

**facebook**



# The Importance of Being Open



Thoughts about good  
Communication in Privacy

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Facebook Ireland





1.49B  
active users every  
month

1.31B  
of these are  
mobile

83.1%  
are outside the US  
and Canada

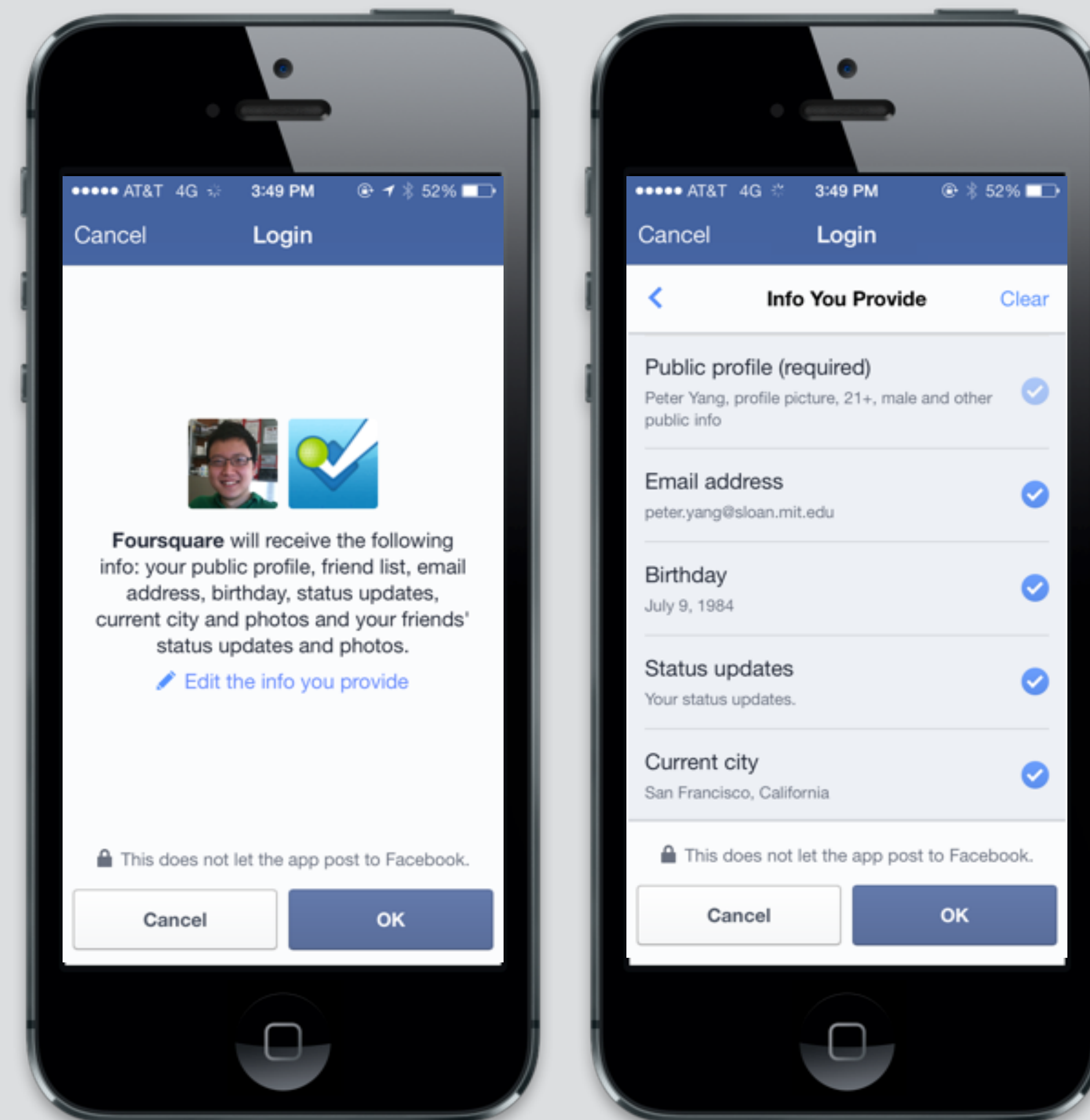
**OUR MISSION** is to make the world more open and connected.



