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## 3rd Party Data Collection

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### Third Party Data Collection Certification Program Principles

#### Introduction

TRUSTe developed these Principles to provide transparency into its list creation and curation process through a clearly defined set of standards and mechanisms for Companies to demonstrate they truly are doing the right thing. These principles are based upon a core foundation of notice and choice whereby consumers are able to control the use of their information in a manner that is consistent with their interests and values. TRUSTe's goal is to provide a balance list enabling companies with good practices to be rewarded for such.

It should be stated that this is an evolving space with many unknowns. As such, we will continue to refine and evolve these Principles and ultimately our program requirements as the industry matures, and as we better understand the tracking use cases our customers and others in the industry use.

#### Definitions

1. "Company(ies)" is the entity classified as a third party data collector which collects data through Domains it does not own.
2. "Domain(s)" is a subdivision of the internet by which a specific web property or computer can be identified.
3. "Individual" means the discrete person to whom the collected information pertains.
4. "First Party" is the entity that owns and controls the Domain
5. "Personally Identifiable Information [PII]" means any information or combination of information that can be used to identify, contact, or locate a discrete Individual.
6. "Third Party" is an entity(ies) other than the First Party or the Individual which is not directly affiliated with the First Party; and, if affiliated with the First Party, where such affiliation is not reasonably known to the Individual

#### Scope:

Third Party Data Collection Certification is a program for Companies that collect either PII or non-personally identifiable data about Individuals, usually without the Individual's knowledge, over a period time through a Domain or network of Domains not owned by that Company. The Company uses a Domain to collect the information that is different from the Domain(s) upon where the data is being collected. The data is collected using technologies such as HTTP cookies, web beacons, tracking JavaScripts, or Flash LSOs. This differs from First Party collection of data where typically the collection of data is restricted to a Domain that is owned by the First Party

There are different types of Third Party Data Collectors not all of which collect data for the purposes of targeting. The focus of these principles are on Third Party Data Collectors such as Advertisers, Ad Exchanges, Ad Networks, Ad Platforms, Data Aggregators/Exchanges, Market Research companies, and the like. TRUSTe recognizes not all Third Party Data Collectors collect data for the purposes of targeting but rather provide a fundamental service for the functioning of websites. Some of these types of Third Party Data Collectors include Publishers, Service Providers, Web Analytics Providers, and Widget Providers. These Principles do not apply to these types of Third Party Data Collectors and will simply be placed on the IGNORE List. However, Companies that provide these types of services and also provide ad-based targeting services will need to comply with these Principles.

Below are the core principles of this program providing the foundation for developing detailed requirements Companies will need to comply with in order to be certified and added to TRUSTe's Tracking Protection ALLOW List.

#### ALLOW List Criteria:

##### Collection

1. The Company when collecting data on Third Party Domains may not;
  - a. Collect any PII as part of its data collection on Third Party Domains; or
  - b. Link its collected behavioral data to any data that can personally identify a discrete Individual unless Choice has been first provided to the Individual.

##### Notice and Choice

1. The Company must have a privacy policy clearly explaining its data collection and use practices for the data obtained through technologies it sets on a Third Party Domain(s). The privacy policy must clearly state:
  - a. The scope of the privacy policy covers collection and use practices for data obtained through technologies it sets on a Third Party Domain(s);
  - b. What the Company's data collection practices are (e.g. what type of data is being collected, how used);
  - c. Whether the Company uses targeting techniques for collecting and using information about an Individual's behavior and Web usage activity, and all the uses of the collected data including whether that data is used for targeted advertising;
  - d. Whether the collected data is shared with Third Parties and what types of Third Parties the data is shared with;
  - e. How Individuals can opt-out of such use and obtain access to the opt-out mechanism; and
  - f. How long collected data is retained.

2. The Company must utilize the DAA approved notice and choice framework: <http://www.aboutads.info/>.
3. The Company must provide a clear, conspicuous, and easy-to-use opt-out mechanism for cookies and all other technologies it employs on Domains where it collects data.
  - a. The mechanism should be a one-click-one-step process.
  - b. The Individual shall not be required to provide PII or any other information to use the opt-out mechanism.
  - c. The opt-out mechanism must be tested regularly to ensure it is operating properly.

#### Practices

1. The Company should use a unique Domain Name per technology (e.g. HTTP cookies, Web beacons, JavaScripts, and Flash LSOs) to separate any online behavioral advertising practices from those that are not online behavioral advertising.
2. The Company must limit its retention of the data to no longer than commercially useful to carry out its business purpose, or legally required.
3. The Company must have a plan in place for accepting DNT headers from Firefox and other browsers using similar technologies.
4. All data sources that the Company uses must contain appropriate terms of use showing that all data received was obtained under legitimate means and that there are no limitations around the onward transfer of the data.


#### **Criteria for Adding a Third Party Data Collector to the TRUSTe Tracking Protection BLOCK List**


As a courtesy, TRUSTe will generally notify Companies prior to adding them to the BLOCK list. These Companies will be provided with an opportunity to dispute TRUSTe's findings or implement an approved solution. However, in certain cases where Companies do not comply with certain core fundamental principles such as having a privacy policy describing its tracking practices on Third Party Domains, TRUSTe will add that Company directly to the BLOCK List.

The Company will be added to TRUSTe's Tracker Protection BLOCK List if any one of the following criteria is met:

1. The Company does not have a privacy policy describing its collection and use practices for data obtained through technologies it sets on a Third Party Domain(s);
2. The Company does not offer an opt-out mechanism whereby consumers can opt-out of having collected data used for targeting purposes;
3. The Company has not utilized a DAA approved notice and choice solution and has not sufficiently demonstrated they have implemented a solution or has no third party industry oversight mechanism such as TRUSTe 3rd Party Data Collection or other similar program; or
4. Is linking collected data to PII without first providing the Individual notice and obtaining the Individual's express consent.

facebook








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## My Account

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- Facebook Ads

**A Note About Your Photos**

There is a false rumor circulating that Facebook is changing who owns your private photos. You own all of the content and information you post on Facebook. [Learn More](#)

**Ads shown by third parties**

Facebook does not give third party applications or ad networks the right to use your name or picture in ads. If we allow this in the future, the setting you choose will determine how your information is used.

You may see social context on third party sites, including in ads, through Facebook social plugins. Although social plugins enable you to have a social experience on a third party site, Facebook does not share your information with the third party sites hosting the social plugins.

[Edit third party ad settings](#)

**Ads and friends**

Everyone wants to know what their friends like. That's why we pair ads and friends—an easy way to find products and services you're interested in, based on what your friends share and like.

Here are the facts:

- Social ads show an advertiser's message alongside actions you have taken, such as liking a Page
- Your privacy settings apply to social ads
- We don't sell your information to advertisers
- Only confirmed friends can see your actions alongside an ad
- If a photo is used, it is your profile photo and not from your photo albums

[Edit social ads setting](#)



## Facebook Advertising Guidelines

Date of Last Revision: January 10, 2011.

### Advertising Philosophy

At Facebook, we believe that every part of our site, including the ads, should contribute to and be consistent with the overall user experience. Thus, we are committed to protecting our user experience by keeping the site clean, consistent, and free from misleading advertising. We believe that we can help transform existing advertising into messages that are tailored to the individual user based on how their friends interact and affiliate with the brands, music artists, and businesses they care about.

### Advertising Guidelines

The following guidelines apply to all ads appearing on Facebook, including ads within canvas pages of Facebook Platform applications. In addition, all advertising on Facebook must comply with the [Privacy Policy](#) and [Statement of Rights and Responsibilities](#). Advertising appearing within applications on Facebook Platform must comply with all additional [Facebook Platform Policies](#). Facebook reserves the right to reject or remove advertising that we deem contrary to our ad philosophy. These guidelines are subject to change at any time and Facebook may waive any of these guidelines at its discretion.

#### 1. Accounts

- a. Advertisers cannot create or manage multiple Facebook accounts for advertising purposes unless given permission by Facebook to do so.
- b. Advertisers cannot programmatically automate the creation of accounts or ads unless given permission by Facebook to do so.

#### 2. Landing pages / Destination URLs

- a. Ads that contain a URL or domain in the body must link to that same URL or domain.
- b. Ads must send users to the same landing page when the ad is clicked.
- c. Landing pages cannot generate a pop-up (including "pop-overs" and "pop-under") when a user enters or leaves the page.
- d. Landing pages cannot use "fake" close behavior (ie. when a user clicks the "close" icon on the page, the page should close down and no other behavior should result).
- e. Landing pages cannot utilize "mouse trapping" whereby the advertiser does not allow users to use their browser "back button" and traps them on their site and/or present any other unexpected behavior (for example: navigation to another ad or page).
- f. Ads cannot require viewers to click on the ad to submit Personally Identifiable Information (such as name, date of birth, phone numbers, social security number, physical addresses, or email addresses) on the landing page or in the ad, except to enable an ecommerce transaction and where the ad and landing page clearly indicate that a product is being sold.

#### 3. Facebook references

- a. The following conditions apply to all ads that have a Facebook Page, application, event, group, or Connect site as its destination, except as otherwise specifically permitted to those subject to the Branding and Promotion Policy section of the Platform Policies:
  - i. Ads may make limited references to "Facebook" in its title, body, or image for the purposes of clarifying the destination of the ad;
  - ii. Ads cannot imply any endorsement of the product, service, or ad destination by Facebook.
- b. All other ads, destination ads, and landing pages must adhere to the following restrictions:
  - i. Ads cannot mention or refer to Facebook, its site or its brand in any manner, including in the title, body, image, or destination URLs;
  - ii. Ads cannot use Facebook logos, trademarks, or site terminology (including but not limited to Facebook, The Facebook, FacebookHigh, FBook, FB, Poke, Wall, and other company graphics, logos, designs, or icons);
  - iii. Facebook site features cannot be emulated.

#### 4. Ad Copy and Image Content

- a. Ads must directly relate to the content on the landing page.
- b. Ads must clearly represent the company, product, or brand that is being advertised. Products or services promoted in the ad must be directly available on the landing page.
- c. Ads must not include unsubstantiated claims, including but not limited to prices, discounts or product availability.
- d. Ads cannot insult, harass, or threaten a user.
- e. Ads must not contain audio that plays automatically, without a user's interaction. Any automated animation must cease after 15 seconds and must not replay.

#### 5. Prohibited Content

- a. Ads must not be false, misleading, fraudulent, or deceptive.
- b. Ads will not be permitted in cases where a business model or practice is deemed unacceptable or contrary to Facebook's overall advertising philosophy.
- c. Ads, or categories of ads, which receive a significant amount of negative user feedback, or are otherwise deemed in violation of community standards will not be permitted.
- d. Ads cannot contain, facilitate, promote, or reference the following:
  - i. Offensive, profane, vulgar, obscene or inappropriate language;
  - ii. Obscene, defamatory, libelous, slanderous and/or unlawful content;
  - iii. Tobacco products;
  - iv. Ammunition, firearms, paintball guns, bb guns, or weapons of any kind;
  - v. Gambling, including without limitation, any online casino, sports books, bingo, or poker without authorization from Facebook;
  - vi. Scams, illegal activity, or chain letters;
  - vii. Contests and sweepstakes unless given permission by Facebook to do so; if permission is given, you are subject to Facebook's Promotions Guidelines;
  - viii. Get rich quick and other money making opportunities that offer compensation for little or no investment, including "work from home" opportunities positioned as alternatives to part-time or full-time employment or promises of monetary gain with no strings attached;
  - ix. Adult content, including nudity, sexual terms and/or images of people in positions or activities that are excessively suggestive or sexual, or provocative images in violation of community standards;
  - x. Adult friend finders or dating sites with a sexual emphasis;
  - xi. Adult toys, videos, or other adult products;
  - xii. Uncertified pharmaceutical products;
  - xiii. Spy cams or surveillance equipment;
  - xiv. Web-based non-accredited colleges that offer degrees;
  - xv. Inflammatory religious content;
  - xvi. Politically religious agendas and/or any known associations with hate, criminal and/or terrorist activities;
  - xvii. Content that exploits political agendas or uses "hot button" issues for commercial use regardless of whether the advertiser has a political agenda;
  - xviii. Hate speech, whether directed at an individual or a group, and whether based upon the race, sex, creed, national origin, religious affiliation, marital status, sexual orientation, gender identity, or language of such individual or group;
  - xix. Content that advocates against any organization, person, or group of people, with the exception of candidates running for public office;
  - xx. Content that depicts a health condition in a derogatory or inflammatory way or misrepresents a health condition in any way.

#### 6. Refusal of Ads

- a. We may refuse ads at any time for any reason, including our determination that they promote competing products or services or negatively affect our business or relationship with our users.

#### 7. Data and Privacy

- a. You may not give data you receive from us to any third party, including ad networks.
- b. Unless authorized by us, your ads may not display user data -- such as users' names or profile photos -- whether that data was obtained from Facebook or otherwise.
- c. You may not use user data you receive from us or collect through running an ad, including information you derive from your targeting criteria, for any purpose off of Facebook, without user consent.

#### 8. Targeting



- a. Any targeting of ads based on a user attribute, such as age, gender, location, or interest, must be directly relevant to the offer, and cannot be done by a method inconsistent with privacy and data policies.
  - b. Ads with adult themes, including contraception, sex education, and health conditions must be targeted to individuals at least 18 years old. Platform ads should do this via Demographic Restrictions, not by obtaining user data.
  - c. Ads for dating sites, services, or related content must follow these targeting criteria (does not apply to ads on Facebook Platform):
    - i. the Relationship Status targeting parameter must be utilized and set to Single;
    - ii. the Sex targeting parameter must be utilized and a single value of Male or Female must be selected;
    - iii. the Age targeting parameter must be utilized and the age range selected must start at least at 18 years old;
    - iv. the Interested In targeting parameter must be utilized and a single value of either Men or Women must be selected.
- 9. Prices, discounts, and free offers**
- a. Ads cannot be deceptive or fraudulent about any offer made.
  - b. If an ad includes a price, discount, or 'free' offer,
    - i. the destination URL for the ad must link to a page that clearly and accurately offers the exact deal the ad has displayed;
    - ii. the ad must clearly state what action or set of actions is required to qualify for the offer.
- 10. Subscription Services**
- a. The advertisement of Subscription Services must comply with the conditions noted below and as determined by Facebook in its sole discretion. "Subscription Services" may include sites that promote downloading ringtones, games, or other entertainment services or any site that induces a user to sign up for recurring billing of a product or service.
    - i. The ad must clearly state what action or set of actions is required to qualify for the offer. If the user must subscribe to a service, the service and offer requirements must both be stated in the ad.
    - ii. The recurring subscription must be consistent with what is promoted in the ad copy.
  - iii. At a minimum, the promoted website must clearly and accurately display the price and billing interval (such as per week or once per month) on the landing page as well as any page that prompts a user for Personally Identifiable Information (such as name, date of birth, phone number, social security number, physical addresses, or email addresses) or billing information (including, but not limited to, mobile phone number or credit card number).
  - iv. If users sign up for the service by transmitting a code by text message, the price and billing interval must be clearly and prominently displayed beside the code.
  - v. If the service is a subscription, the website must provide a prominent opt-in checkbox or other clear mechanism indicating that the user knowingly accepts the price and subscription service. This should be on the first page where the user enters personal data, and the user should not be able to proceed without opting in.
  - vi. All of the foregoing items should be located in a prominent place on your webpage, as determined by Facebook in its sole discretion, and should be easy to find, read, and understand.
- 11. Ads for Alcoholic Beverages**
- a. To the extent permitted by law and these guidelines, ads may only be targeted to the following age groups:
    - i. 25 years or older in India and Sweden;
    - ii. 21 years or older in Cameroon, Micronesia, Palau, Solomon Islands, Sri Lanka and the US;
    - iii. 20 years or older in Japan, Iceland, and Paraguay;
    - iv. 19 years or older in Canada, Korea, and Nicaragua; or
    - v. 18 years or older in any other country (excluding those countries specified in Section 11.b below). Please note the country specific provisions in Finland and Poland in Sections 11.d.xiii and 11.d.xiv below.
  - b. You may not target alcohol ads to any users (irrespective of age) in Afghanistan, Brunei, Bangladesh, Egypt, Gambia, Kuwait, Libya, Norway, Pakistan, Saudi Arabia, United Arab Emirates, Yemen or any other market where such ads are prohibited.
  - c. You must ensure that your ads:
    - i. Are age and country targeted (where a user's age or country cannot be determined, the ad cannot be displayed to the user in question);
    - ii. Comply with all applicable local laws and required or recommended industry codes, guidelines, licenses and approvals including, without limitations, those applicable to the advertising of alcohol tasting, giveaways of alcohol, or other giveaways as a reward for the purchase of alcohol;
    - iii. Include all applicable required or recommended disclaimers, notices, and warnings; and
    - iv. List your permanent address if required by local law.
  - d. You must ensure that your alcohol ads never:
    - i. Include content (including but not limited to celebrities, characters, imagery, or the depiction of situations) that is intended to appeal to anyone younger than the permissible targeted age group or is otherwise associated with youth culture (this could include, by way of example only, implying that the consumption of alcoholic beverages is fashionable or the accepted course of behavior for those who are underage);
    - ii. Portray or be targeted at pregnant or nursing women;
    - iii. Contain ad creative that includes any person that is or appears to be under the age of 25 or is otherwise suggestive of the presence of anyone younger than the permissible targeted age group;
    - iv. Be untruthful or misleading about alcoholic beverages, their use, effects or properties;
    - v. Portray people consuming or encourage people to consume alcohol rapidly, in excess, or irresponsibly;
    - vi. Portray abstinence from alcohol consumption or moderate alcohol consumption negatively;
    - vii. Portray or promote intoxication or make references to the intoxicating effects of alcohol;
    - viii. Portray the strength of the alcoholic beverage being advertised as positive property;
    - ix. Portray the consumption of alcoholic beverages as causing or contributing to the achievement of personal, business, social, sporting, sexual or other success;
    - x. Portray alcoholic drinks as being healthy, offering medical or therapeutic benefits, aiding relaxation, alleviating individual or collective problems, or having other benefits;
    - xi. Associate the operation of any vehicle or engagement in any sport or potentially hazardous activity as having taken place during or after the consumption of alcohol;
    - xii. Associate violent, dangerous or antisocial behavior with the consumption of alcohol;
    - xiii. Advertise any beverage with more than 22% alcohol by volume if targeted to users in Finland; or
    - xiv. Advertise any alcoholic beverage other than beer if targeted to users in Poland.
  - e. It is recommended that all alcohol ads contain text that promotes drinking responsibly (for example "Drink Responsibly," "Drink Smart" or other similar text customarily used in the targeted market).
- 12. Copyrights and trademarks**
- a. Ads cannot include any content that infringes upon the rights of any third party, including copyright, trademark, privacy, publicity or other personal or proprietary right.
  - b. The advertiser must have intellectual property rights to the creative and be permitted to display such creative as advertising on the Facebook Site.
- 13. Spam**
- a. Ads cannot contain, facilitate or promote 'spam' or other advertising or marketing content that violates applicable laws, regulations or industry standards.
- 14. Incentives**
- a. Ads cannot offer incentives to viewers for clicking on the ad, for submitting Personally Identifiable Information (such as name, date of birth, phone number, social security number, physical addresses, or email addresses), or for performing any other tasks.
- 15. Downloads**
- a. Ads must not contain or link directly or indirectly to a site that contains spyware/malware downloads, whether initiated automatically or manually by the user, or other auto-initiated downloads.
  - b. Ads cannot contain or link to a site that facilitates or promotes:
    - i. Collection of demographic and usage information from a user's computer without the user's express consent;
    - ii. Collection or request of Facebook usernames or passwords from any user;
    - iii. Proxying Facebook usernames or passwords for the purpose of automating logins to the Facebook site;
    - iv. Any software that results in an unexpected user experience, including but not limited to software which (i) "sneaks" onto a user's system and performs activities hidden to the user, (ii) may alter, harm, disable or replace any hardware or software installed on user's computer without express permission from the user, (iii) is bundled as a hidden component of other software whether free or for fee, (iv) automatically downloads without Facebook's express prior approval, (v) presents any download dialog boxes without a user's express action, or (vi) may violate or infringe upon the intellectual property rights of any third party, including copyright, trademark, patent or any other proprietary right.

The following sections do not apply to ads on Facebook Platform

- 16. Grammar, sentence structure, spelling, and spacing**



- a. Ad text must be grammatically correct and contain proper sentence structure.
- b. Ad text must be in complete sentences.
- c. Ads cannot include excessive repetition (such as "buy, buy, buy").
- d. Ads must use correct spelling.
- e. Ad text must include grammatically correct spacing.

**17. Capitalization**

- a. Ads must use proper, grammatically correct capitalization (such as capitalizing the first letter of all proper nouns and capitalizing the title of the ad).
- b. Ads cannot include excessive capitalization (such as "FREE") or incorrect capitalization (such as capitalizing the first letter of every word in a sentence).
- c. Acronyms may be capitalized.

**18. Punctuation**

- a. Ads must include logical, correct punctuation.
- b. Ads cannot contain repeated and unnecessary punctuation (such as "Buy now!!!").
- c. All complete sentences (including if the ad title is a complete sentence) must end with a single punctuation mark. Sentences cannot end with ellipses, dashes, etc.
- d. Exclamation points cannot be used in the title of any ad.

**19. Symbols**

- a. The use of all symbols, numbers, or letters must adhere to the true meaning of the symbol.
- b. Ads cannot contain repeated and unnecessary symbols.
- c. Symbols cannot be used for the following:
  - i. To substitute for letters (e.g. "\$ave" instead of "save");
  - ii. To substitute for entire words (e.g. "&" instead of "and" or "\$" instead of "cash/dollars/money");
  - iii. As unnecessary abbreviations to shorten character count (e.g. "w/" instead of "with" or "@" instead of "at").
- d. Symbols may be used for the following:
  - i. If the symbol is part of the product or brand name;
  - ii. If the \$ symbol is paired with a dollar amount (e.g. "Save \$100 today");
  - iii. If the # symbol is used for comparative phrases (e.g. "Voted the #1 site by NY Times").



## Children's Privacy Seal Program Requirements

1. TRUSTe Children's Program. The TRUSTe Children's Privacy Program is intended to promote fair information practices with regard to the collection of Personal Information at Web sites and to promote the Internet as a trustworthy environment for children. Without detracting from the foregoing, the Program may be made applicable to online facilities and services that are similar to an Internet Web site. The TRUSTe Children's Privacy Program Requirements (Children's Program Requirements) are set forth herein.

TRUSTe recognizes the special privacy protection that needs to be afforded to children. Licensees with online activities that are directed at children under the age of 13, or that have actual knowledge that they are collecting or maintaining personal information from children under the age of 13, must display TRUSTe's Children's Mark and must abide by Schedule A, Children's Program Requirements, as set forth herein. If a section of Licensee's Site is directed at children under 13, Licensee must display TRUSTe's Children's Mark on that section of the Site and must abide by Schedule A, Children's Program Requirements, as set forth herein. To the extent any conflict should exist between any of the specific terms or provisions of this Agreement, including the Children's Program Requirements, and any other agreement entered into between TRUSTe and Licensee, the terms and provisions of this Agreement, including the Children's Program Requirements, shall be controlling with regard to all activities covered by this Agreement and the Children's Program Requirements.

TRUSTe's Children's Program Requirements will be modified as necessary to meet the requirements of the Children's Online Privacy Protection Act (COPPA) and its implementing Rule, 16 C.F.R. Part 312. TRUSTe's Children's Program has been approved by the Federal Trade Commission as an authorized safe harbor under the COPPA rule. All Licensees are required to meet the requirements of the Children's Program and the COPPA rule.

### **Definitions**

"Personal Information" means individually identifiable information about any individual collected online from a child under 13, including: (a) a first and last name; (b) a home or other physical address including street name and name of a city or town; (c) an email address or other online contact information, including but not limited to an instant messaging user identifier, or a screen name that reveals an individual's email address; (d) a telephone number; (e) a Social Security number; (f) a persistent identifier, such as a customer number held in a cookie or a processor serial number, where such identifier is associated with





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individually identifiable information; or a combination of a last name or photograph of the individual with other information such that the combination permits physical or online contacting; or (g) information concerning the child or the parents of that child that the operator collects online from the child and combines with any individually identifiable information described in this definition.

2. Licensee agrees to the following requirements.
  - A. Site Coordinator. Licensee shall name a coordinator for the Site (the "Site Coordinator") on or by the Effective Date of the Agreement. The Site Coordinator shall be the person responsible for the accuracy of the Privacy Statement and Implementation of the TRUSTe Children's Program. All notices between TRUSTe and Licensee shall be directed to the designated Site Coordinator and designated TRUSTe account manager, which either party may change upon written or electronic notice to the other.
  - B. Account Manager. TRUSTe agrees to name an account manager for Licensee within fifteen (15) business days of the Effective Date by providing written or electronic notice to Licensee. All notices between TRUSTe and Licensee shall be directed to the designated Site Coordinator and designated TRUSTe account manager, which either party may change upon written or electronic notice to the other.
  - C. Coordinators' Site. Licensee shall use TRUSTe's "Coordinators' Site" located at the TRUSTe Web Site to provide TRUSTe with modified contact information for the Site Coordinator; contact information for at least one individual that can provide contact information of other individuals that have access to or control of Personal Information being collected through the Site and/or used or distributed by Licensee; and the URL(s) of the TRUSTe Mark(s) and Licensee Privacy Statement(s).
  - D. Self-Assessment Sheet. The Self-Assessment Sheet shall be used by TRUSTe to assess Licensee's online privacy practices. After diligent inquiry and in good faith, an authorized representative of Licensee shall sign and attest that the statements made on the Self-Assessment Sheet are true and accurate as of the Effective Date and shall remain true and accurate for the term of this Agreement. TRUSTe will initially use the information provided in the Self-Assessment Sheet as part of the initial review of privacy practices and the Privacy Statement to determine acceptance into and compliance with the Children's Program. Thereafter,



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the Self-Assessment Sheet will be used in part to monitor compliance with the Site's stated privacy practices, Privacy Statement, and the Children's Program Requirements on licensee's site.

- E. Co-Ownership or Co-Branded Sites. If the Site is co-owned, all co-owners must be governed by the terms of the Privacy Statement. If the Site is not co-owned, but is coordinated with another site in such a way that users or visitors would reasonably expect that the two sites are part of one continuous site, each coordinated web page must identify who is collecting information and provide a link to the Privacy Statement.
- F. Privacy Statement(s). Licensee shall maintain and abide by a Privacy Statement that is written by Licensee and approved by TRUSTe, that reflects Licensee's privacy practices, and is compliant with the Children's Program Requirements. The Privacy Statement shall not contain any unrelated, confusing or contradictory language, or marketing or public relations material. The Privacy Statement shall state the following:
- i. the types of Personal Information collected through the Site;
  - ii. how such Personal Information is collected, including whether by active or passive means;
  - iii. how Personal Information is or may be used;
  - iv. that a child's access to an activity on the Site cannot be conditioned on giving out more Personal Information than is reasonably necessary for that activity;
  - v. that parents have the right to consent to the Site's collection and use of Personal Information from a child without also consenting to its disclosure to third parties, and a statement of the procedure for exercising that right;
  - vi. that parents have the right to review Personal Information collected from their child, and a statement of the procedure for exercising that right;
  - vii. that parents have the right to have that Personal Information deleted or to refuse further collection and use of the personal information collected from their child, and a statement of the procedure for exercising that right;
  - viii. the names, addresses, telephone numbers, and e-mail addresses of all parties collecting or maintaining Personal Information from the child through the Site; or, alternatively, the names of all parties



## Children's Privacy Seal Program Requirements

collecting or maintaining Personal Information from the child through the Site, and the name, address, phone number, and e-mail address of a single party that will respond to all inquiries from parents concerning the information practices of all named parties, and;

- ix. whether the Site transfers Personal Information to third parties, and if so, a statement of: the types of businesses conducted by those third parties; the third parties' general use of the information; and whether the third parties agree to maintain the confidentiality, security and integrity of the information.
- x. a statement explaining that the Site is a participant in the TRUSTe Program, and is using the TRUSTe Mark(s) under license from TRUSTe pursuant to the requirements of the TRUSTe program, and that all rights in the TRUSTe Mark(s) belong to TRUSTe.
- xi. The TRUSTe contact information so that consumers may direct privacy concerns or complaints to TRUSTe directly.
- xii. What kinds of security procedures have been put in place by Licensee and its collecting organization to protect against loss that results in unauthorized distribution, use, or misuse; or unauthorized access, disclosure, or alteration of Personal Information in the possession or control of Licensee or the collecting organization;
- xiii. The fact that Personal Information provided to Licensee is subject to disclosure pursuant to judicial or other government subpoenas, warrants, or orders.
- xiv. A description of how changes in the Privacy Statement and privacy practices will be communicated to parents and how verifiable parental consent will be obtained.
- xv. In situations involving co-branded or partner sites, the Privacy Statement must indicate who is collecting information on the Site and to whom the Privacy Statement applies.

### G. Location of Privacy Statements.

- i. The Site must provide a link to the Privacy Statement in a clear and prominent place and manner on: a) Licensee's home page; and b) in close proximity to any area where children directly provide, or are asked to provide, Personal Information. If the Site has a separate children's area, Licensee must also provide a link to the Privacy Statement in a clear and prominent place and manner on the home



## Children's Privacy Seal Program Requirements

page of that area. The link at each such location must clearly indicate that the Privacy Statement includes information about the Site's information practices with regard to children.

- ii. The Privacy Statement must reside on Licensee's server (or that of a third party with whom Licensee has contracted for use of a server for the Site) unless otherwise agreed to in writing or email by TRUSTe and Licensee. Licensee must provide TRUSTe with the URL(s) of the Privacy Statement(s) and must provide TRUSTe written or electronic notice two (2) business days prior to changing the URL(s) of the Privacy Statement(s).
- iii. Licensee may label the link to the Privacy Statement with the TRUSTe mark listed in Section 2 of the License Agreement (Children's Mark) or a hypertext link or button with the phrase "Privacy Statement." The Children's Mark or the hypertext link must link directly to the Site's Privacy Statement.
- iv. If using a hypertext link, the text must have a 10-point minimum font size or be consistent with the size of the other menu items, whichever is larger. The TRUSTe Mark(s) listed in Section 2 of the Agreement (Children's Mark), hypertext link or button must link directly to the Site's Privacy Statement.
- v. The Verify Mark must be located at the top of the Privacy Statement, in either margin. The Verify Mark must link to Licensee's Verification Page located on TRUSTe's secure server at the TRUSTe Web Site. The verification page will confirm the Site's participation in the TRUSTe Program.

### 3. Privacy Practices

- A. Parental Notice and Consent. Except as provided below in subsection iii, licensee must provide notice to the parent and obtain verifiable parental consent prior to the collection, use, or distribution to third parties, of Personal Information collected from children under 13, including for any material change in practices to which the parent has previously consented. Licensee must make reasonable efforts, taking into account available technology, to ensure that the parent receives such notice.
- i. Notice to Parents. Licensee's notice and request for parental consent shall provide all information contained in its Privacy Statement. The notice also shall inform parents that the Licensee wants to collect Personal Information from the child, and cannot do so without parental consent. In addition, the request must indicate how the parent can



## Children's Privacy Seal Program Requirements

consent to the collection and use of Personal Information from a child, without consenting to the disclosure of the information to third parties, if the parent so chooses. Mechanisms to provide notice include, but are not limited to, sending the notice to the parent's email address or sending the notice by postal mail.

- ii. Verifiable Parental Consent. Mechanisms for such consent may include, but are not limited to: off-line consent such as printing and submitting a permission form by mail or facsimile; or having a parent call a toll-free number staffed with trained personnel; or online consent that contains a verifiable unique identifier like credit card information in the context of a transaction; or a digital certificate that uses public key technology; or an email accompanied by a PIN or password obtained through one of the methods listed above.
- iii. Exceptions to Prior Notice and Verifiable Parental Consent.
  1. To provide notice to parents or obtain parental consent. Licensee may collect the child's or parent's online contact information to send the parent notice and obtain verifiable parental consent, if the online contact information is not used for any other purpose, and is deleted if parental consent is not obtained after a reasonable time. The notice to parents must include the information set forth in Section 3(Ai), above.
  2. For a one time collection and single contact. Licensee may collect and use the child's online contact information to respond directly once to the child's specific request if it is not used to re-contact the child or for any other purpose, and is deleted once the request is fulfilled. No notice to parents is required under this exception.
  3. For a one time collection with multiple contacts. Licensee may collect a child's online contact information to respond directly more than once to a specific request from the child (such as the case where a child requests a newsletter subscription) if such information is not used for any other purpose. To rely upon this exception, Licensee must make reasonable efforts, taking into account available technology, to ensure that the parent receives notice of this collection and use prior to the second contact. Mechanisms to provide such notice include, but are not limited to, sending the notice by postal mail or sending the notice to the parent's email address, but do not include asking a child to print a notice form or sending an email to the child. The notice to parents must include the following information:
    - a. all information contained in the Privacy Statement;



## Children's Privacy Seal Program Requirements

- b. what Personal Information was collected (i.e., the child's online contact information);
  - c. how the Personal Information will be used;
  - d. a statement that the parents can refuse to permit further contact with the child and require that the collected information be deleted;
  - e. the procedures for refusing further contact and requiring deletion of the collected information; and
  - f. a statement that the Licensee will use the information for its stated purpose if the parent fails to respond.
- 4. To protect a child's safety. Licensee may collect and use the child's online contact information to the extent reasonably necessary to protect the safety of a child participant on the Site if the information is not used for any other purpose. To rely upon this exception, Licensee must make reasonable efforts to ensure the parent receives notice of this collection and use. The notice to parents must include the following information:
  - a. all information contained in the Privacy Statement;
  - b. what Personal Information was collected (i.e., the child's online contact information);
  - c. how the information will be used (i.e., to protect the safety of a child participant on the Site);
  - d. a statement that the parents can refuse to permit the use of the information and require that the collected information be deleted;
  - e. the procedures for refusing use of the information and requiring its deletion; and
  - f. a statement that Licensee will use the information for its stated purpose if the parent fails to respond.
- 5. To protect the security or integrity of the Site, take precautions against liability, respond to judicial process, or to the extent permitted under other provisions of law. Licensee may collect and use the child's online contact information to the extent reasonably necessary to protect the security or integrity of the Site, take precautions against liability, respond to judicial process, or to the extent permitted under other provisions of law, if the information is



## Children's Privacy Seal Program Requirements

not used for any other purpose. No notice to parents is required under this exception.

- B. Security. Licensee must implement reasonable procedures to protect Personal Information within its control that results in unauthorized distribution, use, or misuse; or unauthorized access, disclosure, or alteration. If Licensee collects, uses, discloses or distributes sensitive information, such as credit card numbers or social security numbers, it shall utilize appropriate commercially reasonable practices, such as encryption, to protect information transmitted over the Internet.
- C. Parental Access and Review. Licensee must provide reasonable and not unduly burdensome means for the parents to review, correct, update and have deleted any Personal Information collected from their child at any time. Licensee must verify that the requester is the child's parent using a mechanism set forth in Section 3(Aii), above (Verifiable Parental Consent). In addition, upon the parent's request, Licensee will stop further collection of Personal Information from that child.
- D. Posting Personal Information. Licensee will not give children under 13 the ability to post publicly or otherwise distribute Personal Information without prior Verifiable Parental Consent, and will make best efforts to prevent a child from doing so without such consent. This includes, but is not limited to, public posting through the Internet, a home page of a Web site, a pen pal service, an electronic mail service, a message board, or a chat room.
- E. Limiting Information Collection. Licensee must not require or entice children under 13, by the prospect of a game, prize or other activity, to divulge more Personal Information than is needed to participate in such activity.
- F. Use of Personal Information. Licensee shall treat all Personal Information gathered on the Site in accordance with Licensee's Privacy Statement(s) in effect at the time of collection.
- G. Changes to the Privacy Statement or Privacy Practices. Licensee must obtain prior approval from TRUSTe for any material changes in the privacy practices or the Privacy Statement.
  - i. Changes are material under this subsection if they relate to Licensee's practices regarding collection, use, or disclosure of Personal Information; notice and disclosure regarding those practices; user choice and consent regarding how Personal Information is used and shared; or measures for data security, integrity, or access.





## Children's Privacy Seal Program Requirements

- ii. If Licensee materially changes its privacy practices, Licensee must follow Section 3(A) and provide notice and obtain verifiable parental consent before collecting, using, or disclosing Personal Information from children for the new practices.
    - iii. Licensees making material changes to their privacy statements may be subject to a revision fee.
  - H. Assignment, Transfer or Other Change in Control of Personal Information. Licensee shall notify TRUSTe prior to (i) any Assignment or Transfer which involves sharing Personal Information between the parties; (ii) change in name of Licensee or (iii) change of domain name for the Site. An Assignment or Transfer of Personal Information shall be treated as a transfer to a third party of Personal Information collected by Licensee, and the Licensee must follow section 3(A) with regards to providing parental notice and choice. Alternatively, with the prior written consent of TRUSTe, which consent shall not be unreasonably withheld or delayed, Licensee may post prominent notices on the Site about the Assignment or Transfer provided such notices are posted for at least thirty (30) consecutive business days prior to completion of the Assignment or Transfer, where notice and verifiable parental consent are not required. If Licensee ceases to exist or is not the controlling entity as a result of a merger, acquisition or other organizational change, the successor of the company must meet TRUSTe criteria in order to carry any TRUSTe Mark(s).
- 4. TRUSTe Compliance Assessment, Monitoring and Complaint Resolution Procedures. Licensee shall reasonably cooperate with TRUSTe to ensure compliance with the Children's Program Requirements and Privacy Statement(s). TRUSTe will, itself or through an independent, qualified, neutral third party designated by TRUSTe, review the Privacy Statement(s) and the Site periodically throughout the term of the agreement, to assess the consistency and quality of Licensee's Privacy Statement(s) and related privacy practices, the Licensee's conformance with the Children's Program Requirements, and the level of consistency and quality of use of the TRUSTe Mark(s) on the Site throughout the term of the Agreement. Compliance Assurances will include the following:
  - A. Initial and Annual Assessment. After a Site has completed a formal application to become a TRUSTe Licensee but before being granted the TRUSTe Children's Mark, a TRUSTe representative will conduct an initial review of the site for adherence to TRUSTe Children's Program Requirements and the COPPA Rule. As part of this initial review, the Site must complete and attest to TRUSTe's Self-Assessment Sheet. TRUSTe will independently review the Site's privacy practices and Privacy Statement, and Self-Assessment Sheet. Through this review, TRUSTe verifies that the Site's practices, Privacy Statement, and Self-Assessment





## Children's Privacy Seal Program Requirements

Sheet are consistent with each other and with the TRUSTe Children's Requirements and the COPPA Rule. Before being accepted as a licensee, the Web site must make any changes to its privacy practices and Privacy Statement that TRUSTe determines are necessary to come into compliance with the Children's Program Requirements and the COPPA Rule. Licensee must repeat the above assessment and Site review process on an annual basis in order to renew its TRUSTe License Agreement and continue to use the TRUSTe Children's Marks.

- B. Ongoing Periodic Monitoring. After Licensee has received the TRUSTe Children's Mark, a TRUSTe representative will periodically review Licensee's Web site to ensure compliance with its posted privacy practices and the TRUSTe Children's Requirements and to check for changes in the Privacy Statement. In addition, TRUSTe will "seed" the Web site regularly to confirm that Licensee obtains verifiable parental consent when required, permits parents to review and/or delete their children's information when requested, does not use children's information for any reason outside the stated purpose, and otherwise engages in information collection and use practices that are consistent with its stated policies and the Children's Privacy Program. TRUSTe's manual reviews and seeding are conducted on an unannounced basis periodically throughout the year.
- C. Online Community Monitoring. TRUSTe will investigate all non-frivolous complaints of Licensee's violations of its posted Privacy Statements or other specific privacy concerns that are received from consumers through TRUSTe's online Watchdog Dispute Resolution Program. Licensee agrees to cooperate fully in any requests for information or further monitoring of Licensee's Web site conducted by TRUSTe.
- D. Escalated Investigations. If TRUSTe has reason to believe, as a result of any of its monitoring efforts, that Licensee has violated its posted privacy practices or any of the Children's Program Requirements, TRUSTe will conduct an escalated investigation, which may include an on-site compliance review.

5. To comply with Section 4 above, Licensee agrees to

- A. At no charge to TRUSTe or its representatives, provide full access to the Site (i.e., including password access to premium or members only areas) and reasonable access to Licensee's records, which are relevant to



## Children's Privacy Seal Program Requirements

Licensee's compliance with the Children's Program Requirements, for the purpose of conducting reviews to ensure that Licensee's Privacy Statement(s) are consistent with actual practices.

- B. Provide, upon TRUSTe's reasonable request, information regarding how Personal Information gathered from and/or tracked through Licensee's Site is used. Such information shall not be disclosed by TRUSTe to third parties and shall only be used by TRUSTe, or an independent party designated by TRUSTe, solely for the purpose of verifying Licensee's compliance with this Agreement.
- C. Review and update the contact information for Licensee's representative assigned to provide TRUSTe with the contact information for individuals that have access to or control of Personal Information being gathered from or tracked through Licensee's Site. Such information shall not be disclosed by TRUSTe to third parties and shall only be used by TRUSTe, or an independent party designated by TRUSTe, solely for the purpose of verifying Licensee's compliance with this Agreement.
- D. Licensee must participate in TRUSTe's Watchdog process to resolve non-frivolous privacy concerns or complaints – as defined by TRUSTe not the Licensee-- raised by consumers and to resolve any privacy concerns raised by TRUSTe. If Licensee does not respond directly to consumer concerns or complaints in a satisfactory and timely fashion, TRUSTe will act as the liaison between the Licensee and the consumer to resolve the issue, including recommending any necessary corrective action.
- E. Acknowledge the receipt of all TRUSTe inquiries that request acknowledgment within five (5) business days [after receipt] and provide a reasonable estimate of when the inquiry shall be addressed.
- F. Respond within a maximum of ten (10) business days to all reasonable TRUSTe inquiries about Licensee's implementation of the Program at the Site and inquiries about Licensee's potential breach of the Agreement. Licensee may request from TRUSTe an additional twenty (20) business days to respond if circumstances warrant, and consent to such additional time shall not be unreasonably withheld.



## Children's Privacy Seal Program Requirements

- G. Be subject to an on-site compliance review in response to non-frivolous complaints – as defined by TRUSTe not the Licensee-- from a user of the Site or any findings by TRUSTe that Licensee (i) has failed to implement and adhere to the policies set forth in Licensee's Privacy Statement; or (ii) has failed to adhere to the Program Requirements. If Licensee has materially breached this Agreement, Licensee agrees to reimburse TRUSTe for the reasonable cost of any such review and promptly rectify the practice to TRUSTe's reasonable satisfaction.
  - H. TRUSTe shall provide, at a minimum, ten (10) business days written notice to Licensee prior to initiation of an on-site compliance review and shall perform its review during Licensee's normal business hours and at a time agreeable to Licensee. It is TRUSTe's intent that the portion of such on-site reviews requiring TRUSTe or an independent party designated by TRUSTe to be physically at Licensee's facility will be completed within two business days and shall not exceed five business days as long as Licensee reasonably cooperates and no unusual circumstances cause additional time to be reasonably necessary. TRUSTe shall use its reasonable effort to accommodate Licensee's schedule and shall perform its review in such a manner as to not unreasonably interfere with Licensee's operations.
  - I. When undergoing a third party audit, Licensee will post the following symbol ["Audit Alert" symbol to be determined by TRUSTe] near all TRUSTe Mark(s) on the Site. Failure to post the Audit Alert symbol shall be cause for material breach.
6. User Complaints. Licensee shall provide users and parents with reasonable, appropriate, simple and effective means to submit complaints and express concerns regarding Licensee's privacy practices. Licensee shall respond to all such submissions in a timely fashion, not to exceed ten (10) business days. Licensee shall also reasonably cooperate with TRUSTe's efforts to resolve user or parental complaints, questions and concerns.
7. Cooperation To Resolve Complaints. If Licensee is the subject of a complaint submitted to TRUSTe either concerning alleged misuse of the TRUSTe Mark(s) or raising specific privacy concerns pertaining to a Licensee, in addition to any other obligations hereunder, Licensee shall cooperate with TRUSTe in an effort



## Children's Privacy Seal Program Requirements

to resolve the complaint in a manner that will prevent any disparagement of the TRUSTe Mark(s) or any injury to TRUSTe's good will.

