



## Facebook 101—Privacy

Facebook is a global communications platform embraced by over 12 million Australians. Facebook gives people the power to share and connect, in the ways that they want, with the audiences that they want. Building a trusted environment is fundamental to our mission to make the world more open and connected, and to ensuring a positive experience for people who use our site. Our privacy efforts are focused on the principles of control, transparency and accountability.

### Facebook's Privacy Commitment

Facebook was created based on the idea that people want to share and connect with people in their lives. Facebook is committed to building innovative tools that enhance people's online experiences while giving them control over their personal information. Our commitment to privacy has been verified as part of a recent audit conducted by the Irish Data Protection Commissioner (DPC) which regulates Facebook Ireland, the company with whom Facebook users in Australia contract. The DPC: "found a positive approach and commitment on the part of Facebook Ireland Ltd (FB-I) to respect the privacy rights of its users".

### Control

Our platform is designed with easy-to-use controls (for example, inline privacy controls which allow users to select their audience for each item they share on Facebook), dashboards and features (like Activity Log) so users can review and manage the information they've shared and their Facebook activity, and mobile privacy controls. Users also can use the Privacy Settings page to, among other things, control how their information is shared with applications.

### Transparency

In order for users to have effective control of their information, they must understand how it may be used. We outline how we collect and use information in our Data Use Policy, which is prominently linked to when people sign-up or log-in to Facebook, and also linked to on virtually every page of the site. Our Data Use Policy is structured in a layered format that puts the most important information up front but lets you click on particular topics to see more details. It also

includes screenshots and "tips" marked with light bulb icons to provide key information and examples that help people understand how our policies work in practice. We provide additional information to users in our Help Center, which is available on virtually every page of Facebook by clicking the word "Help" in the page header or footer. The Help Center includes frequently asked questions about privacy and also offers a full-text searching tool that makes it easy for people to find answers to their questions. We also provide a range of interactive and educational tools so that Australians have a practical way of understanding how their information is being used, for example, how advertisers target ads on Facebook without receiving personal information about our users.

### Accountability

We are accountable to our users and to regulators for our practices. We regularly work with online privacy and safety experts and regulators around the world about privacy issues. We also post proposed changes to our Data Use Policy on our Site Governance Page, which allows users to comment and provide feedback.

An important part of accountability is ensuring that you have access to resources that describe how our products work. These resources include in-line tips about our features, our Facebook and Privacy Page, Family Safety Center, Facebook Security Page, and About Advertising on Facebook.

**About Facebook:** founded in February 2004, Facebook's mission is to make the world more open and connected. Anyone can sign up for Facebook and interact with the people they know in a trusted environment. Facebook is headquartered in Menlo Park, Calif.



## Facebook 101—Reporting

Facebook is a global communications platform embraced by over 12 million Australians. Facebook gives people the power to share and connect, in the ways that they want, with the audiences that they want. Building a trusted environment is fundamental to our mission to make the world more open and connected, and to ensuring a positive experience for people who use our site. At Facebook we maintain a robust infrastructure that empowers our more than 955 million person community to help us enforce our policies by using the report links found throughout the site.

### Reporting infrastructure

There are dedicated teams throughout Facebook working 24 hours a day, seven days a week to handle the reports made to Facebook.

In order to effectively review reports, our team is separated into four specific teams that review certain report types - the Safety team, the Hate and Harassment team, the Access team, and the Abusive Content team. When a person reports a piece of content, depending on the reason for their report, it will go to one of these teams.

If one of these teams determines that a reported piece of content violates our Community Standards, a succinct summary of our site terms, (<https://www.facebook.com/communitystandards>) we will remove it and warn the person who posted it. In addition, we may also revoke a user's ability to share particular types of content or use certain features, disable a user's account, or if need be, refer issues to law enforcement. We also have special teams just to handle user appeals for the instances when we might have made a mistake.

### Creating a positive experience

Nothing is more important to us than the safety of the people who use Facebook. We will remove content that is reported to us that violates our policies is removed, and warn the person who posted it. In addition, we may also revoke a user's ability to share particular types of content or use certain features, disable a user's account, or if need be, refer issues to law enforcement. We also have special teams just to handle user appeals for the instances when we might have made a mistake.

Starting last year, we launched systems to allow people to directly engage with one another to better resolve their issues beyond simply blocking or unfriending another user. Of particular note, is our social reporting tool that allows people to reach out to other users or trusted friends to help resolve the conflict or open a dialog about a piece of content.