# Trust



**PRIVACY IS FUNDAMENTAL** to building products that connect people and is core to everything we do at Facebook.



**COMMUNICATION IS FUNDAMENTAL TO PRIVACY** to provide people with choice and empower them to share

# Communicating Privacy



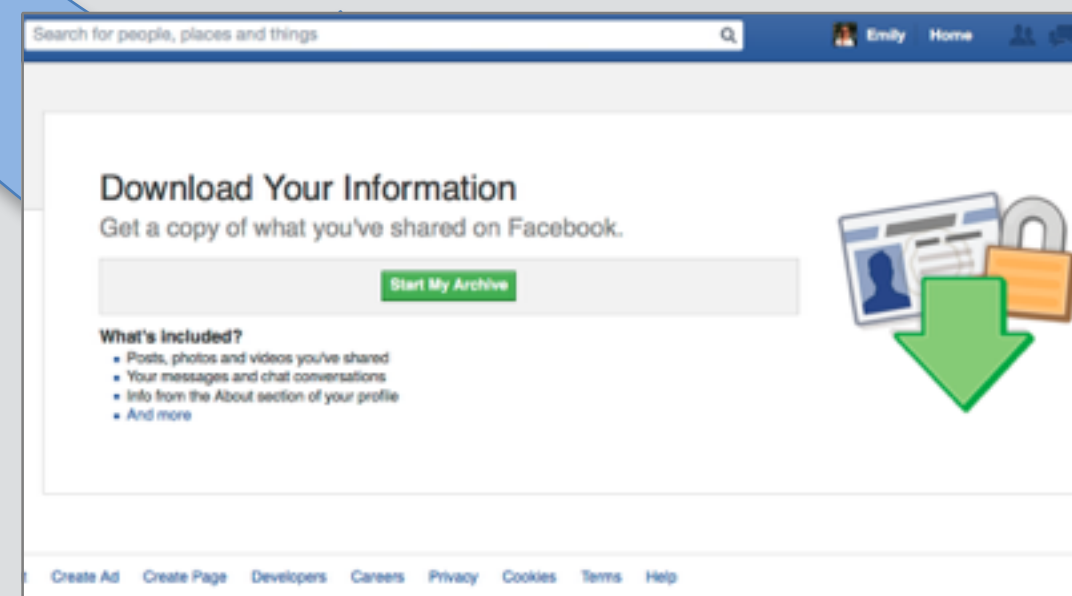
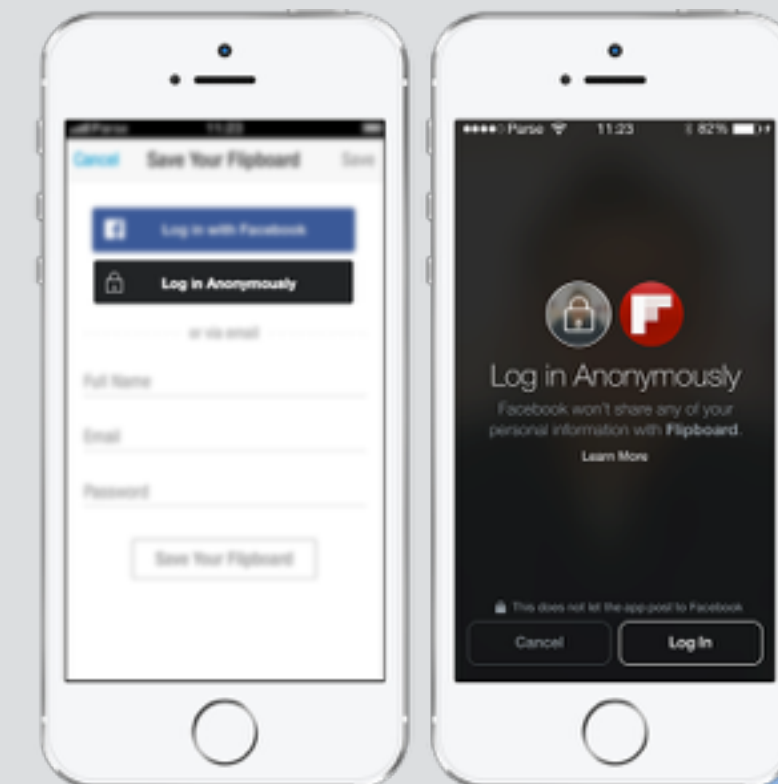
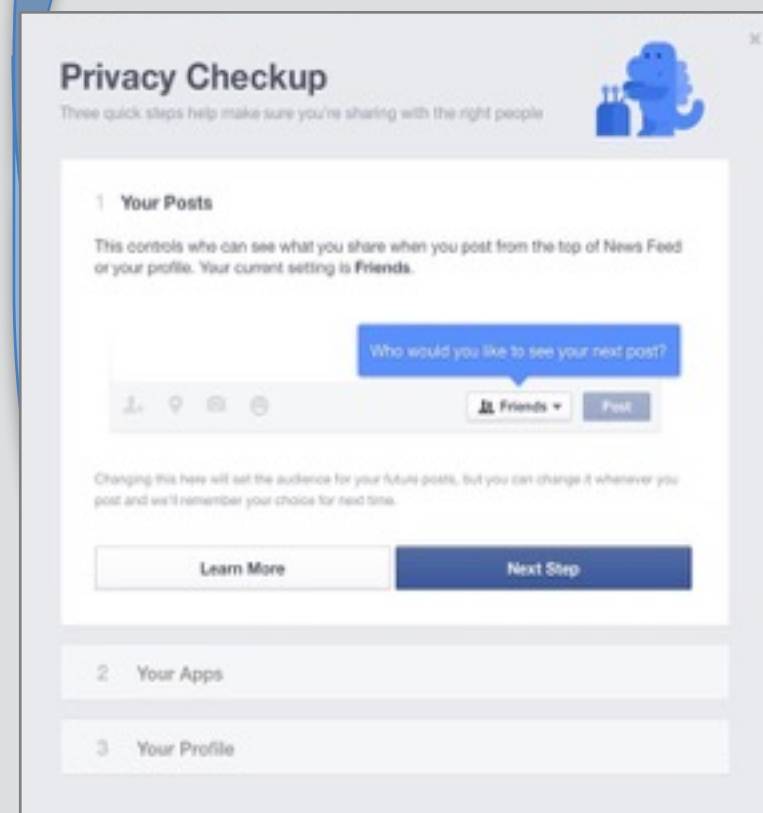
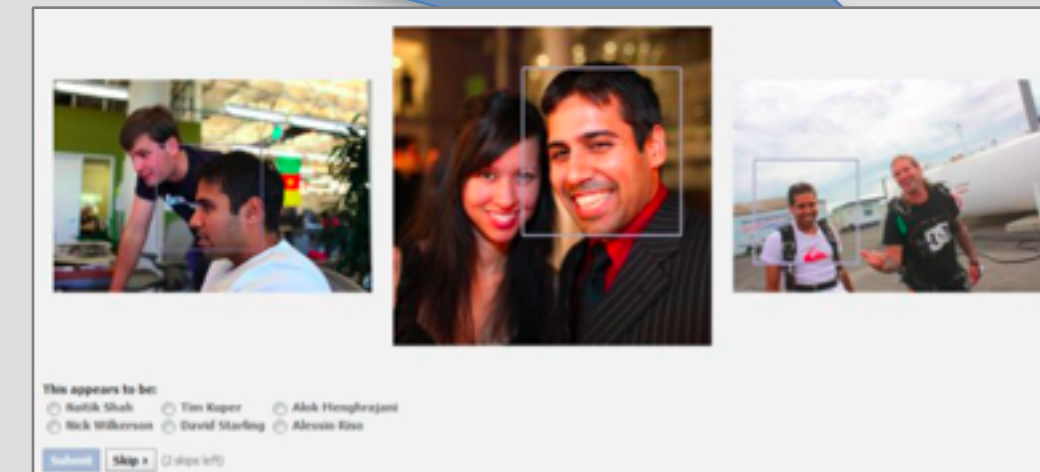
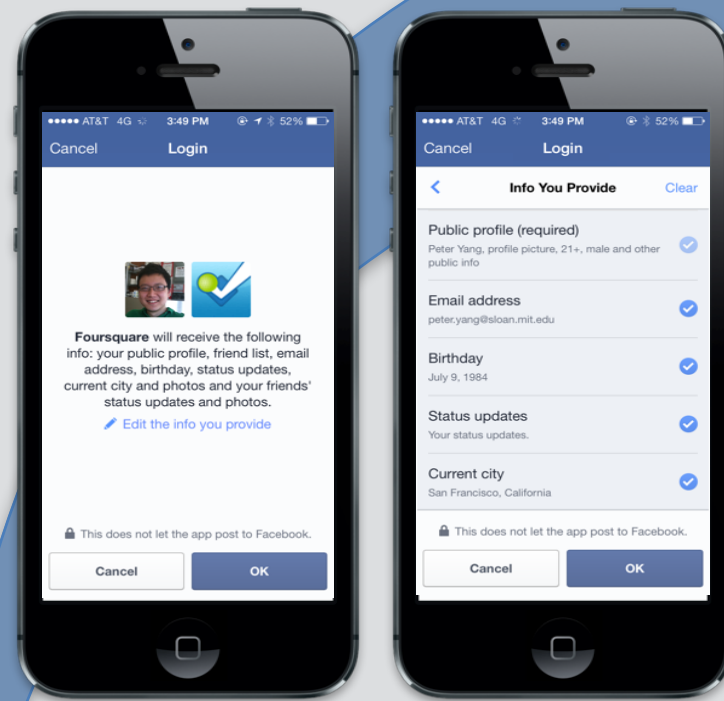
# Challenges