8. TRUSTe Compliance Incentives. TRUSTe will recommend that Licensee take corrective action if any investigation or complaint reveals any violations of its own posted privacy statement, TRUSTe's Children's Requirements, or the COPPA Rule. Licensee must take such corrective action recommended by TRUSTe. If Licensee does not take such corrective action, TRUSTe will revoke the TRUSTe Children's Privacy and terminate Licensee's participation in the Children's Privacy Program, and/or refer Licensee to the Federal Trade Commission. In addition, TRUSTe will report such disciplinary action publicly on its website, including Licensee's name, the nature of the violation, and TRUSTe's resulting action.



Die Webseite kann nicht angezeigt werden.

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Mögliche Vorgehensweise:

[Diagnose von Verbindungsproblemen](#)

[Weitere Informationen](#)



## Welcome to the U.S.-EU Safe Harbor

The European Commission's Directive on Data Protection went into effect in October of 1998, and would p... Union countries that do not meet the European Union (EU) "adequacy" standard for privacy protection. With enhancing privacy protection for their citizens, the United States takes a different approach to privacy from differences in approach and provide a streamlined means for U.S. organizations to comply with the Directive with the European Commission developed a "safe harbor" framework and this website to provide the information then join – the U.S.-EU Safe Harbor program.

Please note that the form used for self-certifying compliance with the U.S.-EU Safe Harbor Framework is in the U.S.-Swiss Safe Harbor Framework; nevertheless, an organization is not required to self-certify to one the other. Organizations should also note that when they select "Switzerland" as a country from which the compliance with the U.S.-Swiss Safe Harbor Framework. It is critically important that an organization read enforcement documents before submitting a self-certification form.

### ***Checklist for Joining the U.S.-EU Safe Harbor:***

If your organization is considering joining:

- Read the [U.S.-EU Safe Harbor Overview](#).
- Read the [U.S.-EU Safe Harbor Framework Documents](#).
- Review the [Helpful Hints on Self-Certifying Compliance with the U.S.-EU Safe Harbor Framework](#).
- Review the [Safe Harbor Workbook](#).

If your organization decides to join:

- Bring your organization's policies and practices into compliance with the requirements outlined [U.S.-EU Safe Harbor Framework](#).
- Review the [Information Required for Self-Certification](#).
- Complete and submit the [Certification Form](#).

Upon receipt of your organization's self-certification submission and corresponding processing fee, the submission will be deemed complete, it will be posted to the [U.S.-EU Safe Harbor List](#), available on this website.

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Read the "Documents" tab to learn more about our site governance documents...  
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1,947,808 people like this

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RECENT ACTIVITY

Facebook Site Governance edited their Website, Mission and About.

Facebook Site Governance

Our privacy team created a new draft privacy policy. We thought a lot about the things you would want: Privacy Policies should be easy to understand even when the concepts are complicated, visual, and offer interactive tools. Today, we're giving you a look at our first draft. Check it out by clicking on the Notes tab and let us know what you think. If you like it, we'll consider making it our official policy.

[http://www.facebook.com/notes.php?id=69178204322&notes\\_tab=app\\_2347471856](http://www.facebook.com/notes.php?id=69178204322&notes_tab=app_2347471856)  
[www.facebook.com](http://www.facebook.com)

February 25 at 4:02pm · Share

1,267 people like this.

View all 1,259 comments

Facebook Site Governance

A Privacy Policy Re-imagined For Users Like You

At Facebook, we are constantly developing new experiences and features to help you control your information. Some of our recent work includes simplified privacy settings and publisher privacy controls that let you select your audience every time you ...  
[See More](#)  
By: Facebook Site Governance

February 25 at 4:01pm · Share

773 people like this.

View all 193 comments

Facebook Site Governance

The comment period for the proposed changes to the Privacy Policy is now complete. Thank you for your participation. We've adopted the proposed changes, and you can find the new document here.

<http://www.facebook.com/policy.php>  
[www.facebook.com](http://www.facebook.com)

December 23, 2010 at 2:49am · Share

2,157 people like this.

View all 952 comments

Facebook Site Governance

We are proposing a few changes to our Privacy Policy to make our practices and requirements more clear. We share proposed updates to our governing documents before they are enacted and give people an opportunity to comment. We've posted the changes for comment under the "Documents" tab of the Facebook Site Governance Page. Please leave any comments you may have by 5:30 PM PDT on December 22, 2010.

December 16, 2010 at 2:32am

2,264 people like this.

View all 922 comments

Facebook Site Governance

We've updated our privacy policy to clarify a few points as part of our TRUSTe certification, including (1) how to contact us or TRUSTe about the policy, (2) that we will respond to data access requests within a reasonable time, (3) that we do not share personally identifiable information with advertisers without your consent and (4) committing to provide you with notice of any material changes to our privacy policy.

October 6, 2010 at 1:30am

3,494 people like this.

View all 1,044 comments

Facebook Site Governance

The comment period for the proposed changes to the Statement of Rights and Responsibilities is now complete. Thank you for your participation.

October 1, 2010 at 2:08am

Create a Page

You and Facebook Site Governance

4 friends like this.

Friends' Events

Chicago Market Days 2011

Friday, August 12

RSVP: Yes · No · Maybe

Friends' Photo Albums

UAF!

by Matthias Freund

France- Beach- Night

by Matthias Freund

Winter

by Matthias Freund

Austrianness

by Matthias Freund

Chat

2,265 people like this.

[View all 507 comments](#)



#### Facebook Site Governance

We wanted to make sure you saw this post and have time to review, so we are extending the comment period. We are proposing edits to the Statement of Rights and Responsibilities to improve your control over your information and to make our practices more clear. We've posted the changes for comment under the "Documents" tab of the Facebook Site Governance Page. We encourage you to read them and leave any comments by 5:00 PM PDT on September 30, 2010.



#### Facebook Site Governance

Check out this Page to learn more about our site governance documents and proposed future changes to those documents. Become a fan to receive automatic notifications about future proposed changes and votes.  
Page: 1,947,808 people like this.

[September 24, 2010 at 1:28am](#) · [Share](#)

4,290 people like this.

[View all 950 comments](#)



#### Facebook Site Governance

As part of our open and transparent system of governance, we share proposed updates to our governing documents before they are enacted and give people an opportunity to comment. We've posted the changes for comment under the "Documents" tab of the Facebook Site Governance Page. We encourage you to read them and hope you'll agree they are an improvement. As always, we welcome your feedback and suggestions. Please leave any comments you may have by 5:00 PM PDT on September 23, 2010.



#### Facebook Site Governance

Check out this Page to learn more about our site governance documents and proposed future changes to those documents. Become a fan to receive automatic notifications about future proposed changes and votes.  
Page: 1,947,808 people like this.

[September 17, 2010 at 2:07am](#) · [Share](#)

3,128 people like this.

[View all 600 comments](#)



#### Facebook Site Governance

The comment period for the proposed changes to the Payments Terms is now complete. Thank you for your participation.

[July 19, 2010 at 1:10am](#)

1,783 people like this.

[View all 1,117 comments](#)



#### Facebook Site Governance

We'd like to make a change Payments Terms. We've posted the change for comment under the "Documents" tab of the Facebook Site Governance Page. The change relates to the expiration of free or promotional Credits. We appreciate any feedback you'd would like to provide. If you have any comments, please post them by 4:00pm PDT on July 18, 2010.



#### Facebook Site Governance

Check out this Page to learn more about our site governance documents and proposed future changes to those documents. Become a fan to receive automatic notifications about future proposed changes and votes.  
Page: 1,947,808 people like this.

[July 16, 2010 at 1:03am](#) · [Share](#)

1,798 people like this.

[View all 720 comments](#)



#### Facebook Site Governance

Thanks again for your feedback on the proposed changes to the Statement of Rights and Responsibilities and the Privacy Policy. We've adopted the proposed changes, and you can find the new documents here:

<http://www.facebook.com/terms.php> and <http://www.facebook.com/policy.php>.

[April 23, 2010 at 6:29am](#)

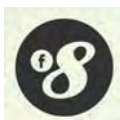
2,562 people like this.

[View all 3,207 comments](#)



#### Facebook Site Governance

Check out our f8 LIVE tab for streaming video and live chat of keynotes from Mark Zuckerberg and other Facebook speakers, breakout sessions and behind-the-scenes discussions at our conference for developers and entrepreneurs: [http://www.facebook.com/f8?v=app\\_110713442293217&ref=ts](http://www.facebook.com/f8?v=app_110713442293217&ref=ts)



f8

f8 will take place on April 21, 2010, in San Francisco. Like this Page for the latest updates on the event.  
Page: 40,442 people like this.

[Chat](#)



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2,163 people like this.

View all 527 comments

Facebook Site Governance

Responding to Your Feedback

blog.facebook.com

Find out what's happening behind the scenes at Facebook. Facebook employees give first hand accounts of new features, products, and goings-on around the office.

April 6, 2010 at 6:59am · Share

2,928 people like this.

View all 1,277 comments

Facebook Site Governance

The comment period for the proposed changes to the Privacy Policy and the Statement of Rights and Responsibilities is now complete. Thank you all for your participation. In the coming days we'll be reading these comments closely and we'll keep you informed on our next steps through status updates to the Facebook Site Governance Page.

April 3, 2010 at 8:46pm

3,453 people like this.

View all 998 comments

Facebook Site Governance

We've proposed updates to our Privacy Policy and Statement of Rights and Responsibilities. We encourage you to read through the proposed documents and offer your comments on the "Documents" tab of this Page by 12:00am PDT on April 3, 2010.

March 26, 2010 at 9:11pm

1,950 people like this.

View all 1,883 comments

Facebook Site Governance

Updates on Your New Privacy Tools

blog.facebook.com

Thank you for all of your feedback so far on the new privacy tools we began rolling out today. We'll be providing updates and listing the most common questions we're receiving in this post. Be sure to read our full blog post on the new privacy tools, if you haven't already...

December 10, 2009 at 12:44am · Share

2,298 people like this.

View all 2,190 comments

Facebook Site Governance

Hey everyone, with the roll out of the new privacy settings today, we've added a new highlight section to our summary of the Privacy Policy to make sure you understand which information about you is publicly available. We've also removed the parenthetical reference in section 3 to regional networks, as these are no longer part of the Facebook service.

<http://www.facebook.com/policy.php>  
www.facebook.com

December 9, 2009 at 5:51pm · Share

716 people like this.

View all 787 comments

Facebook Site Governance

Thanks again for your feedback on the proposed privacy policy. Due to the number of comments we received and the positive tone of the feedback, we've adopted the new policy, which you'll find here: <http://www.facebook.com/policy.php>. For more information about the process, check out our blog post here: <http://blog.facebook.com/blog.php?post=181160577130>.





November 20, 2009 at 4:31am


1,662 people like this.


View all 602 comments


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 Safety Center

## Help Center

What can we help you with?

Example: [What is the Like button?](#)

### Like

 Give positive feedback and connect with things you care about. **What is the Like feature?**Was this answer helpful? Yes No **What does it mean to "Like" a piece of content that's been posted?**Was this answer helpful? Yes No **What does it mean to "Like" a Page or content off of Facebook?**Was this answer helpful? Yes No Chat

### ▼ How do I unlike something?

You can unlike a piece of content or a Page on Facebook.

- To unlike a piece of content that you or a friend has posted, just click the "Unlike" link that appears beneath the content itself.
- To unlike a Page (which will also remove it from your profile), go directly to Page and click the "Unlike" link in the lower left-hand column.

[Permalink](#)

Was this answer helpful?

Yes

### ▼ Why did "Become a Fan" change to "Like"?

To improve your experience and promote consistency across the site, we've changed the language for Pages from "Fan" to "Like." We believe this change offers you a light-weight and standard way to connect with people, things and topics in which are interested.

[Permalink](#)

Was this answer helpful?

Yes

### ▼ Can I like a News Feed story about my friends liking Pages?

No. When you see a News Feed story about a friend liking a Page, there will be no feedback links below that story. However, if you hover over the Page name, you will see a small preview of the Page and the number of other people who have also Liked that Page. You can then Like that Page to add it to your profile, or you can click through to the Page itself.

[Permalink](#)

Was this answer helpful?

Yes

### ▼ What's the difference between "liking" an item a friend posts and "liking" a Page?

Liking a Page means you are connecting to that Page. When you connect to a Page, it will appear in your profile and you will appear on the Page as a person who likes that Page. The Page will also be able to post content into your News Feed.

On the other hand, when you click "Like" on a piece of content that a friend posts, you are simply letting your friend know that you like it without leaving a comment.

[Permalink](#)

Was this answer helpful?

Yes

### ▼ "Database Write Failed" error.

If you are seeing this error, please submit a report [here](#).

[Permalink](#)

Was this answer helpful?

Yes

### ▼ What happens when I click "Like" in a Facebook Ad?

When you click "Like" on an ad, you are making a connection with the business, brand, or product in that ad. For example, if a brand's Facebook Page is being advertised in the ad and you click the Like button, you are making a connection to that brand Page.

 Chat

As with other connections, the connection will be displayed in your profile and on your Wall and your friends may receive a News Feed story about the connection. You may also be displayed on the Page you connected to and in advertisements about that Page. The Page will also be able to post content into your News Feed and send you messages. You may also share this connection with apps on the Facebook Platform.

You always have control over your connections. You can unlike most content immediately, manage your connections on your profile, and restrict who you share your connections with in your privacy settings.

[Permalink](#)

Was this answer helpful?

Yes

No

#### ▼ Will Facebook use my photo in sponsored content?

Facebook runs ads from its own advertising system that lets your friends know if you have a direct connection with a product or service. This works similarly to the way your friends learn if you're connected with a Facebook Page through News Feed. For example, if one of your friends likes a Page, you may see an ad with your friend's profile photo next to it, indicating the action that friend has taken with that Page.

Unlike ads, Sponsored Stories are stories that your friends published into your News Feed. These show up on the right hand side of pages on Facebook. The types of stories that can be surfaced include: Page Likes, App interactions, Place check-ins, and Page posts.

Both Facebook Ads and Sponsored Stories always require that you and your friends have taken an express action to indicate your connection with the product or service. Furthermore, your personally identifiable information is not shared with advertisers.

[Permalink](#)

Was this answer helpful?

Yes

No

#### ▼ What does the "X" option on ads do?

The "X" is a way for you to give us quick and easy feedback on the ads you are seeing. We will take this feedback into account as we continue to improve our advertising systems for both advertisers and people that use Facebook. If you choose to provide feedback for an ad, this may not immediately affect how often you see or similar ads.

[Permalink](#)

Was this answer helpful?

Yes

No

#### ▼ Why did I see my friend's name or photo attached to an ad?

With [Facebook Ads](#) for Pages, Events and Apps, you may see stories about action your friends have taken on Facebook attached to ads you see. For example, you may see a story about a friend who already likes a Page that you're seeing advertised. Similarly, your friends might see stories about you that relate to the ads they're seeing. Such stories will only be shown to friends, and will adhere to any privacy settings you've set for your account.

[Permalink](#)

Was this answer helpful?

Yes

No

#### ▼ My bug is not listed above.

Although we're unable to reply to every bug report at this time, we may contact you for more details about the issue as we investigate. [Chat](#)

time to improve the site.

Please submit bug reports only [here](#).

[Permalink](#)

Was this answer helpful?

Yes

No

## Liking off Facebook

[Like on other websites \(social plugins\)](#)

[Implementing social plugins and the Like button on websites \(for developers\)](#)

[Have a suggestion? Tell us about it.](#)

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Video Unavailable

This video either has been removed from Facebook or is not visible due to privacy settings.

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**Chicago Market Days 2011**  
 Friday, August 12  
 RSVP: Yes · No · Maybe

**Birthdays**
[See All](#)

**Hell Mood Moed**  
 It's his birthday.  
 Say Happy Birthday

In this video: No one.

Added over a year ago

125 people like this.

[View previous comments](#)
50 of 74

**Phillip Cates** Why is a video I loaded two days ago and watched this morning now removed? It was taken by me for my son at an athletic event? Why can't I open any videos on Facebook right now? Is there anyone monitoring these requests?  
 December 16, 2010 at 9:04pm

Please added me  
 January 5 at 11:04am

**Marianna Lisa Rivera Caselli** i cant see my videos, they are mine , i added them, i would like to be able to see them please, or i will close my page!!  
 January 28 at 5:09am

**Olivia Norman** why is it that when you block someone they can still tag you  
 January 29 at 8:18pm · 1 person

**Karin Vangoidtsenhoven** La Traduction en Français???  
 February 21 at 12:04pm

**Donna L Shaver-Kaiser** Can not open or upload any video previous and new one...????????????????  
 February 22 at 7:17pm

**Dumith S. Herath** dis wz very helpfull thanks !  
 February 28 at 3:36pm

**Islam Abou Salem** نصيحة من اخ الي اخ راقب افكارك لأنها ستصبح أفعالاً راقب أفعالك لأنها ستصبح عادات راقب عاداتك لأنها ستصبح طباعاً راقب طباعك لأنها ستحدد مصيرك  
 March 5 at 5:38pm

**Crazyb Mali** yes.....  
 March 9 at 8:15pm

**Juan Carlos Rodriguez Jimenez** español  
 March 29 at 3:14pm

**Brandon Aase** shouldnt be able to see  
 April 1 at 12:25pm

**Brandon Aase** live your own life  
 April 1 at 12:28pm

**Patiwat Maksung** ขอขอบคุณการเรียนรู้  
 April 9 at 4:19pm · 1 person

**Extazix Süsse Zikopata** how ar toll good  
 April 29 at 2:55pm

**Gsda Suwn** မကတက  
 May 15 at 4:49pm

**Learn More #2: Controlling Your Sharing on Facebook [HD]**  
 by Facebook and Privacy (videos)  
 2:35

The second video in our "Learn More" series about privacy settings on Facebook provides a step-by-step guide to our new controls for sharing. Check out the first video here: <http://bit.ly/c0K4Sk>.

**Share**

[View in Regular Quality](#)  
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[Embed this Video](#)

**Chat**

<https://www.facebook.com/home.php>

23.07.2011

- **Roberto Desilva** OK  
May 18 at 10:45pm
- **Chelo Nava** ano yan  
May 28 at 4:14am
- **Mylyn Grollo** patulong nman po pls.... pano mg private s friends  
ko n hindi mkita  
June 8 at 11:29am
- **Ian Clefford Pabon** bobo ka eh  
June 14 at 2:51am
- **Neeti Niharika** its better for all persons  
June 14 at 11:40am
- **Azez Alobede** any one  
June 23 at 1:29pm
- **Judi Kelly** cant even see THESE!!!!!!  
June 27 at 6:55pm
- **Kainat Nawaz Jutt** YEah...  
July 1 at 8:06pm
- **Sahudin Kasya** yo  
July 9 at 5:43am
- **Cinot Love Ndeslalu** hyah  
July 10 at 1:05pm
- **Rom Hean** hahah:P  
Wednesday at 7:45am

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**Chicago Market Days 2011**  
 Friday, August 12  
 RSVP: Yes · No · Maybe

**Hell Mood Moed**  
 It's his birthday.  
 Say Happy Birthday

In this video: No one.

Added over a year ago

165 people like this.

View previous comments 50 of 65

**Laureen HansonIsakson** With all of these new privacy controls, how is it possible that someone is now listed a friend in one of the games I play as "Facebook User"? They are not in my FB friend list, just the in the game list of friends. When trying to get to their FB page, I get a message that the "page requested could not be found". HOW CAN I GET RID OF THIS PERSON???  
 June 29, 2010 at 10:55am · 3 people

**Erick Lio** merci, de m'avoir accepter ma demande d'ami.... je vous sedan la biz..de coeur  
 July 17, 2010 at 12:12pm · 1 person

**why...** HD  
 October 11, 2010 at 8:20am · 2 people

**Nazir Hadhri** why this video stark,If broken dont show...  
 October 13, 2010 at 12:52am · 1 person

**Nazir Hadhri** make new video ok...  
 October 13, 2010 at 12:52am · 1 person

**Ghayth Makdissi** i have 2 questions:  
 1- why i couldn't download information from my profile( i cant see the download information icon under account seetings?  
 2- what is the way to connect or send message to facebook team?  
 ...thanks  
 October 15, 2010 at 12:54am · 2 people

**وائل سامح موعجب**  
 November 9, 2010 at 2:10am · 1 person

**Walid Achour** hiiiiiiiiiiiiii  
 November 12, 2010 at 8:34pm · 1 person

**Farqad Al-shbool** halo facbook  
 November 13, 2010 at 3:04am · 1 person

**Prawat Kunthothom** I am a new guy  
 November 13, 2010 at 4:13pm · 1 person

**Mansoor Ali Joyo** my vido are not running  
 November 24, 2010 at 6:58pm · 1 person

**Manuel Patiño** lo de zoos y lo tuyo fue bochornoso te dije que yo arreglva lo de la clave ahoa ya esta tienes la clave pero no te va afuncionar yahora yofuera menos syi ne sacaba el dinero como ratas ya are ylo donde esta la clave si puede qe la ponga en un sitio visible  
 December 5, 2010 at 6:09pm · 1 person

**I LOVE FACEBOOK**  
 January 5 at 11:08am · 1 person

**Learn More #3: Controlling Your Sharing on Facebook [HD]**  
 by Facebook and Privacy (videos)  
 3:17

Today, we launched the third video in our "Learn More" series on Facebook's privacy settings. Watch it for a tutorial on our settings for applications and websites.

Share

[View in Regular Quality](#)

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Chat

	<b>Rhythem Rastogi</b> very clever fb!! ilove you very much..... January 15 at 8:50am ·  2 people
	<b>Cintia Falad</b> good a fran ingles February 3 at 10:38pm ·  2 people
	<b>Elias Pedro Serkin</b> Seria de gran utilidad traducido al Español February 18 at 3:14am ·  1 person
	<b>ابمن حمور</b> I like this vey mach February 22 at 3:56pm ·  1 person
	<b>Sachin Gupta</b> I like this very much again I see to learn this. February 22 at 6:44pm ·  1 person
	<b>Alisha Healy</b> why is it tell me video unavailable!!!! i cant see it and when i post vidoes it says the same thing but my friends can see them?!! February 23 at 2:13am ·  2 people
	<b>Oudiane Abarkan</b> I like this March 28 at 2:11pm
	<b>Brandon Aase</b> shouldnt be able to see April 1 at 12:37pm
	<b>Muhammad Hasbi</b> i like April 6 at 9:11pm
	<b>Mithcye As</b> why show this msg : Link disabled while previewing The link you clicked is disabled when previewing how your profile looks to another person. when my friends want view my video.. pls help... April 8 at 1:37pm
	<b>Nunzia Arancio</b> certo se ci fosse anche in italiano le spiegazione sarebbero meglio April 14 at 11:21am ·  1 person
	<b>Lilyan Loulou</b> i like this April 19 at 12:13pm
	<b>Shadab Shaikh</b> nish to miit April 26 at 1:58pm
	<b>Brāyān Rivēra</b> q pedo May 4 at 2:23am
	<b>Brāyān Rivēra</b> como va por ahi May 4 at 2:23am
	<b>Vittoria Ricci</b> GRAZIE A VOI AMMINISTRATORI DI FB.....HO BISOGNO DI ESSERE TUTELATA ...DAI NEMICI.....CHE CREDO AMICI ....E NN VOGLIO AVERE PROBLEMI ... GRAZIEEEEEEEEEEE.....VITTORIA RICCI.... May 7 at 3:11pm
	<b>Marvin Balsabas Aniñon</b> VERY GOOD..... May 29 at 5:15am
	<b>Mayra Gonzales</b> goood May 29 at 3:36pm
	<b>shadab shaikh</b> June 19 at 7:12pm
	<b>Milenko Ivkovic</b> a love facebook but sometimes a don t like... for my brother June 21 at 10:43pm
	<b>Milenko Ivkovic</b> my brother is evil June 21 at 10:45pm
	<b>Wero Ortega Nungaray</b> orale June 28 at 3:25am
	<b>Zack Ryder Galura</b> wat ever June 29 at 4:45am
	<b>Vaniko Shamanauri</b> i like :)) June 30 at 7:59pm
	<b>Paresh Baviskar</b> love facebook but sometimes but July 18 at 12:40pm

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Friday, August 12  
RSVP: [Yes](#) · [No](#) · [Maybe](#)

**Birthdays** [See All](#)

**Hell Mood Moed**  
It's his birthday.  
Say Happy Birthday

In this video: **No one.**

Added about 11 months ago · [Like](#) · [Comment](#)

10,826 people like this.

View previous comments 50 of 4,923

**Aldrin Makotore** How do i prevent people from tagging and downloading my pics even my friends  
Wednesday at 8:59am · [Like](#) · [5](#) people

**Sarah Carol** TODOS LOS IDIOMAS ACA JAJAJA  
Wednesday at 9:12am · [Like](#) · [1](#) person

**Jeeranath Youkok** เพื่อนกัน  
Wednesday at 11:56am · [Like](#) · [2](#) people

**Jeeranath Youkok** i miss you  
Wednesday at 11:59am · [Like](#) · [3](#) people

**Evelyn Manriquez Espinoza** no molestar la privacidad de los dmas okjj  
Wednesday at 2:18pm · [Like](#)

**Kellie Guzman** Is there a way to stop others from tagging my photos/videos? I have gone through the setting and don't see anything.  
Wednesday at 3:53pm · [Like](#) · [2](#) people

**Vivine Viky Devoue** ths good  
Wednesday at 4:39pm · [Like](#)

**Junior Castillo** 25727D7B  
Wednesday at 10:04pm · [Like](#) · [1](#) person

**Zariah Harris** ok dis dont have nothing to do with my problme  
Thursday at 2:08am · [Like](#) · [3](#) people

**Alamgir Aasi** How to stop others from tagging my photos/videos? I have gone through the setting and don't see anything. and how can hide friends list  
Thursday at 5:32am · [Like](#) · [1](#) person

**Steve Court** how do i stop beeing tagged pls  
Thursday at 6:12am · [Like](#) · [1](#) person

**Lyn Franklin** What in the world is 'tagging'?  
Thursday at 7:40am · [Like](#) · [1](#) person

**Nikki Whitney** how do i even get the check in feature? i can't figure out how and there isn't a buttton for it..  
Thursday at 10:28am · [Like](#) · [1](#) person

**Rishu Malik** I WANN A TRU FRIND PLS CONTACT ME NO IS 9017949741`  
Thursday at 10:47am · [Like](#) · [1](#) person

**Halit Can Halit** +905354333272  
Thursday at 10:49am · [Like](#)

**Mamen Pelayo Delgado** Debemos presionar a FB para que elimine la opcion de que otros se puedan etiquetar en nuestras fotos!!!!  
Thursday at 12:28pm · [Like](#) · [4](#) people

**Anand Ajith** it was bad  
Thursday at 3:10pm · [Like](#) · [1](#) person

**Raul Alberto Ramirez** estoi de acuerdo con ustedes ay presionar a fb para no sepongan nuestras fotos cuando nos etiqueten  
Thursday at 10:57pm · [Like](#) · [3](#) people

**Ope TheShiningcockroach** Kroco !! nice  
Yesterday at 12:51am · [Like](#) · [2](#) people

**The Facts about Tagging and Places**  
by Facebook (videos)  
2:57

Take a tour of how check-ins and tagging work on Facebook Places and learn how to control what you share with those features. Remember, you decide how you share on Facebook. Read more about Places at: <http://blog.facebook.com/blog.php?post=418175202130>

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Chat

https://www.facebook.com/home.php

23.07.2011


**Liliana Brandolin** en castellano !!!  
 Yesterday at 12:56am · Like · 1 person


**Dubravko Hotko** ...  
 Yesterday at 12:57am · Like


**Yajaira Valencia Morales** :(  
 Yesterday at 2:12am · Like


**Nuttini Nut** ไม่เห็นเรื่องเลยอะ  
 Yesterday at 2:13am · Like


**Francisco Das Chagas Vanderlei** muito bom é seguro, legal  
 Yesterday at 2:16am · Like


**Owolabi Lawal** how can i place picture of an advert on here  
 Yesterday at 4:25am · Like · 2 people


**Ganesh Nadar** nice  
 Yesterday at 10:21am · Like


**Jacqui Cusack** I cannot work out how to enable location services on my phone or the website so that I can use this app. Any advice????  
 Yesterday at 10:41am · Like · 2 people


**Giorgia Marranta** ♥  
 Yesterday at 11:21am · Like


**Jemimahpaul Audi** please i'm now mother  
 Yesterday at 1:35pm · Like · 2 people


**Jemimahpaul Audi** my babe name is kayetbachet joy  
 Yesterday at 1:37pm · Like


**Slim Baryoul** xxxxx  
 Yesterday at 2:04pm · Like


**Okoro Fred** thanks 4 your love  
 23 hours ago · Like


**Okoro Fred** All I need is love  
 23 hours ago · Like


**Okoro Fred** I love to and to give2  
 23 hours ago · Like


**Msrawymsrawy Msrawy** :]  
 22 hours ago · Like


**Claudia Ferreira** ....  
 22 hours ago · Like


**Jerry Ledesma** I never got a notification about the check-ins....  
 21 hours ago · Like


**Pantera Baloch** كل كل نظام ماشلا  
 20 hours ago · Like


**Hallo Salah** like  
 13 hours ago · Like


**Simo Ben Simo** cool  
 10 hours ago · Like


**Xavi Hernandez** la buena del explicar,,,  
 10 hours ago · Like


**Dadieq Nanieq** howww????????????????????????????/   
 8 hours ago · Like


**Aimansolex Salik** yeah ita my turn!!!  
 5 hours ago · Like


**Cynthia Ann Barber** My boys and I have a Blackberry Smart Phone and they can check in to places with their phones but I can't and I took my phone to ATT and they said that it was a Facebook problem Help I dont know what to do I want to be able to do it with my phone but instead I have to use my boys phone what should I do?  
 5 hours ago · Like


**Sajid Omrani Baloch** I want to secure my facebook and no one can see my friends and events without my permission. but how?  
 5 hours ago · Like


**Daniel Lupth** :p  
 about an hour ago · Like


**Benalla Boukhari** اعجبنى  
 38 minutes ago · Like


**บุมม แม่สะเรียง คลาสสิก 55**  
 2 minutes ago · Like


 Write a comment...

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Like Facebook

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HomeProfileLiked FriendsAccount

HD

Jane Smith

WallInfoPhotosLinksVideos

View Photos of Me (2)

Edit My Profile

Write something about yourself.

Information

Relationship Status:  
Single

Friends  
27 friends · See All

Meg Gillingham Sloan

Jason M. A.

Meredith Enloe

Create an Ad

Who Loves a Honda?

We have a theory: everybody knows somebody who loves a Honda. So we launched a social experiment to prove it. See how you're connected!

Like

Need new shoes?

Visit our store for a wide selection of shoes at discounted prices.

Like

In this video: No one.

Added over a year ago · Like · Comment

4,512 people like this.

View previous comments

50 of 2,617

Pete Hemingway

get rid of them now!!

July 16 at 8:17pm · Like

Agro Gaul

i like facebook

July 16 at 8:58pm · Like

Cruz Azul Cruz Azul

WUOOO KE CHIDO CHULAS AGREGENME

July 17 at 2:07am · Like

Demba Seck

non vedo amici in linea

July 17 at 2:37am · Like

Kareen Ramirz

dadaaa D:

July 17 at 2:58am · Like

Iveth Quiñonez

9wjsitultgj.

July 17 at 4:47am · Like

Francisco Bogado

una pregunta..!! como hago para que las actualizaciones o notificaciones ya no me lleguen al correo???

July 17 at 8:12am · Like

Marian Stemate

imi place

July 17 at 9:45am · Like

Rishab Pawar

i like fb

July 17 at 12:12pm · Like

احمد رافت

000000000000000000

July 17 at 12:13pm · Like

Carlos Roque

todo lo que buscas para tu fiesta lo tengo yo

July 17 at 1:55pm · Like

Kakaroto Eisa

مصر في قلبي دائما

July 17 at 10:52pm · Like

Mani Rajarya Jaiswal

Good knowledge for all .

July 18 at 7:02am · Like

Wilma Mills

ads are all over my facebook ,sides and in the middle , how can i get them off ??

July 18 at 9:20am · Like · 1 person

Lori Peacemaker

Im with Wima, this is worse then mspace with all the ads.. i dont like it..Way to many.. How can you bloc them? Or can u block them?

July 19 at 12:17am · Like · 1 person

Alok Sadwas

good

July 19 at 1:49pm · Like

Ouarda Saaha-sahaa

good !!

July 19 at 3:55pm · Like

How Advertising Works on Facebook [HD]

by Facebook (videos)

3:24

Ever wonder why you see certain ads on Facebook? This video explains how our ad system works to show you relevant ads without sharing any of your personal information with advertisers.

Share

View in Regular Quality

Report Video

Embed this Video

Friends' Events

See All

Chicago Market Days 2011

Friday, August 12

RSVP: Yes · No · Maybe

Birthdays

See All

Hell Mood Moed

It's his birthday.

Say Happy Birthday

Chat

 **Helen Hernandez** GOOD?????  
July 19 at 6:46pm · [Like](#)

 **Fadilah Husni** very good information!!!  
July 19 at 7:07pm · [Like](#)

 **Charlene Costner** they are even under all my pictures so how do we get rid of them  
July 19 at 9:41pm · [Like](#) · [👍1 person](#)

 **Michu Medina** mmmmmm  
July 19 at 11:04pm · [Like](#)

 **Sonny Howard** I need to get rid if pop up ads on facebook. How.....  
Wednesday at 2:40am · [Like](#)

 **Jc Tamer** goooooooooooooooooooooo  
Wednesday at 4:56am · [Like](#)

 **Hachemi Sidhmed** goooooooooooooooooooooo  
Wednesday at 7:05am · [Like](#)

 **Moidollar Badri Badreddine** pffffffffffff  
Wednesday at 9:10am · [Like](#)

 **Tammy Smith** the adds re taking over GRRRRRR :(  
Wednesday at 10:29am · [Like](#)

 **مبدو المصرى** الدنيا مصالح  
Wednesday at 3:48pm · [Like](#)

 **Rani Bieber** wooooow...  
Wednesday at 4:54pm · [Like](#)

 **Katar Abde Lani** wooooooooow  
Wednesday at 5:38pm · [Like](#)

 **Bobbybrown Soka** i give you good information  
Wednesday at 6:01pm · [Like](#)

 **علمنى الجياه** how are you  
Wednesday at 6:31pm · [Like](#)

 **Mandhour Amen** can i be your friends visite me at Amen  
Wednesday at 9:05pm · [Like](#)

 **MaryElvi ArrunSald** very Good... excelent  
Wednesday at 11:28pm · [Like](#) · [👍1 person](#)

 **Neeraj Jindal** sex is ever green power.  
Thursday at 6:27am · [Like](#)

 **Tammy Dean Goodwin** the ads are freezing up my facebook pages whenever I go to an app to play game or retrieve they take over whole page and then have to refresh for it to do it again. crazy  
Thursday at 9:37am · [Like](#)

 **Gonzalez Jhon** HERDA Q VAN A PONER ESO INGLE FACE SI ESTA JODIOOO VALLEE  
Thursday at 2:38pm · [Like](#)

 **Navid Alemi** VERY GOOD  
Thursday at 4:37pm · [Like](#)

 **Nurul Ikhsan** wowwww fine n good very very good.....  
Thursday at 11:53pm · [Like](#)

 **Yahia Brahimi** very good et en encore merci de nous apprendre  
Yesterday at 2:20am · [Like](#) · [👍1 person](#)

 **Edson Hernandez Berdugo** una pregunta como hago para ver todos mis comentarios de fotos y estados en mi perfil ya que le di ocultar y ningunas de mis publicaciones ahora aparecen en mi perfil y bueno quiero que aparezcan ahora quien me dice como hago gracias por la informacion  
Yesterday at 4:50am · [Like](#)

 **Andres Shcherbyna** Me pasa lo mismo que a Edson, elimine varios comentarios en fotos o publicaciones y me quedo como que no se publiquen mis comentarios en los muros de los demas, alguien sabe como puedo hacer para que vuelvan a aparecer. gracias  
Yesterday at 7:27am · [Like](#) · [👍1 person](#)

 **Dev Sahu** hahaha very nice  
Yesterday at 11:13am · [Like](#)

 **Penisim Cok Sert Indirdene** slmmmmmmmmmmmmmmmmmm  
20 hours ago · [Like](#) · [👍1 person](#)

 **Kimberly Ann George** how can i fix from my ads popping all over the place and even on my apps too.....what to do!!!!!!!!!!!!!!!!!!!!!!  
20 hours ago · [Like](#)


 **Marshal Smart** i like it  
19 hours ago · [Like](#)

 **Noheli Martinez** -----  
15 hours ago · [Like](#)


**Daniel Lupth** :-p


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In this video: No one.

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**Arshad Hussain** No doubt it is very informative and beneficial. thanks.  
 July 17 at 7:27am · [Like](#) · [1](#) person

**Jimmy Fabrice Jimbere** I don't like  
 July 17 at 2:48pm · [Like](#) · [2](#) people

**Angela Rivera** ??  
 July 17 at 9:02pm · [Like](#) · [2](#) people

**Omar L Lopez** 25 billion es  
 July 18 at 3:18am · [Like](#)

**Pawan Makan HIII**  
 July 18 at 7:34am · [Like](#) · [1](#) person

**Agung Barker Doank** kerenn  
 July 18 at 9:27am · [Like](#) · [2](#) people

**Gopal Sharma** nice  
 July 18 at 2:40pm · [Like](#) · [1](#) person

**Sebastian Foerster** Just give them your personal information. No problem. Why should we care? ... about who can see your current location, you can decide in your privacy settings =)  
 July 18 at 10:48pm · [Like](#) · [1](#) person

**Debbie K Barton** I am getting internet profile pics in with my personal pictures!!! How do you stop this problem?  
 July 18 at 11:57pm · [Like](#) · [3](#) people

**Dorothy Swafford** I CANT SEE MY OLDER POST, MESSAGES OR TAG OR CHANGE MY PICTURES .AND CANT FIND NO HELP ON HERE!  
 July 19 at 2:43am · [Like](#) · [2](#) people

**Beth Pinto** I want to know if there is any privacy on here or not if you click friends only and then u push the like button does anyone now have access to your account? and another question when someone of your friends goes on their friend list and they click on your name do you have access to your account even if you pushed friends only?  
 July 19 at 1:31pm · [Like](#) · [3](#) people

**Amber Gilchrist** my vineyard doesn't show neighbours or gifts. (can anybody help me please)?  
 July 19 at 2:32pm · [Like](#) · [2](#) people

**Mhoroy G Bastian** ehmmm,,,  
 July 19 at 2:48pm · [Like](#) · [1](#) person

**Nicko Desander Nico** aduuuh  
 July 19 at 5:36pm · [Like](#) · [1](#) person

**اشرف ماندو** 3aslema cv  
 July 19 at 7:02pm · [Like](#) · [1](#) person

**Understanding Social Plugins [HD]**  
 by Facebook (videos)  
 1:58

Watch this video to learn more about the "Like" button you see on other websites, and how social plugins let you take your friends with you around the web.

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**Friends' Events**
[See All](#)

**Chicago Market Days 2011**  
 Friday, August 12  
  
 RSVP: [Yes](#) · [No](#) · [Maybe](#)

**Birthdays**
[See All](#)

**Hell Mood Moed**  
 It's his birthday.  
 Say Happy Birthday

Chat

https://www.facebook.com/home.php

23.07.2011





**عثمان فطيس** أكثر من ممتاز بس من فضل  
Wednesday at 11:37am · [Like](#) · [2](#) people



**عثمان فطيس** ممتاز بس من فضلك ابن الفة العربية  
Wednesday at 11:38am · [Like](#) · [1](#) person



**Taufik Ks** is thebest  
Wednesday at 12:10pm · [Like](#) · [1](#) person



**İlhami Ağın** security supper fuul goood facebook/admin ilhami ağın  
Wednesday at 12:24pm · [Like](#) · [1](#) person



**Akbersha Deaf** pls is it  
Wednesday at 12:33pm · [Like](#)



**علمنى الحياه السلام عليكم**  
Wednesday at 6:27pm · [Like](#)



**Ruth Elisabeth Gómez Pastor** gracias  
Wednesday at 9:21pm · [Like](#)



**Douglas Egusquiza** WTF!  
Wednesday at 10:29pm · [Like](#)



**Chilo Alfaro** NESECITO K ME DESBLOKEN ANADIE LE PUEDO ASEL INVITACIONES  
Thursday at 1:24am · [Like](#)



**Betty Jo Malloy** i would like to know why i can't play the game who wants to be a millionair. what am i missing  
Thursday at 6:31am · [Like](#)



**Betty Jo Malloy** i got a laptop to figuer this out.  
Thursday at 6:34am · [Like](#)



**Dhar Dharaka** oke thank  
Thursday at 1:44pm · [Like](#)



**Salvador Angel** te amo....  
Thursday at 4:31pm · [Like](#)



**Ahmed Sparo** |||||  
Thursday at 9:05pm · [Like](#)



**Heather Jones** I seriously do not like this.... so everytime I look at something - read something etc - it gets posted? I read a lot! And 80 % of my friends could care less about such subjects! It shouldnt share it unless I click Share!!! ugh! Now I am reminded why I never wanted to join facebook. I'm OUT! c ya!  
Thursday at 11:02pm · [Like](#) · [2](#) people



**Andrea Méndez** O PUEDO PUBLICAR NOTAS EN MI ESPACIO!!!!!!!!!!!!!!!!!!!!!!  
Yesterday at 5:04am · [Like](#)



**Abd Rahaman Rasid** This is good place for me to learn  
Yesterday at 6:06am · [Like](#)



**Julio Arias** Makia :)  
Yesterday at 6:19am · [Like](#)



**Yudy Garcia** no puedo concetar la video llamda( no aparece la parte para configurarla )y mi chat no aparecen las personas conectadas....que le paso a mi facebook... que alguien me explique no importa si es en otro lenguaje..... I can not co...[See More](#)  
Yesterday at 10:01am · [Like](#)



**Dave Graves** wow dont see how this is cool... if it fills up your friends pages with info they dont need or want cluttering their pages im out of this sharing part of FB these are the things that kept me from being on here for so long.... ug...later.D...  
16 hours ago · [Like](#)



**Halrut Kingilik** friends online disapeared  
14 hours ago · [Like](#)



**Carrie Nelson** How do I opt out of plug in.  
13 hours ago · [Like](#)



**Anthony Egard Parque Ramos** tiempo bien videos bonita  
11 hours ago · [Like](#)



**Gilberto Padilla C** hay que traducirlo a español mi amigo, no te entendi nada,ja  
8 hours ago · [Like](#)



**Andrea Méndez** NO PUEDO ESCRIBIR NOTAS!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!  
7 hours ago · [Like](#)



**Alexander Dabbeti** hi , goodmorning.....  
6 hours ago · [Like](#)



**Daniel Lupth** God job..  
about an hour ago · [Like](#)



Write a comment...



