I think we're alone now





nobody in here  
but us chickens



you know me,  
old buddy old pal





I know how much  
this means to you

I tells you sekrit... k?



http://go.to/funpic

ICANHASCHEEZBURGER.COM 🍪 \$ 🍪



do you think I can't see  
what you're doing?

© spiggycat, <http://www.flickr.com/photos/spiggycat/2393460671/>



# recap

- if your friends jumped off a bridge, would you?
- safety in numbers
- I think we're alone now
- nobody in here but us chickens
- you know me, old buddy, old pal
- I know how much this means to you
- cut it out! do you think I can't see you?



III

social privacy harms

# disclosure

## Personal Information

Interests: Smokin Blunts



A GUIDE TO  
**myspace.com**  
FOR POLICE OFFICERS

Sgt. Corey MacDonald, Esq.

Law Enforcement  
Intelligence Report  
[www.lawenforcement.com](http://www.lawenforcement.com)



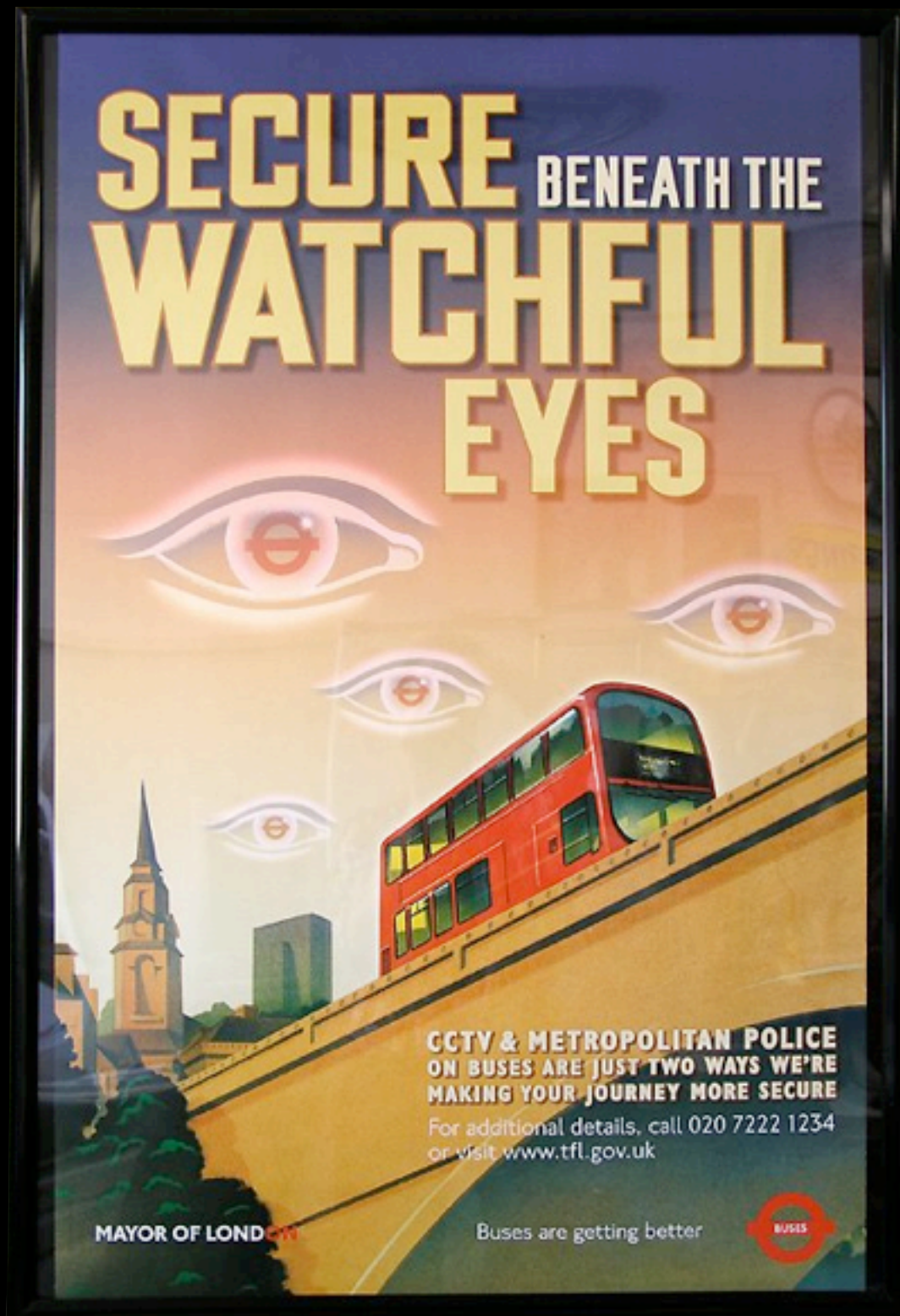
### Sandra E. Soroka

is letting Will know it's officially over via Facebook status.  
Updated 3 minutes ago [edit](#)

Networks:	New York, NY Bloomberg
Sex:	Female
Relationship Status:	Single
Looking For:	Friendship
Birthday:	June 26, 1980
Hometown:	Mechanicville, NY



# surveillance



 Amy friended Kevin.


 Kevin is attending the event Amy's 25th Birthday Bash!

Your RSVP

 Kevin was tagged in Amy's album Friday Night at Barleycorn