- **Privacy is quite an abstract concept**; many people have many ideas about what it is supposed to be!
- **Privacy is highly individual** and peoples' approaches are subjective.
- **Privacy is an emotional subject** for many people.

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**OUR COMMUNICATION MUST CONSIDER THESE ISSUES** to provide people with choice and empower them to share

# People First



## Choose Trusted Contacts

Choose 3 to 5 friends that you can call for help if there's ever a problem with your account. For your security, we'll notify any new contacts that you add. [?]

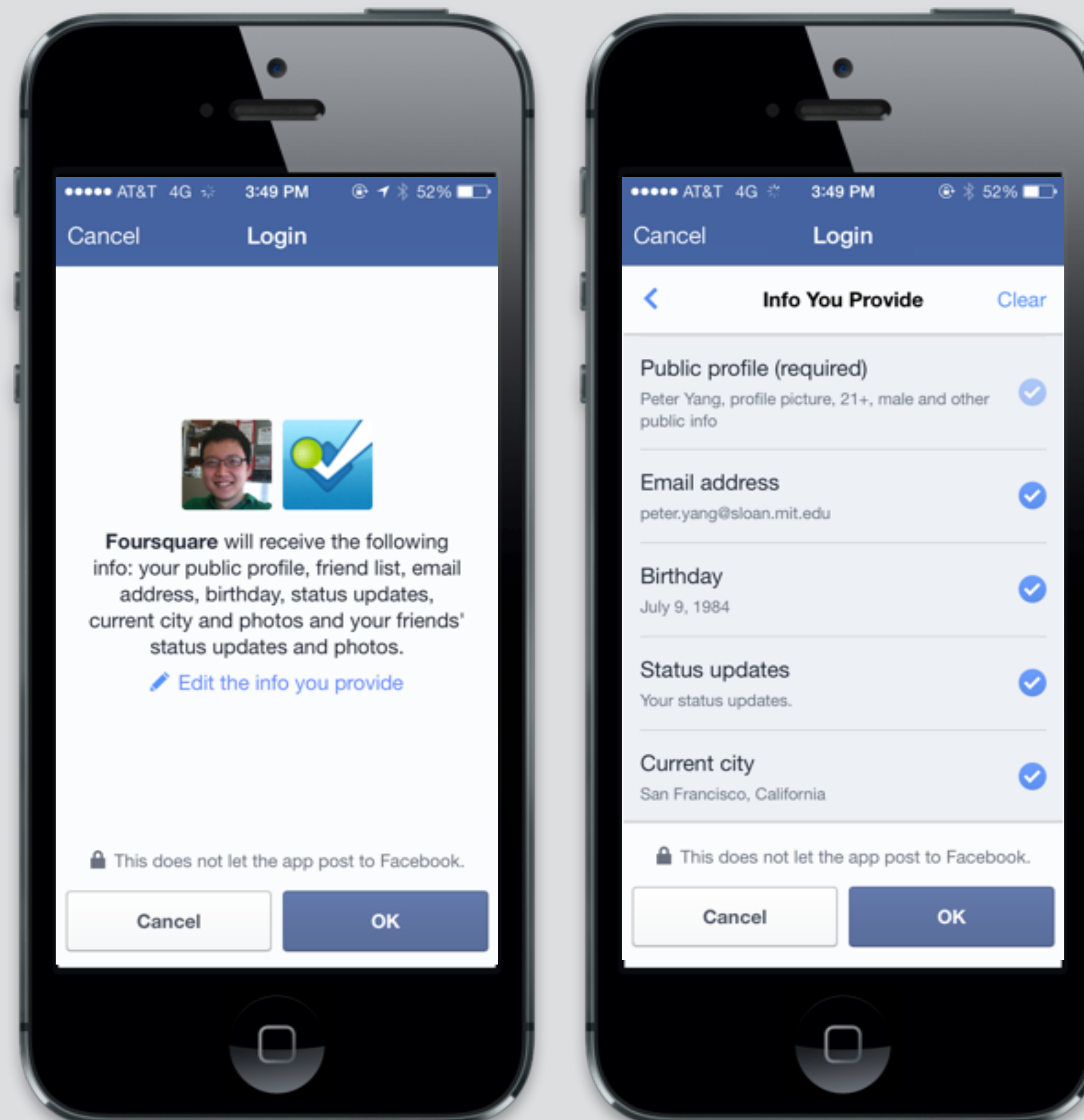
Edward Palmieri



Edward Palmieri



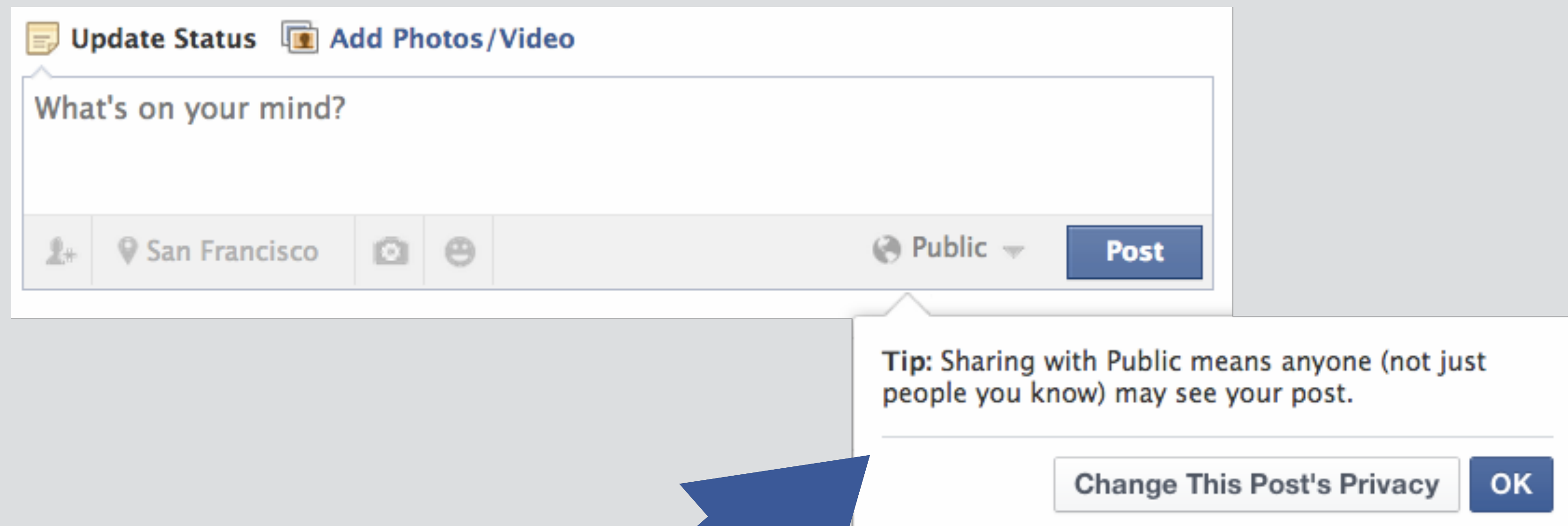
# Granular Permissions with Facebook Login