## How to Appeal Claims of Copyright Infringement

Facebook respects the copyrights of others, and we prohibit users from uploading, posting or otherwise transmitting on the Facebook website any materials that violate another party's copyrights. Among other things, this means that we remove content that is reported to us pursuant to the Digital Millennium Copyright Act (17 U.S.C. § 512), also known as the DMCA.

However, while Facebook does not tolerate copyright infringement, we also do not tolerate false claims of infringement. If you believe that content that you posted on the site was removed by mistake, you can file a DMCA counter-notice by using our [counter-notice form](#). So long as everything appears to be in order with your counter-notice, we will forward it to the complaining rights owner. The DMCA then allows us to restore your content if the rights owner does not file a court action against you within 10 business days of receiving the copy of your counter-notice.

Please be aware that the DMCA makes users liable for materially misrepresenting in a counter-notice that their content was removed by mistake. Therefore, if you are not confident of your claims, we suggest you seek legal advice before filing a DMCA counter-notice with us.

## Frequently Asked Questions

[Why was my content removed?](#)

[How can I tell if content is copyrighted?](#)

[What will happen if I infringe someone else's copyrights?](#)



## How to Report Claims of Intellectual Property Infringement

Facebook is committed to protecting the intellectual property of third parties. On this page, rights holders will find information regarding how to report copyright and other intellectual property infringements by users posting content on our website, and answers to some frequently asked questions regarding our policies.

If you are a user concerned about the removal of your content, you may file a counter-notice. You can do so through the email notification you received, or in the warning at the top of your home page.

If you are a user concerned about the security of your account, please visit our [Security Help Page](#).

### How to report claims of copyright infringement by users

To report a copyright infringement by a Facebook user, all you need to do is fill out our [automated DMCA form](#). This form is the fastest way to report a copyright infringement. Although we will review reports in all languages, it will speed our review if you can submit your report in English.

If you prefer, you can also send a DMCA notice to our designated agent (information below).

### How to report other claims of intellectual property infringement by users

If you wish to report other claims of intellectual property infringement (i.e. non-copyright) by a Facebook user, all you need to do is fill out our [automated IP infringement form](#). We appreciate your cooperation in providing an English translation of your report, when possible.

### Frequently Asked Questions


What happens after I send the report?

What should I do if a third-party application infringes my rights?

What is the contact information for your DMCA designated agent?


Can I report the infringement of someone else's intellectual property rights?


What should I do if someone is pretending to be me?


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 Games and Apps

 Safety Center

## Help Center

What can we help you with?

Search

Example: What is the Like button?

**Facebook Ads » Facebook Ads** [Expand All](#)

### About Facebook Ads

[What Are Facebook Ads?](#)  
[Facebook Ads Glossary of Terms](#)  
[Success Stories and Best Practices](#)  
[Personal Information Security](#)  
[Technical Troubleshooting](#)

### Getting Started

[Creating An Ad](#)  
[Designing Your Ad: Text and Image](#)  
[Targeting Options](#)  
[Campaign Cost and Budgeting](#)

### Running Your Ad

[Your Ads Manager](#)  
[Ad Reports and Insights](#)  
[Ad Scheduling and Delivery](#)  
[Improving Your Ads](#)

### Facebook Ad Policies


[Advertising Guidelines](#)  
[Frequently Asked Policy Questions](#)  
[Ad Disapproval Reasons](#)  
[Ad Complaints](#)


### Billing and Payments

[Payment Options](#)  
[PayPal for Ads](#)  
[Billing](#)  
[Understanding Charges and Receipts](#)  
[Advertising Credits and Coupons](#)

Please note that if you choose to contact the Facebook Ads team, we're only able to provide support for inquiries in Dutch, English, French, German, Italian, Spanish, Swedish, Arabic, and Turkish.

We're also unable to offer phone support at this time, but will be happy to respond to questions submitted through contact forms on this site.

 Like

 13651730 likes. Sign Up to see what your friends like.

### Top Questions


[What are the benefits of choosing a more targeted audience versus a broader audience?](#)  
[What happens when I click "Like" in a Facebook Ad?](#)  
[What is geographic radius targeting?](#)  
[What are "Suggested Likes & Interests"?](#)  
[Images in ads](#)

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23.07.2011



## ***Welcome to the U.S.-EU & U.S.-Swiss Safe Harbor Frameworks***

### ***Introduction:***

The European Commission's Directive on Data Protection went into effect in October of 1998, and would prohibit U.S. companies from transferring personal data to countries that do not meet the European Union (EU) "adequacy" standard for privacy protection. While enhancing privacy protection for their citizens, the United States takes a different approach to privacy protection.

In order to bridge these different privacy approaches and provide a streamlined means for U.S. organizations to export data, the U.S. Department of Commerce in consultation with the European Commission developed a "Safe Harbor" framework and this website provides information on how to evaluate – and then join – the U.S.-EU Safe Harbor program.

Similarly, the U.S. Department of Commerce in consultation with the Federal Data Protection and Information Act developed a "Safe Harbor" framework to bridge the differences between the two countries' privacy approaches and provide a streamlined means for U.S. companies to export data to the Swiss data protection law. This website also provides the information an organization should need to evaluate – and then join – the U.S.-Swiss Safe Harbor program.

To get started, please use the following links:

[U.S.-European Union Safe Harbor Framework](#)

[U.S.-Switzerland Safe Harbor Framework](#)

### ***Eligibility for Self-Certification***

Any U.S. organization that is subject to the jurisdiction of the Federal Trade Commission (FTC) or U.S. air carrier or U.S. Department of Transportation (DoT) may participate in the Safe Harbor. Organizations generally not subject to the jurisdiction of the FTC or DoT (such as banks, investment houses, credit unions, and savings & loan institutions), telecommunication companies, agricultural co-operatives, and meat processing facilities. In addition, the FTC's jurisdiction does not extend to certain circumstances. If you are uncertain as to whether your organization falls under the jurisdiction of either the FTC or DoT, or if any of the ineligibility do exist, be sure to contact those agencies for more information.

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Platform Policies

[Credits Terms](#)
[Contact Facebook](#)

[Supplemental Materials](#)
[Open Source](#)

## Facebook Platform Policies

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### Introduction

*Date of Last Revision: July 1, 2011*

Facebook Platform is an extension of Facebook, whose mission is to give people the power to share and make the world more open and connected.

Platform applications and developers are required to comply with the following documents:

- [Statement of Rights and Responsibilities](#): requirements for anyone who uses Facebook.
- [Principles](#): the spirit of the law for Platform.
- [Policies](#): the letter of the law for Platform.

Here are some [Examples and Explanations](#) for specifics.

---

### Principles

**Create a great user experience**

- Build social and engaging applications
- Give users choice and control
- Help users share expressive and relevant content

**Be trustworthy**

- Respect privacy
- Don't mislead, confuse, defraud, or surprise users
- Don't spam - encourage authentic communications

---

### Policies

#### I. Features and Functionality

1. You must not violate any law or the rights of any individual or entity, and must not expose Facebook or Facebook users to harm or legal liability as determined by us in our sole discretion.
2. You must not include functionality that proxies, requests or collects Facebook usernames or passwords.
3. You must not circumvent (or claim to circumvent) our intended limitations on core Facebook features and functionality.
4. If you offer a service for a user that integrates user data into a physical product (such as a scrapbook or calendar), you must only create a physical product for that user's personal and non-commercial use.
5. If you exceed, or plan to exceed, any of the following thresholds please [contact us](#) as you may be subject to additional terms: (>5M MAU) or (>100M API calls per day) or (>50M impressions per day).
6. Your website must offer an explicit "Log Out" option that also logs the user out of Facebook.
7. Special provisions for apps on Pages:
  - a. Apps on Pages must not host media that plays automatically without a user's interaction.
  - b. When a user visits your Page, if they have not given explicit permission by authorizing your Facebook app or directly providing information to your Page, you may only use information obtained from us and the user's interaction with your Page in connection with that Page. For example, although you may use aggregate analytics for your individual Page, you must not combine information from any other sources to customize the user's experience on your Page and may not use any information about the user's interaction with your Page in any other context (such as analytics or customization across other Pages or websites).
8. You must not use or make derivative use of Facebook icons, or use terms for Facebook features and functionality, if such use could confuse users into thinking that the reference is to Facebook features or functionality.
9. Games on [Canvas Pages](#) must use Facebook Credits as their sole and exclusive payment method for all virtual goods and currencies made available to users within the game. All other payment options are prohibited within games on [Canvas Pages](#) unless they go through Facebook Credits rather than directly through that payment option. By "Payment Method" we mean any method that allows a user to complete a transaction where the user receives virtual currency or virtual goods in a game on a [Canvas Page](#) in exchange for anything of value, including, without limitation, by exchanging monetary value for virtual currency or virtual goods, whether directly at the time of purchase or via any previous transaction such as the user's earlier purchase of a prepaid gift card or electronic code. In-game rewards of virtual currency or virtual goods earned by users through game-play activity alone are exempt from this definition.
10. Applications may reward users with virtual currency or virtual goods in exchange for user actions that do not involve third parties, but rewards for user actions that involve third parties must be powered by Facebook Credits by integrating Facebook Credits offers. For example, you may not reward users with virtual currency or virtual goods in exchange for any action in which personally identifiable information is shared with a third party, you may not reward users with virtual currency or virtual goods in exchange for third party downloads, such as toolbars or ringtones, and you may not reward users with virtual currency for engaging in passive actions offered by third parties, such as watching a video, playing a mini-game, or taking an anonymous poll.

#### II. Storing and Using Data You Receive From Us

1. You will only request the data you need to operate your application.
2. You may cache data you receive through use of the Facebook API in order to improve your application's user experience, but you should try to keep the data up to date. This permission does not give you any rights to such data.

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4. A user's friends' data can only be used in the context of the user's experience on your application.
5. Subject to certain restrictions, including on transfer, users give you their [basic account information](#) when they connect with your application. For all other data obtained through use of the Facebook API, you must obtain explicit consent from the user who provided the data to us before using it for any purpose other than displaying it back to the user on your application.
6. You will not directly or indirectly transfer any data you receive from us, including user data or Facebook User IDs, to (or use such data in connection with) any ad network, ad exchange, data broker, or other advertising or monetization related toolset, even if a user consents to such transfer or use. By indirectly we mean you cannot, for example, transfer data to a third party who then transfers the data to an ad network. By any data we mean all data obtained through use of the Facebook Platform (API, Social Plugins, etc.), including aggregate, anonymous or derivative data.
7. You will not use Facebook User IDs for any purpose outside your application (e.g., your infrastructure, code, or services necessary to build and run your application). Facebook User IDs may be used with external services that you use to build and run your application, such as a web infrastructure service or a distributed computing platform, but only if those services are necessary to running your application and the service has a contractual obligation with you to keep Facebook User IDs confidential.
8. If you need an anonymous unique identifier to share outside your application with third parties such as content partners, advertisers, or ad networks, you must use our [mechanism](#). You must never share this anonymous unique identifier with a data broker, information broker, or any other service that we may define as such under our sole discretion.
9. You will not sell any data. If you are acquired by or merge with a third party, you can continue to use user data within your application, but you cannot transfer data outside your application.
10. If you stop using Platform or we disable your application, you must delete all data you have received through use of the Facebook API unless: (a) it is basic account information; or (b) you have received explicit consent from the user to retain their data.
11. You cannot use a user's friend list outside of your application, even if a user consents to such use, but you can use connections between users who have both connected to your application.
12. You will delete all data you receive from us concerning a user if the user asks you to do so, and will provide an easily accessible mechanism for users to make such a request. We may require you to delete data you receive from the Facebook API if you violate our terms.
13. You will not include data you receive from us concerning a user in any advertising creative, even if a user consents to such use.
14. You must not give your secret key to another party, unless that party is an agent acting on your behalf as an operator of your application. You are responsible for all activities that occur under your account identifiers.

### III. Application Content

**A. Prohibited Content** - You are responsible for all content of and within your application, including advertisements and user-generated content. You must not promote, or provide content referencing, facilitating, containing or using, the following:

1. Alcohol-related content (unless the appropriate [Demographic Restrictions](#) are used), or sale of tobacco products, ammunition and/or firearms;
2. Content that infringes upon the rights of any third party, including intellectual property rights, privacy, publicity or other personal or proprietary right, or that is deceptive or fraudulent;
3. Gambling, including without limitation, any online casino, sports books, bingo or poker;
4. Illegal activity and/or illegal contests, pyramid schemes, sweepstakes or chain letters; if you run, reference, or facilitate a legally permissible sweepstakes, contest, or other promotion you are subject to Facebook's [Promotions Guidelines](#);
5. Content that is hateful, threatening, defamatory, or pornographic; incites violence; or contains nudity or graphic or gratuitous violence.

**B. Advertisements and Cross-Promotions**

1. You must not include advertisements or promotions, cross-promote other applications, or provide web search functionality in content distributed through [Facebook social channels](#).
2. You can only utilize advertising or similar monetization related products or services from companies that appear on this [list](#) within [Apps on Facebook.com](#).

### IV. Application Integration Points

1. You must not incentivize users to use (or gate content behind the use of) Facebook social channels, or imply that an incentive is directly tied to the use of our channels.
2. You must not pre-fill any of the fields associated with the following products, unless the user manually generated the content earlier in the workflow: Stream stories (user\_message parameter for Facebook.streamPublish and FB.Connect.streamPublish, and message parameter for stream.publish), Photos (caption), Videos (description), Notes (title and content), Links (comment), and Jabber/XMPP.
3. If a user grants you a publishing [permission](#), you must still obtain consent from the user before taking any action on the user's behalf, such as publishing content or creating an event.
4. You must provide users with an easily identifiable "skip" option whenever you present users with an option to use a Facebook social channel.
5. You must not provide users with the option to publish more than one Stream story at a time.
6. Platform integrations, including social plugins:
  - a. Your advertisements must not include or be paired with any Platform integrations, including social plugins such as the Like button, without our written permission.
  - b. You must not sell or purchase placement of a Like button or Like box plugin.
  - c. You must not incentivize users to Like any Page other than your own site or application, and any incentive you provide must be available to new and existing users who Like your Page.
  - d. You must not obscure or cover elements of our social plugins, such as the Like button or Like box plugin.
7. Facebook messaging (i.e., email sent to an @facebook.com address) is designed for communication between users, and not a channel for applications to communicate directly with users.

### V. Enforcement

We can take enforcement action against you and any or all of your applications if we determine in our sole judgment that you or your application violates Facebook Platform Terms and Policies. Enforcement action is both automated and manual, and can include disabling your application, restricting you and your application's access to Platform functionality, terminating our agreements with you, or any other action as we in our sole discretion deem appropriate.

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current and that you do not filter out any such messages.

## VI. Changes

We can change these Platform Policies at any time without prior notice as we deem necessary. Your continued use of Platform constitutes acceptance of those changes.

## VII. Definitions

1. By "Application" we mean canvas page application, Platform integration, or any other technical integration we have assigned an application identification number.
2. By "Facebook social channel" we mean Application Info Section, Application tab, Feed, requests (including invites), inbox attachments, Chat, Bookmarks, or any other feature of a user profile or Facebook communication channel in which or through which an application can provide, display, or deliver content directed at, on behalf of, or by permission of a user.
3. By "basic account information" we mean: name, email, gender, birthday, current city, and profile picture URL.
4. By "Facebook Platform Terms and Policies" we mean the Statement of Rights and Responsibilities and the Platform Policies.
5. By "User data you receive from Facebook" we mean any data or content (including any images, text, or other information or materials) you receive from us, that was provided by users to us, or was associated by us with a particular user.

## VIII. Branding and Promotion Policy

You must follow the guidelines set forth in the [Facebook Brand Resource and Permissions Center](#).

## IX. Advertising Guidelines

## X. Facebook Credits

Developers participating in the program for accepting credits are subject to [these terms](#).

---

## Examples and Explanations

We want you to be successful on Facebook Platform, and we believe that the best way to do so is to provide a great user experience. Our Platform Policies will help you do this by explaining what's required; these [examples and explanations](#) will help you understand how to put that into practice.

- [Advertisements](#) — Section III.B
- [Stream Stories](#) — Section IV
- [Terms and Trademarks](#) — Sections I and X

---

Like

Send



10134 likes. [Sign Up](#) to see what your friends like.

Updated on Tuesday

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## Facebook Ads

Reach over 500 million people where they connect and share


[Create an Ad](#)  
or manage your existing ads

[Overview](#) [Case Studies](#)




### Reach Your Target Customers

- Connect with more than 500 million potential customers
- Choose your audience by location, age and interests
- Test simple image and text-based ads and use what works



### Deepen Your Relationships

- Promote your [Facebook Page](#) or website
- Use our "Like" button to increase your ad's influence
- Build a community around your business



### Control Your Budget

- Set the daily budget you are comfortable with
- Adjust your daily budget at anytime
- Choose to pay only when people click (CPC) or see your ad (CPM)

Need assistance developing the ideal Facebook advertising solution? [Contact Our Sales Team](#) ▶

To learn more, [visit our Guide to Facebook Ads](#) ▶


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## Advertise on Facebook

### 1. Design Your Ad


[Select Existing Creat](#)

Destination:  

---

URL:  [Suggest an Ad](#) 

---

Title:    
25 characters left


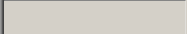


Body:    
135 characters left

Image:   

---


Preview:

**Example Ad Title**



Your body text will go here.

[Continue](#)

**facebook**   [Home](#) [Profile](#) [Account](#)

**Advertise on Facebook**

**1. Design Your Ad** [Select Existing Creative](#) [Design Your Ad FAQ](#)

Destination:  [?](#)


---

URL:  [Suggest an Ad](#) [?](#)

---

Title:  [?](#)  
17 characters left


Body:  [?](#)  
105 characters left

Image:  [Durchsuchen](#) [?](#)  
[Remove uploaded image.](#)

---

Preview:

**dsdfsdfs**



dasdsdfsdsff dasdsd asdf sdffd

**2. Targeting** [Ad Targeting FAQ](#)

**Location**

---

Country: [?](#)  [✕](#)

☒ Everywhere  
☐ By City [?](#)

**Demographics**

---

Age: [?](#)  -  [?](#)  
☐ Require exact age match [?](#)

Sex: [?](#) ☒ All ☐ Men ☐ Women

**Likes & Interests**

---

[?](#)

**Connections on Facebook**

---

Connections: [?](#) ☒ Anyone  
☐ Advanced connection targeting

**Advanced Demographics**

---

Birthday: ☐ Target people on their birthdays

Interested In: [?](#) ☒ All ☐ Men ☐ Women

Relationship: [?](#) ☒ All ☐ Single ☐ Engaged  
☐ In a relationship ☐ Married

Languages: [?](#)

**Education & Work**

---

Education: [?](#) ☒ All ☐ College Grad  
☐ In College  
☐ In High School

Workplaces: [?](#)

[Hide Advanced Targeting Options](#)

Estimated Reach [?](#)

**2,096,240** people

- who live in **Austria**
- age **18** and older


[Continue](#)



facebook

Search

Home Profile Account



## Family Safety Center

We believe safety is a conversation and a shared responsibility among all of us. That's why we provide the information, tools and resources you'll find here.

Like Send 309354 likes. Sign Up to see what your friends like.

Meet The Facebook Safety Team



### Our Philosophy

Safety is an ongoing conversation among everyone who uses Facebook.



### The Facebook Community

Each of us plays a role in creating a safe environment.



### Tools & Resources

Learn about your account settings, safety best practices and more.



### Parents

Help your teens play it safe on Facebook.



### Teachers

Learn and teach about how to use social media wisely.



### Teens

Be smart. Use good judgement whenever you're online.



### Law Enforcement

Learn how Facebook works with your local law enforcement.

#### Related Facebook Pages

#### Facebook Safety Page

Like 416423 likes. Sign Up to see what your friends like.

This spring, we collaborated with Microsoft and the National Center for Missing & Exploited Children to start using a technology called PhotoDNA. PhotoDNA allows private and government entities to keep illicit content, such as child pornography, off the Internet. Check out the Chicago-Sun Times editorial below about the effectiveness of PhotoDNA. What do you think?

**Editorial: Big companies need to use PhotoDNA - Chicago Sun-Times**  
www.suntimes.com

As disturbing as the current explosion in child pornography on the Internet is this thought — all those creeps were out there all along. The Internet simply made it easy for them to find each other. Fortunately, as reporter Dan Rozek pointed out in Sunday's

Wednesday at 6:26pm · Share

#### Facebook Security Page

Like 4594522 likes. Sign Up to see what your friends like.

On Wednesday, Facebook announced three exciting improvements to messaging: group chat, video calling, and a new chat sidebar. Try them out! Here's the official blog post with more info:

#### Call Your Friends Right From Facebook

Over the last year, the messages team has been working to make it easier to have one on one conversations with your friends. In November, we launched the new messages, which brings together your chats, texts, emails and messages all in one place. Tod...

See More  
By: Facebook

July 8 at 6:17pm · Share

#### Facebook and Privacy Page

Like 301235 likes. Sign Up to see what your friends like.

Have you tried out video calling? It's a great way to talk with your loved ones and friends, and talk with them face-to-face! Remember that only your confirmed friends can call you and you always have the option to ignore any call you receive. Check out our Help Center for more questions and answers:

**Facebook Help Center | Facebook**  
www.facebook.com

Facebook is a social utility that connects people with friends and others who work, study and live around them. People use Facebook to keep up with friends, upload an unlimited number of photos, post links and videos, and learn more about the people they meet.

Wednesday at 9:51pm · Share

Safety Advisory Board



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## Privacy Program Requirements

[Home](#) > [Privacy Program Requirements](#) > [Understanding Program Requirements](#)

### TRUSTe Program Requirements

#### Background

TRUSTe's [privacy certification programs](#) provide cutting-edge consumer protections and establish leading privacy standards. Each certification program has unique Program Requirements tailored to the platform (like [mobile apps](#)) and/or applicable regulatory frameworks (like [COPPA](#)). Our Program Requirements are the standard against which we evaluate and certify a company's online privacy practices and these requirements embody our mission, [Truth in Privacy](#), to promote transparency, accountability and choice in the collection and use of personal information. Certified companies that display our privacy seal demonstrate compliance with our Program Requirements and their commitment to privacy protection, instilling confidence and trust in users of their products and services.

TRUSTe's Program Requirements incorporate principles from privacy frameworks established by [APEC](#), the [OECD](#), and the [FTC](#) and also reflect input from consumers, clients, advocates and regulators. Privacy, like technology, continually evolves and we closely monitor privacy developments in the public and private sector and amend our Program Requirements as needed. We work hand-in-hand with our clients to implement new Program Requirements, ensuring that they can confidently deploy state-of-the-art products and services while maintaining strong privacy protections.

Use the table below to navigate and access our Program Requirements by certification program.

#### Program Requirements Table

TRUSTe Certification Program	Program Requirements
Website Privacy	<a href="#">View</a>
Mobile App/Website Privacy	<a href="#">View</a>
Email Privacy	<a href="#">View</a>
EU Safe Harbor	<a href="#">View</a>
TRUSTed Cloud	<a href="#">View</a>
TRUSTed Data Collection	<a href="#">View</a>
TRUSTed Download	<a href="#">View</a>
Children's Privacy	<a href="#">View</a>

#### TRUSTe Products

##### [Website Privacy](#)

For eCommerce and content websites

##### [EU Safe Harbor](#)

Global reach with EU Safe Harbor

##### [Children's Privacy](#)

For websites who market to children

##### [Mobile Privacy](#)

Certify your mobile apps and websites

##### [Email Privacy](#)

Achieve email privacy certification

##### [TRUSTed Ads](#)

Ad privacy compliance just got easier


##### [TRUSTed Downloads](#)

Certify your downloads to be safe


#### Be In Good Company

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Home Profile Account


**Manage Invites and Imported Contacts**
Invite More Friends

Look below to see all the people you've invited to join Facebook and check who has already joined. You can also send invites, as well as review and manage contacts you've imported but not yet invited. You can cancel a pending reminder by deleting that contact. [See your impact.](#)


**Invitations Sent**

Select: All Delete Selected Send Reminder
Sort By: Not Yet Joined

Displaying the only invitation.

[Remove all contacts](#)

**Friends' Photos**



Tagged: [Andreas Kezer](#)

1 Like



Tagged: [William Reed](#)

1 Like · 5 Comments


**Sponsored** Create an Ad

**Spiele Global Warfare!**


Baue deine Nation und Armee auf und probiere das fortschrittlichste Spiel auf Facebook! Spiele jetzt Global Warfare!


**Gratis iPad2 zum Training**   
 etc.at
 

Holen Sie sich jetzt Ihr gratis iPad2 zu Ihrem Microsoft Training bei ETC - jetzt buchen und Ihren Seminar-Benefit sichern im Sommer

**Zipfer**


Gewinn Tickets für's FM4 Frequency! Zipfer verlost 100 der heißbegehrten Tickets für dich und deine Freunde!

Like · Bernhard Damoser and Peter Brandlmayr like this.

**Team Rauscher Immobilien Salzburg**


Schnäppchen? Traumhaus oder Traumwohnung? Holen Sie sich via Facebook Ihre Wunsch-Immobilie zu Ihnen nach Hause - immer topaktuell.

Like · 864 people like this.

facebook

Search

HomeProfileAccount

My Account

SettingsNetworksNotificationsMobileLanguagePaymentsFacebook Ads

Notifications

To control which notifications you receive from Facebook and applications, use the checkboxes below. Scroll to the bottom of the page to save your changes.

**Send notifications by:**

Email: **a0706826@unet.univie.ac.at**

[Send notifications to your phone via SMS.](#)

**Send a notification when someone:**

	Email
<b>Facebook</b>	
Sends you a message	<input type="checkbox"/>
Adds you as a friend	<input type="checkbox"/>
Confirms a friend request	<input type="checkbox"/>
Posts on your Wall	<input type="checkbox"/>
Pokes you	<input type="checkbox"/>
Has a birthday coming up (weekly email)	<input type="checkbox"/>
Asks to list you as family	<input type="checkbox"/>
Confirms a family request	<input type="checkbox"/>
Suggests a friend you might know	<input type="checkbox"/>
Adds a friend you suggested	<input type="checkbox"/>
Joins Facebook after your invite	<input type="checkbox"/>
Tags you on their profile	<input type="checkbox"/>
Tags you in a post	<input type="checkbox"/>
Mentions you in a comment	<input type="checkbox"/>
Comments on a post you were tagged in	<input type="checkbox"/>
Suggests a profile picture for you	<input type="checkbox"/>
Likes your post	<input type="checkbox"/>
<b>Photos</b>	
Tags you in a photo	<input type="checkbox"/>
Tags one of your photos	<input type="checkbox"/>
Comments on your photos	<input type="checkbox"/>
Comments on a photo of you	<input type="checkbox"/>
Comments after you in a photo	<input type="checkbox"/>
When you upload a photo via email	<input type="checkbox"/>
Comments on your photo albums	<input type="checkbox"/>
Comments after you on a photo album	<input type="checkbox"/>
<b>Groups</b>	
Changes the name of one of your groups	<input type="checkbox"/>
Makes you group admin	<input type="checkbox"/>
Asks to join a group you admin	<input type="checkbox"/>
Adds you to a group	<input type="checkbox"/>
Approves your request to join a group	<input type="checkbox"/>
Changes the privacy setting of one of your groups	<input type="checkbox"/>
<a href="#">Change email settings for individual groups</a>	
<b>Pages</b>	
Makes you a Page admin	<input type="checkbox"/>
Suggests a Page to you	<input type="checkbox"/>
Replies to your discussion board post	<input type="checkbox"/>
Weekly Page updates for admins	<input type="checkbox"/>
<a href="#">Change email settings for individual Pages</a>	

View Settings for:

Facebook

Photos

Groups

Pages

Events

Questions

Notes

Links

Video

Help Center

Wall Comments

Places

Deals

Other updates from Facebook










Credits

Chat



<https://www.facebook.com/editaccount.php?notifications>

23.07.2011



<b>Events</b>	
Invites you to an event	<input type="checkbox"/>
Changes the date or time of an event	<input type="checkbox"/>
Cancels an event	<input type="checkbox"/>
Makes you an event admin	<input type="checkbox"/>
Posts on the wall of an event you admin	<input type="checkbox"/>
Changes the name of an event you're invited to	<input type="checkbox"/>
Changes the photo of an event	<input type="checkbox"/>
<b>Questions</b>	
Answers your question	<input type="checkbox"/>
Suggests a question for you to answer	<input type="checkbox"/>
Comments on your answer	<input type="checkbox"/>
Comments after you on an answer	<input type="checkbox"/>
Answers a question you asked them to answer	<input type="checkbox"/>
<b>Notes</b>	
Tags you in a note	<input type="checkbox"/>
Comments on your notes	<input type="checkbox"/>
Comments after you in a note	<input type="checkbox"/>
<b>Links</b>	
Comments on your links	<input type="checkbox"/>
Comments after you on a link	<input type="checkbox"/>
Shares something you posted	<input type="checkbox"/>
<b>Video</b>	
Tags you in a video	<input type="checkbox"/>
Tags one of your videos	<input type="checkbox"/>
Comments on your videos	<input type="checkbox"/>
Comments on a video of you	<input type="checkbox"/>
Comments after you in a video	<input type="checkbox"/>
<b>Help Center</b>	
Replies to your Help Center question	<input type="checkbox"/>
Marks your answer as Best Answer	<input type="checkbox"/>
<b>Wall Comments</b>	
Comments on a story on your Wall	<input type="checkbox"/>
Comments after you on a Wall story	<input type="checkbox"/>
<b>Places</b>	
Tags you at a place	<input type="checkbox"/>
Comments on one of your check-ins	<input type="checkbox"/>
<b>Deals</b>	
Suggestions to subscribe to Deals on Facebook	<input type="checkbox"/>

Also allow Facebook to send updates about...

<b>Other updates from Facebook</b>	
Updates about your friends on Facebook	<input type="checkbox"/>
Updates about Facebook product news	<input type="checkbox"/>
Invitations to participate in research about Facebook	<input type="checkbox"/>
Send weekly updates for your domains	<input checked="" type="checkbox"/>
<b>Credits</b>	
Credits you've purchased	<input type="checkbox"/>
Pending order has been completed	<input type="checkbox"/>


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[Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) ·  
[Help](#)

 Chat

Save Changes

Even if you turn off all notifications, we may sometimes need to email you important notices about your account.

 Chat



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[Home](#)   [Managing Your Privacy](#)   [Participating Networks](#)   [About Us](#)   [Contact Us](#)   [Blog](#)

Overview

Principles Overview

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Opt-out Problems

FAQs


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## Opt Out of Behavioral Advertising

[Español](#) | [Français](#) | [English](#)

The NAI Opt-out Tool was developed in conjunction with our members for the express purpose of allowing consumers to "opt out" of the behavioral advertising delivered by our member companies.

Using the Tool below, you can examine your computer to identify those member companies that have placed an advertising cookie file on your computer.




To opt out of an NAI member's behavioral advertising program, simply check the box that corresponds to the company from which you wish to opt out. Alternatively, you can check the box labeled "Select All" and each member's opt-out box will be checked for you. Next click the "Submit" button. The Tool will automatically replace the specified advertising cookie(s) and verify your opt-out status.



**Opting out of a network does not mean you will no longer receive online advertising.** It does mean that the network from which you opted out will no longer deliver ads tailored to your Web preferences and usage patterns.

If you have any questions, please visit our [FAQ section](#).

### Opt-Out Status

[Select all](#)   [Clear](#)   [Submit](#)

Member Company	Status	Opt-Out
<b>aCerno</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>AdBrite</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>AdChemy</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Adconion</b> <a href="#">More Information</a>		Opt-Out <input type="checkbox"/>
<b>Adara Media</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Adify Media</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>AdMeld</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>AddThis</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Aggregate Knowledge</b>		Opt-Out <input type="checkbox"/>

<a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	
<b>Akamai</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>AudienceScience</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Batanga (Collective)</b> <a href="#">More Information</a>		Opt-Out <input type="checkbox"/>
<b>Batanga (DoubleClick)</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Bizo</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>BlueKai</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>BrightRoll</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Brilig</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Burst Media's adConductor</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Buysight</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Casale Media</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Cognitive Match</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Collective</b> <a href="#">More Information</a>		Opt-Out <input type="checkbox"/>
<b>Criteo</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Cross Pixel Media</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Dapper</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>DataLogix</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>DataXu</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Datonic's (formerly AlmondNet)</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Dedicated Networks (AppNexus)</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Dedicated Networks (DoubleClick)</b>		Opt-Out <input type="checkbox"/>

	<a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	
	<b>Dotomi</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
	<b>eXelate Media</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
	<b>FetchBack</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
	<b>Fox Audience Network</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
	<b>Glam Media</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
	<b>Google</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
	<b>I-Behavior</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
	<b>interCLICK</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
	<b>Invite Media</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
	<b>Lotame</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
	<b>MAGNETIC</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
	<b>Media Innovation Group</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
	<b>MediaMath</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
	<b>MediaMind</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
	<b>Mediaplex</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
	<b>Media6degrees</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
	<b>Microsoft (Atlas Technology)</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
	<b>Microsoft Advertising</b> <a href="#">More Information</a>	<b>Active Cookie</b> You have not opted out and you have an active cookie from this network.	Opt-Out <input type="checkbox"/>
	<b>Mindset Media</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
	<b>Netmining</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
	<b>OwnerIQ</b>		Opt-Out <input type="checkbox"/>

<a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	
<b>Pulse360</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Quantcast</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>RadiumOne</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Red Aril</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>richrelevance</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Rocket Fuel</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Specific Media</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>TARGUSinfo AdAdvisor</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>33Across</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>TidalTV</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Traffic Marketplace</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Tumri</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Turn</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>24/7 Real Media</b> <a href="#">More Information</a>	<b>Active Cookie</b> You have not opted out and you have an active cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Undertone Networks</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>ValueClick Media</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Vibrant Media</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Wall Street on Demand</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>XGraph</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>[x+1] (formerly Poindexter Systems)</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Yahoo! Ad Network</b>		Opt-Out <input type="checkbox"/>

<a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	
<b>YuMe, Inc.</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<hr/>		
<b>AOL Advertising</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<b>Tribal Fusion</b> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<div>Select all Clear Submit</div>		
<p>Opting out of an ad network program using the NAI Opt-out Tool should not affect other services provided by NAI members that rely on cookies, such as email or photo-hosting. <a href="#">Click here for more information.</a></p> <p>The NAI has adopted a policy that all NAI member companies set a minimum lifespan of five years for their opt out cookies. <a href="#">Click here for more information.</a></p>		

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Date of Last Revision: February 10, 2011

#### Facebook Pages Terms

1. Any user may create a Page; however, only an authorized representative of the subject matter may administer the Page. Pages with names consisting solely of generic or descriptive terms will have their administrative rights removed.
2. Content posted to Pages is public information and is available to everyone.
3. If you collect information from users, you will obtain their consent, make it clear you (and not Facebook) are the one collecting their information, and post a privacy policy explaining what information you collect and how you will use it.
4. You must not build or incorporate any functionality that identifies which users visit your Page.
5. Applications on your Page must comply with the Facebook [Platform Policies](#).
6. You take full responsibility for any sweepstakes, contest, competition or similar offering on your Page and must comply with our [Promotions Guidelines](#).
7. Third party advertisements on Pages are prohibited. Ads or commercial content on Pages must comply with our [Advertising Guidelines](#).
8. You will restrict access to your Page as necessary to comply with all applicable laws and Facebook terms and policies.
9. You may not establish terms beyond those set forth in these terms to govern the posting of content by users on a Page.
10. Page names must:
  - a. not consist solely of a generic or descriptive term (e.g. "beer" or "pizza");
  - b. use proper, grammatically correct capitalization and may not include excessive capitalization or use all capitals;
  - c. not include character symbols, including but not limited to excessive punctuation and trademark designations; and
  - d. not include taglines, superfluous descriptions, or unnecessary qualifiers. Campaign names and/or regional or demographic qualifiers are acceptable.



facebook



[Home](#) [Profile](#) [Account](#)

Help Center Home

**Browse Help Topics**

Help Discussions

Top Questions

Games and Apps

Safety Center

**Help Center**


Like

13649824 likes. Sign Up to see what your friends like.

Example: What is the Like button?

**Account Security » Account Security**

Expand All

 Protect your account and the information you share.

I think my account is compromised

I think my friend's account is compromised

I want to report abuse on Facebook

I want to learn more about keeping my account secure

**Top Questions**

What does it mean to turn on Secure Browsing (https)? What are the benefits?

I received the "You requested a new Facebook password" email but I didn't request a new password.

What is phishing?

How do I turn on Secure Browsing (https)?

What can I do to keep my account secure?

**Available Languages**

This page is available in the following languages:

English (US)

Español

Español (España)

Deutsch

Français (France)

Italiano

Türkçe

Português (Brasil)

Русский

Nederlands

Português (Portugal)

Polski

Dansk

Norsk (bokmål)

Svenska

العربية

Čeština

Suomi

עברית

( )

( )

Bahasa Indonesia

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[About](#) · [Advertising](#) · [Create a Page](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

Chat

https://www.facebook.com/help/?page=420

23.07.2011

facebook

Search

Home

Profile

Account

Help Center Home

Browse Help Topics

Help Discussions

Top Questions

Games and Apps

Safety Center

Help Center

What can we help you with?

Search

Example: What is the Like button?

Reporting a violation » Reporting a violation

Hide All

How to report a violation

How do I report abuse?

If you see something on Facebook that you believe violates our [terms](#), you can report it to us. To make a report, find the "Report" link that is nearest to what you want to report:

- Report a profile:** Go to the profile. Scroll down to the bottom of the left column, under the friend list. Click the "Report/Block This Person" link.
- Report a photo:** Click on the photo you want to report. Then, click the "Report This Photo" link that's located in the bottom left corner.
- Report a message:** Open the message and click the "Report" link.
- Report a group:** Go to the group. Scroll down to the very bottom of the group Wall and click the "Report Group" link.
- Report an event:** Go to the event. Scroll down to the very bottom of the event Wall and click the "Report Event" link.
- Report a page:** Go to the Page. Scroll down to the bottom of the left column, under the Likes list. Click the "Report Page" link.
- Report a post:** Go to the Wall of the person who posted. Click the "x" in the top right of the post and choose "Report as Abuse."

Because of the diversity of our community, it's possible that something could be disagreeable or disturbing to you without meeting the criteria for being removed or blocked. For this reason, we also offer personal [controls](#) over what you see, such as the ability to [block](#), [hide](#) or [unfriend](#) people, Pages, or applications that offend you. Content that does violate our terms may be removed from our site and (in some cases) subject to legal or other action.

For information about what we allow and don't allow on Facebook, please read our [Community Standards](#).

Permalink

Was this answer helpful?

Yes No

I need to report a fake profile.

You can report a profile that violates Facebook's [Statement of Rights and Responsibilities](#) by clicking the "**Report/Block this Person**" link in the bottom left column of the profile, selecting "Fake profile" as the reason, and adding the appropriate information. The following categories of profiles are prohibited on the site:

- Profiles that pretend to be you or someone else
- Profiles that use your photos
- Profiles that list a fake name
- Profiles that do not represent a real person
- Profiles that represent a business or organization
- Profiles that have been compromised

Be sure to choose the correct report type to help us verify the information.

Report/Block this Person

Share +

Permalink

Was this answer helpful?

Yes No

How do I block someone?

To block someone:

Chat

Like

13650101 likes. Sign Up to see what your friends like.

Top Questions

What happens when I report someone?

I'm receiving unwanted messages. What should I do?

Someone posted something I don't want on my Wall. What can I do?

My question is not listed above.

How do I report a fake profile that's pretending to be me?

Available Languages

This page is available in the following languages:

English (US)

Español

Español (España)

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Italiano

Türkçe

Português (Brasil)

Русский

Nederlands

Português (Portugal)

Polski

Dansk

Norsk (bokmål)

Svenska

العربية

Čeština

Suomi

עברית

( )

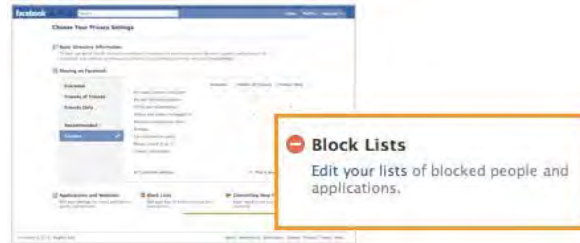
( )

Bahasa Indonesia

https://www.facebook.com/help/?page=798

23.07.2011

1. From your Account dropdown menu, select [Privacy Settings](#).
2. Under Block Lists, click "Manage Your Block Lists."



3. Enter the name or email address of the person you want to block in the appropriate field and click "Block." People will not be notified when you block them.

If you can't find someone using this method, try going to the person's profile page. You can block them by scrolling down to the bottom of the left column and clicking the "Report/Block This Person" link. Once you click this link, check the "Block this person" box and then click "Submit."

If you still can't block someone using the methods described above, it's possible that they have left Facebook or have restricted their privacy settings. You can still prevent them from viewing your profile by adjusting your [privacy settings](#).

[Permalink](#)

Was this answer helpful?

Yes No

#### ▼ How do I report a fake profile that's pretending to be me?

Fake profiles created to imitate real people (impostor profiles) are not allowed on Facebook.

If someone created a profile pretending to be you:

1. Go to the profile
2. Scroll to the bottom of the left column and click "Report/Block This Person"
3. Click "This profile is pretending to be someone or is fake"
4. Choose "Pretending to be me" from the type drop-down
5. Click "Continue" to submit your report

**Additionally, you may report this profile as the following:**

☐ My friend is annoying me

☒ This profile is pretending to be someone or is fake

Pretending to be me

Choose a type

- Pretending to be me
- Pretending to be someone I know
- Pretending to be a celebrity
- Represents a business or an organization
- Does not represent a real person

Is this your intellectual property?

Continue Cancel

Note: If you can't view the profile you're trying to report, ask a friend to file a report for you.

[Permalink](#)

Was this answer helpful?

Yes No

#### ▼ How do I report a fake profile that's pretending to be one of my friends?

Fake profiles created to imitate real people (impostor profiles) are not allowed on Facebook.

If someone created a profile pretending to be one of your friends, tell your friend to report this to us by clicking the "Report/Block This Person" link on the impostor profile.

If your friend can't access the impostor profile to report it:

1. Go to the profile
2. Scroll to the bottom of the left column and click "Report/Block This Person"
3. Click "This profile is pretending to be someone or is fake"
4. Choose "Pretending to be someone I know" from the type drop-down
5. Type in the name of the friend being impersonated
6. Click "Continue" to submit your report

Additionally, you may report this profile as the following:

☐ My friend is annoying me

☒ This profile is pretending to be someone or is fake

Choose a type

- Choose a type
- Pretending to be me
- Pretending to be someone I know**
- Pretending to be a celebrity
- Represents a business or an organization
- Does not represent a real person

Is this your intellectual property?

[Continue](#) [Cancel](#)

Note: If you're trying to file a report on behalf of someone who doesn't have a Facebook account, have the real person contact us through our Help Center.

Our Help Center is available to everyone. You can get to it by clicking the "Help" link on the bottom of our login page or by typing "www.facebook.com/help" into your browser.

Permalink

Was this answer helpful?

[Yes](#) [No](#)

#### ▼ How does someone who does not have an account report abuse?

Someone who does not have an account can submit an inquiry [here](#). Please copy and send this link to anyone who does not have a Facebook account who needs to report a violation on the site.

Permalink

Was this answer helpful?