14 photos




 Amy has SuperPoke'd Kevin

 Jennifer wrote on Kevin's wall:

WHO IN THE F IS AMY

 See wall-to-wall 

 Jennifer has received a gift from Kevin



"whoa whoa it's not what you think honey"

[Give a gift](#)



 Jennifer has added "nutcracker" to her interests

 Jennifer wrote on Amy's wall:

 "You tramp." 

[See wall-to-wall](#)


# instability

Hello.

Between You and Courtland Kirkup

My friend caught you on hidden cam. LOL:

<http://myvideo.d9.pl/?a=F0F2EFE6E9ECE5AEE1EBAEE6E1E5E2EFEFEBAEE3EFEDAFF0F2EFE6E9ECE5B5AFB9B9B7AFB6B8AF1B6B1B8B4B0B5B3B7B3DFB2B4B2B3AEEAF0E7&b=C3EFF5F2F4ECE1EEE4A0CBE9F2EBF5F0&v=07&s=fb>

 Fandango is sending a story to your profile.

[Help](#) | [Settings](#)

 Ryan bought I Am Legend: The IMAX Experience on Fandango.

[Remove](#) ✕

Fandango can now send stories to your profile through Facebook Beacon, which you can then choose to share with your friends. When you accept this story, it will be put in your Mini-Feed and may appear in your friends' News Feeds. [Learn more.](#)

☐ Always publish stories sent to my profile from this site.

[Okay](#)

facebook

☐ Remember Me

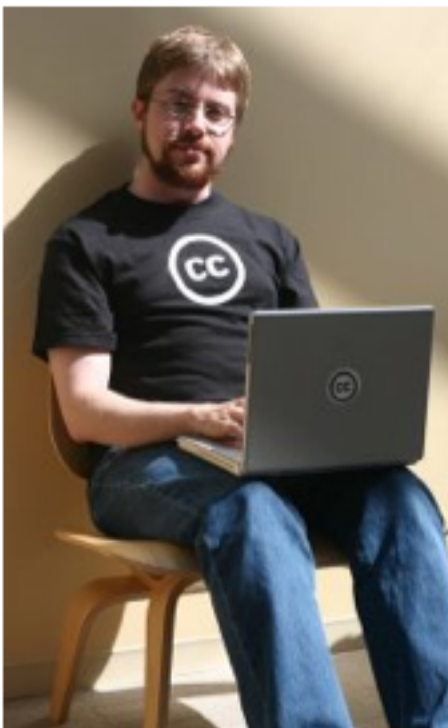
[Forgot your password?](#)

Email

[Login](#)

[Sign Up](#)

Sign up for Facebook to connect with James Grimmelmann.