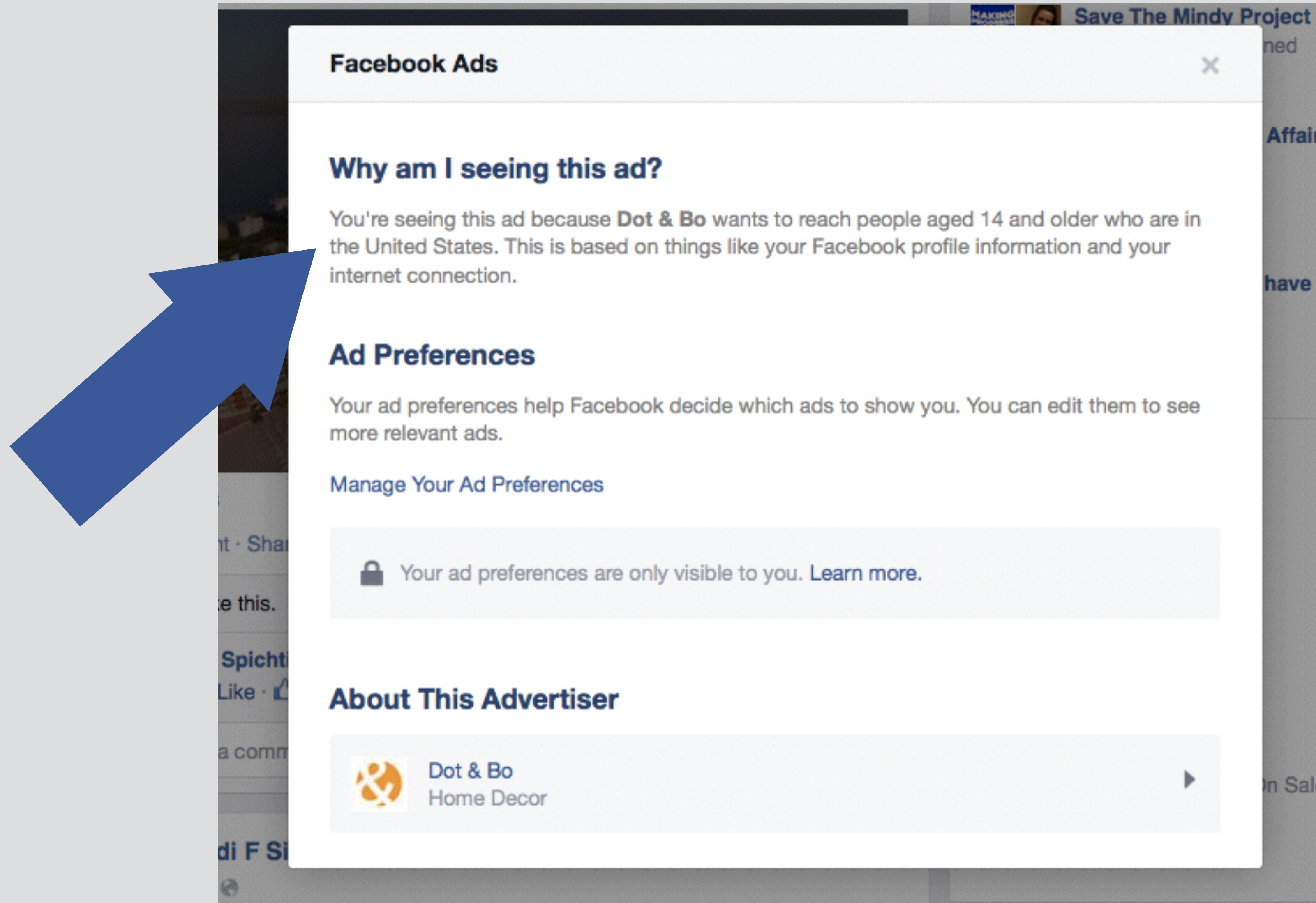
# In-line communication

Communicating information right when and where a user expects and needs it.





# Ad Preferences



**Facebook Ads** ✕


**Why am I seeing this ad?**

You're seeing this ad because **Dot & Bo** wants to reach people aged 14 and older who are in the United States. This is based on things like your Facebook profile information and your internet connection.


**Ad Preferences**

Your ad preferences help Facebook decide which ads to show you. You can edit them to see more relevant ads.

[Manage Your Ad Preferences](#)

 Your ad preferences are only visible to you. [Learn more.](#)

**About This Advertiser**

 **Dot & Bo**  
Home Decor ▶



### Your Ad Preferences

Your ad preferences help Facebook decide which ads to show you. You can edit them to see more relevant ads. [Learn more.](#)

Add Preference

Browse

▶ BUSINESS AND INDUSTRY 63

▶ EDUCATION 15

▶ ENTERTAINMENT 2

▶ FAMILY AND RELATIONSHIPS 1

▶ FITNESS AND WELLNESS 1

▶ FOOD AND DRINK 6

▶ HOBBIES AND ACTIVITIES 13

▶ LIFESTYLE AND CULTURE 30

▶ NEWS AND ENTERTAINMENT 61

▶ OTHER 52

▶ PEOPLE 26

▶ PLACES AND EVENTS 2

▶ SHOPPING AND FASHION 4

▶ SPORTS AND OUTDOORS 2

### Facebook Ads



Your Information and Facebook Ads

### Suggested Ad Preferences

Add things you are interested in to see ads that are more useful and relevant.

Promotion (marketing)

Viral marketing

Sales promotion

Drama movies

[View all suggestions](#)