[Yes](#) [No](#)

#### ▼ What should I do if I am being attacked by someone on Facebook?

The best protection against bullying is to learn how to recognize it and how to stop it. Here are some tips about what you should — and shouldn't — do:

- Don't respond. Typically, bullies want to get a response — don't give them one.
- Don't keep it a secret. Use Facebook's Trusted Friend tool to send a copy of the abusive content to someone you trust who can help you deal with the bullying. This will also generate a report to Facebook.
- Do document and save. If the attacks persist, you may need to report the activity to an internet service provider and they will want to see the messages.

Facebook also offers these tools to help you deal with bullying. Depending on the seriousness of the situation:

- [Unfriend](#) — Only your Facebook friends can contact you through Facebook chat or post messages on your Wall.
- [Block](#) — This will prevent the person from seeing your information, including posts and updates — even if they're a friend of friends — or contacting you in any way on Facebook.
- [Report](#) — If they're posting abusive content, report the person.

Permalink

Was this answer helpful?

[Yes](#) [No](#)

#### ▼ A friend has posted something I don't like. What can I do?

You can always [block](#) someone who is posting content you don't like. If someone is posting abusive content, please use the report links in the site to report it to Facebook. To learn more about how to report something, click here [here](#).

We now also have a system that allows you to give friends feedback on content that you don't like. To let your friends know you don't like something they posted:

1. Use the report links and choose "I don't like this post."
2. Choose to "Send a message" to your friend.
3. Write a message to ask your friend to remove the post.

Permalink

Was this answer helpful?

[Yes](#) [No](#)

#### ▼ How do I report pornographic content on Facebook?

You can report any photo that violates our [Statement of Rights and Responsibilities](#) by using the "[Report this Photo](#)" link provided in the bottom right corner underneath the photo. Facebook will monitor these complaints and remove photos as necessary.

[Chat](#)



Permalink

Was this answer helpful?

▼ **I'm receiving unwanted messages. What should I do?**

There are several ways to [control who can send you messages](#). One way is to [block the sender](#). Even if the person is a friend of your friends, he or she will no longer be able to contact you or see your information. If you need to, you can [report messages](#).

Permalink

Was this answer helpful?

▼ **What do I do if someone is attacking me in chat?**

Only your confirmed friends can contact you through chat. If you're uncomfortable with a chat conversation, you can [unfriend](#) that person. If necessary, you can also [block](#) the person from contacting you.

Permalink

Was this answer helpful?

▼ **What do I do if someone is attacking me in a public forum?**

We suggest that you block the person by listing his or her name in the "Blocking People" box at the bottom of the [Privacy Settings](#) page. If this does not resolve the problem, please report the user by clicking the 'Report/Block this Person' link that appears at the bottom of the user's profile.

Permalink

Was this answer helpful?

▼ **What do I do if someone has posted a photo of me that I don't like?**

If you click the Remove Tag link next to your name, the photo will no longer be linked to your profile. If you don't want the photo to be shown at all, ask the person who posted the photo to remove it. You can only be tagged in photos by your friends, so if someone continues to tag you in embarrassing photos, we recommend that you [unfriend](#) the person.

Facebook will only remove photos, such as pornographic or copyrighted images, that violate the [Facebook Terms](#).

Permalink

Was this answer helpful?

▼ **A friend told me someone I blocked or who blocked me is still being abusive - what can I do?**

Have your friend report this person using the **Report/Block this person** link located in the bottom of the left column on every profile.

[Suggest Friends](#)

[Unfriend](#)

[Share Profile](#)

[Report/Block This Person](#)

If this person is pretending to be you, [learn more](#) about reporting **impostor profiles**.

Permalink

Was this answer helpful?

▼ **How do I report abusive behavior from a friend on Facebook?**

If you are noticing inappropriate behavior from someone on your friend list, you can:

- [Unfriend](#) the person to remove them from your friend list.
- [Block](#) the person from contacting you.
- [Report](#) the person if their behavior is abusive.

Permalink

Was this answer helpful?

#### ▼ How do I report an objectionable advertisement running in an external application?

If you see an objectionable advertisement and the web address (URL) in your browser window begins with "http://apps.facebook.com/", this is most likely an advertisement running within an external application and not through Facebook. However, Facebook believes that ads are most effective when they are relevant and meet user expectations for a valuable and trusted experience.

Facebook is committed to providing the best user experience possible and we continue to investigate ads that violate our policies. We also encourage developers and ad networks to maintain high quality applications and advertising practices and may take further action against developers who host ads that violate our policy.

If you have confirmed that the advertisement is running within an external application, you can report this to the developer by going to [the application's Profile Page](#) and clicking "Contact Developer" towards the bottom of the left column, or by clicking "Report" at the bottom of any canvas page within the application. You will then see an option to contact the developer directly.

If the advertisement is on Facebook, please follow the instructions listed [here](#) to report the advertisement.

[Permalink](#)

Was this answer helpful?

Yes No

#### ▼ How do I report an abusive app? What can I do if I believe an app is violating Facebook policies?

You can report an app for abuse by clicking "Report/Contact this Application" at the bottom of any canvas page within the app.

If you are not currently using the app but would like to report it, simply go to the application's Profile Page on Facebook, and click "Report Application" towards the bottom of the left column. To get to the Profile Page, follow these steps:

1. Enter the application's name in Search.
2. Scroll down and click to see more results. (Do not click on the application's "Game" result — this will take you to the application's Canvas Page rather than its Profile Page.)
3. You should be able to locate the application that you're looking for under Applications. Click **View Application** to the right of the search result to view the application's Profile Page.

In addition, we'd recommend that you contact the developer who created the application directly so they're aware of your report. You can report this to the developer by going to the application's Profile Page and clicking "Contact Developer" towards the bottom of the left column, or by clicking "Report/Contact this Application" at the bottom of any canvas page within the application.

[Permalink](#)

Was this answer helpful?

Yes No

#### ▼ I clicked to report a photo, but now it is asking me to send a message to my friend. Will my friend be notified that I reported the photo?

No, Facebook does not send a notification to your friend if you choose to report the photo.

Instead of reporting the content to Facebook, you can now use the report links to choose to send a message to your friend directly, and ask them to remove it. This does not generate a report to Facebook, but it does give feedback to your friend who can remove something you don't like.

[Permalink](#)

Was this answer helpful?

Yes No

#### ▼ What happens when I report someone?

Reporting a profile, group, page, or any other content doesn't guarantee that they or it will be removed. The Facebook community is extremely diverse. It's possible that something could be disagreeable or disturbing to you without meeting the [criteria for removal](#). That's why we offer personal controls, such as the ability to quietly cut ties with or hide people, pages, and applications that offend you. Content that does violate the [Facebook Terms](#) may be removed from Facebook and (in some cases) subject to legal or other action. The person reported is not notified of the identity of the person who made the report.

[Permalink](#)

Was this answer helpful?

Yes No

#### ▼ How do I take a screen shot to document abuse?

On a PC

With the content you want to save displayed on your screen:

1. Click the Print Screen button. (This button is located in different places. On many computers you'll find it in the upper right corner.)
2. Open Microsoft Paint: Select Start > All Programs > Accessories > Paint.
3. Click anywhere on the white part of the screen.
4. In the Edit menu at the top of your screen, select Paste.
5. Select File > Save As.

 Chat

6. From the Save As menu in the pop-up box, select JPG.
7. Type in a filename for your image, choose a location on your hard drive to save to — many people choose the Desktop — and click Save.

On a MAC

With the content you want to save is displayed on your screen:

1. Simultaneously hold down the three keys: Shift and 4.
2. Press the spacebar. A camera icon will appear.
3. Tap the touchpad to take the picture. It should appear on your desktop as a file named Picture 1.

[Permalink](#)

Was this answer helpful?

Yes No

#### ▼ **What does it mean to get help from a trusted friend?**

In some situations, our report feature lets you reach out to a trusted friend for support. Your trusted friend receives an email with a copy of the content you are reporting to Facebook.

[Permalink](#)

Was this answer helpful?

Yes No

#### ▼ **I want to retract my report now.**

Unfortunately, there is no way to retract a report after you have submitted it. Please be aware a Facebook administrator looks into each report thoroughly in order to decide the appropriate course of action. If no violation of our [Statement of Rights and Responsibilities](#) has occurred, then no warning will be sent. If a violation has occurred, then a warning or more severe actions are taken.

[Permalink](#)

Was this answer helpful?

Yes No

#### ▼ **Someone posted something I don't want on my Wall. What can I do?**

To take the post off your Wall, click the "X" that appears on the right side of the post. You'll get a pop-up box that asks if you want to hide all posts from this person or just this post. We now also have a system that allows you to give friends feedback on content that you don't like. This will not generate a report to Facebook. To let your friend know you don't like something they posted:

1. Use the Report link and select "I don't like this post."
2. Select "Send a message" and ask your friend to remove the post.

[Permalink](#)

Was this answer helpful?

Yes No

### **Special types of reports**

#### ▼ **How do I report a deceased user or an account that needs to be memorialized or deleted?**

Memorializing the account:

Please report this information [here](#), so we can memorialize this person's account. Memorializing the account restricts profile access to confirmed friends only. Please note that in order to protect the privacy of the deceased user, we cannot provide login information for the account to anyone.

Removing the account:

Verified immediate family members may request the removal of a loved one's account. This will completely remove the account from Facebook, so no one can view it. We will not restore the account or provide information on its content unless required by law. If you are requesting a removal and are not an immediate family member of the deceased, your request will not be processed. In this case, the account will be memorialized.

If you are an immediate family member and would like to request that we remove your loved one's account from the site, click [here](#). You may also use this form if you have a special request regarding a deceased user's account.

[Permalink](#)

Was this answer helpful?

Yes No

#### ▼ **How do I request the removal of my image for privacy law reasons?**

If you are attempting to request the removal of an image of your child, you can take the appropriate steps [here](#) to receive additional support.

Facebook removes photos or videos that violate our Statement of Rights and Responsibilities in some way. You can report an abusive photo or video by using the "Report" links located near most pieces of content on the Facebook to report offensive material. If you're tagged in a photo or video you don't like, you can remove the tag by clicking the "remove tag" link next to your name. Your name will be removed, and the photo or video will no longer be associated with your profile.

If you have a copyright complaint in any jurisdiction, you can find more information [here](#).

 Chat

If you think a photo should be removed because it violates your rights according to a privacy law (originating outside the United States of America), please explain in detail how it violates this law [here](#), and we'll investigate further.

If you think non-photo content (i.e., a video) should be removed because it violates your rights according to a local and national privacy law (originating outside the United States of America), please explain in detail how it violates this law [here](#), and we'll investigate further.

We will remove photos that you report as unauthorized if this is required by relevant privacy laws provided that you are pictured in the photo and you have filled out the appropriate contact form in its entirety. If you're not the person pictured in the content you wish to report, or their legal representative, please advise that individual to view this page and make the request.

If you live in a country where the law does not require the removal of unauthorized photos for privacy reasons, including the United States, we will not remove unauthorized photos at your request. You may want to consider contacting the user who posted the photo in order to request that it be removed.

[Permalink](#)

Was this answer helpful?

#### ▼ How do I report terrorist activity or support?

Please report [material that promotes or raises funds for a known terrorist organization](#) to us. Facebook works with law enforcement where appropriate and to the extent required by law to ensure the safety of Facebook users.

[Permalink](#)

Was this answer helpful?

#### ▼ How do I report a child under the age of 13?

Facebook requires individuals to be at least 13 years old before they can create an account. In some jurisdictions, the age limit may be higher. Providing false information to create an account is always a violation of our Statement of Rights and Responsibilities. This includes accounts registered on the behalf of under 13 year old children by older parties.

If your underage child (child under the age of 13) has created an account on Facebook, you can show them how to delete their account by having them log into their account and following this [link](#).

If you would like to report an account registered for an underage child to us, please do so [here](#). We will promptly delete the account of any child under the age of 13 that is reported to us through this form.

[Permalink](#)

Was this answer helpful?

#### ▼ How can I report a convicted sex offender?

Convicted sex offenders are prohibited from using Facebook. If we verify that someone is a sex offender, we immediately disable their account and remove their profile and all information associated with it. We accept the following forms of documentation:

- Link to a listing in a national sex offender registry
- Link to an online news article
- Court document uploaded to the sex offender report form

If you have encountered a profile that may belong to a convicted sex offender, please [report it](#) and we will review the information.

[Permalink](#)

Was this answer helpful?

### Connect with safety information and resources

#### ▼ What do I need to know to stay safe on Facebook?

1. Learn how to use Facebook [privacy settings](#) to comfortably share and connect with others.
2. Participate in the Facebook community. [Learn how to recognize inappropriate content and behavior](#), and how to [report it](#). When we become aware of content that violates the [Facebook Terms](#), we remove it. Depending on the circumstances, we may also disable the account of the person who posted it.
3. Remember these simple rules about staying safe online:
  - Never share your password.
  - Think before you post. Each comment and photo builds your online presence.
  - Adjust your privacy settings and review them often.
  - Accept friend requests only from people you know personally.
  - Report content and profiles that look suspicious.

 Chat



Permalink

Was this answer helpful?

Yes

No

▼ **What should I do if someone who is being bullied reaches out to me for help?**

Help others address safety concerns by taking the following approach:

- **Block and report:** Make sure the bullying content has been reported to Facebook. We will review the reported content and remove anything that violates Facebook's Statement of Rights and Responsibilities. Remind your friend to block the person responsible without responding directly to the bullying or escalating the conflict in any way.
- **Restrict privacy settings:** Advise your friend to use account privacy settings to control who can view their profile. Access privacy settings by clicking on "Privacy Settings" from the "Account" drop-down menu in the top right corner of every Facebook page.
- **Evaluate and document:** Is someone at risk of physical harm? Contact your local law enforcement immediately if the bully has posted personal contact information or made specific threats of physical violence. Take screenshots of all bullying posts, and print them out to save.

Learn more about safety on Facebook by visiting our [Safety Center](#).

Permalink

Was this answer helpful?

Yes

No

▼ **Where else can I report inappropriate or objectionable actions that have been taken against children?**

Facebook takes the safety of its users very seriously and takes significant efforts to make sure that the interactions encountered on the site are done so in a safe manner. We strongly urge all users to report suspicious people and inappropriate content when they come across it on the site. You can notify Facebook of any inappropriate people or content by clicking on the "Report" link located throughout the site. Users under the age of 18 are also encouraged to talk to a parent or a responsible adult immediately if someone online says or does something to make them feel uncomfortable or threatened in any way.

If you are living in the United Kingdom, under 18, and believe that an adult is acting inappropriately towards you on Facebook, please submit an online report to the [Child Exploitation and Online Protection Centre \(CEOP\)](#):



(If you are a parent or other adult and concerned about a minor, you can also submit a report by clicking on the link above.)

More information about safety on Facebook can be found [here](#).

Permalink

Was this answer helpful?

Yes

No

▼ **What if my current or ex-boyfriend, girlfriend, or spouse is controlling or monitoring what I do on Facebook?**

Depending on the circumstances, consider changing the privacy settings on your Facebook account so that this person can't access your information. If you're no longer in a relationship with them, you can:

- **Unfriend** — Only your Facebook friends can contact you through Facebook chat or post on your Wall.
- **Block** — This will prevent the person from seeing your information, including posts and updates — even if they're a friend of your friends — or contacting you in any way on Facebook.
- **Report** — If they're posting abusive content, report the person.

If this is someone you're currently in a relationship with, it could be a sign of relationship abuse. Please call the National Domestic Violence hotline at 1-800-799-SAFE or visit the [National Network to End Domestic Violence](#) for information on what to do and how to find resources in your community. Computer usage can be monitored, so if you're not sure your computer is safe, use a friend's computer or a computer in a public place. To learn more about computer safety, visit the [Center for Relationship Abuse Awareness](#).

Permalink

Was this answer helpful?

Yes

No

▼ **My friend's/son's/daughter's account has been removed from the site.**

Unfortunately, we cannot release any information regarding a user's account to anyone but the account holder. If you would like us to look into this issue, please tell this individual to contact us directly from his or her login email address and include a brief description of the problem. We apologize for any inconvenience.

Permalink

Chat

Was this answer helpful?

Yes No

▼ **How do I help someone who may have an eating disorder or has posted worrisome content related to eating disorders?**

If you have encountered content or photos that indicate someone is in immediate physical danger related to an eating disorder, please contact 911 or local law enforcement for help. If the threat is not immediate, you should call a family member or loved one who is close by the person you are worried about to try to help. We also recommend that you contact a local helpline to find out more information about how you can help a friend or loved one with a possible eating disorder.

Facebook is working with the National Eating Disorders Association to provide resources to our users and to support those struggling with an eating disorders, to find treatment referrals and how to help a friend. If you want to find out more about eating disorders, how to educate others and how to prevent them, visit the National Eating Disorders Association website: [www.NationalEatingDisorders.org](http://www.NationalEatingDisorders.org)

In the United States, contact the National Eating Disorders Association: 1-800-931-2237; info@myneda.org; [www.NationalEatingDisorders.org](http://www.NationalEatingDisorders.org)

In the United Kingdom, contact beat (beating eating disorders), 0845 634 1414 or (beat youthline: 0845 634 7650); help@b-eat.co.uk; [www.b-eat.co.uk](http://www.b-eat.co.uk)

In Canada, contact the National Eating Disorder Information Centre (NEDIC), Toll Free: 1-866-NEDIC-20 (1-866-633-4220); Toronto: 416-340-4156; [www.nedic.ca](http://www.nedic.ca)  
Permalink

Was this answer helpful?

Yes No

▼ **How do I help someone who has posted suicidal content on the site?**

If you have encountered a direct threat of suicide on Facebook, please immediately contact law enforcement or a suicide hotline.

- For help contacting your local suicide prevention organization, click [here](#).
- To report suicidal content to Facebook, click [here](#).
- For resources about identifying and responding to suicide warning signals, click [here](#).

Permalink

Was this answer helpful?

Yes No

▼ **I need to find a suicide hotline for myself or a friend.**

Suicide hotlines can provide help if you need it or help you get support for a friend. If you are concerned about a friend, please encourage the person who posted the content to contact a hotline as well.

**In the US**

- Contact the [National Suicide Prevention Lifeline](#), a 24/7 hotline, at 1-800-273-TALK (8255).

**In the United Kingdom and Ireland**

- Contact Samaritans at 08457 90 90 90 (UK) or 1850 60 90 90 (Republic of Ireland), or email [jo@samaritans.org](mailto:jo@samaritans.org).

**In Norway**

- Contact Kirkens SOS at <http://www.kirkens-sos.no/> or call 815 33 300.

**In Finland**

- Contact the Finnish Association for Mental Health at <http://mielenterveysseura.fi/> or call 09 41350510 or 09 41350501.

**In the Netherlands**

- Contact Foundation 113Online at [www.113online.nl/](http://www.113online.nl/) or call 0900-113 0 113.

**Hong Kong**

- Contact Samaritans at <http://www.sbhk.org.hk/> or call 2389 2222.

**Australia**

- Contact Lifeline Australia at <http://www.lifeline.org.au/> or call 13 11 14.

**Brazil or Portugal**

- Contact CVV at <http://www.cvv.org.br> or email [atendimento@cvv.org.br](mailto:atendimento@cvv.org.br).

**In other countries**

- View a list of suicide prevention hotlines in other countries by visiting <http://www.befrienders.org> and choosing from the drop-down menu at the top of the page.

Permalink

Chat

Was this answer helpful?

Yes No

▼ **Where can I find resources for identifying and helping a friend who may be suicidal?**

Learn more about how to identify and respond to warning signs of suicidal behavior online at the following addresses:

- Visit the National Suicide Prevention Lifeline website: <http://www.suicidepreventionlifeline.org/GetHelp/WhatIfSomeoneIKnowNeedsHelp.aspx>
- Visit the Samaritans website: [http://www.samaritans.org/your\\_emotional\\_health/worried\\_about\\_someone.aspx](http://www.samaritans.org/your_emotional_health/worried_about_someone.aspx)
- Visit the Finnish Association for Mental Health website: <http://mielenterveysseura.fi/>
- Visit the ReachOut website: <http://us.reachout.com/get-help/help-a-friend>
- Visit the Samaritans Hong Kong website: <http://www.sbhk.org.hk>
- Visit the Foundation 113Online website: [www.113online.nl/](http://www.113online.nl/)
- Visit the Lifeline Australia website: <http://www.lifeline.org.au/Find-Help/Preventing-suicide/Do-you-know-someone-who-may-be-suicidal-/>

If you are concerned about an LGBT person who has posted suicidal content on Facebook, click [here](#).

[Permalink](#)

Was this answer helpful?

Yes No

▼ **How do I help an LGBT person who has posted suicidal content on Facebook?**

The Trevor Project specializes in suicide prevention for LGBT youth and offers a lifeline that people in the US can contact by calling 1-866-488-7386.

The Trevor Project also offers resources for concerned friends and family members of LGBT youth. Learn more about The Trevor Project on their website: <http://www.thetrevorproject.org/>.

If you have encountered a direct threat of suicide on Facebook, please immediately contact your local law enforcement.

For more information and contact details for global suicide hotlines, click [here](#).

[Permalink](#)

Was this answer helpful?

Yes No

▼ **What is the Facebook Network of Support (NOS), and what NOS resources are available for LGBT people?**

The Facebook Network of Support (NOS) is comprised of five leading LGBT (lesbian, gay, bisexual, transgender) advocacy organizations in conjunction with MTV's "A Thin Line" campaign. These organizations serve in a consultative capacity to Facebook on issues like anti-gay bullying. Read more about the organizations:

- [The Gay & Lesbian Alliance Against Defamation \(GLAAD\)](#) amplifies the voice of the LGBT community by empowering real people to share their stories, holding the media accountable for the words and images they present, and helping grassroots organizations communicate effectively.
- [The Gay, Lesbian, and Straight Education Network \(GLSEN\)](#) strives to assure that each member of every school community is valued and respected regardless of sexual orientation or gender identity/expression.
- [The Human Rights Campaign \(HRC\)](#) is America's largest civil rights organization working to achieve lesbian, gay, bisexual and transgender equality.
- MTV's [A Thin Line](#) Campaign empowers young people nationwide to draw their own line between digital use and digital abuse – including cyberbullying, sexting and all types of digital harassment.
- [Parents, Families, and Friends of Lesbians and Gays \(PFLAG\)](#) promotes the health and well-being of lesbian, gay, bisexual and transgender persons, their families and friends.
- [The Trevor Project](#) is the leading national organization focused on crisis and suicide prevention efforts among lesbian, gay, bisexual, transgender and questioning (LGBTQ) youth.

[Permalink](#)

Was this answer helpful?

Yes No

▼ **My question is not listed above.**

Find more questions and answers [here](#).

[Permalink](#)

Was this answer helpful?

Yes No



[Home](#)
[Profile](#)
[Account](#)

[Help Center Home](#)
[Browse Help Topics](#)
[Help Discussions](#)
[Top Questions](#)
[Games and Apps](#)
[Safety Center](#)

13650653 likes. Sign Up to see what your friends like.

Example: [What is the Like button?](#)

[Facebook Ads](#) » **Ads: Click and Impression Quality**
[Hide All](#)

**How do I know I'm receiving quality clicks?**

Facebook takes a proactive approach to protect you from invalid clicks, and we are constantly improving our systems to identify invalid activity. With over 400 million users interacting with the site every month, we have a lot of data to analyze and help us identify invalid activity quickly. By combining this ongoing analysis with your ad's click history and your targeting criteria, we are able to implement solutions quickly to ensure that you continue to have a reliable advertising experience on Facebook.

[Permalink](#)

Was this answer helpful?

**What kinds of clicks does Facebook consider invalid?**

Our goal is to send relevant, genuine traffic to your site. Our systems try to detect and invalidate the following:

- \* Human clicks that don't indicate a genuine interest in the ad or may be associated with ad testing, like repetitive or accidental clicks, or visits from the Facebook corporate network.
- \* Clicks generated through prohibited means, such as bots, scrapers, browser add-ons or other non-human methods.

We're constantly working to refine our filters and continue to identify and invalidate duplicitous actions.

[Permalink](#)

Was this answer helpful?

**How does Facebook prevent and detect invalid clicks?**

We use a variety of prevention and detection methods to verify that clicks on your ads are valid. To prevent invalid activity before clicks can even occur, we use tactics such as capping the number of times any ad can be shown to a user. We use filtering methods to detect and invalidate clicks that are repetitive, incomplete, or appear to be accidental. Our methods involve looking at numerous data points for each click as well as traffic patterns across the site.

For specific instances of suspicious click activity, if we detect or are alerted to the activity, our team will perform a manual review to determine the nature of it. You will not be charged for clicks that we determine to be invalid.

We do not disclose the specific methods and thresholds used to analyze click quality to ensure we protect the integrity of our filters and analysis.

[Permalink](#)

Was this answer helpful?

**My third-party reporting doesn't match my Facebook Ads reporting.**

Facebook reports valid clicks. Many third-party reporting tools instead count page visits or views, which may not correspond directly to clicks. Additionally, your third-party reporting tool may not count certain clicks because the tool requires that your browser have cookies, Javascript, and/or images enabled in order to record statistics. Your third-party tools may also count clicks that we have already identified and filtered out of your reports and charges. Please remember that statistics measured at daily intervals may be based on different time zones, resulting in different daily totals.

If your ad links directly to the site you're advertising, and you're trying to track clicks on that ad by looking at page visits with facebook.com as the source, it's likely that your statistics will be different than the reports we provide to you. In general, analyzing your Facebook ad campaigns by looking at referrer URLs does not provide the most accurate picture, and we encourage you to implement a different solution.

There are a variety of ways to make your website analytics more accurate than relying on referrer URLs. You can link your Facebook Ads to unique URLs that are only used for your Facebook ads campaigns, or add an extra, identifying parameter to your URL. Please note that we aren't able to provide any support or verification for any third party tracking implementation or data collected, so we recommend you contact your third-party tracking provider for more information.

[Permalink](#)

Was this answer helpful?

**What can I do if I think I'm receiving invalid clicks?**

If you have reason to believe you're currently receiving invalid clicks or have received invalid clicks in the last two months, please fill out [this form](#) to request an investigation. If we determine that you were in fact charged for invalid clicks that we did not previously detect, we will credit your account accordingly.

13650653 likes. Sign Up to see what your friends like.

**Top Questions**

What are the benefits of choosing a more targeted audience versus a broader audience?

What happens when I click "Like" in a Facebook Ad?

What is geographic radius targeting?

What are "Suggested Likes & Interests"?

Images in ads

**Available Languages**

This page is available in the following languages:

English (US)

Español

Español (España)

Deutsch

Français (France)

Italiano

Türkçe

Português (Brasil)

Русский

Nederlands

Dansk

Svenska

العربية

( )

( )

Bahasa Indonesia

Chat

When you contact us, please provide as many details as possible about the suspected activity so that we can thoroughly investigate your report. We often request server logs documenting the traffic to your site during the time period in question so that we can compare our logs to the server logs and explain any discrepancies that may be occurring. We cannot accept third-party aggregations for this purpose because they don't contain the level of detail needed for investigation.

[Permalink](#)

Was this answer helpful?

Yes

No

▼ **What is considered a short impression?**

A short impression applies to ads that are served on pages that are quickly viewed or reloaded. We will not count short impressions in your reports.

[Permalink](#)

Was this answer helpful?

Yes

No

▼ **How will my reports reflect short impressions?**

Your Ads Manager will automatically remove short impressions from your reports.

[Permalink](#)

Was this answer helpful?

Yes

No

▼ **Will I be charged for short impressions?**

No. You will not be charged for short impressions.

[Permalink](#)

Was this answer helpful?

Yes

No

▼ **Where can I learn about how to build a successful ad campaign on Facebook?**

If you're concerned with the amount of time visitors are spending on your site, or the number of conversions you're receiving, we recommend that you visit the [Success Stories and Best Practices](#) section of the Facebook Help Center.

[Permalink](#)

Was this answer helpful?

Yes

No

[Return to the Facebook Ads Help Center](#)

[Home](#)
[Profile](#)
[Account](#)

[Help Center Home](#)
[Browse Help Topics](#)
[Help Discussions](#)
[Top Questions](#)
[Games and Apps](#)
[Safety Center](#)

13650117 likes. Sign Up to see what your friends like.

## Help Center

Example: [What is the Like button?](#)

[Games & apps](#) » **Application safety and security**
[Hide All](#)

▼ **Why is my information showing up within an application?**

Applications are often only useful if they can interact with information that you or your friends have shared. For example, if you would like to use a birthday calendar application to set up a master calendar of all of your friends' birthdays, the application won't be useful if your friends choose not to share that information. However, keep in mind that applications are contractually obligated to respect the privacy settings you've chosen for your account. This means that people who are using an application will not be able to see information you've shared on Facebook that they wouldn't otherwise be able to see when browsing the site.

You can control which of your information is available to applications and websites when your friends use them by going to the "Info accessible through your friends" section on the Applications, Games, and Websites page. To get to that page, go to the [Privacy Settings](#) page from the "Account" drop-down menu located at the top of any page on Facebook and click on the "Edit your settings" link under the Applications and Websites section towards the bottom of the page

To prevent a specific application from accessing any of your information, follow these steps outlined [here](#).

[Permalink](#)

Was this answer helpful?

▼ **What does an app do with my information?**

Once you have authorized permission for an app to access the information it needs, apps interact with the information you've shared through Facebook to allow you to connect with your friends in new and interesting ways. The [Developer's Principles and Policies](#) restrict how these applications can access this information, and applications are contractually obligated to respect the privacy settings you've chosen for your account.

[Permalink](#)

Was this answer helpful?

▼ **How do I restrict an app from accessing my information?**

If you have allowed an app to access your information, you can restrict what it can access by going to the [Application Settings](#) page. Or, if you'd like, you can [remove the app from your profile](#).

Once you have removed an app from your profile, it will no longer be able to access any of your information going forward (unless you are allowing your information to be accessible through your friends via the "Info accessible through your friends" setting).

To prevent a specific app from accessing any of your information, you can [block the app](#).

Keep in mind that if you'd like the information that you've shared with the app to be permanently deleted from their records, you will need to contact the developer directly.

[Permalink](#)

Was this answer helpful?

▼ **Does deleting an app from my profile mean that the developers no longer have access to my information?**

No. Deleting an app from your profile simply means that it will no longer have access to any new information that you share. If you would like a developer to permanently delete all of your information, you will need to contact the developer directly by following the directions outlined [here](#).

[Permalink](#)

Was this answer helpful?

▼ **How do I report an abusive app? What can I do if I believe an app is violating Facebook policies?**

You can report an app for abuse by clicking "Report/Contact this Application" at the bottom of any canvas page within the app.

If you are not currently using the app but would like to report it, simply go to the application's Profile Page on Facebook, and click "Report Application" towards the bottom of the left column. To get to the Profile Page, follow these steps:

1. Enter the application's name in Search.

### Top Questions

What information does Facebook receive about me when I visit a website with a Facebook social plug in?

What are social plugins?

What happens when I click a Like or Recommend button on external websites?

Who can see what I like on external sites?

Why do some of the things I like from other websites appear in my "Likes and Interests" section of my profile, while others don't?

### Available Languages

This page is available in the following languages:

English (US)

Español

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Türkçe

Português (Brasil)

Русский

Nederlands

Português (Portugal)

Polski

Dansk

Norsk (bokmål)

Svenska

العربية

Čeština

Suomi

עברית

( )

( )

Bahasa Indonesia

Chat

2. Scroll down and click to see more results. (Do not click on the application's "Game" result — this will take you to the application's Canvas Page rather than its Profile Page.)
3. You should be able to locate the application that you're looking for under Applications. Click **View Application** to the right of the search result to view the application's Profile Page.

In addition, we'd recommend that you contact the developer who created the application directly so they're aware of your report. You can report this to the developer by going to the application's Profile Page and clicking "Contact Developer" towards the bottom of the left column, or by clicking "Report/Contact this Application" at the bottom of any canvas page within the application.

[Permalink](#)

Was this answer helpful?

Yes No

#### ▼ Can apps store my information?

The [Developer Principles and Policies](#) require that apps and websites explicitly ask for permission to access you and your friends' information. When you grant that permission, apps can store the information they receive, but they are not allowed to transfer your information without your consent or use your information for advertisements. If you'd like the information that you've shared with the application to be permanently deleted, contact the developer directly from the application's Profile Page.

[Permalink](#)

Was this answer helpful?

Yes No

#### ▼ I'm getting warnings from my computer's anti-virus software due to me accessing a third-party application on Facebook.

Facebook works to ensure that all third-party developers are following our policies. If you're receiving warnings for a particular third-party application that you're trying to access via Facebook, please report this application by following the directions outlined [here](#).

Be sure to give a detailed, accurate description of the problem and include links (URLs) to the relevant pages. We will then investigate your report and take appropriate action based on our Platform policies. We also recommend that you check the "I would like a copy of this report to be sent to the developer of the application" box to bring this matter to the attention of the developer.

Please remember that applications on Facebook Platform are maintained by third-party developers, and they can link to content outside of Facebook. We recommend that you keep your anti-virus software up to date and run its virus removal feature if you suspect your computer has been infected. Keep in mind that you can always remove and/or restrict applications by following the directions outlined [here](#).

[Permalink](#)

Was this answer helpful?

Yes No

#### ▼ What do I do if someone is abusing or harassing me in an application?

Although Facebook doesn't control the support provided by application developers, we work to ensure that all outside developers follow our policies. Please [report the problem to the application developer directly](#). If you don't get a satisfactory response, [report the application](#) to us.

We also recommend that you [block the application](#) and the [person](#) who is harassing you. This will prevent them from seeing your information or contacting you in any way on Facebook. They will not be notified that you have blocked them.

[Permalink](#)

Was this answer helpful?

Yes No

#### ▼ I blocked someone, but they can still interact with me via an external application.

If you block someone on Facebook, you will still be able to see content that person has created within the application, but you should not be able to interact with that person and they should not be able to interact with you via the application.

Keep in mind that this application was not built by Facebook and is operated by an external developer with its own technical resources. If you are still able to interact with someone you blocked on Facebook within an external application, you will need to contact the developer who created the application. You can report this issue to the developer by going to the application's Profile Page and clicking "Contact Developer" at the bottom of the page, or by clicking "Contact" at the bottom of any canvas page within the application.

Facebook is not responsible for the support provided by this developer. However, Facebook works to ensure that all external developers are following our [Statement of Rights and Responsibilities](#). If you find that the developer is unresponsive to your inquiry, please report the application for abuse by going to the application's About page and clicking "Report Application" at the bottom of the page, or by clicking "Report" at the bottom of any canvas page within the application.

[Permalink](#)

Was this answer helpful?

Yes No

 Chat



#### ▼ How do I report an objectionable advertisement running in an external application?

If you see an objectionable advertisement and the web address (URL) in your browser window begins with "http://apps.facebook.com/", this is most likely an advertisement running within an external application and not through Facebook. However, Facebook believes that ads are most effective when they are relevant and meet user expectations for a valuable and trusted experience.

Facebook is committed to providing the best user experience possible and we continue to investigate ads that violate our policies. We also encourage developers and ad networks to maintain high quality applications and advertising practices and may take further action against developers who host ads that violate our policy.

If you have confirmed that the advertisement is running within an external application, you can report this to the developer by going to [the application's Profile Page](#) and clicking "Contact Developer" towards the bottom of the left column, or by clicking "Report" at the bottom of any canvas page within the application. You will then see an option to contact the developer directly.

If the advertisement is on Facebook, please follow the instructions listed [here](#) to report the advertisement.

[Permalink](#)

Was this answer helpful?

Yes

No

#### ▼ How do I determine when I should contact Facebook and when I should contact a developer about an external application issue?

You should report issues occurring within an single application to that application's developer by going to the application's Profile and clicking the "Contact Developer" link on the bottom of the left column, or by clicking the "Report" link at the bottom of any canvas page within the application. You will then see the option to contact the developer directly.

The following are some common examples of when to contact a developer and when to contact Facebook:

Contact a developer when:

1. The application is not working properly.
2. You have an inquiry about a transaction that occurred within the application.
3. The application contains inappropriate content.
4. You have an inquiry about how an application is using your information.
5. You want to report an interaction with another user that occurred within the application.

Contact Facebook when:

1. The same issue is occurring in multiple applications.
2. The application is asking for your Facebook username and password.
3. You have feedback on your interaction with applications on Facebook.

[Permalink](#)

Was this answer helpful?

Yes

No

#### ▼ Learn more from other people who use applications.

If you're experiencing an issue with an external application, please contact the developer directly by following the directions outlined [here](#). If you'd like to report a bug, please follow the directions outlined in our [Bugs and Known Issues on Facebook Platform](#) page. If you have a suggestion or feedback pertaining to Facebook Platform, you can submit your feedback [here](#).

[Permalink](#)

Was this answer helpful?

Yes

No

Have a suggestion? Tell us about it.  
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## Consumer Privacy

[Home](#) > [Services](#) > [Consumer Privacy](#) > [File a Privacy Complaint](#)

### File a Privacy Complaint

TRUSTe® does everything we can to ensure that the privacy of your personal information is protected by our member Web sites, but we also rely on your vigilance to keep members accountable.

The Watchdog Dispute Resolution Form is an online tool that allows you to report violations of posted privacy statements and specific privacy concerns pertaining to TRUSTe member Web sites.

#### File a Privacy Complaint:

Before completing the Watchdog Dispute Resolution Form/Filing a complaint, please follow these steps:

1. Confirm that the Web site in question is a TRUSTe member
2. Verify that the complaint is a privacy matter relating to a TRUSTe member Web site
3. Contact the TRUSTe member Web site first. If the TRUSTe member does not resolve your complaint quickly and satisfactorily, TRUSTe will review your complaint and mediate a solution.

Once you've confirmed the above, enter a valid URL below to file your privacy complaint (you will be taken through 5 steps that may take anywhere from 3-8 minutes to complete the form).

Web site\*:

Copy and paste from your browser to avoid errors.  
Example: <http://www.domain.com>

\*required fields

[Next](#)

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Date of Last Revision: June 28, 2011

## Payments Terms

When you make payments through Facebook, you agree to these Payments Terms.

### 1. Making Purchases

1. When you confirm a transaction on Facebook, you agree to be bound by and pay for that transaction.
2. Pay attention to the details of the transaction, because your total price may include taxes, fees, and shipping costs, which you are responsible for paying.
3. Don't commit to a transaction unless you are ready to pay, because all sales are final.
4. If you order something that becomes unavailable before it can be provided to you, your only remedy is to receive a refund of your purchase price.
5. When you purchase a virtual gift from our gift shop, we commit to posting the gift and any accompanying message from you on the recipient's profile (or sharing it privately if you choose). Our obligation ends when we deliver the gift and message.
6. You may be presented with additional terms related to a specific purchase before you confirm the transaction (such as shipping terms for tangible goods). Those additional terms will also govern that transaction.
7. Even though we use terms like purchase, buy, sell, and order to talk about transactions related to virtual gifts and credits, we don't transfer an ownership interest in those items. For example, the virtual gifts we make available through our gift shop are licensed to you, not sold.
8. WE MAKE NO WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, WITH RESPECT TO ANY PRODUCTS OR SERVICES SOLD ON OR THROUGH FACEBOOK.

### 2. Payment Sources

We want to make payments convenient, so we allow you to make payments using a number of different payment sources, like credit cards and debit cards.

1. When you provide a payment source to us, you confirm that you are permitted to use that payment source. You also authorize us to collect and store it, along with other related transaction information.
2. When you make a payment, you authorize us (and our designated payment processor) to charge the full amount to the payment source you designate for the transaction.
3. If you pay by credit or debit card we may obtain a pre-approval from the issuer of the card for an amount up to the amount of the purchase. We will bill your card at the time of purchase or shortly thereafter. If you cancel a transaction before completion, that pre-approval may result in your funds not otherwise being immediately available.
4. If you pay by debit card and your payment results in an overdraft or other fee from your bank, you alone are responsible for that fee.

### 3. Purchasing and Using Credits

You may purchase credits from Facebook to purchase virtual goods, or to send gifts or special messages to other users.

1. When you purchase or receive credits, you do not own the credits. Rather, you receive a limited right to use such credits in connection with certain features on Facebook, such as the purchase of a virtual gift.
2. Except as otherwise stated, purchases of credits are non-refundable.
3. You will not sell credits to anyone, or transfer them to anyone outside of Facebook.
4. We may change the purchase price for credits at any time as well as the ways that you can use or transfer credits. We also reserve the right to stop issuing credits.
5. Credits are not redeemable for any sum of money or monetary value from us unless we agree otherwise in writing.
6. If you leave a balance of credits unused for three years, we may redeem those credits by sending virtual gifts to your Facebook friends or donating the credits to a nonprofit organization of our choice (and charging standard redemption fees for those transactions).
7. If you deactivate your account and do not reactivate it within 6 months, or if you delete your account, you will lose any accumulated credits.
8. If we deactivate your account and you do not meet any conditions necessary to reinstate it within 6 months, we may redeem those credits by donating the credits to a nonprofit organization of our choice (and charging standard redemption fees for those transactions).
9. If you receive free or promotional Credits, we may expire them at any time.

### 4. Actions We May Take

As part of our effort to keep Facebook safe, we may take certain actions to reduce liability for users and us.

1. We may make any inquiries that we consider necessary, either directly or through third parties, concerning your identity and creditworthiness.
2. We may cancel any transaction if we believe the transaction violates these Payments Terms or the Statement of Rights and Responsibilities, or we believe doing so may prevent financial loss.
3. We may place a delay on a payment for a period of time, limit payment sources for a transaction, limit your ability to make a payment or deactivate your account if we believe doing so may prevent financial loss.
4. We may contact your payment source issuer, law enforcement, or impacted third parties (including other users) and share details of any payments you are associated with if we believe doing so may prevent financial loss or a violation of law.
5. We may cancel any credits transferred, assigned, or sold in violation of these Payments Terms or the Statement of Rights and Responsibilities.
6. If you purchase advertising, and your payment method fails or your account is past due, we may take steps to collect past due amounts using other collection mechanisms. You agree to pay all expenses associated with such collection, including reasonable attorneys' fees. Interest will accrue on any past due amounts at the rate of the lesser of 1% per month or the lawful maximum.

### 5. Disputes and Reversals

1. If you believe that an unauthorized or otherwise problematic transaction has taken place under your account, you agree to notify us immediately, so that we may take action to prevent financial loss.
2. To the fullest extent permitted by law, you waive all claims against us related to payments unless you submit the claim to us within 30 days after the charge.
3. You are responsible for and agree to reimburse us for all reversals, charge-backs, claims, fees, fines, penalties and other liability incurred by us (including costs and related expenses) that were caused by or arising out of payments that you authorized or accepted.
4. If you enter into a transaction with a third party and have a dispute over the goods or services you purchased we have no liability for such goods or services. Our only involvement with regard to such transaction is as a payment agent.
5. We may intervene in disputes between users concerning payments but have no obligation to do so.
6. Your only remedy for a technical failure or interruption of service is to request that your transaction be completed at a later time.

### 6. Special Provisions Applicable to Advertisers

1. When you purchase advertising on or through Facebook, you agree to pay all amounts specified in the order, along with any applicable taxes.
2. You are responsible for maintaining the security of your advertising account, and you understand that you will be charged for any orders placed on or through your advertising account.
3. You can cancel an advertising order at any time through our online portal, but your ads may run for several days after you notify us, and you are still responsible for paying for those ads.
4. Without limiting section 4.1, your order constitutes your written authorization for us to obtain your personal and/or business credit report from a credit bureau. We may obtain your credit report when you place an order, or at any time thereafter.
5. It is your responsibility to remit any taxes that apply to your transactions. You agree to indemnify and hold us harmless from and against any claim arising out of your failure to do so.