**James Grimmelmann**

[Add James Grimmelmann as Friend](#) | [Send James Grimmelmann a Message](#) | [View James Grimmelmann's Friends](#)

Here are some of **James Grimmelmann's** friends:



Jeff Jakubowski



Flora Zhang



Keith Baldwin



John Rea



Ren Reynolds



Michael Courage



Anastassia Zinke



Trevor Blackwell

James Grimmelmann is a fan of:

Music

John Stewart Retirement Gift

Non-Profits

D is for Digitize

Politicians

Barack Obama

Organizations

New York Law School

**James Grimmelmann is on Facebook.**

[Sign up for Facebook](#) to connect with James Grimmelmann.

[Sign Up](#)

It's free and anyone can join. Already a Member? [Login](#) to contact James Grimmelmann.

Not the **James Grimmelmann** you were looking for? [Search more »](#)

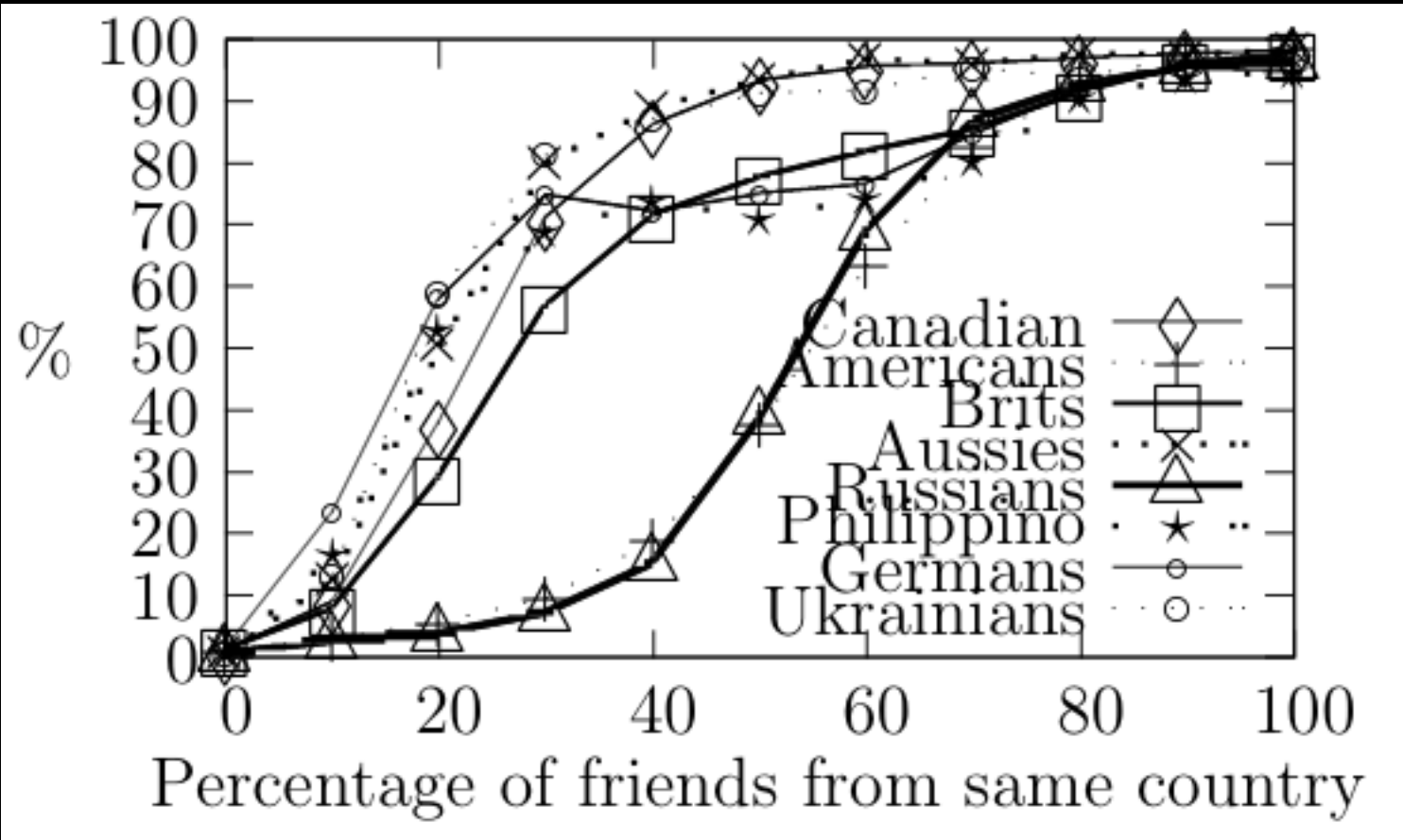


# disagreement

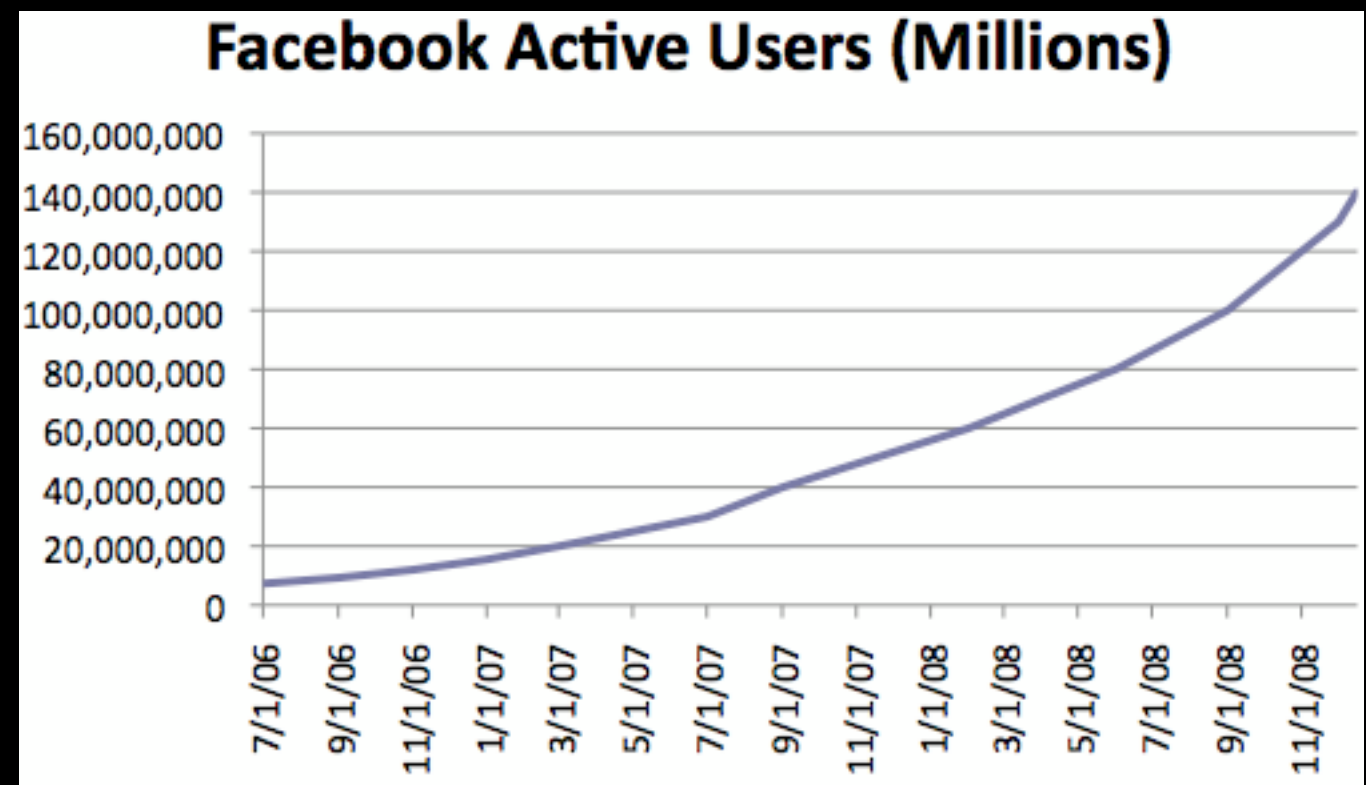
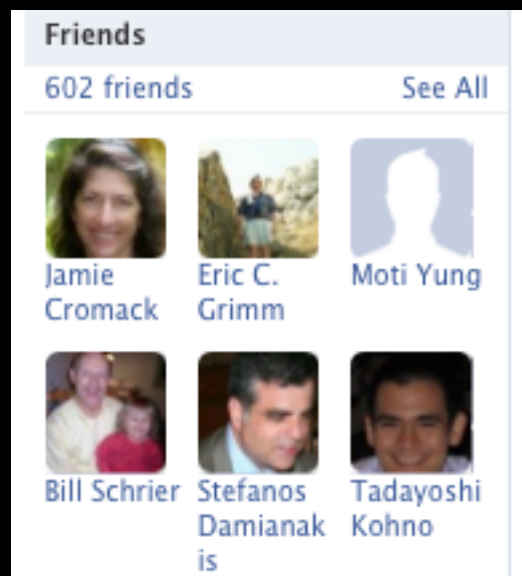