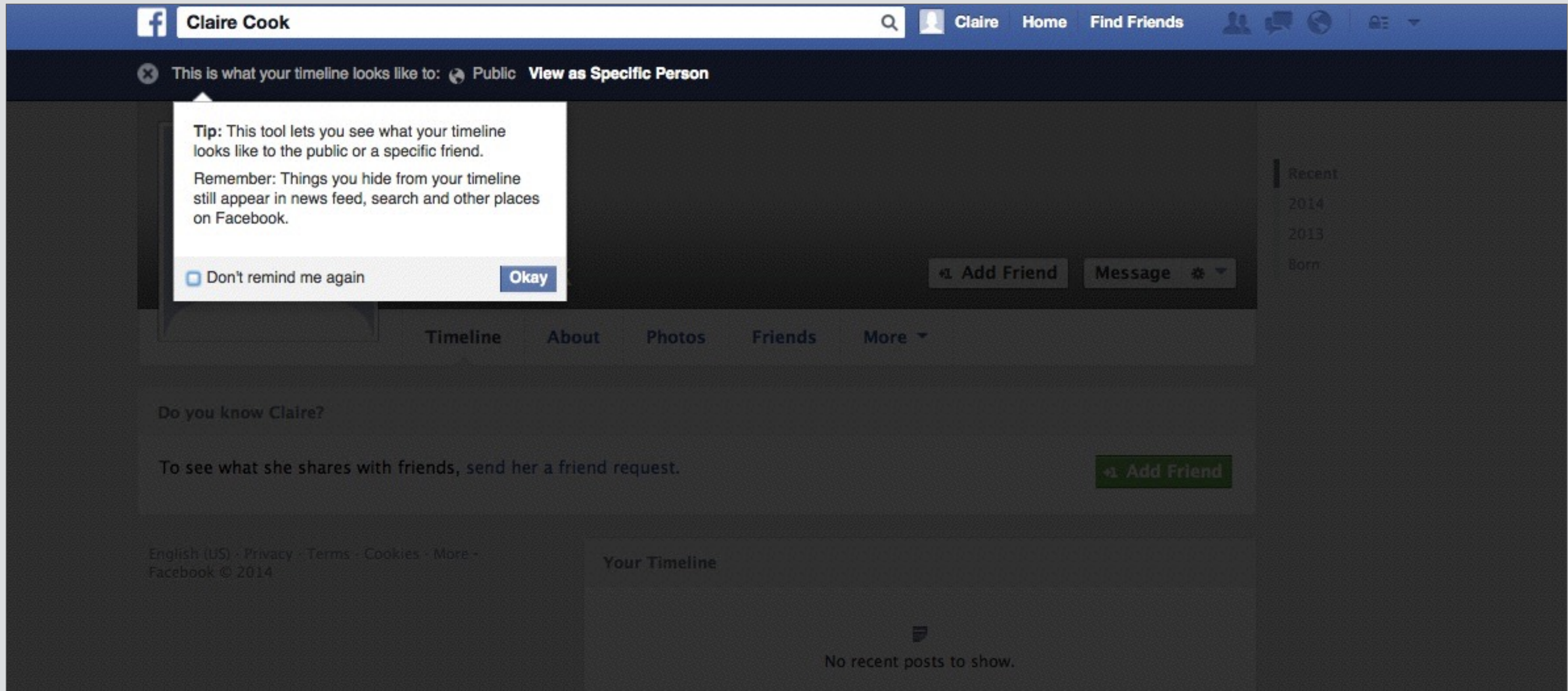


# Activity Log

The image shows a Facebook profile for Erin Egan. The profile picture is a woman with brown hair. The cover photo shows two people running on a beach at sunset. The name 'Erin Egan' is displayed. Navigation tabs include Timeline, About, Photos (94), Friends (505), and More. A dropdown menu is open from the 'Activity Log' button, showing options: View As..., Timeline Settings, and Add a Badge to Your Site. Below the profile, a post by Adele is visible with the text 'Which musicians do you like?'. An 'Activity Log' sidebar is open, listing categories: All, Timeline Review, Tag Review, Your Posts, Posts You're Tagged..., Posts by Others, Posts You've Hidden, Photos, Photos of You, Your Photos, Likes, Comments, About, Friends, Notes, Music, News, Video, and Games. The 'Photos' category is selected. The main content area shows a photo of a city at night with the caption 'SNOW DAY!!! (Snow day?)'. A sharing menu is open over the photo, showing 'Shared with: See All' and 'On timeline: All (Hidden or Visible)'. The menu options are: See All (checked), Public, Friends of Friends, and Friends. The date 'January 21' is visible above the photo. Below it, another post is partially visible with the text 'Emily Sharpe was tagged in Nicole Jackson Colaco's photo.'



# View as...





# Download Your Information

## Download Your Information

Get a copy of what you've shared on Facebook.

[Start My Archive](#)

**What's included?**

- Posts, photos and videos you've shared
- Your messages and chat conversations
- Info from the About section of your profile
- And more



FAVORITES

Dropbox (Facebook)

All My Files

AirDrop

Applications

Desktop

Documents

Downloads

DEVICES

Remote Disc

SHARED

All...

TAGS

Name	Date Modified	Size
▶ html	Sep 27, 2014, 11:18 AM	--
▶ index.htm	Sep 27, 2014, 11:18 AM	9 KB
▶ photos	Sep 27, 2014, 11:18 AM	--
▶ videos	Sep 27, 2014, 11:18 AM	--



# The necessity for ad-hoc communications



# Case study: The Privacy Checkup

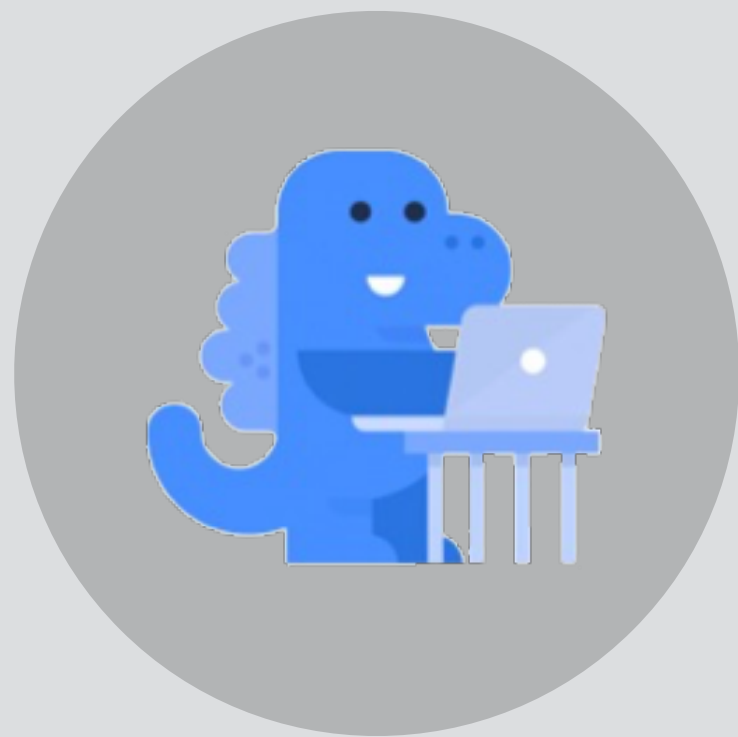


# Choice and control

- People who use Facebook want **control** over what they share, so we build our products to give them exactly that. We're focused on helping people **understand how to use** the tools we've created so they can make **informed decisions** and control their experience.
- **Nearly 9 in 10 people (86%)** who start the Privacy Checkup finish all three steps.