### 7. Notices and Amendments to These Payments Terms





1. We may provide notices to you by posting them on our website, or by sending them to an email address or street address that you previously provided to us. Website and email notices shall be considered received by you within 24 hours of the time posted or sent; notices by mail shall be considered received within three business days of the time sent.
2. Except as otherwise stated, you must send notices to us relating to payments and these Payment Terms by postal mail to: Facebook, Attention: Legal Department, 1601 California Avenue, Palo Alto, California, 94304.



3. The Payment Terms in place at the time you confirm a transaction will govern that transaction.
4. We may change these Payment Terms, in whole or in part, even though the changes may affect accumulated credits. All amendments to these Payment Terms will be made pursuant to Sections 13 and 18 of the Statement of Rights and Responsibilities.

8. Other

1. All of the commitments you make in the Facebook Statement of Rights and Responsibilities apply to payments through Facebook. In the event of any conflict between these Payments Terms and the Facebook Statement of Rights and Responsibilities, the Payments Terms shall prevail.
2. If you are under the age of 18, you may make payments only with the involvement of a parent or guardian. You should review these Payments Terms with a parent or guardian to make sure that you both understand them.
3. If you are a resident of or have your principle place of business in the US or Canada, these Payments Terms are between you and Facebook, Inc. Otherwise, these Payments Terms are between you and Facebook Ireland Limited. References to "us," "we," and "our" mean either Facebook, Inc. or Facebook Ireland Limited, as appropriate.
4. Some countries may restrict or prohibit your ability to make payments through Facebook. Nothing in these Payments Terms should be read to override or circumvent any such foreign laws.

**facebook**     

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### My Account

[Settings](#) [Networks](#) [Notifications](#) [Mobile](#) [Language](#) [Payments](#) [Facebook Ads](#)

<b>Name</b>	<a href="#">change</a>
Your real name.	
Макс ШРЕНЦ	
<b>Email</b>	<a href="#">change</a>
Set your email contact information.	
a0706826@unet.univie.ac.at	
<b>Password</b>	<a href="#">change</a>
What you use to log in.	
*****	
<b>Linked Accounts</b>	<a href="#">change</a>
Use other accounts to log in.	
<b>Privacy</b>	<a href="#">manage</a>
Control what information you share.	
<b>Account Security</b>	<a href="#">change</a>
Control your browsing and login security	
<b>Download Your Information</b>	<a href="#">learn more</a>
<b>Deactivate Account</b>	<a href="#">deactivate</a>

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2,363,113 people like this

Likes

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Facebook + Media

Facebook + Commerce

Create a Page

Subscribe via RSS

Share

Facebook Platform

Like

Create a Page

Product/Service

Wall

Facebook Platform

**Platform Updates: Operation Developer Love**  
 This week, we updated the JavaScript SDK to support OAuth 2.0 and extended the timeline for apps to migrate to OAuth 2.0 by October 1st. Dark background for the Facepile plugin  
 Similar to other social plugins, the Facepile plugin is now also available in the dark color scheme  
 source: Official Facebook Developer Blog  
[link: Full Article...](#)

11 hours ago via NetworkedBlogs · Share

270 people like this.

View all 92 comments

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Facebook Platform

**Updated JavaScript SDK and OAuth 2.0 Roadmap**  
 We continue to make Facebook Platform more secure for users by transitioning apps from the old Facebook authentication system and HTTP to OAuth 2.0 and HTTPS. As part of these efforts, we have released an updated version of the JavaScript SDK to provide OAuth 2.0 support.  
 By de  
 source: Official Facebook Developer Blog  
[link: Full Article...](#)

Thursday at 10:45pm via NetworkedBlogs · Share

337 people like this.

View all 64 comments

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Facebook Platform

**Fortune Brainstorm Tech Virtual Conference**  
[events.unisfair.com](#)

Wednesday at 4:04pm · Share

429 people like this.

View all 71 comments

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Facebook Platform

**Platform Updates: Operation Developer Love**  
 This week, we removed the App Directory (in its current form) since it does not drive a significant amount of traffic to your apps and released a simplified way of getting your app into the Facebook search index. We also finished rolling out the new Dev App to all developers.  
 source: Official Facebook Developer Blog  
[link: Full Article...](#)

July 16 at 3:34am via NetworkedBlogs · Share

439 people like this.

View all 172 comments

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Facebook Platform

**Getting your apps into Facebook search faster**  
 Many developers have been confused about what it means to submit to the App Directory and frustrated by the length of time it took to get approved. As we have looked into this issue, we found that the App Directory drove less than 0.5% of all app installs while a significant num  
 source: Official Facebook Developer Blog  
[link: Full Article...](#)

July 12 at 11:03pm via NetworkedBlogs · Share

445 people like this.

View all 139 comments

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Facebook Platform

**Platform Updates: Operation Developer Love**

You and Facebook Platform

Mathias K. Haas and Christoph Baumgarten like this.

Friends' Events

See All

**Chicago Market Days 2011**  
 Friday, August 12

Rsvp: Yes · No · Maybe

Friends' Photo Albums

Show More

**World Summit Youth Award 2009**  
 by Mathias K. Haas

**STUDYMATES! Hell yeah how cool is that???**  
 by Mathias K. Haas

**One day in cute little Salzburg with Fabian!**  
 by Mathias K. Haas

**Amsterdam**  
 by Mathias K. Haas

Chat



This week we announced improvements to News Feed Insights. These improvements provide the ability to view granular user feedback for your app's News Feed posts. Check out the details here: [Using Feedback to Shape Distribution](#) activity for the past 7 days This week, source: [Official Facebook Developer Blog](#)  
link: [Full Article...](#)

July 9 at 3:01am via NetworkedBlogs · Share

420 people like this.

View all 124 comments



#### Facebook Platform



##### Using Feedback to Shape Distribution

Our primary goal with Facebook Platform is to help developers build great social experiences for users. To prevent spam and other bad user experiences, we have systems in place that constantly monitor user feedback about apps. Historically, if an app crosses a threshold of negative feedback, we may remove it from the platform. This week, we announced improvements to News Feed Insights. These improvements provide the ability to view granular user feedback for your app's News Feed posts. Check out the details here: [Using Feedback to Shape Distribution](#) activity for the past 7 days This week, source: [Official Facebook Developer Blog](#)  
link: [Full Article...](#)

July 8 at 12:11am via NetworkedBlogs · Share

386 people like this.

View all 184 comments



#### Facebook Platform

Last month, more than 2,300 people tuned in on Facebook to watch the Widespread Panic concert from Austin City Limits. Check out the infographic for more information on the livestream.



##### Austin City Limits Live on Facebook

[www.scribd.com](http://www.scribd.com)

More than 2,300 people from 19 countries used Facebook Credits to watch the Widespread Panic concert at Austin City Limits on Facebook on June 14 and 15. More info can be found here: <http://www.mil/...> by facebook in music, Facebook, and platform

July 5 at 8:37pm · Share

412 people like this.

View all 70 comments



#### Facebook Platform

##### Platform Updates: Operation Developer Love

This week we announced two developer tools to make it easier for developers to build on Facebook Platform, the updated Developer App (available to a limited set of developers), and the Graph API Explorer and concluded the Facebook Credits Migration. Adding non-friends in any role source: [Official Facebook Developer Blog](#)  
link: [Full Article...](#)

July 2 at 2:27am via NetworkedBlogs · Share

367 people like this.

View all 110 comments



#### Facebook Platform



##### Facebook Credits: Concluding the Migration

As we announced in January, we are requiring all social game developers who deliver apps on Facebook (i.e., canvas) to process payments through Facebook Credits as of today. Facebook Credits is a virtual currency that is an integral part of the Facebook Platform. Credits offers a source: [Official Facebook Developer Blog](#)  
link: [Full Article...](#)

July 1 at 9:46pm via NetworkedBlogs · Share

250 people like this.

View all 40 comments



#### Facebook Platform



##### A New Take on the Developer App

Today we're announcing major updates to the Developer App to help you easily access, edit and manage your apps on the Developer Site. This is the first major update to the app since 2009, and we've taken feedback from developers of all sizes to optimize performance and functionality source: [Official Facebook Developer Blog](#)  
link: [Full Article...](#)

June 29 at 7:41pm via NetworkedBlogs · Share

410 people like this.

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Facebook Platform

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[Help](#)

**Introducing the Graph API explorer**

In the past few months we have been working to bring the Graph API up to parity with REST API, significantly improve our Graph API documentation, and publish resources and sample apps to make it easier to write apps against the API. As part of these efforts, we are launching the

source: [Official Facebook Developer Blog](#)  
link: [Full Article...](#)

June 29 at 5:31pm via NetworkedBlogs · [Share](#)

412 people like this.

[View all 48 comments](#)



Facebook Platform

**Platform Updates: Operation Developer Love**

90-day migration for permission changes to access user accounts We are modifying access to the FQL page\_admin table and the graph.facebook.com/me/accounts endpoint. Previously, with basic permissions granted, an app could go to this endpoint or the FQL table to access the list

source: [Official Facebook Developer Blog](#)  
link: [Full Article...](#)

June 25 at 4:45am via NetworkedBlogs · [Share](#)

376 people like this.

[View all 105 comments](#)



Facebook Platform

"Facebook has become an integral part of the online experience," he [Gartner's Ray Valdes] explains. "It managed to crack what people wanted to do online – which is the same as offline – be and share information with their friends."

**Inside Facebook HQ: future-proofing the social network**

[www.telegraph.co.uk](http://www.telegraph.co.uk)

Emma Barnett visits Facebook's headquarters in Palo Alto to learn about how the social network plans to avoid MySpace's fate.

June 23 at 4:51pm · [Share](#)

557 people like this.

[View all 107 comments](#)

RECENT ACTIVITY

Facebook Platform changed their [About](#).

[Older Posts](#)[Chat](#)



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Help Center Home
 Browse Help Topics
 Help Discussions
 Top Questions
 Games and Apps
 Safety Center

## Help Center

Like
 13650130 likes. Sign Up to see what your friends like.

Example: What is the Like button?

[Privacy » Privacy](#)
[Expand All](#)

Get the information you need to control your sharing on Facebook.

### Controlling your privacy settings

[Privacy settings and fundamentals](#)  
[Friend lists](#)  
[Update to privacy settings](#)

### Controlling how you share off Facebook

[Apps not built by Facebook](#)  
[Instant Personalization](#)  
[Social plugins](#)  
[Login with Facebook](#)

### Controlling who can find you

[Search privacy and the Suggestions feature](#)  
[Blocking people](#)  
[Public search listings on internet search](#)

### Privacy policies and internet safety

[Protecting account security](#)  
[Phishing, spam and compromised accounts](#)  
[Information for parents and educators](#)  
[Information for law enforcement parties](#)  
[Deactivating, deleting and memorializing accounts](#)  
[Report abuse](#)  
[Emails from Facebook](#)  
[Download your information](#)

### Privacy settings by feature

[Profile and contact information](#)  
[Wall](#)  
[Messages](#)  
[News Feed](#)  
[Photos](#)  
[Video](#)  
[Notes](#)  
[Events](#)  
[Groups](#)  
[Chat](#)

### Your feedback

[Bugs and Known Issues](#)  
[Have a suggestion?](#)

### Top Questions

Can people tell that I've looked at their content or profile?

What is the difference between deactivation and deletion?

How do I add someone to a friend list when I send a friend request?

How do I report a chat message as spam?

How can I tell what my profile looks like to my friends?

### Available Languages

This page is available in the following languages:

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[Français \(France\)](#)  
  
[Italiano](#)  
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[Browse Help Topics](#)
[Help Discussions](#)
[Top Questions](#)
[Games and Apps](#)
[Safety Center](#)

## Help Center

13650143 likes. Sign Up to see what your friends like.

Example: What is the Like button?

[Privacy » Privacy external resources](#)
[Expand All](#)

Facebook takes the privacy of its users very seriously. We are committed to giving our users control over their own information, and have developed some of the most robust privacy tools in the industry to meet this goal.

We also want to ensure that users are aware of the valuable information available from the following trusted external privacy organizations and agencies:

**Education and Advocacy:**

- Center for Digital Democracy
- Center for Democracy & Technology
- Electronic Frontier Foundation
- Electronic Privacy Information Center
- Future of Privacy Forum
- Privacy Coalition
- Privacy.org
- Progress and Freedom Foundation
- TRUSTe
- World Privacy Forum

**Regulators and Government Agencies:**

- U.S. Federal Communications Commission
- U.S. Federal Trade Commission
- Canada: Office of the Privacy Commissioner of Canada
- Europe: Article 29 Data Protection Working Party
- France: Commission Nationale de l'Informatique et des Libertés
- Germany: Federal Commissioner for Data Protection and Freedom of Information (see also the Data Protection Commissioner of Berlin)
- Ireland: Data Protection Commissioner
- Italy: Data Protection Authority
- Netherlands: Data Protection Authority
- United Kingdom: Information Commissioner's Office
- Spain: Data Protection Agency
- Sweden: Data Inspection Board

This list has been compiled by the Facebook from public sources on the web to assist our users, and will be revised from time to time. Inclusion on the list does not indicate any formal relationship between Facebook and these organizations, nor does it constitute an endorsement of Facebook's practices.

### Top Questions

Can people tell that I've looked at their content or profile?

What is the difference between deactivation and deletion?

How do I add someone to a friend list when I send a friend request?

How do I report a chat message as spam?

How can I tell what my profile looks like to my friends?

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Türkçe

Português (Brasil)

Русский

Dansk

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## GENERAL EEA/CH-US DATA PRIVACY

### SAFE HARBOR NOTICE

#### SCOPE OF SAFE HARBOR CERTIFICATION.

Facebook, Inc. (hereinafter "Facebook" or "we") recognizes that the European Community has established a data protection regime pursuant to Directive 95/46/EC (the "Directive"), which applies to the European Economic Area ("EEA"), and that Switzerland has established a data protection regime pursuant to the Federal Act on Data Protection ("FADP"). Facebook further recognizes that these regimes restrict companies and other organizations in the EEA and Switzerland (collectively, "EEA/CH") from transferring personal data about individuals in the EEA/CH to the United States, unless there is "adequate protection" for such personal data when it is received in the United States.

To create such "adequate protection" and to overcome the restriction on international data transfers established by the Directive and the FADP, Facebook adheres to the Safe Harbor Privacy Principles published by the U.S. Department of Commerce ("Safe Harbor Principles") with respect to certain information that it receives in the United States: namely, personal data about employees or other individual representatives in the EEA/CH of corporate customers, suppliers, distributors, advertising customers and other business partners of Facebook or a subsidiary or affiliate of the Facebook group ("EEA/CH Data").

More information on the Safe Harbor Principles and Facebook's scope of participation is available at <http://www.export.gov/safeharbor/>.

#### SCOPE OF THIS NOTICE.

This Notice applies to EEA/CH Data relating to data subjects residing in the EEA/CH ("EEA/CH Persons") that we receive and process, except personal data that we receive in the context of employment with a Facebook company and except data that individuals upload to the Facebook social networking platform. We have issued separate notices to address such excepted situations: Our website Privacy Policy addresses data processing via the Facebook platform and our European Facebook employees receive specific notices in the employment context.

#### CATEGORIES OF EEA/CH DATA.

Facebook receives certain information related to individual independent contractors, and employees and individual representatives of companies and other organizations that do business with Facebook, such as advertising customers. Such EEA/CH Data includes, without limitation, names, addresses, work phone numbers, work email addresses, and any other personal data that such contractors and entities affirmatively provide to Facebook for purposes of managing business relationships.

Also, we provide data processing services to affiliated and unaffiliated entities, including Facebook Ireland Ltd., and in that context, we process any information that such entities instruct us to process, on their behalf and subject to their direction. When EEA/CH Data is sent to Facebook by another company in the EEA/CH for processing purposes, the categories of data sent and the purposes of processing depend on such other company, the data controller, with whom the relevant data subjects in the EEA/CH typically have a business or other relationship (and which therefore, can provide additional information on the categories of data at issue).

#### PURPOSES.

Facebook collects and uses EEA/CH Data for purposes of providing products and services to its customers, processing EEA/CH Data on behalf of corporate customers, communicating with corporate business partners about business matters, transmitting marketing e-mails and performing other marketing activities, managing orders, sales, purchases and financing, processing job applications, and conducting related tasks for legitimate business purposes.

EEA/CH Persons may opt-out of such use if their personal information is used for purposes that are incompatible with their prior authorizations or the foregoing or by sending an e-mail to the Safe Harbor Privacy Contact, or by following opt-out instructions that are contained in other notices that may be communicated by Facebook from time to time. Facebook will provide additional opt-out (or opt-in) opportunities where required by applicable law or the Safe Harbor Principles.

#### DISCLOSURE.

Facebook shares EEA/CH Data with its subsidiaries and affiliates and contractors that process EEA/CH Data on behalf of Facebook as data processing service providers. Facebook also shares EEA/CH Data with other third parties for the purposes for which Facebook receives the EEA/CH Data (*e.g.*, performance of contractual obligations) and as required or permitted by law.

With respect to marketing e-mails, EEA/CH Persons may opt-out of receiving further e-mail marketing communications from Facebook by sending an e-mail to the Safe Harbor Privacy Contact, or by following opt-out instructions that are contained in each marketing e-mail. EEA/CH Persons may also send an e-mail to this address to ask to opt-out of disclosures to third parties, but such a limitation on data sharing may make it difficult or impossible for Facebook to provide the requested services. Notwithstanding other statements in this General Safe Harbor Notice, Facebook may disclose EEA/CH Data where it is legally required to disclose (*e.g.*, under statutes, contracts or otherwise) or the disclosure is permitted by law and Facebook has a legitimate business interest in such disclosure.

#### ACCESS AND REVIEW.

EEA/CH Persons, whose EEA/CH Data Facebook holds as a data controller, may request access to, and the opportunity to update and correct EEA/CH Data that Facebook holds about them. To submit such requests or raise any other questions, please contact the Facebook Safe Harbor Privacy Contact as described below. Facebook reserves the right to take appropriate steps to authenticate an applicant's identity, charge an adequate fee before providing access and deny requests, except as required by the Safe Harbor Principles.

#### SAFE HARBOR CONTACT.

If you have questions or concerns, please reach out to your contact within Facebook who will put you in contact with our Facebook Safe Harbor Privacy Contact.

If you have a concern that we do not resolve to your satisfaction, you may contact the competent local data protection authority in your EEA/CH Member State if it falls within the scope of this Notice. (For users of, and data on the Facebook social networking platform, please follow the dispute resolution channels set forth in our website [Privacy Policy](#), which involves TRUSTe; for Facebook employees, the dispute resolution channels are set forth in the European Employee Safe Harbor notice).



## Facebook Principles

We are building Facebook to make the world more open and transparent, which we believe will create greater understanding and connection. Facebook promotes openness and transparency by giving individuals greater power to share and connect, and certain principles guide Facebook in pursuing these goals. Achieving these principles should be constrained only by limitations of law, technology, and evolving social norms. We therefore establish these Principles as the foundation of the rights and responsibilities of those within the Facebook Service.

### 1. Freedom to Share and Connect

People should have the freedom to share whatever information they want, in any medium and any format, and have the right to connect online with anyone - any person, organization or service - as long as they both consent to the connection.

### 2. Ownership and Control of Information

People should own their information. They should have the freedom to share it with anyone they want and take it with them anywhere they want, including removing it from the Facebook Service. People should have the freedom to decide with whom they will share their information, and to set privacy controls to protect those choices. Those controls, however, are not capable of limiting how those who have received information may use it, particularly outside the Facebook Service.

### 3. Free Flow of Information

People should have the freedom to access all of the information made available to them by others. People should also have practical tools that make it easy, quick, and efficient to share and access this information.

### 4. Fundamental Equality

Every Person - whether individual, advertiser, developer, organization, or other entity - should have representation and access to distribution and information within the Facebook Service, regardless of the Person's primary activity. There should be a single set of principles, rights, and responsibilities that should apply to all People using the Facebook Service.

### 5. Social Value

People should have the freedom to build trust and reputation through their identity and connections, and should not have their presence on the Facebook Service removed for reasons other than those described in Facebook's Statement of Rights and Responsibilities.

### 6. Open Platforms and Standards

People should have programmatic interfaces for sharing and accessing the information available to them. The specifications for these interfaces should be published and made available and accessible to everyone.

### 7. Fundamental Service

People should be able to use Facebook for free to establish a presence, connect with others, and share information with them. Every Person should be able to use the Facebook Service regardless of his or her level of participation or contribution.

### 8. Common Welfare

The rights and responsibilities of Facebook and the People that use it should be described in a Statement of Rights and Responsibilities, which should not be inconsistent with these Principles.

### 9. Transparent Process

Facebook should publicly make available information about its purpose, plans, policies, and operations. Facebook should have a town hall process of notice and comment and a system of voting to encourage input and discourse on amendments to these Principles or to the Rights and Responsibilities.

### 10. One World

The Facebook Service should transcend geographic and national boundaries and be available to everyone in the world.

To access the Facebook Principles in several different languages, please use the following links:

- [French translation \(Français\)](#)
- [Italian translation \(Italiano\)](#)
- [German translation \(Deutsch\)](#)
- [Spanish translation \(Español\)](#)

## Controlling How You Share

Facebook is about sharing. Our privacy controls give you the power to decide what and how much you share. Learn how to manage who can see your information on and off Facebook. [See what's new](#)

[Read our privacy policy](#) · [Learn about privacy and ads](#)



### Privacy Controls

[Edit your privacy settings](#)

The settings you choose control which people and apps can see your information. You can share your information with friends, friends of friends or everyone, and we offer presets to help you do that. Or, if you prefer, you can customize your settings.



#### 1 Sharing on Facebook

This section controls who can see all the content you post on a day-to-day basis (such as status updates, photos and videos). It also includes some things you share about yourself (birthday and contact information) and content others share about you (comments on your posts and photos and videos you've been tagged in). Set these now with one click, and your settings will apply to all the day-to-day content you post in the future. "Customize settings" displays a full list so you can control the privacy level for each setting.

#### 2 Connecting on Facebook

Your name, profile picture, gender, networks and username are available to everyone because this info is essential to helping you connect with your friends and family.

- Name and profile picture help friends recognize you.
- Gender helps us describe you (for example, "Add her as a friend").
- Networks are open to everyone so network members can see who they will be sharing information with before they choose "Friends and Networks" for any privacy settings.

Other information in this section, including hometown, activities and experiences, is open to everyone by default to help you connect with friends and get the most out of your Facebook experience.

#### 3 Apps and Websites

This section controls what information is shared with websites and apps, including search engines (apps and websites you and your friends use already have access to your name, profile picture, gender, networks, friend list, user ID, username, and any other information you share with everyone). You can view your apps, remove any you don't want to use, or turn off platform completely. Turning off platform means you won't be able to use any platform apps or websites and we won't share your information with them.

#### 4 Block Lists

This section lets you block people from interacting with you or seeing your information on Facebook. You can also specify friends you want to ignore app invites from, and see a list

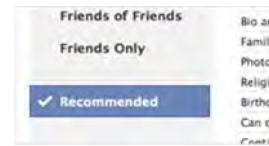
Chat

of the specific apps that you've blocked from accessing your information and contacting you.

## Additional Controls

### Recommended settings

We offer a group of recommended settings as a default. You can think of "Everyone," "Friends of Friends" and "Friends Only" as big buckets containing different groups of information. With our recommended settings, your information is distributed across all three buckets. "Everyone" contains status updates and information that people may want to share with a larger audience. "Friends of Friends" includes photos and videos of you, which are often relevant to friends of your friends. "Friends Only" includes all of your contact information and things that are only relevant to people you interact with directly.



### Control each time you post

You can control who sees each and every post. Before you post a status update, link or anything else, click the lock icon to choose who can see it. What you select will override your "Posts by me" setting, which acts as the default.



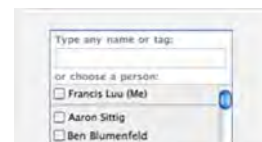
### Control with apps

Apps can only see information you've already made visible to everyone. To access more, apps have to ask for permission for each piece of information, and it can only be information that's needed for them to work.



### Control for what you're tagged in

You control who can see the photos and videos you're tagged in that appear on your profile. Keep in mind, the owner of a photo can still share that photo with people you're not friends with. If you don't want your tag to appear, remove it from the photo or video itself. This will also prevent it from appearing on your profile.



## Additional Information

### Advertising

**We never share your personal information with our advertisers.** Facebook's ad targeting is done entirely anonymously. If advertisers select demographic targeting for their ads, Facebook automatically matches those ads to the appropriate audience. Advertisers only receive anonymous data reports.

**To make ads more relevant for you and your friends, some ads include social engagement features, such as the Like button, and provide social context, such as "Your Friend likes Fun Bun Bakery."**

When you click Like on a company's Facebook Page, ad or products:

- You create a connection to that company and you'll receive updates from it in your News Feed.
- The story of your connection will appear on your Wall.
- Your friends may also see the story of your liking the company in their News Feeds. You can always review and manage your likes, activities and connections by editing your profile. To learn more about the Like button, visit our [Help Center FAQs](#).

If you like a company and that company runs an ad on Facebook, we may pair your name and profile picture with the ad when your friends see that ad, in a News Feed-style story. This social context makes the ad more relevant to you and your friends. [Learn More](#)

For more information about ads with social context and social engagement features, visit our [Help Center](#).




### Information available to everyone

**Information you've shared with everyone - as well as your name, profile picture, gender, networks, and username - could be seen by anyone on the internet.** Please be aware that it will be visible to anyone viewing your profile, and apps and websites you and your friends use will be able to access it.

### Social plugins

**Buttons and boxes containing Facebook content may appear on other websites to create more social experiences for you. The sites you're visiting receive none of your information.** The content in these social plugins comes directly from Facebook. If you click "Like" or make a comment using a social plugin, your activity will be published on Facebook and shown to your Facebook friends who see a plugin on the same page.



 <b>Instant personalization</b>	things you like may also appear on your profile (you can control this in Basic Directory Information).
 <b>Search</b>	<b>Some select partner sites may access your information to personalize your experience as soon as you arrive, but only information that's already visible to everyone.</b> You can turn off instant personalization for specific sites or you can turn it off completely from the Apps and Websites page. This will prevent these partners from receiving your information through instant personalization, including what's visible to everyone.
 <b>Protecting minors</b>	<b>"Public search" on the Apps and Websites page controls whether people who enter your name in a search engine will see a preview of your Facebook profile.</b> It also controls whether things you've specifically chosen to share with everyone show up in searches on and off Facebook.
Privacy Videos:	<b>We are committed to protecting minors who use Facebook.</b> Until their eighteenth birthday, minors don't have public search listings created for them, and the visibility of their information is limited to friends of friends and networks, even if they've chosen to make it available to everyone. This does not apply to name, profile picture, gender, networks and username, which are visible to everyone so real world friends can recognize them.
	<a href="#">Learn More (1/3)</a> <a href="#">Places and Tagging</a>
	<a href="#">Learn More (2/3)</a> <a href="#">How Ads Work</a>
	<a href="#">Learn More (3/3)</a> <a href="#">Social Plugins</a>
Additional Privacy Resources:	<a href="#">Privacy Policy</a> <a href="#">Privacy Settings</a>
	<a href="#">Privacy FAQs</a> <a href="#">Security Page</a>
	<a href="#">Privacy organizations and agencies</a> <a href="#">Safety Center</a>
	<a href="#">General Safe Harbor Notice</a>


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## Website Privacy Program Requirements

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### Website Privacy Program Requirements

#### I. Structure

TRUSTe programs are comprised of services that certify the privacy practices of businesses on how they collect and manage personally identifiable information. In order for a business to obtain a TRUSTe certification, the business must provide proof of its privacy and data governance practices as those practices relate to the notice, choice, and accountability frameworks around the personally identifiable information it collects on behalf of its users, customers, and partners. These practices must reach a minimum standard as defined by the following set of Program Requirements. Upon satisfactory evaluation, TRUSTe offers a certification trustmark, typically a Web site seal that attests to these practices as compliant with TRUSTe's standard.

#### I. Definitions

The following definitions shall apply herein:

- A. "Behavioral Targeting" is the collection and use of information on an Individual's Online activity over a period of time for the purpose of developing and using predictive models to determine potential future behavior or interests.
- B. "Clear and Conspicuous" means a notice that is reasonably easy to find, and easily understandable in terms of content and style to the average reader.
- C. "Expressed Consent" means the affirmative consent (opt-in) to a practice by the Individual, after being provided notice, but prior to implementing the practice,
- D. "Foreign Language Privacy Statement" is the Participant's Privacy Statement translated into a language other than English.
- E. "Geo-location Data" is information obtained through an Individual's use of a Mobile Device and is used to identify or describe the Individual's actual physical location at a given point in time.
- F. "Individual" means the discrete person to whom the collected information pertains.
- G. "Inferred Consent" means consent which is implied by an Individual, regarding the collection, use, disclosure, distribution of PII after notice and opportunity to withdraw consent (opt-out) is given by Participant, but not taken by the Individual.
- H. "Material Change" means degradation in the rights or obligations regarding the collection, use, or disclosure of PII for an Individual. This usually includes changes to Participant's:
  1. Practices regarding notice, collection, use, and disclosure of PII and/or Third Party Personally Identifiable Information;
  2. Practices regarding user choice and consent to how PII and/or Third Party Personally Identifiable Information is used and shared; or
  3. Measures for information security, integrity, access, or individual redress.
- I. "Mobile Device" is a portable electronic geo-location enabled device which allows the user to process, receive, and send data without being limited to a specific geographical location.
- J. "Online" is the state where an Individual is connected by computer or Mobile Device to one or more other computers, Mobile Devices, or networks, as through a commercial electronic information service or the internet.
- K. "Participant" means the entity that has entered into an agreement with TRUSTe to participate in the TRUSTe program(s) and agreed to comply with the program requirements included therein.
- L. "Personally Identifiable Information [PII]" means any information or combination of information that can be used to identify, contact, or locate a discrete Individual.
- M. "Primary Purpose" means use of PII that is reasonably expected by the Individual (i) at the point of collection; and (ii) including compatible uses in features and services to the Individual that do not materially change expectations of user control and third party sharing. Such use may be at least those uses described in the Participant's terms of service governing the Participant's products or services which give rise to the Individual's interaction with the Participant.
- N. "Privacy Statement" shall mean the statements of Participant's information collection and usage practices, as such practices are updated from time to time. Participant's Privacy Statement includes, but is not limited to:
  1. A single, comprehensive statement of all the Participant's information practices ("Comprehensive

#### TRUSTe Products

##### Website Privacy

For eCommerce and content websites

##### EU Safe Harbor

Global reach with EU Safe Harbor

##### Children's Privacy

For websites who market to children

##### Mobile Privacy

Certify your mobile apps and websites

##### Email Privacy

Achieve email privacy certification

##### TRUSTed Ads

Ad privacy compliance just got easier

##### TRUSTed Downloads

Certify your downloads to be safe

#### Be In Good Company





Privacy Statement");

2. A summary notice highlighting the Participant's information practices ("Short Notice"); or
  3. Disclosure of specific information practices posted at the point of information collection ("Just in Time Notice").
- O. "Publicly Available Information [PAI]" means any information reasonably believed to be lawfully made available to the general public from:
1. Federal, state or local government records;
  2. Widely available source(s) having no additional prohibition around onward transfer or use; or
  3. Disclosures to the general public that are required to be made by federal, state or local law.
- P. Recipient" means the Individual who receives an Email Message.
- Q. "Retargeting" is a form of behavioral advertising by which online advertising is delivered to an Individual based upon the Individual's previous online actions.
- R. "Search Engine" is a publicly facing service that collects and organizes content from across the internet for the primary purpose of responding to a search request. Such service may not retain information beyond caching or other service enhancing techniques, or use the information to create a persistent profile of the Individual for purposes other than enhancing search techniques.
- S. "Secondary Purpose" is the use of PII in a way that is not reasonably expected by the Individual relative to the transactions or ongoing services provided to the Individual by Participant or the Participant's Service Provider. Such purpose may or may not be described by Participant's terms of service governing Participant's products or services which give rise to the Individual's interaction with the Participant
- T. "Service Provider" is anyone other than the Participant or the Individual that performs, or assists in the performance of, a function or activity which may involve the use or disclosure of PII or Third Party PII. Such use must only be on behalf of Participant or Individual and only for the purpose of performing or assisting in that specific function or activity as agreed to by the Participant and Individual.
- U. "Social Network" is an online service that offers the following features:
1. A platform that enables the interaction between two or more Individuals for the purpose of creating social or business relationships, and sharing of information;
  2. Functionality that enables Individuals to create a profile that includes information of their own choosing such as photos, and links to personal pages of other connected Individuals (e.g. friends, business contacts);
  3. Mechanisms to communicate with other Individuals such as instant messenger, email, or posting to a profile or newsfeed; and
  4. Search functionality that enables Individuals to search for other Individuals that is based upon that Individual's preferences.
- V. "Third Party(ies)" is an entity(ies) other than the Participant or the Individual which is not directly affiliated with the Participant; and, if affiliated with the Participant, where such affiliation is not reasonably known to the Individual.
- W. "Third Party Personally Identifiable Information [Third Party PII]" means PII that is collected by Participant from an entity other than the Individual

#### I. Minimum Program Requirements

- A. All Participants wanting to be certified that their Online information collection and use practices comply with TRUSTe's Privacy Program Requirements must comply with the following requirements:
- B. Participant Accountability
  1. Participant shall have processes in place to comply with these Program Requirements
  2. Cooperation with TRUSTe
    - a. Provide, at no charge to TRUSTe or its representatives, full access to the Online properties (i.e., including password access to premium or members only areas) for the purpose of conducting reviews to ensure that Participant's Privacy Statement(s) is consistent with actual practices.
    - b. Provide, upon TRUSTe's reasonable request, information regarding how PII gathered from and/or tracked through Participant's Online properties is used.
  3. Annual Recertification
    - a. Participant shall undergo re-certification to verify ongoing compliance with these Program Requirements annually.
  4. Termination for Material Breach
    - a. In the event TRUSTe reasonably believes the Participant has materially breached these Program Requirements), TRUSTe may terminate the Participant's participation in this program upon twenty (20) business days' prior written notice ("Notice of Termination") unless the breach is corrected within the same twenty (20) business day period ("Cure Period").

- b. Material breaches of these Program Requirements include but are not limited to:
  - 1. Participant's continual, intentional, and material failure to adhere to these Program Requirements;
  - 2. Participant's material failure to permit or cooperate with a TRUSTe investigation or review of Participant's Online properties or practices pursuant to the Program Requirements;
  - 3. Participant's continual, intentional, and material failure to comply with any Suspension Obligations;
  - 4. Participant's material failure to cooperate with TRUSTe regarding an audit, complaint or the compliance monitoring activities of TRUSTe; or
  - 5. Any deceptive trade practices by the Participant

5. Suspension Status

- a. In the event TRUSTe reasonably believes that Participant has materially violated these Program Requirements, Participant may be placed on suspension.
  - 1. Notice will be provided with a mutually agreed upon description of the violation and any remedial actions that TRUSTe will require Participant to take during the Suspension Period ("Suspension Obligations").
  - 2. Participant will be considered to be on Suspension immediately upon receiving notice from TRUSTe. Suspension shall last until such time as the Participant has corrected the material breach or Program Requirements violation to TRUSTe's satisfaction, but not for a period of greater than six (6) months ("Suspension Period") unless mutually agreed by the Parties.
  - 3. Suspension Obligations may include, but are not limited to:
    - a. Compliance with additional Program Requirements;
    - b. Cooperation with heightened compliance monitoring by TRUSTe; and
    - c. Payment to TRUSTe of mutually agreed additional amounts as compensation for TRUSTe's additional compliance monitoring.
    - d. Participant shall comply with all Suspension Obligations.
  - 4. During the Suspension Period, Participant's status may be indicated via a TRUSTe Validation webpage or TRUSTe may require Participant to cease using the TRUSTe trustmarks.
  - 5. At the end of the Suspension Period, TRUSTe will, in its discretion, either:
    - a. Determine that Participant has complied with Participant's Suspension Obligations, thereby satisfying TRUSTe's concerns;
    - b. Extend the Suspension Period by mutual agreement with the Participant; or
    - c. Determine that Participant has failed to comply with Participant's Suspension Obligations and immediately terminate Participant for cause.

C. Privacy Practices

The following requirements apply if the Participant collects PII:

1. Collection Limitation

- a. Participant shall only collect PII where such collection is:
  - 1. Limited to information reasonably useful for the purpose for which it was collected and in accordance with the Participant's Privacy Statement in effect at the time of collection; or
  - 2. With notice to and consent of the Individual

2. Use of PII

- a. Participant shall use PII in the provision of those services advertised or provided for, and in accordance with their posted Privacy Statement in effect at the time of collection, or with notice and consent as described in these Program Requirements.
- b. Information collected by the Participant or the Participant's Service Provider may be used to tailor the Individual's experience on the Participant's Online property.

3. Choice

- a. Participant shall offer the Individual control over their collected Personally Identifiable Information as follows:
  - 1. Participant must provide the Individual an opportunity to withdraw consent to having PII used by the Participant for a Secondary Purpose.
  - 2. Participant must provide the Individual a Just in Time Notice and the opportunity to withdraw consent to having PII disclosed or distributed to Third Parties, other than

3. Participant shall honor and maintain the Individual's choice selection in a persistent manner until such time the Individual changes that choice selection; and
4. Participant shall provide a means by which the Individual may change their choice selection.

c. Express Consent must be obtained from the Individual prior to the transfer of PII to Third Parties other than Service Providers if an unauthorized use or disclosure of that information would be likely to cause financial, physical, or reputational harm to an Individual.

e. Such mechanism shall be easy to use and offered at no cost to the Individual

a. Participant shall use Third Party PII collected solely to facilitate the one-time completion of the transaction that is the Primary Purpose for which the information was collected by the Participant except as allowed in Section III.C.4.d regarding Search Services.

1. Participant may use Third Party PII to send a one-time email message to the Individual to solicit their Express Consent.

1. The types of the entity(ies) collecting Third Party PII;
2. What kind of Third Party PII is collected, either through active or passive means;
3. How collected Third Party PII is used and/or disclosed;
4. What types of additional Third Parties if any, including Service Providers, collect Third Party PII is shared with.

1. A Search Engine may provide search results containing Third Party PII, without the notice and choice requirements noted above, providing:
  - a. The results were obtained from public or published sources on the internet;
  - b. The information is not used to create a persistent profile of the Individual outside the scope of enhancing Search Engine techniques;
  - c. Participant shall have a mechanism for the Individual to request removal from displayed search results if the display of such results will:
    - i. Cause physical harm to the Individual; or
    - ii. Interfere with the safeguarding of important countervailing public interests, including national security, defense, or public security.
  - d. Privacy statement shall state how Individual can request removal from displayed search results.

a. Information obtained about the Individual is from public or published sources which have no prohibition around onward transfer or use associated with the information;

i. Such mechanism shall be easily accessible to the Individual; and

c. This does not include situations where Participant disclosed Third Party PII back to an entity that has rights to such information.

a. Participant must implement reasonable and appropriate mechanisms to allow the Individual to

correct or update inaccurate PII.

- b. Participant must implement reasonable mechanisms to allow the Individual to request deletion of PII or that collected PII no longer be used.
- c. Such mechanism should be consistent with how the Individual normally interacts or communicates with the Participant
- d. Such mechanism or process shall be clear, conspicuous, and easy to use
- e. Such mechanism or process shall confirm to the Individual inaccuracies have been corrected; and
- f. Participant's privacy statement shall state how access is provided.
- g. Participant is not required to permit Individual access to Personally Identifiable Information to the extent that:
  - 1. Such access would prejudice the confidentiality necessary to comply with regulatory requirements, or breach Participant's confidential information or the confidential information of others;
  - 2. The burden or cost of providing access would be disproportionate or the legitimate rights or interests of others would be violated. However, Participant may not deny access on the basis of cost if the Individual offers to pay the costs of access; or
  - 3. The requested PII is derived from public records or is Publicly Available Information and is not combined with non-public record or non-publicly available information.
- h. If Participant denies access to PII, Participant must provide the Individual with an explanation of why access was denied and contact information for further inquiries regarding the denial of access.

6. Promotional and Newsletter Email Communications

- a. All newsletters and promotional email messages that Participant sends to the Individual must include Participant's postal address and a functional unsubscribe mechanism.
- b. The location and instructions concerning the unsubscribe mechanism must be Clear and Conspicuous, and the mechanism itself must be functional for no fewer than thirty (30) days following the sending of the newsletter or promotional email message.
- c. Participant must honor the Individual's request to unsubscribe from a newsletter or promotional email message beginning on the tenth (10) business day after the Participant receives the unsubscribe request, unless the Individual subsequently requests to receive newsletters or promotional email messages from Participant.
- d. An unsubscribe mechanism is not required for administrative or customer service-related email messages (e.g. account management or provisioning of requested services, warranty or recall information, safety or security announcements).

7. Public Disclosure of PII

- a. A Participant may allow a user to post PII in an online forum, chat room, blog or other public forum, where the PII being displayed was placed there by a user who is also the Individual.
  - 1. If appropriate and commercially reasonable, provide a process or mechanism to allow the Individual to request timely removal of any publicly displayed PII where it has been legally and rightfully shared; and
  - 2. State in the Privacy Statement how the Individual can request removal of publicly displayed PII.
- b. The Privacy Statement shall state information posted by Individuals in online forums, chat rooms, blogs, or other public forum may be displayed publicly.
- c. The Privacy Statement shall accurately describe the extent to which an Individual's displayed PII is publicly available.
- d. If Participant provides a publicly accessible online directory or similar service, the Participant shall:
  - 1. Provide the Individual a reasonable and appropriate mechanism to request removal of their PII from the directory;
  - 2. Ensure the mechanism is consistent with how the Individual normally interacts or communicates with the Participant
  - 3. State in the Privacy Statement how the Individual can request removal; and
  - 4. Such mechanism to request removal of a listing where access to the online directory or similar service is limited to other registered Individuals may be contingent on the Individual no longer using that service.

8. Material Changes

- a. Participant must notify Individuals of any Material Changes to its PII collection, use, or

disclosure practices prior to making the change.

- b. Participant must obtain prior approval from TRUSTe
  - 1. For any Material Change in its PII collection, use, or disclosure practices; and
  - 2. For method and notice to Individuals, such as email, "in product" messaging, etc.