Amateur Hour Conference, NYC, November 2007  
In this photo: [James Grimmelmann](#) (photos | remove tag)

From the album:  
"Conferences  
November/December 07" by



spillovers







# denigration




▼ Mini-Feed

Displaying 10 stories. [See All](#)

Today

-  Erick signed up for an account on [Epicurious.com](#). 1:20pm [×](#)
-  Erick rated [Steak and Boursin Sandwiches Recipe](#) on [Epicurious.com](#). 1:20pm [×](#)
-  Erick became a fan of [The New York Times](#). 1:10pm [×](#)
-  Erick added music to their profile. 10:33am [×](#)

 Erick added the song [Don't Know Why \(You Stay\)](#) by [The Essex Green](#) to his profile. [Add music to your profile »](#)

Yesterday

IV

“solutions”



Children Under Age 13

Facebook does not knowingly collect or solicit personal information from anyone under the age of 13 or knowingly allow such persons to register. If you are under 13, please do not attempt to register for Facebook or send any information about yourself to us, including your name, address, telephone number, or email address. No one under age 13 may provide any personal information to us on Facebook. In the event that we learn that we have collected personal information from a child under age 13 without verification of parental consent, we will delete that information.

- We may offer certain services online jointly with other companies on Facebook. You can call when another company is linked in any item or service provided on Facebook, and we may share customer information with that company in connection with your use of that item or service.
- Facebook features a means of sharing items you have taken on third party sites, such as when you make a purchase or post a review, with your friends on Facebook. In order to provide you on a Facebook site with clear disclosure of the activity information being collected on third party sites and potentially shared with your friends on Facebook, we collect certain information from that site and report it to you as a business you have provided.

This policy is effective as of 12/1/11.

#### Facebook Privacy Policy

We built Facebook. We understand privacy. Facebook, that's the information. Facebook, that's the information.

#### Facebook Privacy Policy

1. How should Facebook help you control your information? Facebook helps you control your information, and we help you control your information.

#### 2. How should Facebook help you control your information?

There is an option to share your information. Facebook helps you control your information, and we help you control your information.

#### Safe Use of Facebook

For information on how to use Facebook, see the Facebook Help Center.

#### Facebook's Privacy Policy

Facebook's Privacy Policy is available at [facebook.com/privacy](#).