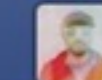


# Post check-up



**GOAL:** Alert people during the generation of a particular post to make sure they're sharing with just who they want.





**Charlie Deets**  
Edit Profile

**News Feed**

Messages

Events

Photos

Find Friends

APPS

Games

Pokes

Gifts

Games Feed

Music

Notes

PAGES

Create a Page...

Pages Feed

Like Pages



Update Status



Add Photos/Video

What's on your mind?

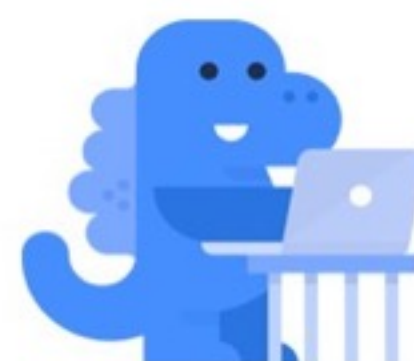


**Laura Javier** ▶ **Matej Hrescak**

26 mins ·

Privacy Checkup

Skip



Hi Charlie — Sorry to interrupt. You haven't changed who can see your posts lately, so we just wanted to make sure you're sharing this post with the right audience. (Your current setting is Public, though you can change this whenever you post.) [Learn more.](#)

Who do you want to share this post with?

Friends

Public

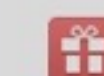
More Options



Like · Comment · Share



Write a comment...



**Jonathon Toon's** birthday is today



**6 events** this week

TRENDING

[Learn More](#)

**Jon Stewart:** The Curious Case of Flight  
370

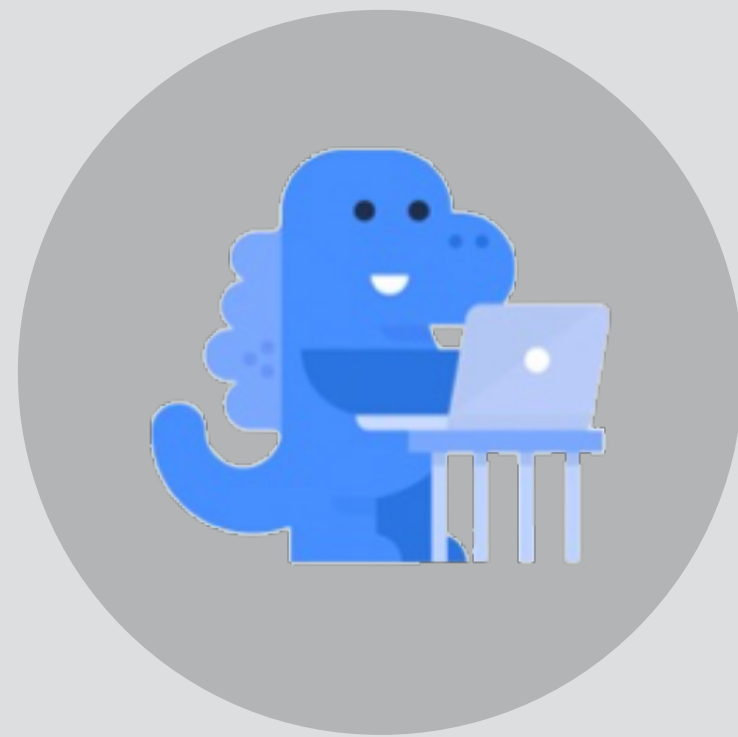
**Prometheus:** 'Prometheus' Sequel Moving  
Runner' Writer

umsfeld: 'A Trained  
Than Obama

ms · Cookies · More ▾



# Settings check-up



**GOAL:** Help people check some key privacy settings to make sure they're sharing with just who they want.





Search for people, places and things



Charlie

Home

Find Friends



**Charlie Deets**  
Edit Profile



Welcome



News Feed



Messages



Events



Find Friends

#### FRIENDS



Close Friends



Acquaintances



Family



Update Status



Add Photos/Video



Friends

Post



**Paddy Underwood** and 2 others



4 events this week

#### PEOPLE YOU MAY KNOW

See All



**Justin Kerekes**  
12 mutual friends



Add Friend



**Jonathon Paul**  
5 mutual friends



Add Friend

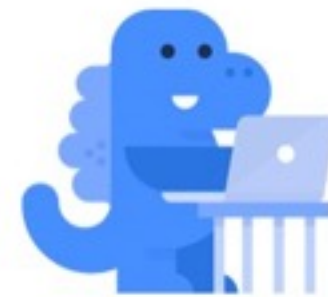
a Burke

mutual friends



Add Friend

#### Privacy Checkup



**Hi Charlie!**

We have a new tool that helps you quickly review a few of your privacy settings to make sure they're set up the way you want.

It should take a minute or two to use. Do you want to check it out?

No Thanks

Let's Do It!