D. Privacy Statement

- 1. Participant shall maintain and abide by an accurate up-to-date Privacy Statement approved by TRUSTe in its sole discretion that states Participant's information practices and is in conformance with these Program Requirements including, but not limited to:
  - a. What information is collected, either through active or passive means, type of entity(ies), excluding Service Providers, collecting the information, and how the collected information is used;
  - b. What types of Third Parties if any, including Service Providers, collected information is shared with;
  - c. Whether PII is appended with information obtained from third party sources;
  - d. How and when the Individual can exercise choice as required in these Program Requirements;
  - e. How the Individual can request access to their information as required in these Program Requirements;
  - f. What types of security measures are in place to protect collected information as required in these Program Requirements;
  - g. What tracking technologies are used by the Participant or Third Parties including Service Providers and the purpose for using those technologies;
  - h. How the Individual can contact the Participant, including company name, email address or a link to an online form, and physical address;
  - i. How the Individual will be notified of any Material Changes in the Participant's privacy practices;
  - j. That collected information is subject to disclosure pursuant to judicial or other government subpoenas, warrants, orders, or if the Participant merges with or is acquired by a Third Party, or goes bankrupt;
  - k. Effective date of Privacy Statement;
  - l. If required, statement of participation in the TRUSTe program and define participation scope; and
  - m. Information on how to contact TRUSTe to express concerns regarding Participant's Privacy Statement or privacy practices.
- 2. At a minimum, Participant shall link to a Comprehensive Privacy Statement that discloses the Participant's information practices.
- 3. Access to the Privacy Statement shall be Clear and Conspicuous.
- 4. As commercially reasonable, Privacy statement must be available when the Individual engages with the Participant, such as through an application, Web site homepage or landing page.
- 5. Privacy statement must be available at the point where the Individual provides PII, or through a common footer.
- 6. Participant shall treat all collected information in accordance with the posted Privacy Statement in effect at the time of collection unless the Individual otherwise has given Express Consent.
- 7. Short Notice
  - a. If Participant chooses, they may provide a Short Notice highlighting their information practices including but not limited to:
    - 1. Summarize what information is collected by the Participant and how the Participant collects that information, either through active or passive means;
    - 2. Summarize how Participant uses collected information;
    - 3. Whether Participant shares PII with third parties, excluding Service Providers;
    - 4. How the Individual can exercise choice and request access pursuant to these Program Requirements; and
    - 5. How to contact the Participant including company name, email address or link to online form, and postal address.
  - b. Access to the Short Notice shall be Clear and Conspicuous.
  - c. Short Notice shall link to Comprehensive Privacy Statement.
    - 1. Access to the Comprehensive Privacy Statement shall be Clear and Conspicuous.

- d. Any Short Notice shall be consistent with Comprehensive Privacy Statement.

8. Just in Time Notice

- a. If Participant chooses to provide Just in Time Notice, the Just in Time Notice shall be consistent with Comprehensive Privacy Statement.

9. Foreign Language Privacy Statement

- a. If Participant seeks TRUSTe certification of a Privacy Statement in a language other than English, TRUSTe shall use commercially reasonable efforts to verify that Participant's Foreign Language Privacy Statement is an accurate translation of Participant's English language Privacy Statement.
- b. Participant shall ensure that its privacy practices are the same, and that the Foreign Language Privacy Statement provides materially the same description of Participant's privacy practices as Participant's English Language Privacy Statement.
- c. Participant must notify TRUSTe of any Material Changes to its Foreign Language Privacy Statement and submit changes to TRUSTe for review and approval.

E. Data Governance

- 1. Participant shall implement controls and processes to manage and protect PII within its control including the ones listed in this Section III.E.

- a. Such controls and processes shall be
  - 1. Appropriate to the size of the Participant's business; and
  - 2. Appropriate to the level of sensitivity of the data collected and stored

2. Data Security

- a. Participant must implement commercially reasonable procedures to protect PII within its control from unauthorized access, use, alteration, disclosure, or distribution.
- b. Participant shall maintain and audit internal information technology systems within Participant's control such as:
  - 1. Regularly monitor and repair systems including servers and desktops for known vulnerabilities;
  - 2. Limit access and use of PII, or Third Party PII, to personnel with a legitimate business need where inappropriate access, use, or disclosure of such PII, or Third Party PII, could cause financial, physical, or reputational harm to the Individual;
  - 3. Implement protection against phishing, spam, viruses, data loss, and malware; and
  - 4. Use reasonable encryption methods for transmission of information across wireless networks, and storage of information if the inappropriate use or disclosure of that information could cause financial, physical, or reputational harm to an individual
- c. Participant shall utilize encryption such as Secure Socket Layer for the transmission of information if the inappropriate use or disclosure of that information could cause financial, physical, or reputational harm to an individual.
- d. Access to PII or Third Party PII retained by Participant must be at least restricted by username and password if the inappropriate use or disclosure of that information could cause financial, physical, or reputational harm to an individual.
- e. Privacy Statement shall state that security measures are in place to protect collected PII and/or Third Party PII.

3. Data Quality

- a. Participant shall take commercially reasonable steps when collecting, creating, maintaining, using, disclosing or distributing PII to assure that the information is sufficiently accurate, complete, relevant, and timely for the purposes for which such information is to be used.
- b. If any information collected by the Participant about an Individual is disputed by that Individual and is found to be inaccurate, incomplete, or cannot be verified, Participant shall promptly delete or modify that item of information, as appropriate, based on the results of the investigation.

4. Data Retention

- a. If a Participant receives and retains PII or Third Party PII, the Participant must limit its retention to no longer than commercially useful to carry out its business purpose, or legally required; and must disclose in their Privacy Statement how long they will retain that information.
- b. Regardless of the time period of retention, so long as a Participant has PII or Third Party PII in its possession or control, the requirements included herein shall apply to such information.

5. Service Providers

- a. Participant must take commercially reasonable steps to ensure that its Service Providers with

whom it shares PII either:

1. Abide by Participant's privacy policies as reflected in Participant's Privacy Statement; or
2. Abide by privacy policies that are substantially equivalent to Participant's privacy policies as reflected in Participant's Privacy Statement; and
3. Abide by the rights and obligations attached to the PII by the Participant regarding the security, confidentiality, integrity, use, and disclosure of the PII.

6. User Complaints and Feedback

- a. Participant shall provide users with reasonable, appropriate, simple and effective means to submit complaints, express concerns, or provide feedback regarding Participant's privacy practices.
- b. Participant shall also cooperate with TRUSTe's efforts to investigate and resolve non-frivolous privacy complaints, questions and concerns raised either by:
  1. Users through TRUSTe's dispute resolution process; or
  2. TRUSTe.

7. Data Breach

- a. Participant must notify an Individual of a data breach within 45-days of a known breach as required by law or if the unauthorized disclosure of PII can cause financial, physical, or reputational harm to the Individual unless otherwise required by law.
- b. Unless otherwise required by law, notice to the Individual must disclose the following:
  1. That a breach occurred;
  2. What type of information was breached;
  3. When the breach happened;
  4. What steps Individuals can take to protect themselves;
  5. What the actions the Participant is taking regarding the breach (e.g. investigation); and
  6. What steps the Participant is taking to ensure the event does not happen again.
- c. Participant must notify TRUSTe when it believes a data breach occurred. Participant must provide TRUSTe a copy of the notice to be sent or sent to affected Individual(s).

F. Behavioral Targeting

1. Participants engaging in Behavioral Targeting or Retargeting shall disclose the following regarding Participant's Behavioral Targeting and/or Retargeting Practices in its Privacy Statement:
  - a. If information, collected either through active or passive means, is used by either the Participant or Third Party(ies) for the purpose of Behavioral Targeting or Retargeting;
  - b. If PII collected by the Participant is linked to information collected through Web usage activity from sources, e.g. Web sites other than Participant's, for the purpose of Behavioral Targeting or Retargeting;
  - c. Whether PII or Third Party PII is collected by, or shared with, additional Third Parties for the purposes of Behavioral Targeting or Retargeting; and
  - d. How and when the Individual can exercise choice as required in this Section III.F.
2. Participant shall provide instructions or link to a mechanism that enables the Individual to withdraw consent for the use of their information for the purposes of behavioral advertising.
  - a. At a minimum, such instructions or link shall be made available in the Participant's Privacy Statement.
3. Participant engaging in Behavioral Targeting or Retargeting shall offer choice to the Individual as follows:
  - a. An Individual must be provided an opportunity to withdraw consent to having PII linked to information collected through web usage activity for the purpose of Behavioral Targeting or Retargeting;
  - b. An Individual must be provided an opportunity to withdraw consent to having PII shared with Third Parties, other than Service Providers, for the purpose of Behavioral Targeting or Retargeting at the time such PII is collected; and
  - c. Express Consent must be obtained prior to sharing PII with Third Parties, other than Service Providers, for the purposes of Behavioral Targeting or Retargeting, if the unauthorized use or disclosure of that information could cause financial, or physical harm to an Individual.

G. Social Networks

1. Participants that enable users to network with other users of a community need to comply with the following:
  - a. Express Consent with confirmation is required for an Individual to establish a profile.

- b. Provide a reasonable and appropriate mechanism to allow the Individual to manage their privacy settings.
  - 1. Mechanism should be consistent with how the Individual normally interacts or communicates with the Participant
  - 2. Mechanism shall be clear, conspicuous, and easy to use
  - 3. Mechanism shall confirm to Individual that privacy settings have been set; and
  - 4. Privacy Statement shall state how the Individual can update their privacy settings.
- c. Provide a reasonable and appropriate mechanism to allow the Individual request deletion or deactivation of a profile.
  - 1. Mechanism should be consistent with how the Individual normally interacts or communicates with the Participant
  - 2. Mechanism shall be clear, conspicuous, and easy to use
  - 3. Mechanism shall confirm to Individual profile has been deleted or deactivated; and
  - 4. Privacy Statement shall state how the Individual can request deletion or deactivation of their profile
- d. Provide a reasonable and appropriate mechanism to allow the Individual to request removal of an unauthorized profile.
  - 1. Mechanism should be consistent with how the Individual normally interacts or communicates with the Participant
  - 2. Mechanism shall be clear, conspicuous, and easy to use
  - 3. Mechanism shall confirm to Individual the unauthorized profile has been removed; and
  - 4. Privacy Statement shall state how the Individual can request removal of an unauthorized profile.
- e. Individuals between the ages 13-17 must provide Express Consent to the collection, use, disclosure of either:
  - 1. PII pertaining to that Individual; or
  - 2. Third Party PII pertaining to an Individual between the ages of 13-17.
- f. If Participant enables users to import Third Party PII from another source to their profile, the Participant must do the following:
  - 1. Treat all collected information as if it is Third Party PII as outlined in Section III.C.4.
    - a. Collected information cannot be used to create a publishable profile unless the Participant obtains the Express Consent of the Individual.
  - 2. Provide Clear and Conspicuous notice to the user as to why they are providing a password or other access to their email account; and




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## EU Safe Harbor Privacy Program Requirements

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### EU Safe Harbor Privacy Program Requirements

#### I. Structure

TRUSTe programs are comprised of services that certify the privacy practices of businesses on how they collect and manage personally identifiable information. In order for a business to obtain a TRUSTe certification, the business must provide proof of its privacy and data governance practices as those practices relate to the notice, choice, and accountability frameworks around the personally identifiable information it collects on behalf of its users, customers, and partners. These practices must reach a minimum standard as defined by the following set of Program Requirements. Upon satisfactory evaluation, TRUSTe offers a certification trustmark, typically a Web site seal that attests to these practices as compliant with TRUSTe's standard.

#### I. Definitions

The following definitions shall apply herein:

- A. "Behavioral Targeting" is the collection and use of information on an Individual's Online activity over a period of time for the purpose of developing and using predictive models to determine potential future behavior or interests.
- B. "Clear and Conspicuous" means a notice that is reasonably easy to find, and easily understandable in terms of content and style to the average reader.
- C. "Expressed Consent" means the affirmative consent (opt-in) to a practice by the Individual, after being provided notice, but prior to implementing the practice,
- D. "Foreign Language Privacy Statement" is the Participant's Privacy Statement translated into a language other than English.
- E. "Geo-location Data" is information obtained through an Individual's use of a Mobile Device and is used to identify or describe the Individual's actual physical location at a given point in time.
- F. "Individual" means the discrete person to whom the collected information pertains.
- G. "Inferred Consent" means consent which is implied by an Individual, regarding the collection, use, disclosure, distribution of PII after notice and opportunity to withdraw consent (opt-out) is given by Participant, but not taken by the Individual.
- H. "Material Change" means degradation in the rights or obligations regarding the collection, use, or disclosure of PII for an Individual. This usually includes changes to Participant's:
  1. Practices regarding notice, collection, use, and disclosure of PII and/or Third Party Personally Identifiable Information;
  2. Practices regarding user choice and consent to how PII and/or Third Party Personally Identifiable Information is used and shared; or
  3. Measures for information security, integrity, access, or individual redress.
- I. "Mobile Device" is a portable electronic geo-location enabled device which allows the user to process, receive, and send data without being limited to a specific geographical location.
- J. "Online" is the state where an Individual is connected by computer or Mobile Device to one or more other computers, Mobile Devices, or networks, as through a commercial electronic information service or the internet.
- K. "Participant" means the entity that has entered into an agreement with TRUSTe to participate in the TRUSTe program(s) and agreed to comply with the program requirements included therein.
- L. "Personally Identifiable Information [PII]" means any information or combination of information that can be used to identify, contact, or locate a discrete Individual.
- M. "Primary Purpose" means use of PII that is reasonably expected by the Individual (i) at the point of collection; and (ii) including compatible uses in features and services to the Individual that do not materially change expectations of user control and third party sharing. Such use may be at least those uses described in the Participant's terms of service governing the Participant's products or services which give rise to the Individual's interaction with the Participant.
- N. "Privacy Statement" shall mean the statements of Participant's information collection and usage practices, as such practices are updated from time to time. Participant's Privacy Statement includes, but is not limited to:
  1. A single, comprehensive statement of all the Participant's information practices ("Comprehensive

#### TRUSTe Products

##### Website Privacy

For eCommerce and content websites

##### EU Safe Harbor

Global reach with EU Safe Harbor

##### Children's Privacy

For websites who market to children

##### Mobile Privacy

Certify your mobile apps and websites

##### Email Privacy

Achieve email privacy certification

##### TRUSTed Ads

Ad privacy compliance just got easier

##### TRUSTed Downloads

Certify your downloads to be safe

#### Be In Good Company



Privacy Statement");

2. A summary notice highlighting the Participant's information practices ("Short Notice"); or
3. Disclosure of specific information practices posted at the point of information collection ("Just in Time Notice").

- O. "Publicly Available Information [PAI]" means any information reasonably believed to be lawfully made available to the general public from:
1. Federal, state or local government records;
  2. Widely available source(s) having no additional prohibition around onward transfer or use; or
  3. Disclosures to the general public that are required to be made by federal, state or local law.
- P. Recipient" means the Individual who receives an Email Message.
- Q. "Retargeting" is a form of behavioral advertising by which online advertising is delivered to an Individual based upon the Individual's previous online actions.
- R. "Search Engine" is a publicly facing service that collects and organizes content from across the internet for the primary purpose of responding to a search request. Such service may not retain information beyond caching or other service enhancing techniques, or use the information to create a persistent profile of the Individual for purposes other than enhancing search techniques.
- S. "Secondary Purpose" is the use of PII in a way that is not reasonably expected by the Individual relative to the transactions or ongoing services provided to the Individual by Participant or the Participant's Service Provider. Such purpose may or may not be described by Participant's terms of service governing Participant's products or services which give rise to the Individual's interaction with the Participant
- T. "Service Provider" is anyone other than the Participant or the Individual that performs, or assists in the performance of, a function or activity which may involve the use or disclosure of PII or Third Party PII. Such use must only be on behalf of Participant or Individual and only for the purpose of performing or assisting in that specific function or activity as agreed to by the Participant and Individual.
- U. "Social Network" is an online service that offers the following features:
1. A platform that enables the interaction between two or more Individuals for the purpose of creating social or business relationships, and sharing of information;
  2. Functionality that enables Individuals to create a profile that includes information of their own choosing such as photos, and links to personal pages of other connected Individuals (e.g. friends, business contacts);
  3. Mechanisms to communicate with other Individuals such as instant messenger, email, or posting to a profile or newsfeed; and
  4. Search functionality that enables Individuals to search for other Individuals that is based upon that Individual's preferences.
- V. "Third Party(ies)" is an entity(ies) other than the Participant or the Individual which is not directly affiliated with the Participant; and, if affiliated with the Participant, where such affiliation is not reasonably known to the Individual.
- W. "Third Party Personally Identifiable Information [Third Party PII]" means PII that is collected by Participant from an entity other than the Individual

#### I. Minimum Program Requirements

- A. All Participants wanting to be certified that their Online information collection and use practices comply with TRUSTe's Privacy Program Requirements must comply with the following requirements:
- B. Participant Accountability
1. Participant shall have processes in place to comply with these Program Requirements
  2. Cooperation with TRUSTe
    - a. Provide, at no charge to TRUSTe or its representatives, full access to the Online properties (i.e., including password access to premium or members only areas) for the purpose of conducting reviews to ensure that Participant's Privacy Statement(s) is consistent with actual practices.
    - b. Provide, upon TRUSTe's reasonable request, information regarding how PII gathered from and/or tracked through Participant's Online properties is used.
  3. Annual Recertification
    - a. Participant shall undergo re-certification to verify ongoing compliance with these Program Requirements annually.
  4. Termination for Material Breach
    - a. In the event TRUSTe reasonably believes the Participant has materially breached these Program Requirements), TRUSTe may terminate the Participant's participation in this program upon twenty (20) business days' prior written notice ("Notice of Termination") unless the breach is corrected within the same twenty (20) business day period ("Cure Period").

- b. Material breaches of these Program Requirements include but are not limited to:
  - 1. Participant's continual, intentional, and material failure to adhere to these Program Requirements;
  - 2. Participant's material failure to permit or cooperate with a TRUSTe investigation or review of Participant's Online properties or practices pursuant to the Program Requirements;
  - 3. Participant's continual, intentional, and material failure to comply with any Suspension Obligations;
  - 4. Participant's material failure to cooperate with TRUSTe regarding an audit, complaint or the compliance monitoring activities of TRUSTe; or
  - 5. Any deceptive trade practices by the Participant

5. Suspension Status

- a. In the event TRUSTe reasonably believes that Participant has materially violated these Program Requirements, Participant may be placed on suspension.
  - 1. Notice will be provided with a mutually agreed upon description of the violation and any remedial actions that TRUSTe will require Participant to take during the Suspension Period ("Suspension Obligations").
  - 2. Participant will be considered to be on Suspension immediately upon receiving notice from TRUSTe. Suspension shall last until such time as the Participant has corrected the material breach or Program Requirements violation to TRUSTe's satisfaction, but not for a period of greater than six (6) months ("Suspension Period") unless mutually agreed by the Parties.
  - 3. Suspension Obligations may include, but are not limited to:
    - a. Compliance with additional Program Requirements;
    - b. Cooperation with heightened compliance monitoring by TRUSTe; and
    - c. Payment to TRUSTe of mutually agreed additional amounts as compensation for TRUSTe's additional compliance monitoring.
    - d. Participant shall comply with all Suspension Obligations.
  - 4. During the Suspension Period, Participant's status may be indicated via a TRUSTe Validation webpage or TRUSTe may require Participant to cease using the TRUSTe trustmarks.
  - 5. At the end of the Suspension Period, TRUSTe will, in its discretion, either:
    - a. Determine that Participant has complied with Participant's Suspension Obligations, thereby satisfying TRUSTe's concerns;
    - b. Extend the Suspension Period by mutual agreement with the Participant; or
    - c. Determine that Participant has failed to comply with Participant's Suspension Obligations and immediately terminate Participant for cause.

C. Privacy Practices

The following requirements apply if the Participant collects PII:

1. Collection Limitation

- a. Participant shall only collect PII where such collection is:
  - 1. Limited to information reasonably useful for the purpose for which it was collected and in accordance with the Participant's Privacy Statement in effect at the time of collection; or
  - 2. With notice to and consent of the Individual

2. Use of PII

- a. Participant shall use PII in the provision of those services advertised or provided for, and in accordance with their posted Privacy Statement in effect at the time of collection, or with notice and consent as described in these Program Requirements.
- b. Information collected by the Participant or the Participant's Service Provider may be used to tailor the Individual's experience on the Participant's Online property.

3. Choice

- a. Participant shall offer the Individual control over their collected Personally Identifiable Information as follows:
  - 1. Participant must provide the Individual an opportunity to withdraw consent to having PII used by the Participant for a Secondary Purpose.
  - 2. Participant must provide the Individual a Just in Time Notice and the opportunity to withdraw consent to having PII disclosed or distributed to Third Parties, other than

Service Providers, at the time PII is collected;

3. Participant shall honor and maintain the Individual's choice selection in a persistent manner until such time the Individual changes that choice selection; and
  4. Participant shall provide a means by which the Individual may change their choice selection.
- b. Consent is not necessary where the use, disclosure or distribution of PII is required by law, court order, or other valid legal process.
  - c. Express Consent must be obtained from the Individual prior to the transfer of PII to Third Parties other than Service Providers if an unauthorized use or disclosure of that information would be likely to cause financial, physical, or reputational harm to an Individual.
  - d. Privacy Statement shall state when the Individual can exercise control over the use and sharing of their PII and how to exercise that control
  - e. Such mechanism shall be easy to use and offered at no cost to the Individual
4. Collection and Use of Third Party PII
- a. Participant shall use Third Party PII collected solely to facilitate the one-time completion of the transaction that is the Primary Purpose for which the information was collected by the Participant except as allowed in Section III.C.4.d regarding Search Services.
  - b. Participant must obtain Express Consent from the Individual to whom such Third Party PII pertains before such Third Party PII may be used, disclosed, or distributed by the Participant for any purpose other than the Primary Purpose for which such information was collected by the Participant, except as allowed in Section III.C.4.d regarding Search Services.
    1. Participant may use Third Party PII to send a one-time email message to the Individual to solicit their Express Consent.
  - c. Regarding Third Party PII the Privacy Statement shall state:
    1. The types of the entity(ies) collecting Third Party PII;
    2. What kind of Third Party PII is collected, either through active or passive means;
    3. How collected Third Party PII is used and/or disclosed;
    4. What types of additional Third Parties if any, including Service Providers, collected Third Party PII is shared with.
  - d. Search Services
    1. A Search Engine may provide search results containing Third Party PII, without the notice and choice requirements noted above, providing:
      - a. The results were obtained from public or published sources on the internet;
      - b. The information is not used to create a persistent profile of the Individual outside the scope of enhancing Search Engine techniques;
      - c. Participant shall have a mechanism for the Individual to request removal from displayed search results if the display of such results will:
        - i. Cause physical harm to the Individual; or
        - ii. Interfere with the safeguarding of important countervailing public interests, including national security, defense, or public security.
    - d. Privacy statement shall state how Individual can request removal from displayed search results.
  2. A Participant that compiles information about Individuals, who are neither customers of or registered users of, that Participant's services; and then sells access to that information to Third Parties may provide search results containing Third Party PII without the notice and choice requirements noted above, providing:
    - a. Information obtained about the Individual is from public or published sources which have no prohibition around onward transfer or use associated with the information;
    - b. The Participant shall provide the Individual a mechanism to stop having their information displayed in search results:
      - i. Such mechanism shall be easily accessible to the Individual; and
      - ii. Privacy Statement shall state how the Individual can stop having their information displayed in search results.
    - c. This does not include situations where Participant disclosed Third Party PII back to an entity that has rights to such information.
5. Access
- a. Participant must implement reasonable and appropriate mechanisms to allow the Individual to

correct or update inaccurate PII.

- b. Participant must implement reasonable mechanisms to allow the Individual to request deletion of PII or that collected PII no longer be used.
- c. Such mechanism should be consistent with how the Individual normally interacts or communicates with the Participant
- d. Such mechanism or process shall be clear, conspicuous, and easy to use
- e. Such mechanism or process shall confirm to the Individual inaccuracies have been corrected; and
- f. Participant's privacy statement shall state how access is provided.
- g. Participant is not required to permit Individual access to Personally Identifiable Information to the extent that:
  - 1. Such access would prejudice the confidentiality necessary to comply with regulatory requirements, or breach Participant's confidential information or the confidential information of others;
  - 2. The burden or cost of providing access would be disproportionate or the legitimate rights or interests of others would be violated. However, Participant may not deny access on the basis of cost if the Individual offers to pay the costs of access; or
  - 3. The requested PII is derived from public records or is Publicly Available Information and is not combined with non-public record or non-publicly available information.
- h. If Participant denies access to PII, Participant must provide the Individual with an explanation of why access was denied and contact information for further inquiries regarding the denial of access.

6. Promotional and Newsletter Email Communications

- a. All newsletters and promotional email messages that Participant sends to the Individual must include Participant's postal address and a functional unsubscribe mechanism.
- b. The location and instructions concerning the unsubscribe mechanism must be Clear and Conspicuous, and the mechanism itself must be functional for no fewer than thirty (30) days following the sending of the newsletter or promotional email message.
- c. Participant must honor the Individual's request to unsubscribe from a newsletter or promotional email message beginning on the tenth (10) business day after the Participant receives the unsubscribe request, unless the Individual subsequently requests to receive newsletters or promotional email messages from Participant.
- d. An unsubscribe mechanism is not required for administrative or customer service-related email messages (e.g. account management or provisioning of requested services, warranty or recall information, safety or security announcements).

7. Public Disclosure of PII

- a. A Participant may allow a user to post PII in an online forum, chat room, blog or other public forum, where the PII being displayed was placed there by a user who is also the Individual.
  - 1. If appropriate and commercially reasonable, provide a process or mechanism to allow the Individual to request timely removal of any publicly displayed PII where it has been legally and rightfully shared; and
  - 2. State in the Privacy Statement how the Individual can request removal of publicly displayed PII.
- b. The Privacy Statement shall state information posted by Individuals in online forums, chat rooms, blogs, or other public forum may be displayed publicly.
- c. The Privacy Statement shall accurately describe the extent to which an Individual's displayed PII is publicly available.
- d. If Participant provides a publicly accessible online directory or similar service, the Participant shall:
  - 1. Provide the Individual a reasonable and appropriate mechanism to request removal of their PII from the directory;
  - 2. Ensure the mechanism is consistent with how the Individual normally interacts or communicates with the Participant
  - 3. State in the Privacy Statement how the Individual can request removal; and
  - 4. Such mechanism to request removal of a listing where access to the online directory or similar service is limited to other registered Individuals may be contingent on the Individual no longer using that service.

8. Material Changes

- a. Participant must notify Individuals of any Material Changes to its PII collection, use, or

disclosure practices prior to making the change.

- b. Participant must obtain prior approval from TRUSTe
  - 1. For any Material Change in its PII collection, use, or disclosure practices; and
  - 2. For method and notice to Individuals, such as email, "in product" messaging, etc.

#### D. Privacy Statement

1. Participant shall maintain and abide by an accurate up-to-date Privacy Statement approved by TRUSTe in its sole discretion that states Participant's information practices and is in conformance with these Program Requirements including, but not limited to:
  - a. What information is collected, either through active or passive means, type of entity(ies), excluding Service Providers, collecting the information, and how the collected information is used;
  - b. What types of Third Parties if any, including Service Providers, collected information is shared with;
  - c. Whether PII is appended with information obtained from third party sources;
  - d. How and when the Individual can exercise choice as required in these Program Requirements;
  - e. How the Individual can request access to their information as required in these Program Requirements;
  - f. What types of security measures are in place to protect collected information as required in these Program Requirements;
  - g. What tracking technologies are used by the Participant or Third Parties including Service Providers and the purpose for using those technologies;
  - h. How the Individual can contact the Participant, including company name, email address or a link to an online form, and physical address;
  - i. How the Individual will be notified of any Material Changes in the Participant's privacy practices;
  - j. That collected information is subject to disclosure pursuant to judicial or other government subpoenas, warrants, orders, or if the Participant merges with or is acquired by a Third Party, or goes bankrupt;
  - k. Effective date of Privacy Statement;
  - l. If required, statement of participation in the TRUSTe program and define participation scope; and
  - m. Information on how to contact TRUSTe to express concerns regarding Participant's Privacy Statement or privacy practices.
2. At a minimum, Participant shall link to a Comprehensive Privacy Statement that discloses the Participant's information practices.
3. Access to the Privacy Statement shall be Clear and Conspicuous.
4. As commercially reasonable, Privacy statement must be available when the Individual engages with the Participant, such as through an application, Web site homepage or landing page.
5. Privacy statement must be available at the point where the Individual provides PII, or through a common footer.
6. Participant shall treat all collected information in accordance with the posted Privacy Statement in effect at the time of collection unless the Individual otherwise has given Express Consent.
7. Short Notice
  - a. If Participant chooses, they may provide a Short Notice highlighting their information practices including but not limited to:
    1. Summarize what information is collected by the Participant and how the Participant collects that information, either through active or passive means;
    2. Summarize how Participant uses collected information;
    3. Whether Participant shares PII with third parties, excluding Service Providers;
    4. How the Individual can exercise choice and request access pursuant to these Program Requirements; and
    5. How to contact the Participant including company name, email address or link to online form, and postal address.
  - b. Access to the Short Notice shall be Clear and Conspicuous.
  - c. Short Notice shall link to Comprehensive Privacy Statement.
    1. Access to the Comprehensive Privacy Statement shall be Clear and Conspicuous.

- d. Any Short Notice shall be consistent with Comprehensive Privacy Statement.

8. Just in Time Notice

- a. If Participant chooses to provide Just in Time Notice, the Just in Time Notice shall be consistent with Comprehensive Privacy Statement.

9. Foreign Language Privacy Statement

- a. If Participant seeks TRUSTe certification of a Privacy Statement in a language other than English, TRUSTe shall use commercially reasonable efforts to verify that Participant's Foreign Language Privacy Statement is an accurate translation of Participant's English language Privacy Statement.
- b. Participant shall ensure that its privacy practices are the same, and that the Foreign Language Privacy Statement provides materially the same description of Participant's privacy practices as Participant's English Language Privacy Statement.
- c. Participant must notify TRUSTe of any Material Changes to its Foreign Language Privacy Statement and submit changes to TRUSTe for review and approval.

E. Data Governance

- 1. Participant shall implement controls and processes to manage and protect PII within its control including the ones listed in this Section III.E.

- a. Such controls and processes shall be
  - 1. Appropriate to the size of the Participant's business; and
  - 2. Appropriate to the level of sensitivity of the data collected and stored

2. Data Security

- a. Participant must implement commercially reasonable procedures to protect PII within its control from unauthorized access, use, alteration, disclosure, or distribution.
- b. Participant shall maintain and audit internal information technology systems within Participant's control such as:
  - 1. Regularly monitor and repair systems including servers and desktops for known vulnerabilities;
  - 2. Limit access and use of PII, or Third Party PII, to personnel with a legitimate business need where inappropriate access, use, or disclosure of such PII, or Third Party PII, could cause financial, physical, or reputational harm to the Individual;
  - 3. Implement protection against phishing, spam, viruses, data loss, and malware; and
  - 4. Use reasonable encryption methods for transmission of information across wireless networks, and storage of information if the inappropriate use or disclosure of that information could cause financial, physical, or reputational harm to an individual
- c. Participant shall utilize encryption such as Secure Socket Layer for the transmission of information if the inappropriate use or disclosure of that information could cause financial, physical, or reputational harm to an individual.
- d. Access to PII or Third Party PII retained by Participant must be at least restricted by username and password if the inappropriate use or disclosure of that information could cause financial, physical, or reputational harm to an individual.
- e. Privacy Statement shall state that security measures are in place to protect collected PII and/or Third Party PII.

3. Data Quality

- a. Participant shall take commercially reasonable steps when collecting, creating, maintaining, using, disclosing or distributing PII to assure that the information is sufficiently accurate, complete, relevant, and timely for the purposes for which such information is to be used.
- b. If any information collected by the Participant about an Individual is disputed by that Individual and is found to be inaccurate, incomplete, or cannot be verified, Participant shall promptly delete or modify that item of information, as appropriate, based on the results of the investigation.

4. Data Retention

- a. If a Participant receives and retains PII or Third Party PII, the Participant must limit its retention to no longer than commercially useful to carry out its business purpose, or legally required; and must disclose in their Privacy Statement how long they will retain that information.
- b. Regardless of the time period of retention, so long as a Participant has PII or Third Party PII in its possession or control, the requirements included herein shall apply to such information.

5. Service Providers

- a. Participant must take commercially reasonable steps to ensure that its Service Providers with

whom it shares PII either:

1. Abide by Participant's privacy policies as reflected in Participant's Privacy Statement; or
2. Abide by privacy policies that are substantially equivalent to Participant's privacy policies as reflected in Participant's Privacy Statement; and
3. Abide by the rights and obligations attached to the PII by the Participant regarding the security, confidentiality, integrity, use, and disclosure of the PII.

6. User Complaints and Feedback

- a. Participant shall provide users with reasonable, appropriate, simple and effective means to submit complaints, express concerns, or provide feedback regarding Participant's privacy practices.
- b. Participant shall also cooperate with TRUSTe's efforts to investigate and resolve non-frivolous privacy complaints, questions and concerns raised either by:
  1. Users through TRUSTe's dispute resolution process; or
  2. TRUSTe.

7. Data Breach

- a. Participant must notify an Individual of a data breach within 45-days of a known breach as required by law or if the unauthorized disclosure of PII can cause financial, physical, or reputational harm to the Individual unless otherwise required by law.
- b. Unless otherwise required by law, notice to the Individual must disclose the following:
  1. That a breach occurred;
  2. What type of information was breached;
  3. When the breach happened;
  4. What steps Individuals can take to protect themselves;
  5. What the actions the Participant is taking regarding the breach (e.g. investigation); and
  6. What steps the Participant is taking to ensure the event does not happen again.
- c. Participant must notify TRUSTe when it believes a data breach occurred. Participant must provide TRUSTe a copy of the notice to be sent or sent to affected Individual(s).

F. Behavioral Targeting

1. Participants engaging in Behavioral Targeting or Retargeting shall disclose the following regarding Participant's Behavioral Targeting and/or Retargeting Practices in its Privacy Statement:
  - a. If information, collected either through active or passive means, is used by either the Participant or Third Party(ies) for the purpose of Behavioral Targeting or Retargeting;
  - b. If PII collected by the Participant is linked to information collected through Web usage activity from sources, e.g. Web sites other than Participant's, for the purpose of Behavioral Targeting or Retargeting;
  - c. Whether PII or Third Party PII is collected by, or shared with, additional Third Parties for the purposes of Behavioral Targeting or Retargeting; and
  - d. How and when the Individual can exercise choice as required in this Section III.F.
2. Participant shall provide instructions or link to a mechanism that enables the Individual to withdraw consent for the use of their information for the purposes of behavioral advertising.
  - a. At a minimum, such instructions or link shall be made available in the Participant's Privacy Statement.
3. Participant engaging in Behavioral Targeting or Retargeting shall offer choice to the Individual as follows:
  - a. An Individual must be provided an opportunity to withdraw consent to having PII linked to information collected through web usage activity for the purpose of Behavioral Targeting or Retargeting;
  - b. An Individual must be provided an opportunity to withdraw consent to having PII shared with Third Parties, other than Service Providers, for the purpose of Behavioral Targeting or Retargeting at the time such PII is collected; and
  - c. Express Consent must be obtained prior to sharing PII with Third Parties, other than Service Providers, for the purposes of Behavioral Targeting or Retargeting, if the unauthorized use or disclosure of that information could cause financial, or physical harm to an Individual.

G. Social Networks

1. Participants that enable users to network with other users of a community need to comply with the following:
  - a. Express Consent with confirmation is required for an Individual to establish a profile.



- b. Provide a reasonable and appropriate mechanism to allow the Individual to manage their privacy settings.
  - 1. Mechanism should be consistent with how the Individual normally interacts or communicates with the Participant
  - 2. Mechanism shall be clear, conspicuous, and easy to use
  - 3. Mechanism shall confirm to Individual that privacy settings have been set; and
  - 4. Privacy Statement shall state how the Individual can update their privacy settings.
- c. Provide a reasonable and appropriate mechanism to allow the Individual request deletion or deactivation of a profile.
  - 1. Mechanism should be consistent with how the Individual normally interacts or communicates with the Participant
  - 2. Mechanism shall be clear, conspicuous, and easy to use
  - 3. Mechanism shall confirm to Individual profile has been deleted or deactivated; and
  - 4. Privacy Statement shall state how the Individual can request deletion or deactivation of their profile
- d. Provide a reasonable and appropriate mechanism to allow the Individual to request removal of an unauthorized profile.
  - 1. Mechanism should be consistent with how the Individual normally interacts or communicates with the Participant
  - 2. Mechanism shall be clear, conspicuous, and easy to use
  - 3. Mechanism shall confirm to Individual the unauthorized profile has been removed; and
  - 4. Privacy Statement shall state how the Individual can request removal of an unauthorized profile.
- e. Individuals between the ages 13-17 must provide Express Consent to the collection, use, disclosure of either:
  - 1. PII pertaining to that Individual; or
  - 2. Third Party PII pertaining to an Individual between the ages of 13-17.
- f. If Participant enables users to import Third Party PII from another source to their profile, the Participant must do the following:
  - 1. Treat all collected information as if it is Third Party PII as outlined in Section III.C.4.
    - a. Collected information cannot be used to create a publishable profile unless the Participant obtains the Express Consent of the Individual.
  - 2. Provide Clear and Conspicuous notice to the user as to why they are providing a password or other access to their email account; and

#### f. US-EU and US-Swiss Safe Harbor Requirements

- A. Participants want to self-certify with the Department of Commerce (DOC) for compliance with the U.S.-E.U. Safe Harbor or Swiss Safe Harbor Frameworks and list TRUSTe as its third party dispute resolution mechanism must comply with the Minimum Program Requirements and the following:
  - 1. Participant must provide an Individual with access to PII within thirty (30) calendar days of request.
    - a. If Participant does not provide an Individual the requested access within thirty (30) calendar days of the Individual's request, Participant must provide the Individual with a timeline establishing when the requested access will be provided.
    - b. Privacy Statement shall disclose the timeline establishing when the Individual can expect a response to their request for access.
  - 2. Privacy Statement shall include the following statement: "[Participant] complies with the [E.U.][Swiss] Safe Harbor Framework as set forth by the U.S. Department of Commerce regarding the collection, use and retention of personal information from [the European Union][Switzerland]."
  - a. The statement must include the following link to the Department of Commerce's Web site:<http://export.gov/safeharbor>


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[Contact Us](#)
[Privacy Library](#) | [Blog](#) | [Events](#)
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## Mobile Privacy Program Requirements

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### Mobile Privacy Program Requirements

#### I. Structure

TRUSTe programs are comprised of services that certify the privacy practices of businesses on how they collect and manage personally identifiable information. In order for a business to obtain a TRUSTe certification, the business must provide proof of its privacy and data governance practices as those practices relate to the notice, choice, and accountability frameworks around the personally identifiable information it collects on behalf of its users, customers, and partners. These practices must reach a minimum standard as defined by the following set of Program Requirements. Upon satisfactory evaluation, TRUSTe offers a certification trustmark, typically a Web site seal that attests to these practices as compliant with TRUSTe's standard.

#### I. Definitions

The following definitions shall apply herein:

- A. "Behavioral Targeting" is the collection and use of information on an Individual's Online activity over a period of time for the purpose of developing and using predictive models to determine potential future behavior or interests.
- B. "Clear and Conspicuous" means a notice that is reasonably easy to find, and easily understandable in terms of content and style to the average reader.
- C. "Expressed Consent" means the affirmative consent (opt-in) to a practice by the Individual, after being provided notice, but prior to implementing the practice,
- D. "Foreign Language Privacy Statement" is the Participant's Privacy Statement translated into a language other than English.
- E. "Geo-location Data" is information obtained through an Individual's use of a Mobile Device and is used to identify or describe the Individual's actual physical location at a given point in time.
- F. "Individual" means the discrete person to whom the collected information pertains.
- G. "Inferred Consent" means consent which is implied by an Individual, regarding the collection, use, disclosure, distribution of PII after notice and opportunity to withdraw consent (opt-out) is given by Participant, but not taken by the Individual.
- H. "Material Change" means degradation in the rights or obligations regarding the collection, use, or disclosure of PII for an Individual. This usually includes changes to Participant's:
  1. Practices regarding notice, collection, use, and disclosure of PII and/or Third Party Personally Identifiable Information;
  2. Practices regarding user choice and consent to how PII and/or Third Party Personally Identifiable Information is used and shared; or
  3. Measures for information security, integrity, access, or individual redress.
- I. "Mobile Device" is a portable electronic geo-location enabled device which allows the user to process, receive, and send data without being limited to a specific geographical location.
- J. "Online" is the state where an Individual is connected by computer or Mobile Device to one or more other computers, Mobile Devices, or networks, as through a commercial electronic information service or the internet.
- K. "Participant" means the entity that has entered into an agreement with TRUSTe to participate in the TRUSTe program(s) and agreed to comply with the program requirements included therein.
- L. "Personally Identifiable Information [PII]" means any information or combination of information that can be used to identify, contact, or locate a discrete Individual.
- M. "Primary Purpose" means use of PII that is reasonably expected by the Individual (i) at the point of collection; and (ii) including compatible uses in features and services to the Individual that do not materially change expectations of user control and third party sharing. Such use may be at least those uses described in the Participant's terms of service governing the Participant's products or services which give rise to the Individual's interaction with the Participant.
- N. "Privacy Statement" shall mean the statements of Participant's information collection and usage practices, as such practices are updated from time to time. Participant's Privacy Statement includes, but is not limited to:
  1. A single, comprehensive statement of all the Participant's information practices ("Comprehensive

#### TRUSTe Products

##### Website Privacy

For eCommerce and content websites

##### EU Safe Harbor

Global reach with EU Safe Harbor

##### Children's Privacy

For websites who market to children

##### Mobile Privacy

Certify your mobile apps and websites

##### Email Privacy

Achieve email privacy certification

##### TRUSTed Ads

Ad privacy compliance just got easier

##### TRUSTed Downloads

Certify your downloads to be safe

#### Be In Good Company



Privacy Statement");

2. A summary notice highlighting the Participant's information practices ("Short Notice"); or
3. Disclosure of specific information practices posted at the point of information collection ("Just in Time Notice").

O. "Publicly Available Information [PAI]" means any information reasonably believed to be lawfully made available to the general public from:

1. Federal, state or local government records;
2. Widely available source(s) having no additional prohibition around onward transfer or use; or
3. Disclosures to the general public that are required to be made by federal, state or local law.

P. Recipient" means the Individual who receives an Email Message.

Q. "Retargeting" is a form of behavioral advertising by which online advertising is delivered to an Individual based upon the Individual's previous online actions.

R. "Search Engine" is a publicly facing service that collects and organizes content from across the internet for the primary purpose of responding to a search request. Such service may not retain information beyond caching or other service enhancing techniques, or use the information to create a persistent profile of the Individual for purposes other than enhancing search techniques.

S. "Secondary Purpose" is the use of PII in a way that is not reasonably expected by the Individual relative to the transactions or ongoing services provided to the Individual by Participant or the Participant's Service Provider. Such purpose may or may not be described by Participant's terms of service governing Participant's products or services which give rise to the Individual's interaction with the Participant

T. "Service Provider" is anyone other than the Participant or the Individual that performs, or assists in the performance of, a function or activity which may involve the use or disclosure of PII or Third Party PII. Such use must only be on behalf of Participant or Individual and only for the purpose of performing or assisting in that specific function or activity as agreed to by the Participant and Individual.

U. "Social Network" is an online service that offers the following features:

1. A platform that enables the interaction between two or more Individuals for the purpose of creating social or business relationships, and sharing of information;
2. Functionality that enables Individuals to create a profile that includes information of their own choosing such as photos, and links to personal pages of other connected Individuals (e.g. friends, business contacts);
3. Mechanisms to communicate with other Individuals such as instant messenger, email, or posting to a profile or newsfeed; and
4. Search functionality that enables Individuals to search for other Individuals that is based upon that Individual's preferences.

V. "Third Party(ies)" is an entity(ies) other than the Participant or the Individual which is not directly affiliated with the Participant; and, if affiliated with the Participant, where such affiliation is not reasonably known to the Individual.

W. "Third Party Personally Identifiable Information [Third Party PII]" means PII that is collected by Participant from an entity other than the Individual

#### **I. Minimum Program Requirements**

A. All Participants wanting to be certified that their Online information collection and use practices comply with TRUSTe's Privacy Program Requirements must comply with the following requirements:

B. Participant Accountability

1. Participant shall have processes in place to comply with these Program Requirements

##### 2. Cooperation with TRUSTe

- a. Provide, at no charge to TRUSTe or its representatives, full access to the Online properties (i.e., including password access to premium or members only areas) for the purpose of conducting reviews to ensure that Participant's Privacy Statement(s) is consistent with actual practices.
- b. Provide, upon TRUSTe's reasonable request, information regarding how PII gathered from and/or tracked through Participant's Online properties is used.