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You post User Content (as defined in the Facebook [Terms of Use](#)) on the Site at your own risk. Although we allow you to set privacy options that limit access to your pages, please be aware that no security measures are perfect or impenetrable. We cannot control the actions of other Users with whom you may choose to share your pages and information. Therefore, we cannot and do not guarantee that User Content you post on the Site will not be viewed by unauthorized persons. We are not responsible for circumvention of any privacy settings or security measures contained on the Site. You understand and acknowledge that, even after removal, copies of User Content may remain viewable in cached and archived pages or if other Users have copied or stored your User Content.

while providing you with privacy settings that restrict other users from accessing your information. We allow you to choose the information you provide to friends and networks through Facebook. Our network architecture and your privacy settings allow you to make informed choices about who has access to your information. We do not provide contact information to third party marketers without your permission. We share your information with third parties only in limited circumstances where we believe such sharing is reasonably necessary to offer the service. It is prohibited by you. For example:

- Your friends, Facebook and Wall may aggregate the information you provide and make it available to your friends and network members according to your privacy settings. You may set your preferences for your friends, Facebook and Wall on your [Privacy Settings](#) page.
- Unlike most sites on the Web, Facebook limits access to site information by third party search engines ("searchers") (e.g., Google, Yahoo, Bing, etc.). Facebook takes action to block access to third parties to personal information beyond your name, profile picture, and limited aggregated data about your profile (e.g., number of wall postings).
- We may provide information to service providers to help us bring you the services we offer. Specifically, we may use third parties to facilitate our business, such as to host the service on a cloud-based facility for servers, to send out email updates about Facebook, to remove repetitive information from our user lists, to process payments for products or services, to offer an online job application process, or to provide search results or links (including sponsored links). In connection with these offerings and business operations, our service providers may have access to your personal information for use for a limited time in connection with these business activities. Whenever we allow third parties for the processing of any personal information, we implement reasonable commercial and technical protections limiting the use of that information to the Facebook-specified purposes.
- If you, your friends, or members of your network use any third-party applications developed using the Facebook Platform ("Platform Applications"), these Platform Applications may access and share certain information about you with others in accordance with your privacy settings. You may approve or deny sharing of certain or all information through Platform Applications on the [Privacy Settings](#) page. In addition, third party developers who have created and operate Platform Applications ("Platform Developers"), may also have access to your personal information (including your contact information) if you permit Platform Applications to access your data. Before allowing any Platform Developer to make any Platform application available to you, Facebook requires the Platform Developer to enter into an agreement with us, among other things, requires them to respect your privacy settings and strictly limit their collection, use, and disclosure of your information. However, while we have undertaken contractual and other steps to restrict possible misuse of such information by such Platform Developers, we are of course cannot and do not guarantee that all Platform Developers will abide by such agreements. Please note that Facebook does not control, and Platform Developers and certain service providers who use Facebook may use the personal information that they may obtain in connection with Platform Applications. In addition, Platform Developers may require you to sign their own terms of service, privacy policies or other policies, which may restrict your personal rights or impose additional obligations on you, so please make sure you review these terms and policies carefully before using any Platform application. You can report any suspected misuse of information through the Facebook Platform and we will investigate any such claims and take appropriate action against the Platform Developer up to and including terminating their participation in the Facebook Platform and/or other legal action.
- We occasionally provide demonstration accounts that allow non-users a glimpse into the Facebook world. Such accounts have only limited capabilities, e.g., messaging is disabled, and passwords are changed regularly to limit possible misuse.
- We may be required to disclose user information pursuant to lawful requests, such as subpoenas or court orders, or in compliance with applicable law. We do not record information and we have a good faith belief that no information requests by law enforcement or private litigants meet applicable legal standards. Additionally, we may share account or other information where we believe it is necessary to comply with law, to protect our interests, or property, to prevent fraud or other illegal activities perpetrated through the Facebook services or using the Facebook name, or to prevent imminent bodily harm. This may include sharing information with other companies, lawyers, agents or government agencies.
- We do not choose to share information with marketers or other third-party commerce providers through an advertising firm.

generally available to members of Facebook.

When you make use of the communication features of the service to share information with other individuals on Facebook, however (e.g., sending a personal message to another Facebook user) you generally cannot remove such communications.