Search for people, places and things



Charlie

Home

Find Friends



**Charlie Deets**  
Edit Profile



Update Status



Add Photos/Video



**Paddy Underwood** and 2 others



Welcome



News Feed



Messages



Events



Find Friends

FRIENDS



Close Friends



Acquaintances



Family

See All



Add Friend



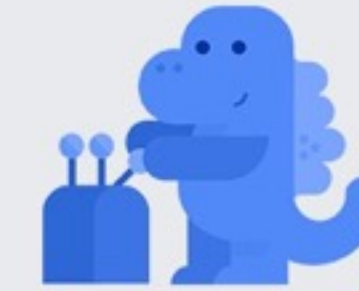
Add Friend



Add Friend

# Privacy Checkup

Three quick steps help make sure you're sharing with the right people



## 1 Your Posts

This controls who can see what you share when you post from the top of News Feed or your profile. Your current setting is **Friends**.

Who would you like to see your next post?



Friends ▼

Post

Changing this here will set the audience for your future posts, but you can change it whenever you post and we'll remember your choice for next time.

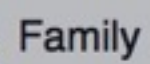
Learn More

Next Step

## 2 Your Apps

## 3 Your Profile





×



✕

### 3 Your Profile



**Charlie Deets**  
Edit Profile



Welcome



News Feed



Messages



Events



Find Friends

#### FRIENDS



Close Friends



Acquaintances



Family

## Privacy Checkup

Three quick steps help make sure you're sharing with the right people



Great! Your future posts will be shared with **Friends** until you change it again. You can change this whenever you post, or on your [Privacy Settings](#) page.



Okay. You can review the apps you're connected to any time on your [App Settings](#) page.

### 3 Your Profile

Here's some info from your profile. Take a second to review who you're sharing with.

#### Work

Facebook

Friends ▼

Instagram

Friends ▼

#### Current City

Menlo Park, California

Public ▼

#### Education

University

Public ▼

Just a reminder, this may not be all of your profile info. To see the rest of it go to the [About](#) section of your profile.

About page

Finish Up!

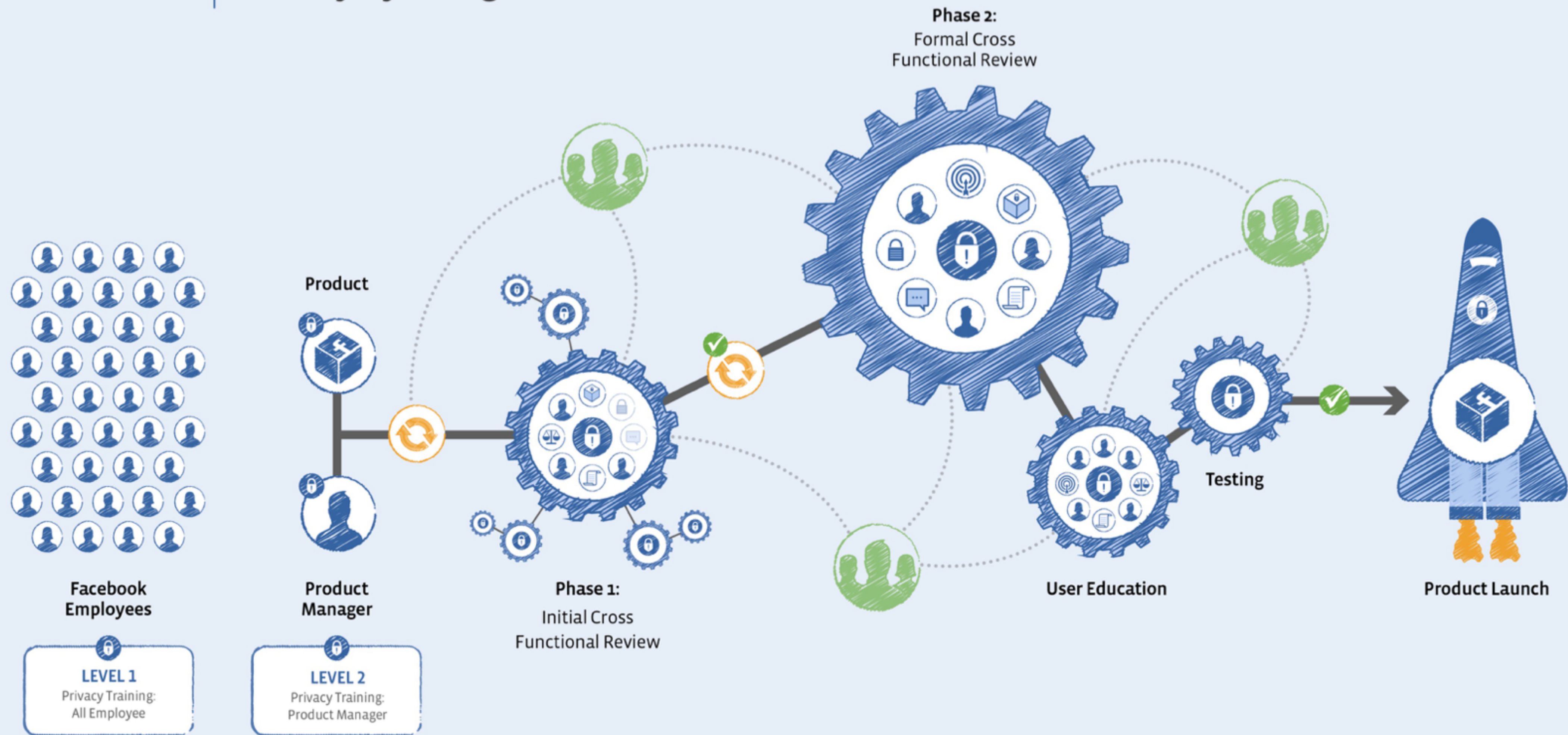


Question: how to embed good  
privacy communications into  
your products?

**Answer:**

**Early & systematically !**





**Questions?**

**Talk to us!**



**facebook**