##### 3. Annual Recertification

- a. Participant shall undergo re-certification to verify ongoing compliance with these Program Requirements annually.

##### 4. Termination for Material Breach

- a. In the event TRUSTe reasonably believes the Participant has materially breached these Program Requirements), TRUSTe may terminate the Participant's participation in this program upon twenty (20) business days' prior written notice ("Notice of Termination") unless the breach is corrected within the same twenty (20) business day period ("Cure Period").

- b. Material breaches of these Program Requirements include but are not limited to:
  - 1. Participant's continual, intentional, and material failure to adhere to these Program Requirements;
  - 2. Participant's material failure to permit or cooperate with a TRUSTe investigation or review of Participant's Online properties or practices pursuant to the Program Requirements;
  - 3. Participant's continual, intentional, and material failure to comply with any Suspension Obligations;
  - 4. Participant's material failure to cooperate with TRUSTe regarding an audit, complaint or the compliance monitoring activities of TRUSTe; or
  - 5. Any deceptive trade practices by the Participant

5. Suspension Status

- a. In the event TRUSTe reasonably believes that Participant has materially violated these Program Requirements, Participant may be placed on suspension.
  - 1. Notice will be provided with a mutually agreed upon description of the violation and any remedial actions that TRUSTe will require Participant to take during the Suspension Period ("Suspension Obligations").
  - 2. Participant will be considered to be on Suspension immediately upon receiving notice from TRUSTe. Suspension shall last until such time as the Participant has corrected the material breach or Program Requirements violation to TRUSTe's satisfaction, but not for a period of greater than six (6) months ("Suspension Period") unless mutually agreed by the Parties.
  - 3. Suspension Obligations may include, but are not limited to:
    - a. Compliance with additional Program Requirements;
    - b. Cooperation with heightened compliance monitoring by TRUSTe; and
    - c. Payment to TRUSTe of mutually agreed additional amounts as compensation for TRUSTe's additional compliance monitoring.
    - d. Participant shall comply with all Suspension Obligations.
  - 4. During the Suspension Period, Participant's status may be indicated via a TRUSTe Validation webpage or TRUSTe may require Participant to cease using the TRUSTe trustmarks.
  - 5. At the end of the Suspension Period, TRUSTe will, in its discretion, either:
    - a. Determine that Participant has complied with Participant's Suspension Obligations, thereby satisfying TRUSTe's concerns;
    - b. Extend the Suspension Period by mutual agreement with the Participant; or
    - c. Determine that Participant has failed to comply with Participant's Suspension Obligations and immediately terminate Participant for cause.

C. Privacy Practices

The following requirements apply if the Participant collects PII:

1. Collection Limitation

- a. Participant shall only collect PII where such collection is:
  - 1. Limited to information reasonably useful for the purpose for which it was collected and in accordance with the Participant's Privacy Statement in effect at the time of collection; or
  - 2. With notice to and consent of the Individual

2. Use of PII

- a. Participant shall use PII in the provision of those services advertised or provided for, and in accordance with their posted Privacy Statement in effect at the time of collection, or with notice and consent as described in these Program Requirements.
- b. Information collected by the Participant or the Participant's Service Provider may be used to tailor the Individual's experience on the Participant's Online property.

3. Choice

- a. Participant shall offer the Individual control over their collected Personally Identifiable Information as follows:
  - 1. Participant must provide the Individual an opportunity to withdraw consent to having PII used by the Participant for a Secondary Purpose.
  - 2. Participant must provide the Individual a Just in Time Notice and the opportunity to withdraw consent to having PII disclosed or distributed to Third Parties, other than

Service Providers, at the time PII is collected;

3. Participant shall honor and maintain the Individual's choice selection in a persistent manner until such time the Individual changes that choice selection; and
  4. Participant shall provide a means by which the Individual may change their choice selection.
- b. Consent is not necessary where the use, disclosure or distribution of PII is required by law, court order, or other valid legal process.
  - c. Express Consent must be obtained from the Individual prior to the transfer of PII to Third Parties other than Service Providers if an unauthorized use or disclosure of that information would be likely to cause financial, physical, or reputational harm to an Individual.
  - d. Privacy Statement shall state when the Individual can exercise control over the use and sharing of their PII and how to exercise that control
  - e. Such mechanism shall be easy to use and offered at no cost to the Individual
4. Collection and Use of Third Party PII
- a. Participant shall use Third Party PII collected solely to facilitate the one-time completion of the transaction that is the Primary Purpose for which the information was collected by the Participant except as allowed in Section III.C.4.d regarding Search Services.
  - b. Participant must obtain Express Consent from the Individual to whom such Third Party PII pertains before such Third Party PII may be used, disclosed, or distributed by the Participant for any purpose other than the Primary Purpose for which such information was collected by the Participant, except as allowed in Section III.C.4.d regarding Search Services.
    1. Participant may use Third Party PII to send a one-time email message to the Individual to solicit their Express Consent.
  - c. Regarding Third Party PII the Privacy Statement shall state:
    1. The types of the entity(ies) collecting Third Party PII;
    2. What kind of Third Party PII is collected, either through active or passive means;
    3. How collected Third Party PII is used and/or disclosed;
    4. What types of additional Third Parties if any, including Service Providers, collected Third Party PII is shared with.
  - d. Search Services
    1. A Search Engine may provide search results containing Third Party PII, without the notice and choice requirements noted above, providing:
      - a. The results were obtained from public or published sources on the internet;
      - b. The information is not used to create a persistent profile of the Individual outside the scope of enhancing Search Engine techniques;
      - c. Participant shall have a mechanism for the Individual to request removal from displayed search results if the display of such results will:
        - i. Cause physical harm to the Individual; or
        - ii. Interfere with the safeguarding of important countervailing public interests, including national security, defense, or public security.
    - d. Privacy statement shall state how Individual can request removal from displayed search results.
    2. A Participant that compiles information about Individuals, who are neither customers of or registered users of, that Participant's services; and then sells access to that information to Third Parties may provide search results containing Third Party PII without the notice and choice requirements noted above, providing:
      - a. Information obtained about the Individual is from public or published sources which have no prohibition around onward transfer or use associated with the information;
      - b. The Participant shall provide the Individual a mechanism to stop having their information displayed in search results:
        - i. Such mechanism shall be easily accessible to the Individual; and
        - ii. Privacy Statement shall state how the Individual can stop having their information displayed in search results.
      - c. This does not include situations where Participant disclosed Third Party PII back to an entity that has rights to such information.
5. Access
- a. Participant must implement reasonable and appropriate mechanisms to allow the Individual to

correct or update inaccurate PII.

- b. Participant must implement reasonable mechanisms to allow the Individual to request deletion of PII or that collected PII no longer be used.
- c. Such mechanism should be consistent with how the Individual normally interacts or communicates with the Participant
- d. Such mechanism or process shall be clear, conspicuous, and easy to use
- e. Such mechanism or process shall confirm to the Individual inaccuracies have been corrected; and
- f. Participant's privacy statement shall state how access is provided.
- g. Participant is not required to permit Individual access to Personally Identifiable Information to the extent that:
  - 1. Such access would prejudice the confidentiality necessary to comply with regulatory requirements, or breach Participant's confidential information or the confidential information of others;
  - 2. The burden or cost of providing access would be disproportionate or the legitimate rights or interests of others would be violated. However, Participant may not deny access on the basis of cost if the Individual offers to pay the costs of access; or
  - 3. The requested PII is derived from public records or is Publicly Available Information and is not combined with non-public record or non-publicly available information.
- h. If Participant denies access to PII, Participant must provide the Individual with an explanation of why access was denied and contact information for further inquiries regarding the denial of access.

6. Promotional and Newsletter Email Communications

- a. All newsletters and promotional email messages that Participant sends to the Individual must include Participant's postal address and a functional unsubscribe mechanism.
- b. The location and instructions concerning the unsubscribe mechanism must be Clear and Conspicuous, and the mechanism itself must be functional for no fewer than thirty (30) days following the sending of the newsletter or promotional email message.
- c. Participant must honor the Individual's request to unsubscribe from a newsletter or promotional email message beginning on the tenth (10) business day after the Participant receives the unsubscribe request, unless the Individual subsequently requests to receive newsletters or promotional email messages from Participant.
- d. An unsubscribe mechanism is not required for administrative or customer service-related email messages (e.g. account management or provisioning of requested services, warranty or recall information, safety or security announcements).

7. Public Disclosure of PII

- a. A Participant may allow a user to post PII in an online forum, chat room, blog or other public forum, where the PII being displayed was placed there by a user who is also the Individual.
  - 1. If appropriate and commercially reasonable, provide a process or mechanism to allow the Individual to request timely removal of any publicly displayed PII where it has been legally and rightfully shared; and
  - 2. State in the Privacy Statement how the Individual can request removal of publicly displayed PII.
- b. The Privacy Statement shall state information posted by Individuals in online forums, chat rooms, blogs, or other public forum may be displayed publicly.
- c. The Privacy Statement shall accurately describe the extent to which an Individual's displayed PII is publicly available.
- d. If Participant provides a publicly accessible online directory or similar service, the Participant shall:
  - 1. Provide the Individual a reasonable and appropriate mechanism to request removal of their PII from the directory;
  - 2. Ensure the mechanism is consistent with how the Individual normally interacts or communicates with the Participant
  - 3. State in the Privacy Statement how the Individual can request removal; and
  - 4. Such mechanism to request removal of a listing where access to the online directory or similar service is limited to other registered Individuals may be contingent on the Individual no longer using that service.

8. Material Changes

- a. Participant must notify Individuals of any Material Changes to its PII collection, use, or

disclosure practices prior to making the change.

- b. Participant must obtain prior approval from TRUSTe
  - 1. For any Material Change in its PII collection, use, or disclosure practices; and
  - 2. For method and notice to Individuals, such as email, "in product" messaging, etc.

#### D. Privacy Statement

1. Participant shall maintain and abide by an accurate up-to-date Privacy Statement approved by TRUSTe in its sole discretion that states Participant's information practices and is in conformance with these Program Requirements including, but not limited to:
  - a. What information is collected, either through active or passive means, type of entity(ies), excluding Service Providers, collecting the information, and how the collected information is used;
  - b. What types of Third Parties if any, including Service Providers, collected information is shared with;
  - c. Whether PII is appended with information obtained from third party sources;
  - d. How and when the Individual can exercise choice as required in these Program Requirements;
  - e. How the Individual can request access to their information as required in these Program Requirements;
  - f. What types of security measures are in place to protect collected information as required in these Program Requirements;
  - g. What tracking technologies are used by the Participant or Third Parties including Service Providers and the purpose for using those technologies;
  - h. How the Individual can contact the Participant, including company name, email address or a link to an online form, and physical address;
  - i. How the Individual will be notified of any Material Changes in the Participant's privacy practices;
  - j. That collected information is subject to disclosure pursuant to judicial or other government subpoenas, warrants, orders, or if the Participant merges with or is acquired by a Third Party, or goes bankrupt;
  - k. Effective date of Privacy Statement;
  - l. If required, statement of participation in the TRUSTe program and define participation scope; and
  - m. Information on how to contact TRUSTe to express concerns regarding Participant's Privacy Statement or privacy practices.
2. At a minimum, Participant shall link to a Comprehensive Privacy Statement that discloses the Participant's information practices.
3. Access to the Privacy Statement shall be Clear and Conspicuous.
4. As commercially reasonable, Privacy statement must be available when the Individual engages with the Participant, such as through an application, Web site homepage or landing page.
5. Privacy statement must be available at the point where the Individual provides PII, or through a common footer.
6. Participant shall treat all collected information in accordance with the posted Privacy Statement in effect at the time of collection unless the Individual otherwise has given Express Consent.
7. Short Notice
  - a. If Participant chooses, they may provide a Short Notice highlighting their information practices including but not limited to:
    1. Summarize what information is collected by the Participant and how the Participant collects that information, either through active or passive means;
    2. Summarize how Participant uses collected information;
    3. Whether Participant shares PII with third parties, excluding Service Providers;
    4. How the Individual can exercise choice and request access pursuant to these Program Requirements; and
    5. How to contact the Participant including company name, email address or link to online form, and postal address.
  - b. Access to the Short Notice shall be Clear and Conspicuous.
  - c. Short Notice shall link to Comprehensive Privacy Statement.
    1. Access to the Comprehensive Privacy Statement shall be Clear and Conspicuous.

- d. Any Short Notice shall be consistent with Comprehensive Privacy Statement.

8. Just in Time Notice

- a. If Participant chooses to provide Just in Time Notice, the Just in Time Notice shall be consistent with Comprehensive Privacy Statement.

9. Foreign Language Privacy Statement

- a. If Participant seeks TRUSTe certification of a Privacy Statement in a language other than English, TRUSTe shall use commercially reasonable efforts to verify that Participant's Foreign Language Privacy Statement is an accurate translation of Participant's English language Privacy Statement.
- b. Participant shall ensure that its privacy practices are the same, and that the Foreign Language Privacy Statement provides materially the same description of Participant's privacy practices as Participant's English Language Privacy Statement.
- c. Participant must notify TRUSTe of any Material Changes to its Foreign Language Privacy Statement and submit changes to TRUSTe for review and approval.

E. Data Governance

- 1. Participant shall implement controls and processes to manage and protect PII within its control including the ones listed in this Section III.E.

- a. Such controls and processes shall be
  - 1. Appropriate to the size of the Participant's business; and
  - 2. Appropriate to the level of sensitivity of the data collected and stored

2. Data Security

- a. Participant must implement commercially reasonable procedures to protect PII within its control from unauthorized access, use, alteration, disclosure, or distribution.
- b. Participant shall maintain and audit internal information technology systems within Participant's control such as:
  - 1. Regularly monitor and repair systems including servers and desktops for known vulnerabilities;
  - 2. Limit access and use of PII, or Third Party PII, to personnel with a legitimate business need where inappropriate access, use, or disclosure of such PII, or Third Party PII, could cause financial, physical, or reputational harm to the Individual;
  - 3. Implement protection against phishing, spam, viruses, data loss, and malware; and
  - 4. Use reasonable encryption methods for transmission of information across wireless networks, and storage of information if the inappropriate use or disclosure of that information could cause financial, physical, or reputational harm to an individual
- c. Participant shall utilize encryption such as Secure Socket Layer for the transmission of information if the inappropriate use or disclosure of that information could cause financial, physical, or reputational harm to an individual.
- d. Access to PII or Third Party PII retained by Participant must be at least restricted by username and password if the inappropriate use or disclosure of that information could cause financial, physical, or reputational harm to an individual.
- e. Privacy Statement shall state that security measures are in place to protect collected PII and/or Third Party PII.

3. Data Quality

- a. Participant shall take commercially reasonable steps when collecting, creating, maintaining, using, disclosing or distributing PII to assure that the information is sufficiently accurate, complete, relevant, and timely for the purposes for which such information is to be used.
- b. If any information collected by the Participant about an Individual is disputed by that Individual and is found to be inaccurate, incomplete, or cannot be verified, Participant shall promptly delete or modify that item of information, as appropriate, based on the results of the investigation.

4. Data Retention

- a. If a Participant receives and retains PII or Third Party PII, the Participant must limit its retention to no longer than commercially useful to carry out its business purpose, or legally required; and must disclose in their Privacy Statement how long they will retain that information.
- b. Regardless of the time period of retention, so long as a Participant has PII or Third Party PII in its possession or control, the requirements included herein shall apply to such information.

5. Service Providers

- a. Participant must take commercially reasonable steps to ensure that its Service Providers with



whom it shares PII either:

1. Abide by Participant's privacy policies as reflected in Participant's Privacy Statement; or
2. Abide by privacy policies that are substantially equivalent to Participant's privacy policies as reflected in Participant's Privacy Statement; and
3. Abide by the rights and obligations attached to the PII by the Participant regarding the security, confidentiality, integrity, use, and disclosure of the PII.

6. User Complaints and Feedback

- a. Participant shall provide users with reasonable, appropriate, simple and effective means to submit complaints, express concerns, or provide feedback regarding Participant's privacy practices.
- b. Participant shall also cooperate with TRUSTe's efforts to investigate and resolve non-frivolous privacy complaints, questions and concerns raised either by:
  1. Users through TRUSTe's dispute resolution process; or
  2. TRUSTe.

7. Data Breach

- a. Participant must notify an Individual of a data breach within 45-days of a known breach as required by law or if the unauthorized disclosure of PII can cause financial, physical, or reputational harm to the Individual unless otherwise required by law.
- b. Unless otherwise required by law, notice to the Individual must disclose the following:
  1. That a breach occurred;
  2. What type of information was breached;
  3. When the breach happened;
  4. What steps Individuals can take to protect themselves;
  5. What the actions the Participant is taking regarding the breach (e.g. investigation); and
  6. What steps the Participant is taking to ensure the event does not happen again.
- c. Participant must notify TRUSTe when it believes a data breach occurred. Participant must provide TRUSTe a copy of the notice to be sent or sent to affected Individual(s).

F. Behavioral Targeting

1. Participants engaging in Behavioral Targeting or Retargeting shall disclose the following regarding Participant's Behavioral Targeting and/or Retargeting Practices in its Privacy Statement:
  - a. If information, collected either through active or passive means, is used by either the Participant or Third Party(ies) for the purpose of Behavioral Targeting or Retargeting;
  - b. If PII collected by the Participant is linked to information collected through Web usage activity from sources, e.g. Web sites other than Participant's, for the purpose of Behavioral Targeting or Retargeting;
  - c. Whether PII or Third Party PII is collected by, or shared with, additional Third Parties for the purposes of Behavioral Targeting or Retargeting; and
  - d. How and when the Individual can exercise choice as required in this Section III.F.
2. Participant shall provide instructions or link to a mechanism that enables the Individual to withdraw consent for the use of their information for the purposes of behavioral advertising.
  - a. At a minimum, such instructions or link shall be made available in the Participant's Privacy Statement.
3. Participant engaging in Behavioral Targeting or Retargeting shall offer choice to the Individual as follows:
  - a. An Individual must be provided an opportunity to withdraw consent to having PII linked to information collected through web usage activity for the purpose of Behavioral Targeting or Retargeting;
  - b. An Individual must be provided an opportunity to withdraw consent to having PII shared with Third Parties, other than Service Providers, for the purpose of Behavioral Targeting or Retargeting at the time such PII is collected; and
  - c. Express Consent must be obtained prior to sharing PII with Third Parties, other than Service Providers, for the purposes of Behavioral Targeting or Retargeting, if the unauthorized use or disclosure of that information could cause financial, or physical harm to an Individual.

G. Social Networks

1. Participants that enable users to network with other users of a community need to comply with the following:
  - a. Express Consent with confirmation is required for an Individual to establish a profile.

- b. Provide a reasonable and appropriate mechanism to allow the Individual to manage their privacy settings.
  - 1. Mechanism should be consistent with how the Individual normally interacts or communicates with the Participant
  - 2. Mechanism shall be clear, conspicuous, and easy to use
  - 3. Mechanism shall confirm to Individual that privacy settings have been set; and
  - 4. Privacy Statement shall state how the Individual can update their privacy settings.
- c. Provide a reasonable and appropriate mechanism to allow the Individual request deletion or deactivation of a profile.
  - 1. Mechanism should be consistent with how the Individual normally interacts or communicates with the Participant
  - 2. Mechanism shall be clear, conspicuous, and easy to use
  - 3. Mechanism shall confirm to Individual profile has been deleted or deactivated; and
  - 4. Privacy Statement shall state how the Individual can request deletion or deactivation of their profile
- d. Provide a reasonable and appropriate mechanism to allow the Individual to request removal of an unauthorized profile.
  - 1. Mechanism should be consistent with how the Individual normally interacts or communicates with the Participant
  - 2. Mechanism shall be clear, conspicuous, and easy to use
  - 3. Mechanism shall confirm to Individual the unauthorized profile has been removed; and
  - 4. Privacy Statement shall state how the Individual can request removal of an unauthorized profile.
- e. Individuals between the ages 13-17 must provide Express Consent to the collection, use, disclosure of either:
  - 1. PII pertaining to that Individual; or
  - 2. Third Party PII pertaining to an Individual between the ages of 13-17.
- f. If Participant enables users to import Third Party PII from another source to their profile, the Participant must do the following:
  - 1. Treat all collected information as if it is Third Party PII as outlined in Section III.C.4.
    - a. Collected information cannot be used to create a publishable profile unless the Participant obtains the Express Consent of the Individual.
  - 2. Provide Clear and Conspicuous notice to the user as to why they are providing a password or other access to their email account; and

#### **f. Mobile Services**

- A. Participants wanting to be certified for collecting PII through an application on a Mobile Device or through a Web site optimized for a Mobile Device must comply with the Minimum Program Requirements and the following:
  - 1. Participants will provide enhanced notice outside of the Privacy Statement by linking from a TRUSTe icon or text link to a TRUSTe-hosted Short Notice.
  - 2. The following disclosures will appear within the TRUSTe-hosted Short Notice:
    - a. Whether geo-location data is collected and how geo-location data is used;
    - b. What types of information is collected and how it is used;
    - c. Whether Participant shares PII with Third Parties, including Service Providers;
    - d. How the Individual can exercise choice and request access pursuant to these Program Requirements;
    - e. What tracking technologies are used by the Participant or Third Parties including Service Providers and the purpose for using those technologies;
    - f. What security measures are in place to protect collected information as required in these Program Requirements; and
    - g. How the Individual can contact the Participant, including company name, email address or a link to an online form, and physical address.
- B. Mobile Short Notice
  - 1. Participants will provide enhanced notice outside of the Privacy Statement by linking from a TRUSTe icon or text link to a TRUSTe-hosted Short Notice.
  - 2. The following disclosures will appear within the TRUSTe-hosted Short Notice:
    - a. Whether geo-location data is collected and how geo-location data is used;
    - b. What types of information is collected and how it is used;
    - c. Whether Participant shares PII with Third Parties, including Service Providers;
    - d. How the Individual can exercise choice and request access pursuant to these Program Requirements;
    - e. What tracking technologies are used by the Participant or Third Parties including Service Providers and the purpose for using those technologies;
    - f. What security measures are in place to protect collected information as required in these Program Requirements; and
    - g. How the Individual can contact the Participant, including company name, email address or a link to an online form, and physical address.
- C. Geo-location Data
  - 1. Participant must obtain Express Consent from the Individual the first time Geo-location Data is used

by the Participant to provide services.

2. Participant may provide additional notifications through a Just in Time Notice or a persistent icon, to remind Individuals that their Geo-location Data is being used by the Participant to provide a service.
3. Participant must obtain Express Consent from the Individual prior to the sharing of Geo-location Data with Third Parties other than Service Providers.
4. Participant must obtain Express Consent from the Individual prior to any use of Geo-location Data for Secondary Purposes.

D. Privacy Statement shall state:

1. What information is collected from an Individual's Mobile Device;
2. Whether information is shared with another application installed on the Individual's Mobile Device;
3. How Geo-location Data is used;
4. If Geo-location Data is used to create a profile about the Individual;
5. How long Geo-location Data is retained;
6. What type of Third Parties, including Service Providers is Geo-location Data is shared with and for what purpose;
7. How the Individual can restrict the disclosure of Geo-location data to Third Parties; and
8. How the Individual can revoke consent to the Participant's collection and use of Geo-Location Data.
  - a. Such mechanism shall be easy to use.

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## Email Privacy Program Requirements

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### Email Privacy Program Requirements

#### I. Structure

TRUSTe programs are comprised of services that certify the privacy practices of businesses on how they collect and manage personally identifiable information. In order for a business to obtain a TRUSTe certification, the business must provide proof of its privacy and data governance practices as those practices relate to the notice, choice, and accountability frameworks around the personally identifiable information it collects on behalf of its users, customers, and partners. These practices must reach a minimum standard as defined by the following set of Program Requirements. Upon satisfactory evaluation, TRUSTe offers a certification trustmark, typically a Web site seal that attests to these practices as compliant with TRUSTe's standard.

#### I. Definitions

The following definitions shall apply herein:

- A. "Behavioral Targeting" is the collection and use of information on an Individual's Online activity over a period of time for the purpose of developing and using predictive models to determine potential future behavior or interests.
- B. "Clear and Conspicuous" means a notice that is reasonably easy to find, and easily understandable in terms of content and style to the average reader.
- C. "Expressed Consent" means the affirmative consent (opt-in) to a practice by the Individual, after being provided notice, but prior to implementing the practice,
- D. "Foreign Language Privacy Statement" is the Participant's Privacy Statement translated into a language other than English.
- E. "Geo-location Data" is information obtained through an Individual's use of a Mobile Device and is used to identify or describe the Individual's actual physical location at a given point in time.
- F. "Individual" means the discrete person to whom the collected information pertains.
- G. "Inferred Consent" means consent which is implied by an Individual, regarding the collection, use, disclosure, distribution of PII after notice and opportunity to withdraw consent (opt-out) is given by Participant, but not taken by the Individual.
- H. "Material Change" means degradation in the rights or obligations regarding the collection, use, or disclosure of PII for an Individual. This usually includes changes to Participant's:
  1. Practices regarding notice, collection, use, and disclosure of PII and/or Third Party Personally Identifiable Information;
  2. Practices regarding user choice and consent to how PII and/or Third Party Personally Identifiable Information is used and shared; or
  3. Measures for information security, integrity, access, or individual redress.
- I. "Mobile Device" is a portable electronic geo-location enabled device which allows the user to process, receive, and send data without being limited to a specific geographical location.
- J. "Online" is the state where an Individual is connected by computer or Mobile Device to one or more other computers, Mobile Devices, or networks, as through a commercial electronic information service or the internet.
- K. "Participant" means the entity that has entered into an agreement with TRUSTe to participate in the TRUSTe program(s) and agreed to comply with the program requirements included therein.
- L. "Personally Identifiable Information [PII]" means any information or combination of information that can be used to identify, contact, or locate a discrete Individual.
- M. "Primary Purpose" means use of PII that is reasonably expected by the Individual (i) at the point of collection; and (ii) including compatible uses in features and services to the Individual that do not materially change expectations of user control and third party sharing. Such use may be at least those uses described in the Participant's terms of service governing the Participant's products or services which give rise to the Individual's interaction with the Participant.
- N. "Privacy Statement" shall mean the statements of Participant's information collection and usage practices, as such practices are updated from time to time. Participant's Privacy Statement includes, but is not limited to:
  1. A single, comprehensive statement of all the Participant's information practices ("Comprehensive

#### TRUSTe Products

##### Website Privacy

For eCommerce and content websites

##### EU Safe Harbor

Global reach with EU Safe Harbor

##### Children's Privacy

For websites who market to children

##### Mobile Privacy

Certify your mobile apps and websites

##### Email Privacy

Achieve email privacy certification

##### TRUSTed Ads

Ad privacy compliance just got easier

##### TRUSTed Downloads

Certify your downloads to be safe

#### Be In Good Company



Privacy Statement");

2. A summary notice highlighting the Participant's information practices ("Short Notice"); or
3. Disclosure of specific information practices posted at the point of information collection ("Just in Time Notice").

O. "Publicly Available Information [PAI]" means any information reasonably believed to be lawfully made available to the general public from:

1. Federal, state or local government records;
2. Widely available source(s) having no additional prohibition around onward transfer or use; or
3. Disclosures to the general public that are required to be made by federal, state or local law.

P. Recipient" means the Individual who receives an Email Message.

Q. "Retargeting" is a form of behavioral advertising by which online advertising is delivered to an Individual based upon the Individual's previous online actions.

R. "Search Engine" is a publicly facing service that collects and organizes content from across the internet for the primary purpose of responding to a search request. Such service may not retain information beyond caching or other service enhancing techniques, or use the information to create a persistent profile of the Individual for purposes other than enhancing search techniques.

S. "Secondary Purpose" is the use of PII in a way that is not reasonably expected by the Individual relative to the transactions or ongoing services provided to the Individual by Participant or the Participant's Service Provider. Such purpose may or may not be described by Participant's terms of service governing Participant's products or services which give rise to the Individual's interaction with the Participant

T. "Service Provider" is anyone other than the Participant or the Individual that performs, or assists in the performance of, a function or activity which may involve the use or disclosure of PII or Third Party PII. Such use must only be on behalf of Participant or Individual and only for the purpose of performing or assisting in that specific function or activity as agreed to by the Participant and Individual.

U. "Social Network" is an online service that offers the following features:

1. A platform that enables the interaction between two or more Individuals for the purpose of creating social or business relationships, and sharing of information;
2. Functionality that enables Individuals to create a profile that includes information of their own choosing such as photos, and links to personal pages of other connected Individuals (e.g. friends, business contacts);
3. Mechanisms to communicate with other Individuals such as instant messenger, email, or posting to a profile or newsfeed; and
4. Search functionality that enables Individuals to search for other Individuals that is based upon that Individual's preferences.

V. "Third Party(ies)" is an entity(ies) other than the Participant or the Individual which is not directly affiliated with the Participant; and, if affiliated with the Participant, where such affiliation is not reasonably known to the Individual.

W. "Third Party Personally Identifiable Information [Third Party PII]" means PII that is collected by Participant from an entity other than the Individual

#### **I. Minimum Program Requirements**

A. All Participants wanting to be certified that their Online information collection and use practices comply with TRUSTe's Privacy Program Requirements must comply with the following requirements:

B. Participant Accountability

1. Participant shall have processes in place to comply with these Program Requirements
2. Cooperation with TRUSTe
  - a. Provide, at no charge to TRUSTe or its representatives, full access to the Online properties (i.e., including password access to premium or members only areas) for the purpose of conducting reviews to ensure that Participant's Privacy Statement(s) is consistent with actual practices.
  - b. Provide, upon TRUSTe's reasonable request, information regarding how PII gathered from and/or tracked through Participant's Online properties is used.
3. Annual Recertification
  - a. Participant shall undergo re-certification to verify ongoing compliance with these Program Requirements annually.
4. Termination for Material Breach
  - a. In the event TRUSTe reasonably believes the Participant has materially breached these Program Requirements), TRUSTe may terminate the Participant's participation in this program upon twenty (20) business days' prior written notice ("Notice of Termination") unless the breach is corrected within the same twenty (20) business day period ("Cure Period").

- b. Material breaches of these Program Requirements include but are not limited to:
  - 1. Participant's continual, intentional, and material failure to adhere to these Program Requirements;
  - 2. Participant's material failure to permit or cooperate with a TRUSTe investigation or review of Participant's Online properties or practices pursuant to the Program Requirements;
  - 3. Participant's continual, intentional, and material failure to comply with any Suspension Obligations;
  - 4. Participant's material failure to cooperate with TRUSTe regarding an audit, complaint or the compliance monitoring activities of TRUSTe; or
  - 5. Any deceptive trade practices by the Participant

5. Suspension Status

- a. In the event TRUSTe reasonably believes that Participant has materially violated these Program Requirements, Participant may be placed on suspension.
  - 1. Notice will be provided with a mutually agreed upon description of the violation and any remedial actions that TRUSTe will require Participant to take during the Suspension Period ("Suspension Obligations").
  - 2. Participant will be considered to be on Suspension immediately upon receiving notice from TRUSTe. Suspension shall last until such time as the Participant has corrected the material breach or Program Requirements violation to TRUSTe's satisfaction, but not for a period of greater than six (6) months ("Suspension Period") unless mutually agreed by the Parties.
  - 3. Suspension Obligations may include, but are not limited to:
    - a. Compliance with additional Program Requirements;
    - b. Cooperation with heightened compliance monitoring by TRUSTe; and
    - c. Payment to TRUSTe of mutually agreed additional amounts as compensation for TRUSTe's additional compliance monitoring.
    - d. Participant shall comply with all Suspension Obligations.
  - 4. During the Suspension Period, Participant's status may be indicated via a TRUSTe Validation webpage or TRUSTe may require Participant to cease using the TRUSTe trustmarks.
  - 5. At the end of the Suspension Period, TRUSTe will, in its discretion, either:
    - a. Determine that Participant has complied with Participant's Suspension Obligations, thereby satisfying TRUSTe's concerns;
    - b. Extend the Suspension Period by mutual agreement with the Participant; or
    - c. Determine that Participant has failed to comply with Participant's Suspension Obligations and immediately terminate Participant for cause.

C. Privacy Practices

The following requirements apply if the Participant collects PII:

1. Collection Limitation

- a. Participant shall only collect PII where such collection is:
  - 1. Limited to information reasonably useful for the purpose for which it was collected and in accordance with the Participant's Privacy Statement in effect at the time of collection; or
  - 2. With notice to and consent of the Individual

2. Use of PII

- a. Participant shall use PII in the provision of those services advertised or provided for, and in accordance with their posted Privacy Statement in effect at the time of collection, or with notice and consent as described in these Program Requirements.
- b. Information collected by the Participant or the Participant's Service Provider may be used to tailor the Individual's experience on the Participant's Online property.

3. Choice

- a. Participant shall offer the Individual control over their collected Personally Identifiable Information as follows:
  - 1. Participant must provide the Individual an opportunity to withdraw consent to having PII used by the Participant for a Secondary Purpose.
  - 2. Participant must provide the Individual a Just in Time Notice and the opportunity to withdraw consent to having PII disclosed or distributed to Third Parties, other than

Service Providers, at the time PII is collected;

3. Participant shall honor and maintain the Individual's choice selection in a persistent manner until such time the Individual changes that choice selection; and
  4. Participant shall provide a means by which the Individual may change their choice selection.
- b. Consent is not necessary where the use, disclosure or distribution of PII is required by law, court order, or other valid legal process.
  - c. Express Consent must be obtained from the Individual prior to the transfer of PII to Third Parties other than Service Providers if an unauthorized use or disclosure of that information would be likely to cause financial, physical, or reputational harm to an Individual.
  - d. Privacy Statement shall state when the Individual can exercise control over the use and sharing of their PII and how to exercise that control
  - e. Such mechanism shall be easy to use and offered at no cost to the Individual
4. Collection and Use of Third Party PII
- a. Participant shall use Third Party PII collected solely to facilitate the one-time completion of the transaction that is the Primary Purpose for which the information was collected by the Participant except as allowed in Section III.C.4.d regarding Search Services.
  - b. Participant must obtain Express Consent from the Individual to whom such Third Party PII pertains before such Third Party PII may be used, disclosed, or distributed by the Participant for any purpose other than the Primary Purpose for which such information was collected by the Participant, except as allowed in Section III.C.4.d regarding Search Services.
    1. Participant may use Third Party PII to send a one-time email message to the Individual to solicit their Express Consent.
  - c. Regarding Third Party PII the Privacy Statement shall state:
    1. The types of the entity(ies) collecting Third Party PII;
    2. What kind of Third Party PII is collected, either through active or passive means;
    3. How collected Third Party PII is used and/or disclosed;
    4. What types of additional Third Parties if any, including Service Providers, collected Third Party PII is shared with.
  - d. Search Services
    1. A Search Engine may provide search results containing Third Party PII, without the notice and choice requirements noted above, providing:
      - a. The results were obtained from public or published sources on the internet;
      - b. The information is not used to create a persistent profile of the Individual outside the scope of enhancing Search Engine techniques;
      - c. Participant shall have a mechanism for the Individual to request removal from displayed search results if the display of such results will:
        - i. Cause physical harm to the Individual; or
        - ii. Interfere with the safeguarding of important countervailing public interests, including national security, defense, or public security.
    - d. Privacy statement shall state how Individual can request removal from displayed search results.
  2. A Participant that compiles information about Individuals, who are neither customers of or registered users of, that Participant's services; and then sells access to that information to Third Parties may provide search results containing Third Party PII without the notice and choice requirements noted above, providing:
    - a. Information obtained about the Individual is from public or published sources which have no prohibition around onward transfer or use associated with the information;
    - b. The Participant shall provide the Individual a mechanism to stop having their information displayed in search results:
      - i. Such mechanism shall be easily accessible to the Individual; and
      - ii. Privacy Statement shall state how the Individual can stop having their information displayed in search results.
    - c. This does not include situations where Participant disclosed Third Party PII back to an entity that has rights to such information.
5. Access
- a. Participant must implement reasonable and appropriate mechanisms to allow the Individual to

correct or update inaccurate PII.

- b. Participant must implement reasonable mechanisms to allow the Individual to request deletion of PII or that collected PII no longer be used.
- c. Such mechanism should be consistent with how the Individual normally interacts or communicates with the Participant
- d. Such mechanism or process shall be clear, conspicuous, and easy to use
- e. Such mechanism or process shall confirm to the Individual inaccuracies have been corrected; and
- f. Participant's privacy statement shall state how access is provided.
- g. Participant is not required to permit Individual access to Personally Identifiable Information to the extent that:
  - 1. Such access would prejudice the confidentiality necessary to comply with regulatory requirements, or breach Participant's confidential information or the confidential information of others;
  - 2. The burden or cost of providing access would be disproportionate or the legitimate rights or interests of others would be violated. However, Participant may not deny access on the basis of cost if the Individual offers to pay the costs of access; or
  - 3. The requested PII is derived from public records or is Publicly Available Information and is not combined with non-public record or non-publicly available information.
- h. If Participant denies access to PII, Participant must provide the Individual with an explanation of why access was denied and contact information for further inquiries regarding the denial of access.

6. Promotional and Newsletter Email Communications

- a. All newsletters and promotional email messages that Participant sends to the Individual must include Participant's postal address and a functional unsubscribe mechanism.
- b. The location and instructions concerning the unsubscribe mechanism must be Clear and Conspicuous, and the mechanism itself must be functional for no fewer than thirty (30) days following the sending of the newsletter or promotional email message.
- c. Participant must honor the Individual's request to unsubscribe from a newsletter or promotional email message beginning on the tenth (10) business day after the Participant receives the unsubscribe request, unless the Individual subsequently requests to receive newsletters or promotional email messages from Participant.
- d. An unsubscribe mechanism is not required for administrative or customer service-related email messages (e.g. account management or provisioning of requested services, warranty or recall information, safety or security announcements).

7. Public Disclosure of PII

- a. A Participant may allow a user to post PII in an online forum, chat room, blog or other public forum, where the PII being displayed was placed there by a user who is also the Individual.
  - 1. If appropriate and commercially reasonable, provide a process or mechanism to allow the Individual to request timely removal of any publicly displayed PII where it has been legally and rightfully shared; and
  - 2. State in the Privacy Statement how the Individual can request removal of publicly displayed PII.
- b. The Privacy Statement shall state information posted by Individuals in online forums, chat rooms, blogs, or other public forum may be displayed publicly.
- c. The Privacy Statement shall accurately describe the extent to which an Individual's displayed PII is publicly available.
- d. If Participant provides a publicly accessible online directory or similar service, the Participant shall:
  - 1. Provide the Individual a reasonable and appropriate mechanism to request removal of their PII from the directory;
  - 2. Ensure the mechanism is consistent with how the Individual normally interacts or communicates with the Participant
  - 3. State in the Privacy Statement how the Individual can request removal; and
  - 4. Such mechanism to request removal of a listing where access to the online directory or similar service is limited to other registered Individuals may be contingent on the Individual no longer using that service.

8. Material Changes

- a. Participant must notify Individuals of any Material Changes to its PII collection, use, or



disclosure practices prior to making the change.

- b. Participant must obtain prior approval from TRUSTe
  - 1. For any Material Change in its PII collection, use, or disclosure practices; and
  - 2. For method and notice to Individuals, such as email, "in product" messaging, etc.

D. Privacy Statement

- 1. Participant shall maintain and abide by an accurate up-to-date Privacy Statement approved by TRUSTe in its sole discretion that states Participant's information practices and is in conformance with these Program Requirements including, but not limited to:
  - a. What information is collected, either through active or passive means, type of entity(ies), excluding Service Providers, collecting the information, and how the collected information is used;
  - b. What types of Third Parties if any, including Service Providers, collected information is shared with;
  - c. Whether PII is appended with information obtained from third party sources;
  - d. How and when the Individual can exercise choice as required in these Program Requirements;
  - e. How the Individual can request access to their information as required in these Program Requirements;
  - f. What types of security measures are in place to protect collected information as required in these Program Requirements;
  - g. What tracking technologies are used by the Participant or Third Parties including Service Providers and the purpose for using those technologies;
  - h. How the Individual can contact the Participant, including company name, email address or a link to an online form, and physical address;
  - i. How the Individual will be notified of any Material Changes in the Participant's privacy practices;
  - j. That collected information is subject to disclosure pursuant to judicial or other government subpoenas, warrants, orders, or if the Participant merges with or is acquired by a Third Party, or goes bankrupt;
  - k. Effective date of Privacy Statement;
  - l. If required, statement of participation in the TRUSTe program and define participation scope; and
  - m. Information on how to contact TRUSTe to express concerns regarding Participant's Privacy Statement or privacy practices.
- 2. At a minimum, Participant shall link to a Comprehensive Privacy Statement that discloses the Participant's information practices.
- 3. Access to the Privacy Statement shall be Clear and Conspicuous.
- 4. As commercially reasonable, Privacy statement must be available when the Individual engages with the Participant, such as through an application, Web site homepage or landing page.
- 5. Privacy statement must be available at the point where the Individual provides PII, or through a common footer.
- 6. Participant shall treat all collected information in accordance with the posted Privacy Statement in effect at the time of collection unless the Individual otherwise has given Express Consent.
- 7. Short Notice
  - a. If Participant chooses, they may provide a Short Notice highlighting their information practices including but not limited to:
    - 1. Summarize what information is collected by the Participant and how the Participant collects that information, either through active or passive means;
    - 2. Summarize how Participant uses collected information;
    - 3. Whether Participant shares PII with third parties, excluding Service Providers;
    - 4. How the Individual can exercise choice and request access pursuant to these Program Requirements; and
    - 5. How to contact the Participant including company name, email address or link to online form, and postal address.
  - b. Access to the Short Notice shall be Clear and Conspicuous.
  - c. Short Notice shall link to Comprehensive Privacy Statement.
    - 1. Access to the Comprehensive Privacy Statement shall be Clear and Conspicuous.

- d. Any Short Notice shall be consistent with Comprehensive Privacy Statement.

8. Just in Time Notice

- a. If Participant chooses to provide Just in Time Notice, the Just in Time Notice shall be consistent with Comprehensive Privacy Statement.

9. Foreign Language Privacy Statement

- a. If Participant seeks TRUSTe certification of a Privacy Statement in a language other than English, TRUSTe shall use commercially reasonable efforts to verify that Participant's Foreign Language Privacy Statement is an accurate translation of Participant's English language Privacy Statement.
- b. Participant shall ensure that its privacy practices are the same, and that the Foreign Language Privacy Statement provides materially the same description of Participant's privacy practices as Participant's English Language Privacy Statement.
- c. Participant must notify TRUSTe of any Material Changes to its Foreign Language Privacy Statement and submit changes to TRUSTe for review and approval.

E. Data Governance

- 1. Participant shall implement controls and processes to manage and protect PII within its control including the ones listed in this Section III.E.

- a. Such controls and processes shall be
  - 1. Appropriate to the size of the Participant's business; and
  - 2. Appropriate to the level of sensitivity of the data collected and stored

2. Data Security

- a. Participant must implement commercially reasonable procedures to protect PII within its control from unauthorized access, use, alteration, disclosure, or distribution.
- b. Participant shall maintain and audit internal information technology systems within Participant's control such as:
  - 1. Regularly monitor and repair systems including servers and desktops for known vulnerabilities;
  - 2. Limit access and use of PII, or Third Party PII, to personnel with a legitimate business need where inappropriate access, use, or disclosure of such PII, or Third Party PII, could cause financial, physical, or reputational harm to the Individual;
  - 3. Implement protection against phishing, spam, viruses, data loss, and malware; and
  - 4. Use reasonable encryption methods for transmission of information across wireless networks, and storage of information if the inappropriate use or disclosure of that information could cause financial, physical, or reputational harm to an individual
- c. Participant shall utilize encryption such as Secure Socket Layer for the transmission of information if the inappropriate use or disclosure of that information could cause financial, physical, or reputational harm to an individual.
- d. Access to PII or Third Party PII retained by Participant must be at least restricted by username and password if the inappropriate use or disclosure of that information could cause financial, physical, or reputational harm to an individual.
- e. Privacy Statement shall state that security measures are in place to protect collected PII and/or Third Party PII.