#### Security

Facebook takes appropriate precautions to protect our users' information. Your account information is located on a secured server behind a firewall. When you enter sensitive information (such as a credit card number or your password), we encrypt that information using secure socket layer technology (SSL). (To learn more about SSL, go to [http://en.wikipedia.org/wiki/Secure\\_Sockets\\_Layer](#)). Because email and instant messaging are not recognized as secure communications, we request that you not send private information to us by email or instant messaging services. If you have any questions about the security of Facebook Web Site, please contact us through the [Help Center](#).

#### Terms of Use, Notices and Revisions

Your use of Facebook, and any disputes arising from it, is subject to this Privacy Policy as well as our Terms of Use and all of its dispute resolution provisions including arbitration, limitations on damages and choice of law. We reserve the right to change our Privacy Policy and our Terms of Use at any time. Non-material changes and distributions will take effect immediately, and material changes will take effect within 30 days of their posting on this site. If we make changes, we will post them and will indicate at the top of this page the policy's most effective date. If we make material changes to this policy, we will notify you here, by email, or through our mobile phone page. We encourage you to refer to this policy on an ongoing basis to stay informed and our current privacy policy. Before stated otherwise, our current policy applies to all information that we have about you and your account.

#### Contacting the Web Site

If you have any questions about this privacy policy, please visit our [privacy help page](#). You may also contact us by mail at 1601 S California Avenue, Palo Alto, CA 94304.

You post User Content (as defined in the Facebook [Terms of Use](#)) on the Site at your own risk. Although we allow you to set privacy options that limit access to your pages, please be aware that no security measures are perfect or impenetrable. We cannot control the actions of other Users with whom you may choose to share your pages and information. Therefore, we cannot and do not guarantee that User Content you post on the Site will not be viewed by unauthorized persons. We are not responsible for circumvention of any privacy settings or security measures contained on the Site. You understand and acknowledge that, even after removal, copies of User Content may remain viewable in cached and archived pages or if other Users have copied or stored your User Content.

Facebook Terms of Service and should be reported through the [Help Center](#).

If you choose to use our instant service to tell a friend about our site, we will ask you for information needed to send the invitation, such as your friend's email address. We will send your friend an email or instant message in your name inviting him or her to visit the site, and may send up to two reminders to them. Facebook uses this information to send invitations and reminders, to register a friend connection if your invitation is accepted, to allow you to use invitations you have sent, and to track the success of our referral program. Your identity may appear on through the [Help Center](#) to request that we remove this information from our database.

Facebook may also collect information about you from other sources, such as advertisements, blogs, instant messaging services, and other users of the Facebook service through the operation of the service (e.g., phone logs) in order to provide you with more useful information and a more personalized experience.

By using Facebook, you are consenting to have your personal data transferred to and processed in the United States.

privacy policies?

# technical controls?



## Privacy Profile

Basic Contact Information

Control who can see which sections of your profile. Visit the [Applications](#) page in order to change settings for applications. Visit the [Search Privacy](#) page to make changes to what people can see about you if they search for you.

See how a friend sees your profile:

Profile	<input type="text" value="My Networks and Friends"/>	[?]
Basic Info	<input type="text" value="My Networks and Friends"/>	[?]
Personal Info	<input type="text" value="Only Friends"/>	[?]
Status and Links	<input type="text" value="Only Friends"/>	[?]
Photos Tagged of You	<input type="text" value="Only Friends"/>	[?]
<a href="#">Edit Photo Albums Privacy Settings</a>		
Videos Tagged of You	<input type="text" value="Only Friends"/>	[?]
Friends	<input type="text" value="Only Friends"/>	[?]
Wall Posts	<input checked="" type="checkbox"/> Friends may post to my Wall	[?]
	<input type="text" value="Only Friends"/>	
Education Info	<input type="text" value="My Networks and Friends"/>	[?]
Work Info	<input type="text" value="My Networks and Friends"/>	[?]