### Tracking your report

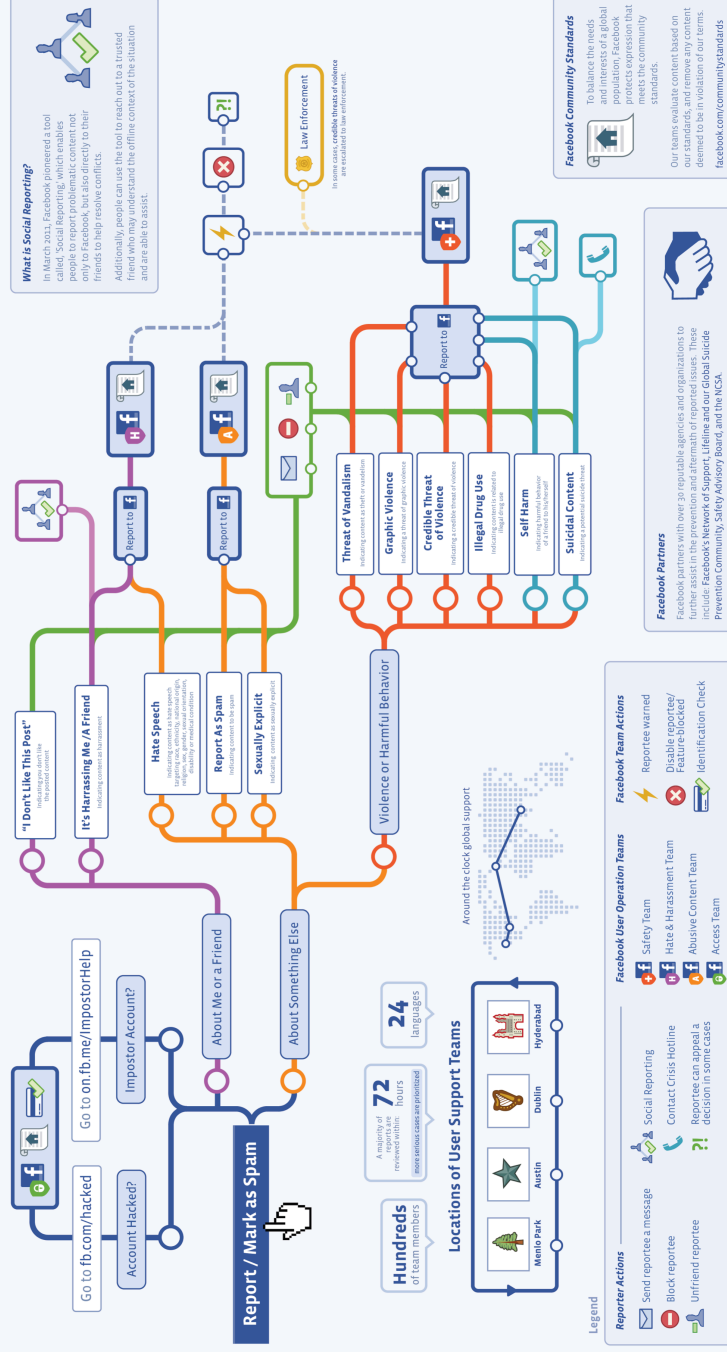
To help people understand what happens after they click “report”, we launched the Support Dashboard. This allows you to track the progress of the reports you make to Facebook.

We think this tool will help people better understand the reporting process and will educate them about how to resolve their issues. As people see which of their reports result in a removal of content, we believe users will be better equipped to make actionable reports.

### Ongoing innovation

The safety and security of the people who use our site is of paramount importance to everyone here at Facebook. We work tirelessly at iterating our reporting system to provide the best possible support for the people who use our site. For example, we have held two Compassion Research Days with experts in the field of social-emotional learning to continue to improve our tools and features that focus on conflict resolution and bullying prevention.

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## Facebook 101—Safety

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### Policies

Facebook has a real name culture where people associate their actions with their true names and identities in front of their friends and family. This leads to greater accountability. It's a violation of our policies to use a fake name or operate under a false identity. We encourage people to report anyone they think is doing this.

Our Community Standards (<https://www.facebook.com/communitystandards>) outline the expectations we have for people using Facebook. They provide clear standards that lead to a structured and consistent environment.

### Tools

If people post content that violates our policies, we provide prominent, convenient reporting buttons. We leverage the 955 million people on Facebook to report abusive or potentially dangerous content.

People on Facebook have pride of ownership in their experience. They speak up when they see an injustice and in most cases, we receive reports immediately after they identify inappropriate behavior has occurred. We encourage our users to report that content to Facebook as well as discuss it with parents, teachers, and others in the community who can help.

Through our 'social reporting' tool, people can report content to someone in their

support system who may be able to address the issue directly. Safety and child psychology experts tell us that online issues are frequently a reflection of what is happening offline. By encouraging people to seek help from friends, we hope that many of these situations can be resolved face to face.

### Resources & Outreach

We have a dedicated Family Safety Center ([www.facebook.com/safety](http://www.facebook.com/safety)). Messaging is tailored to different audiences such as teens, parents, educators and law enforcement and includes tips for all community groups about how to stay safe and start safety conversations. More than 105,000 people from around the world "Like" the Center and receive updates that are posted to the Center.

We've created a Safety Page ([www.facebook.com/fbsafety](http://www.facebook.com/fbsafety)) that over 860,000 people around the world "Like" and receive regular safety tips and updates, as well as links, to useful content elsewhere on the Internet.

We support safety events held by local child safety non-profits as well as campaigns by key safety stakeholders such as the Australian Human Rights Commission's BackMeUp campaign encouraging young people to take a stand against bullying.

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