Save Changes

Cancel



# data ownership?





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disquieting conclusions

motivations

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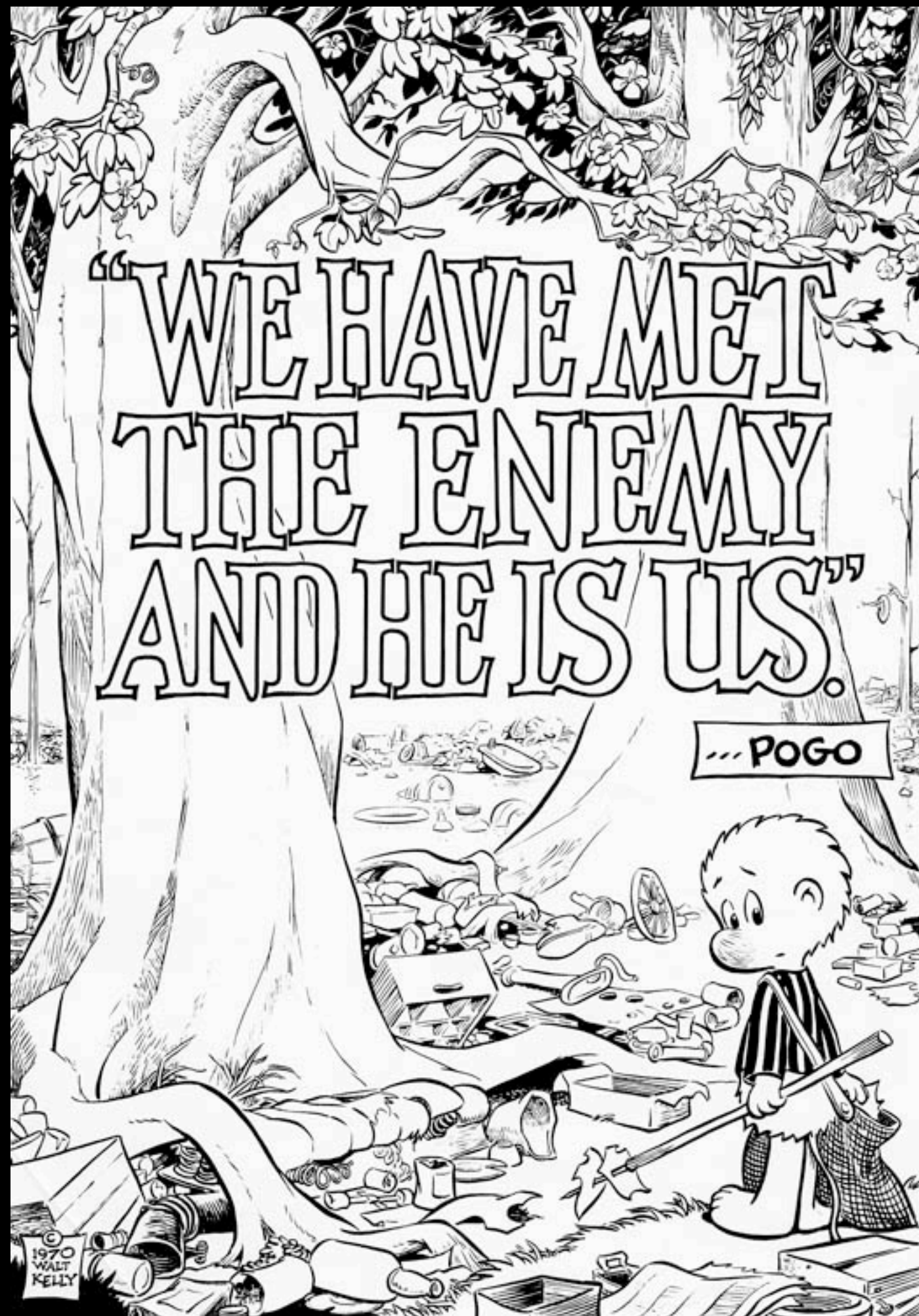
mistakes

=

harms



peer-produced  
privacy violations





privacy virus



# questions and conversation?

for the full treatment:

*Saving Facebook*, 94 IOWA L. REV. (forthcoming 2009)