3. Data Quality

- a. Participant shall take commercially reasonable steps when collecting, creating, maintaining, using, disclosing or distributing PII to assure that the information is sufficiently accurate, complete, relevant, and timely for the purposes for which such information is to be used.
- b. If any information collected by the Participant about an Individual is disputed by that Individual and is found to be inaccurate, incomplete, or cannot be verified, Participant shall promptly delete or modify that item of information, as appropriate, based on the results of the investigation.

4. Data Retention

- a. If a Participant receives and retains PII or Third Party PII, the Participant must limit its retention to no longer than commercially useful to carry out its business purpose, or legally required; and must disclose in their Privacy Statement how long they will retain that information.
- b. Regardless of the time period of retention, so long as a Participant has PII or Third Party PII in its possession or control, the requirements included herein shall apply to such information.

5. Service Providers

- a. Participant must take commercially reasonable steps to ensure that its Service Providers with

whom it shares PII either:

1. Abide by Participant's privacy policies as reflected in Participant's Privacy Statement; or
2. Abide by privacy policies that are substantially equivalent to Participant's privacy policies as reflected in Participant's Privacy Statement; and
3. Abide by the rights and obligations attached to the PII by the Participant regarding the security, confidentiality, integrity, use, and disclosure of the PII.

6. User Complaints and Feedback

- a. Participant shall provide users with reasonable, appropriate, simple and effective means to submit complaints, express concerns, or provide feedback regarding Participant's privacy practices.
- b. Participant shall also cooperate with TRUSTe's efforts to investigate and resolve non-frivolous privacy complaints, questions and concerns raised either by:
  1. Users through TRUSTe's dispute resolution process; or
  2. TRUSTe.

7. Data Breach

- a. Participant must notify an Individual of a data breach within 45-days of a known breach as required by law or if the unauthorized disclosure of PII can cause financial, physical, or reputational harm to the Individual unless otherwise required by law.
- b. Unless otherwise required by law, notice to the Individual must disclose the following:
  1. That a breach occurred;
  2. What type of information was breached;
  3. When the breach happened;
  4. What steps Individuals can take to protect themselves;
  5. What the actions the Participant is taking regarding the breach (e.g. investigation); and
  6. What steps the Participant is taking to ensure the event does not happen again.
- c. Participant must notify TRUSTe when it believes a data breach occurred. Participant must provide TRUSTe a copy of the notice to be sent or sent to affected Individual(s).

F. Behavioral Targeting

1. Participants engaging in Behavioral Targeting or Retargeting shall disclose the following regarding Participant's Behavioral Targeting and/or Retargeting Practices in its Privacy Statement:
  - a. If information, collected either through active or passive means, is used by either the Participant or Third Party(ies) for the purpose of Behavioral Targeting or Retargeting;
  - b. If PII collected by the Participant is linked to information collected through Web usage activity from sources, e.g. Web sites other than Participant's, for the purpose of Behavioral Targeting or Retargeting;
  - c. Whether PII or Third Party PII is collected by, or shared with, additional Third Parties for the purposes of Behavioral Targeting or Retargeting; and
  - d. How and when the Individual can exercise choice as required in this Section III.F.
2. Participant shall provide instructions or link to a mechanism that enables the Individual to withdraw consent for the use of their information for the purposes of behavioral advertising.
  - a. At a minimum, such instructions or link shall be made available in the Participant's Privacy Statement.
3. Participant engaging in Behavioral Targeting or Retargeting shall offer choice to the Individual as follows:
  - a. An Individual must be provided an opportunity to withdraw consent to having PII linked to information collected through web usage activity for the purpose of Behavioral Targeting or Retargeting;
  - b. An Individual must be provided an opportunity to withdraw consent to having PII shared with Third Parties, other than Service Providers, for the purpose of Behavioral Targeting or Retargeting at the time such PII is collected; and
  - c. Express Consent must be obtained prior to sharing PII with Third Parties, other than Service Providers, for the purposes of Behavioral Targeting or Retargeting, if the unauthorized use or disclosure of that information could cause financial, or physical harm to an Individual.

G. Social Networks

1. Participants that enable users to network with other users of a community need to comply with the following:
  - a. Express Consent with confirmation is required for an Individual to establish a profile.

- b. Provide a reasonable and appropriate mechanism to allow the Individual to manage their privacy settings.
  - 1. Mechanism should be consistent with how the Individual normally interacts or communicates with the Participant
  - 2. Mechanism shall be clear, conspicuous, and easy to use
  - 3. Mechanism shall confirm to Individual that privacy settings have been set; and
  - 4. Privacy Statement shall state how the Individual can update their privacy settings.
- c. Provide a reasonable and appropriate mechanism to allow the Individual request deletion or deactivation of a profile.
  - 1. Mechanism should be consistent with how the Individual normally interacts or communicates with the Participant
  - 2. Mechanism shall be clear, conspicuous, and easy to use
  - 3. Mechanism shall confirm to Individual profile has been deleted or deactivated; and
  - 4. Privacy Statement shall state how the Individual can request deletion or deactivation of their profile
- d. Provide a reasonable and appropriate mechanism to allow the Individual to request removal of an unauthorized profile.
  - 1. Mechanism should be consistent with how the Individual normally interacts or communicates with the Participant
  - 2. Mechanism shall be clear, conspicuous, and easy to use
  - 3. Mechanism shall confirm to Individual the unauthorized profile has been removed; and
  - 4. Privacy Statement shall state how the Individual can request removal of an unauthorized profile.
- e. Individuals between the ages 13-17 must provide Express Consent to the collection, use, disclosure of either:
  - 1. PII pertaining to that Individual; or
  - 2. Third Party PII pertaining to an Individual between the ages of 13-17.
- f. If Participant enables users to import Third Party PII from another source to their profile, the Participant must do the following:
  - 1. Treat all collected information as if it is Third Party PII as outlined in Section III.C.4.
    - a. Collected information cannot be used to create a publishable profile unless the Participant obtains the Express Consent of the Individual.
  - 2. Provide Clear and Conspicuous notice to the user as to why they are providing a password or other access to their email account; and

#### **f. Additional Email Requirements**

- A. Participants wanting to be certified for practices around the sending of commercial and promotional email must comply with the Minimum Program Requirements and the following:
  - 1. Participants must ensure that the following disclosures are accessible from the point of email address collection except where email address is used only to authenticate an Individual for purposes of accessing that Individual's account information:
    - a. The nature of commercial or promotional email messages to be sent and the types of entities that will be providing content;
    - b. Whether Participant sells, rents or otherwise shares Recipients' email address with Third Parties other than Service Providers; and
    - c. If receiving commercial or promotional email messages is a requirement to receive a service, a disclosure of such requirement.
  - 2. Prior to sending commercial or promotional email messages the Recipient must be provided the opportunity to withdraw consent to having his/her email address added to a mailing list. Commercial or promotional email messages sent under this form of consent must include Clear and Conspicuous identification that the message is an advertisement or solicitation.
  - 3. If Participant has not collected the Recipient's email address directly, the Participant must perform due diligence to ensure that Clear and Conspicuous notice was provided regarding the use and disclosure of the Recipient's email address, and that the Individual had the opportunity to withdraw consent.
- B. Participant Accountability. Participant shall ensure that the mail infrastructure used to send email messages is well maintained and operated in a responsible manner:
  - 1. Email address list maintenance systems must be employed to reliably receive and process bounces

and other replies from receiving networks.

2. The Participant's IP address(es) for outgoing email must have valid reverse DNS entries. The IP address of the host name of the reverse DNS entry must match the IP address of the sending mail server.
  3. Participant must create and maintain the standard role email accounts abuse@sender.domain and postmaster@sender.domain for all of its domains that send email in order to facilitate handling complaints and other issues.
  4. Participant must comply with relevant internet standards such as the Network Working Group Request for Comment ("RFC") Nos. 2821 and 2822, which describe how Email Messages must be formatted in order to be processed properly by receiving networks.
- C. Transparency. Participant shall ensure that email messages are truthful and accurately identify the source of the message.
1. The domain name or message headers must not be falsified or obscured in any way.
  2. The subject line and content of every email message must not be false or misleading.

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## Promotions Guidelines

Date of Last Revision: May 11, 2011

These Promotion Guidelines, along with the [Statement of Rights and Responsibilities](#), the [Ad Guidelines](#), the [Platform Policies](#) and all other applicable Facebook policies, govern your communication about or administration of any contest, competition, [sweepstakes](#) or other similar offering (each, a promotion) using Facebook.

If you use Facebook to communicate about or administer a promotion, you are responsible for the lawful operation of that promotion, including the official rules, offer terms and eligibility requirements (e.g., age and residency restrictions), and compliance with regulations governing the promotion and all prizes offered in connection with the promotion (e.g., registration and obtaining necessary regulatory approvals). Please note that compliance with these Guidelines does not constitute the lawfulness of a promotion. Promotions are subject to many regulations and if you are not certain that your promotion complies with applicable law, please consult with an expert.

1. Promotions on Facebook must be administered within [Apps on Facebook.com](#), either on a Canvas Page or an app on a Page Tab.
2. Promotions on Facebook must include the following:
  - a. A complete release of Facebook by each entrant or participant.
  - b. Acknowledgment that the promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.
  - c. Disclosure that the participant is providing information to [*disclose recipient(s) of information*] and not to Facebook.
3. You must not use Facebook features or functionality as a promotion's registration or entry mechanism. For example, the act of liking a Page or checking in to a Place cannot automatically register or enter a promotion participant.
4. You must not condition registration or entry upon the user taking any action using any Facebook features or functionality other than liking a Page, checking in to a Place, or connecting to your app. For example, you must not condition registration or entry upon the user liking a Wall post, or commenting or uploading a photo on a Wall.
5. You must not use Facebook features or functionality, such as the Like button, as a voting mechanism for a promotion.
6. You must not notify winners through Facebook, such as through Facebook messages, chat, or posts on profiles or Pages.
7. You may not use Facebook's name, trademarks, trade names, copyrights, or any other intellectual property in connection with a promotion or mention Facebook in the rules or materials relating to the promotion, except as needed to fulfill your obligations under Section 2.
8. Definitions:
  - a. By "administration" we mean the operation of any element of the promotion, such as collecting entries, conducting a drawing, judging entries, or notifying winners.
  - b. By "communication" we mean promoting, advertising or referencing a promotion in any way on Facebook, e.g., in ads, on a Page, or in a Wall post.
  - c. By "contest" or "competition" we mean a promotion that includes a prize of monetary value and a winner determined on the basis of skill (i.e., through judging based on specific criteria).
  - d. By "sweepstakes" we mean a promotion that includes a prize of monetary value and a winner selected on the basis of chance.

[Home](#)
[Profile](#)
[Account](#)

[Help Center Home](#)
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[Safety Center](#)

13651703 likes. Sign Up to see what your friends like.

## Help Center

Example: [What is the Like button?](#)

[Privacy » Privacy: Privacy settings and fundamentals](#)
[Hide All](#)

### The Privacy Settings Page

▼ **How can I control my privacy?**

Start by visiting the [Privacy Settings](#) page, which you can access from the Account dropdown menu at the top right corner of every Facebook page. This page offers five different sections:

- **Connecting on Facebook:** This section is where you can control basic information that your friends will use to find you.
- **Sharing on Facebook:** Go here to control who can see what you share with one click by choosing one of primary setting buckets (Everyone, Recommended, Friends of friends or Friends only). "Customize settings" displays a full list so you can control the privacy level for each setting.
- **Apps and websites:** Click "Edit your settings" in this section to control what you share off of Facebook.
- **Block Lists:** From here you can block specific people or applications from interacting with you on Facebook.
- **Controlling How You Share:** Here's where you can [learn more](#) about your privacy on Facebook.

You can also [see how your profile looks to your friends and others](#) at anytime.

Permalink

Was this answer helpful?

▼ **How can I tell what people can see — and how do I control it?**

Facebook privacy settings allow you to control who gets to see your posts and profile information — including who can find you on Facebook. Settings are divided into Connecting and Sharing. You can also select privacy settings for a specific message or post, as well as how much information you share with applications like games. To get to the privacy settings, click Account at the top of any page and select Privacy Settings in the dropdown menu that appears. For more information about privacy:

- What's visible (on Facebook)
  - [Profile/contact info](#)
  - [Wall](#)
  - [Search](#)
- What's visible (off Facebook):
  - [Applications](#)
  - [Public search engines](#)
  - [Instant personalization](#)
  - [Social plugins](#)
  - [Logging into other sites with Facebook](#)

[General privacy help](#)  
[General privacy tutorial](#)

Permalink

Was this answer helpful?

Was this answer helpful?


### Top Questions

Can people tell that I've looked at their content or profile?  
 What is the difference between deactivation and deletion?  
 How do I add someone to a friend list when I send a friend request?  
 How do I report a chat message as spam?  
 How can I tell what my profile looks like to my friends?

### Available Languages

This page is available in the following languages:

English (US)  
 Español  
 Español (España)  
 Deutsch  
 Français (France)

Italiano  
 Türkçe  
 Português (Brasil)

Русский  
 Nederlands  
 Português (Portugal)  
 Polski  
 Dansk  
 Norsk (bokmål)  
 Svenska  
 العربية  
 Čeština  
 Suomi  
 עברית  
 ( )  
 ( )  
 Bahasa Indonesia

Chat

▼ **How can I control who can find me in Facebook search?**

By default, your privacy settings allow everyone to find you in a search. However, when people click on your search listing, they won't be able to see all of the information in your profile. They will always be able to view your name, gender, profile picture, username, and networks. Any additional information that they can view when they click on your search listing is determined by your privacy settings.

You can control who can find you in a search by restricting your privacy settings through the [Privacy Settings](#) page. Select the "View settings" link in the "Connecting on Facebook" section. From there, you can restrict who can search for you on Facebook. You can also control how people can contact you once they've found you.

[Permalink](#)

Was this answer helpful?

Yes No

▼ **How can I control who can add me as a friend?**

You can control who can add you as a friend from the "Connecting on Facebook" section. To get there, follow these steps:

1. Choose the "Privacy Settings" option in the Account drop-down menu at the top of any Facebook page.
2. Click on the "View settings" link towards the end of the "Connecting on Facebook" section.
3. Change the setting for "Send me friend requests."

[Permalink](#)

Was this answer helpful?

Yes No

▼ **How do I hide profile content from specific people?**

To restrict the visibility of specific profile content from certain individuals, start from the [Privacy Settings](#) page from the Account drop-down menu.

- To change the settings for information that falls under the "Work and Education" or "Likes and Interests" section of your profile, follow the "View settings" link in the "Connecting on Facebook" section. Selecting the "Customize" option will enable you to open or restrict content from individual people.
- To change the settings for information that falls under the "About Me" section on your profile (e.g., Relationship Status or Family), follow the "Customize settings" link towards the bottom of the "Sharing on Facebook" section. Selecting the "Customize" option will enable you to open or restrict content from individual people.
- 

[Permalink](#)

Was this answer helpful?

Yes No

▼ **How do I hide profile content from a specific group of people?**

To restrict the visibility of specific content from a group of people, you will want to create a Friend List to organize those people. You can edit existing Friend Lists or create new ones from the Friends Dashboard. You can also do this from the Edit Friends page in the Account drop-down menu located at the top of every page. Once you've created a Friend List, follow these steps:

1. Go to the Profile Information section of the Privacy Settings page.
2. Click the drop-down next to the setting that controls the content you want to restrict and select "Customize."
3. When you see the pop-up that contains the section "Hide this from," enter the name of the Friend List in the open field.
4. Click "Save Setting."

[Permalink](#)

Was this answer helpful?

Yes No

▼ **How do I show profile content to a select group of people?**

To open or restrict the visibility of specific content from a group of people, you will want to create a Friend List to organize those people. You can edit existing Friend Lists or create new ones from the Friends Dashboard. You can also do this from the Edit Friends page in the Account drop-down menu located at the top of every page. Once you've created a Friend List, go to the [Privacy Settings](#) page from the Account drop-down menu.

- To change the settings for information that falls under the "Work and Education" or "Likes and Interests" section of your profile, follow the "View settings" link in the "Connecting on Facebook" section. Selecting the "Customize" option will enable you to open or restrict content from a specific Friend List.
- To change the settings for information that falls under the "About Me" section on your profile (e.g., Relationship Status or Family), follow the "Customize settings" link in the "Sharing on Facebook" section. Selecting the "Customize" option will enable you to open or restrict content from a specific Friend List.

[Permalink](#)

Was this answer helpful?

Yes No

 Chat



▼ **What does the "Friends of Friends" privacy setting mean?**

"Friends of Friends" are people who are friends with your Facebook friends. This privacy setting makes it easier to share things with relevant people in your community without having to make them available to everyone on the internet.

For example: Maggie, Jill and Grace go on a skiing trip, and Grace posts pictures from the trip. Maggie wants to share the album with her mom, but Grace isn't Facebook friends with Maggie's mom. If Grace chooses to make the album available to "Friends of Friends," Maggie can still share it with her mom on Facebook.

[Permalink](#)

Was this answer helpful?

Yes No

▼ **What does the "Everyone" privacy setting mean?**

When you share or publish content to "Everyone," that means anyone on the internet is able to view it. This includes people who are not your friends on Facebook, and people who are not in your school or work networks. You should use this setting to publish things that you are comfortable making open to anyone.

If someone can see something you published to "Everyone," this doesn't necessarily mean they will be able to view all information on your profile. What people can see when they go to your profile is determined by what your [different profile privacy settings](#) allow.

[Permalink](#)

Was this answer helpful?

Yes No

▼ **If someone shares my content, who can see it?**

When someone shares a photo, link, or other content that you posted to your Facebook account, your privacy settings still apply to that content across the site. Even though your friend may share your content, only the people you have already authorized to view that post will be able to see it. This protects your private content from being viewed by others without your permission. If you authorized "friends only" to view a post you published on your Wall, then that content still will only be visible to your "friends only" on the site, no matter who shares it.

- If your friend shares your "friends only" post to "friends only", then only common friends will see your content on the Wall of your friend. The post will be invisible to everyone else.
- If your friend shares your "friends only" post with "everyone", then all of your friends will be able to view it on your friend's Wall. However, no one beyond your own friends will be able to view the shared post.

To check the level of privacy for your posts, mouse-over the padlock icon to the left of the blue share button. When you share something to your Wall, you may use the padlock to change the privacy setting for each post you create. You can also adjust your default settings for "Posts by you" by clicking "Customize Settings" on the Privacy Settings Page: <http://www.facebook.com/privacy>

For more information about privacy settings, please visit the following Help Center page click [here](#).

[Permalink](#)

Was this answer helpful?

Yes No

▼ **If I post something on my friend's Wall, who gets to see it?**

Something you post on your friend's Wall is part of your friend's profile, so it will depend on the privacy settings your friend has selected. If you want to write something to your friend privately, don't post it. [Send a message](#) instead.

[Permalink](#)

Was this answer helpful?

Yes No

**Privacy Fundamentals**▼ **What does Facebook do to protect my information?**

Facebook is committed to protecting your information. We have industry standard and proprietary network monitoring tools constantly running in our system in order to prevent security breaches and protect the security of your data.

In addition, Facebook always posts to a secure page when users are logging in and employs industry standard encryption. This may not always be apparent from the URL (web address), but rest assured our logins are secure.

[Permalink](#)

Was this answer helpful?

Yes No

▼ **Can I know who's viewing my profile or how often it's being viewed?**

No, Facebook does not provide the ability to track who is viewing your profile, or parts of your profile, such as your photos. Applications by outside developers cannot provide this functionality, either. Applications that claim to give you this ability will be removed from Facebook for violating policy. You can report applications that provide untrustworthy experiences by clicking the "Report Application" at the bottom of the

 Chat

application's About page, or by clicking "Report" at the bottom of any canvas page within the application.

[Permalink](#)

Was this answer helpful?

Yes No

#### ▼ **Can I see who's viewed my profile? There's a group or application claiming I can find out who has been viewing my profile.**

Facebook does not provide applications or groups with the technical means to allow people to track profile views or see statistics on how often a particular piece of content has been viewed and by whom. If an application claims to provide this functionality, please report the application by going to [the application's About page](#) and clicking "Report Application" at the bottom of the page, or by clicking "Report" at the bottom of any canvas page within the application.

Applications you use may ask for permission to access content from your News Feed and Wall. Granting this permission does not allow applications to see who has viewed your profile. It simply allows applications to see which friends have interacted with posts, such as which friends liked or engaged with a particular wall post.

[Permalink](#)

Was this answer helpful?

Yes No

#### ▼ **Why is the link to add me as a friend on the site missing from search results?**

Please keep in mind that you will see a different set of options than other users when searching for your account or viewing your profile. Since you cannot add yourself as a friend, the "Add to Friends" link will not appear.

You will always be able to see the links for "View Profile," "Send Message," and "View Friends" when you find your own account, but these options may not be available to every other user depending on your privacy settings. Also, please remember that although you will never see the option to message or poke yourself on your own profile, other users will see this option.

If you have adjusted your Search settings on the [Privacy Settings](#) page, these changes will be reflected properly when other users search for your profile.

[Permalink](#)

Was this answer helpful?

Yes No

#### ▼ **Why do I have to enter my full date of birth?**

Facebook requires all users to provide their real date of birth. We do this as a safety precaution and to help ensure that the site is useful for people.

This does not mean that you have to display your full date of birth on your profile. You can control what information shows by visiting the Info tab of your profile, then clicking the pencil icon for the "Basic Information" section. Please note that if you hide your birthday completely, your friends will not receive reminders when it's approaching. If you still want them to receive these reminders, you will need to at least make the month and day visible.

[Permalink](#)

Was this answer helpful?

Yes No

#### ▼ **Can I update my account's security question?**

We want to make sure that your account and the information in it stays safe, so once you set up a security question on your account there's no way to update it. Sorry for the inconvenience.

If you haven't added a security question to your account yet, [learn how](#).

[Permalink](#)

Was this answer helpful?

Yes No

#### ▼ **Is there any content that I shouldn't post to my profile?**

Yes. Don't post content that infringes on the copyrights of others or that is against our [Statement of Rights and Responsibilities](#). Also, use discretion when posting content, and if you're considering posting something that could be damaging to you or your friends (no matter who has access to it), don't.

[Permalink](#)

Was this answer helpful?

Yes No

#### ▼ **Does Facebook use secure pages?**

Facebook takes appropriate precautions to protect people's 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). Facebook always posts to a secure page when users are logging in and employs industry standard encryption. This may not always be apparent from the URL (web address), but rest assured our logins are secure.

[Permalink](#)

Was this answer helpful?

 Chat

▼ **Are my conversations within Facebook Messages private?**

Yes, your conversations within Facebook are absolutely private. Only you and the person you're messaging can view the contents and history of your conversation, and stories about your messages will never appear in the news feed.

All your conversations are separate, even if some of the same people are in both conversations. For example, if you have an ongoing conversation with just Jane, and then Jane is included in a different conversation among a larger group of friends, the two conversations are completely separate. No one else can view your conversation history with Jane.

Please be aware that while all conversations are private, they can be forwarded, much like traditional email. Also, new friends can be added to group conversations, which allows them to see all previous messages in the conversation.

[Permalink](#)

Was this answer helpful?

▼ **How does joining groups affect the visibility of my profile?**

Joining a group does not expose the content of your profile to any group members who would not normally be able to see that information. The privacy settings for your account control the openness of your profile, regardless of the groups you join.

To hide your account within a group, you will need to completely restrict your search settings so that "Only Friends" can find your account. Once this is done, only friends will be able to view your name in the list of group members. However, if you still choose to write Wall posts, start discussion topics, or add photos or videos to the group, other members will be able to see that content and determine that you are also a member.

[Permalink](#)

Was this answer helpful?

▼ **Can I monitor my child's activity on the site?**

Facebook is forbidden by federal and many state laws to give unauthorized access to someone who is not an account holder.

We encourage parents to exercise any discretion they can on their own computers and in overseeing their kids' internet use. Please talk to your kids, educate them about internet safety, and ask them to use our extensive [privacy settings](#).

If you would like to report an underage user (under thirteen years of age), please do so [here](#).

If your child is experiencing abuse on the site, we encourage you to ask them to log in to their account and report it. Detailed information about reporting abuse is available on our Help Center's [Report Abuse](#) page.

For more information, please review our [Facebook Safety page](#).

[Permalink](#)

Was this answer helpful?

▼ **Where can I learn more about Facebook's Privacy Policy?**

You can learn more about Facebook's Privacy Policy by clicking [here](#).

[Permalink](#)

Was this answer helpful?

▼ **Does Facebook sell my information?**

No. You have control over how your information is shared. We do not share your personal information with people or services you don't want. We do not give advertisers access to your personal information. We do not and never will sell any of your information to anyone.

For further information on Facebook's advertising system, please visit the Ads Help Center [here](#).

[Permalink](#)

Was this answer helpful?

▼ **Will Facebook ever charge for service?**

No. We will always keep Facebook a free service for everyone.

[Permalink](#)

Was this answer helpful?

**Advertising and Privacy**

▼ **What's Facebook's philosophy on personal information and ads?**

 Chat

Facebook strives to create relevant and interesting advertisements for you and your friends. Here are the facts about Facebook Ads:

- Facebook Ads are sometimes paired with news about social actions (e.g., liking a Page) that your friends have taken.
- You only appear in Facebook Ads to your confirmed friends. If a photo is used, it is your profile photo and not from your photo albums.
- Facebook doesn't sell your information to advertisers.
- Facebook enforces policies that help protect your experience with Apps by outside developers and ad networks.

[Permalink](#)

Was this answer helpful?

▼ **Why did I see my friend's name or photo attached to an ad?**

With [Facebook Ads](#) for Pages, Events and Apps, you may see stories about actions your friends have taken on Facebook attached to ads you see. For example, you might see a story about a friend who already likes a Page that you're seeing advertised. Similarly, your friends might see stories about you that relate to the ads they're seeing. Such stories will only be shown to friends, and will adhere to any privacy settings you've set for your account.

[Permalink](#)

Was this answer helpful?

▼ **Do advertisers have access to my personal information?**

No, Facebook's ad targeting is done anonymously by our system, without sharing personally identifiable information with advertisers. If advertisers select demographic targeting for their ads, the system automatically matches those ads to the appropriate audience. Advertisers only receive anonymous, aggregated reports to let them know that their ads were seen by the groups they targeted.

[Permalink](#)

Was this answer helpful?

▼ **Will Facebook use my photo in sponsored content?**

Facebook runs ads from its own advertising system that lets your friends know if you have a direct connection with a product or service. This works similarly to the way your friends learn if you're connected with a Facebook Page through News Feed. For example, if one of your friends likes a Page, you may see an ad with your friend's profile photo next to it, indicating the action that friend has taken with that Page.

Unlike ads, Sponsored Stories are stories that your friends published into your News Feed. These show up on the right hand side of pages on Facebook. The types of stories that can be surfaced include: Page Likes, App interactions, Place check-ins and Page posts.

Both Facebook Ads and Sponsored Stories always require that you and your friends have taken an express action to indicate your connection with the product or service; furthermore, your personally identifiable information is not shared with advertisers.

[Permalink](#)

Was this answer helpful?

▼ **Can apps use my image or personal info in their ads?**

Facebook does not give third party applications or ad networks the right to use your name or picture in ads.

You can report concerns you have about the content or behavior of any platform application directly to the developer of that app by going to the application's About page and clicking "Report App" at the bottom of the page, or by clicking "Report" at the bottom of any canvas page within the App.

Please note that your privacy settings for Facebook Ads do not control app behavior, but we will take action on apps that violate our Terms of Use or SSR.

[Permalink](#)

Was this answer helpful?

▼ **Where can I view and edit my privacy settings for sponsored content?**

You can edit your ad privacy settings for [Facebook Ads](#) through the "Account Settings" link at the top of any page within Facebook, or by clicking [here](#).

[Sponsored Stories](#) are only delivered to your confirmed friends and respect the privacy settings you configure for News Feed. Learn more about privacy settings for posts you share that may be published to News Feed [here](#).

[Permalink](#)

Was this answer helpful?

facebook

Search

Home

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Help Center Home

Browse Help Topics

Help Discussions

Top Questions

Games and Apps

Safety Center

Help Center

Like

13650323 likes. Sign Up to see what your friends like.

access

Search

Example: What is the Like button?

Facebook FAQs

Hide All

I have been blocked from using a feature.

Facebook has policies to stop behavior that other users may find annoying or abusive. Even if you did not have this intention, Facebook systems have determined that you were repeatedly using the same feature in a short period of time.

Since you did not adhere to previous warnings, a temporary block was set on your account. Here's what you should keep in mind about your block:

This temporary block will last anywhere from a few hours to a few days.

Attempting to use this feature while you are blocked can extend the block.

We cannot lift this block for any reason, so please be patient and refrain from using this feature for a few days while waiting for this block to be removed.

Once you are allowed to use this feature again, you must significantly slow down or stop this behavior. Further misuse of site features may result in more blocks or your account being permanently disabled.

Unfortunately, Facebook cannot provide any specifics on the rate limits that are enforced. The threshold at which you are warned is not a specific number, but rather determined by different factors, such as speed, time, and quantity.

Permalink

Was this answer helpful?

Yes

No

How do I log in to my Facebook account?

1. Make sure no one else is logged in to Facebook on your computer. To log out another user, select **Logout** from the **Account** drop-down menu at the top of any logged-in Facebook page.

2. Go to [www.facebook.com](http://www.facebook.com) and find the **Email** field at the top of the page (above the Sign Up section). Enter either your:

Email address: You can log in with any email address that is currently listed on your Facebook account.

Username: If you added a username to your account, you can use it to log in. A username is your personalized Facebook URL (web address). This will show up after <http://www.facebook.com/> when anyone is looking at your profile.

Mobile number: If you have a mobile number confirmed onto your account (e.g., if you have signed up for [Mobile Texts](#)) you can use it to log in to your account. When entering it in, skip the zeros before the country code and any symbols.

3. Enter your password.

4. Click **Login**.

Permalink

Was this answer helpful?

Yes

No

How do I access my chat history?

Your chat history with a friend is included as part of your complete conversation in [Facebook Messages](#), along with your other messages, texts and emails.

If you're chatting with someone, your recent conversation history is available by scrolling up within the chat window. To clear this recent history, click the actions menu at the top right of the chat window and select Clear Window. Note: clearing your chat window does not delete these messages from your conversation history.

To permanently delete part or all of your conversation:

1. Select See Full Conversation from the actions menu at the top right of your chat window.

2. Select Delete Messages... from the actions menu at the top of the conversation.

3. Check the individual messages you'd like to delete and click Delete Selected at the bottom of the page, or click Delete All to delete the whole conversation.

Permalink

Was this answer helpful?

Yes

No

How do I access Phonebook?

You can access Phonebook from your Friends page, using the [Phonebook](#) filter.

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<https://www.facebook.com/help/search/?q=access>

23.07.2011

Was this answer helpful?

Yes No

▼ **How do I access and manage my Page?**

You can access your Page by typing your Page name into the search bar at the top of any Facebook page and selecting it from the drop-down that appears. You can then manage your Page by selecting the "Edit Page" link underneath the Page's profile picture. You can manage your Page by clicking the "Ads and Pages" link on the left hand menu of your home page, and then clicking the "Pages" link on the left hand menu of the following page. Simply select the "Edit Page" link next to the Page you wish to manage. Alternatively, you can access this page through the following link: <http://www.facebook.com/pages/manage>

[Permalink](#)

Was this answer helpful?

Yes No

▼ **How can I see who has access to my advertising account?**

To see the people who have access to your advertising account and their access levels, go to the Settings page of your Ads Manager and view the Permissions section.

[Permalink](#)

Was this answer helpful?

Yes No

▼ **What is the Insights API?**

The Insights API are methods by which Facebook Platform developers can access the underlying data that is presented on the Insights Dashboard. Developers can access the data using the [Facebook Query Language \(FQL\)](#) or through Facebook's [Graph API](#). For more information on these methods, please see the [Facebook Developer website](#).

[Permalink](#)

Was this answer helpful?

Yes No

▼ **Why can't I access the full site from my mobile phone?**

Unfortunately, many mobile browsers are unable to display the full Facebook site. This link works for phones with full browsers, such as the iPhone, NokiaN95, etc. Please continue to use <http://m.facebook.com> to access Facebook from your phone. We apologize for any inconvenience.

[Permalink](#)

Was this answer helpful?

Yes No

▼ **How do I check in to a Place on my smart phone or another mobile device? Facebook application for iPhone or Android:**

Go to the home screen of your Facebook app and tap "Places."

On the iPhone, to check-in from your News Feed click "Check In" at the top of the screen. When you're prompted to share your current location, tap "Okay."

**Other web-enabled mobile device (If Facebook Places is available):**

Point your browser to [m.facebook.com](http://m.facebook.com) Tap "Check In" under the "What's on your mind?" box When you're prompted to share your current location, tap "Okay."

Access the Places application on your supported device.

Click "Check In."

Select the Place where you are from the Nearby Places list. If you don't see the Place name, type the name of the Place where you are into the "Search Nearby Places" box. Alternatively, you can toggle the left-right arrows on the right of the search box to display lists of other Nearby Places.

Write an optional description of what you are doing at the Place where you are checking in. You can also tag your friends at the Place where you are. Click the "Check In" button again to share your visit.

[Permalink](#)

Was this answer helpful?

Yes No

▼ **How do I gain access to another advertising account?**

Advertisers can grant each other access to their advertising accounts through the Permissions management system within the [Settings](#) tab. If you'd like access to another advertising account, you'll need to contact the account owner directly.

For more information on advertising Permissions, please visit the [Help Center](#).

[Permalink](#)

Was this answer helpful?

Yes No

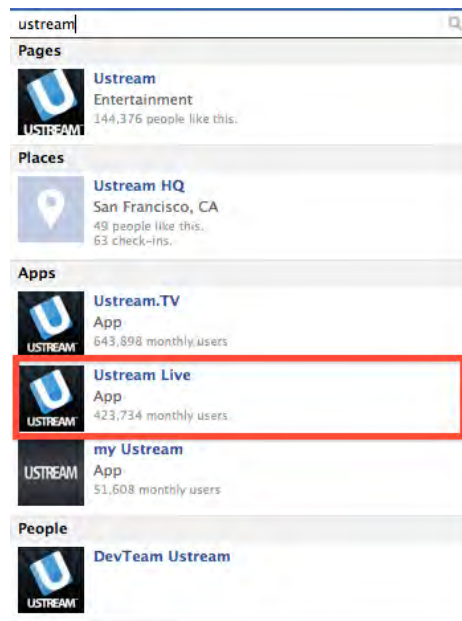
▼ **How do I find an app's about page?**

Some apps have several different pages on Facebook, but the App About Page is where you can access the app, contact the developer, block the app and more.

 Chat

To find an app's about page, enter the name of the app in search. You may see several results for the app under different categories like Pages, Places, Apps and People. Select the result under the **Apps** heading. This result is the App About Page.

For example, here's how you'd get to the App About Page for Ustream Live:



Permalink

Was this answer helpful?

Yes No

#### ▼ How do different access levels between accounts and Account Groups work?

If you have 'Reports Only' access to an account but are given admin access to an Account Group that contains that particular account, you will now have admin access to that account. Conversely, if you have admin access to an account but 'Reports Only' access to an Account Group containing that account, you will continue to have admin access to that particular account, but 'Reports Only' access to the other accounts within the Account Group. You will always be given the least restrictive access level if there is a difference between an account and an Account Group.

Permalink

Was this answer helpful?

Yes No

#### ▼ Will businesses have access to my payment information?

Facebook does not share your payment information with third parties or merchants. Facebook protects your financial information with state-of-the-art security features. Your information is stored on a secured server behind a firewall, and the transaction is encrypted. Automated monitoring helps us detect behavior that may indicate fraud or identity theft.

Permalink

Was this answer helpful?

Yes No

#### ▼ How can I access Facebook's location data?

Location data is available through the Graph API. For mobile developers, the Graph API requires use of our new iOS and Android SDKs.

To retrieve check-in and location information, use a GET to the check-in ID endpoint or the USER/Feed endpoint. To learn more, click [here](#).

Permalink

Was this answer helpful?

Yes No

#### ▼ How do I access Account Groups?

You can access Account Groups through the new 'Account Groups' tab in your [Ads Manager](#). This tab is visible from the 'All Accounts' page that you can navigate to via the drop-down filter at the top of the left-hand nav. From this page you can begin creating your Account Groups, adding accounts and granting users access to your groups.

Permalink

Was this answer helpful?

Yes No

#### ▼ How do I give another user access my advertising account?

You can provide others access to your advertising account from the [Settings](#) page of your Ads Manager.

Chat

1. Go to the [Settings page](#) and click the Add User button.
2. Enter the name or email address of the person you want to grant access.
3. Choose the access level and click Add. The person you add will immediately be granted the level of access you chose.

[Permalink](#)

Was this answer helpful?

Yes

No

▼ **Can I see who's viewed my profile? There's a group or application claiming I can find out who has been viewing my profile.**

Facebook does not provide applications or groups with the technical means to allow people to track profile views or see statistics on how often a particular piece of content has been viewed and by whom. If an application claims to provide this functionality, please report the application by going to [the application's About page](#) and clicking "Report Application" at the bottom of the page, or by clicking "Report" at the bottom of any canvas page within the application.

Applications you use may ask for permission to access content from your News Feed and Wall. Granting this permission does not allow applications to see who has viewed your profile. It simply allows applications to see which friends have interacted with posts, such as which friends liked or engaged with a particular wall post.

[Permalink](#)

Was this answer helpful?

Yes

No



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Example: [What is the Like button?](#)

Facebook FAQs

Hide All

▼ How can I prevent this from happening again?

Never Click Suspicious Links:

Exercise caution when downloading files from the Internet. It is possible that your friends could unknowingly send spam, viruses, or malware through Facebook if their accounts are infected. Do not click this material and do not run any .exe files on your computer without knowing what they are. Be sure to use the most current version of your browser as they contain important security warnings and protection features. You should also keep your anti-virus software up-to-date.

Log in at Facebook.com:

Make sure that when you access the site, you always log in from a legitimate Facebook page with the facebook.com domain. If something looks or feels suspicious, go directly to [www.facebook.com](#) to log in.

[Permalink](#)

Was this answer helpful?

YesNo

▼ How do I sign up for Facebook?

From our [Sign Up](#) page, just provide us with your full name, email address, desired password, gender, and date of birth.

If you are a current high school student, you will have the option to join one of our supported high school networks. If you are no longer in high school, you can join one of our college or workplace networks.

After you complete the sign up form, we will send an email to the address you provided. Clicking on the confirmation link will complete the sign up process.

[Permalink](#)

Was this answer helpful?

YesNo

▼ Does Facebook notify users prior to responding to subpoenas?

Facebook may notify users before responding to legal process as permitted by law.

[Permalink](#)

Was this answer helpful?

YesNo

Like

13650448 likes. [Sign Up](#) to see what your friends like.

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<https://www.facebook.com/help/search/?q=Personal+Data+Request>

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Like

13650365 likes. Sign Up to see what your friends like.

request data

Search

Example: What is the Like button?

Facebook FAQs

Hide All

How do I request data about an impostor profile?

If you would like to make a request for data posted to an account that was meant to impersonate you, we will require three pieces of information:

1. A scanned or digital image of a government-issued ID (e.g., driver's license, passport)
2. A notarized statement verifying your identity
3. A copy of a police report regarding your claim

Please be aware that incomplete or inaccurate requests will not be processed.

To request additional information regarding an impostor account, please submit your request [here](#).

Please be aware that there are situations in which we may be unable to retrieve and/or disclose information you've requested.

To learn more about impostor accounts, please visit: [www.facebook.com/help/?faq=14240](http://www.facebook.com/help/?faq=14240)

**If you are a member of law enforcement, please use this form to contact us [here](#).**

[Permalink](#)

Was this answer helpful?

Yes

No

Why is my app getting rate limited?

To optimize the performance of our APIs and the apps that call them, we rate limit apps that make unoptimized queries, request data too frequently or generate a high number of requests without an access token. This minimizes the possibility for one app to negatively affect performance for other apps.

Facebook offers a tool for developers to better understand if they are being throttled and the reasons. To access this tool, click the Statistics link from the Developer app and click the Throttling tab.

All production apps should sign their requests with an access token, application secret, or session secret. Learn more about signing calls using an [OAuth 2.0 access token](#) or [older authentication methods](#).

For tips on improving your app's performance to avoid throttling, please read our [Performance Guide](#).

[Permalink](#)

Was this answer helpful?

Yes

No

How can my students report abuse on Facebook?

The best way to [report abuse or inappropriate content](#) is to do it right where it occurs on Facebook, using the Report link near the content. The account responsible for the abusive content will not be notified of the identity of the person who made the report.

[Permalink](#)

Was this answer helpful?

Yes

No

How can I use the new OAuth 2.0 protocol to authenticate users?

Facebook uses OAuth 2.0 protocol for authentication. When a user authorizes your app, you get the user's User ID, so all public information on their profile is available to you. To request additional information from the user, you must use extended permissions. All extended permissions can be requested at the same time in a simple dialog box using the new data model. To read more about OAuth 2.0, click [here](#).

[Permalink](#)

Was this answer helpful?

Yes

No

Does Facebook notify users prior to responding to subpoenas?

Facebook may notify users before responding to legal process as permitted by law.

[Permalink](#)

Was this answer helpful?

Yes

No

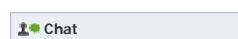
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right to access

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Example: [What is the Like button?](#)

Facebook FAQs

Hide All

▼ How do I access my chat history?

Your chat history with a friend is included as part of your complete conversation in [Facebook Messages](#), along with your other messages, texts and emails.

If you're chatting with someone, your recent conversation history is available by scrolling up within the chat window. To clear this recent history, click the actions menu at the top right of the chat window and select Clear Window. Note: clearing your chat window does not delete these messages from your conversation history.

To permanently delete part or all of your conversation:

1. Select See Full Conversation from the actions menu at the top right of your chat window.
2. Select Delete Messages... from the actions menu at the top of the conversation.
3. Check the individual messages you'd like to delete and click Delete. Selected at the bottom of the page, or click Delete All to delete the whole conversation.

[Permalink](#)

Was this answer helpful?

Yes No

▼ What user permission access levels are available?

There are 3 access levels:

**Administrator:** Administrators can invite other users to access their ads account, create, edit and delete ads, add and remove credit cards, and export ad reports. There is only one administrator to an account and they must be the original owner. Only administrators can provide other people with access to an advertising account.

**General user:** General users can create, edit and delete ads and campaigns, see but not change billing, and access all reports.

**Reports only user:** Reports only users can access all reports.

[Permalink](#)

Was this answer helpful?

Yes No

▼ How do I report abuse?

If you see something on Facebook that you believe violates our [terms](#), you can report it to us. To make a report, find the "Report" link that is nearest to what you want to report:

- **Report a profile:** Go to the profile. Scroll down to the bottom of the left column, under the friend list. Click the "Report/Block This Person" link.
- **Report a photo:** Click on the photo you want to report. Then, click the "Report This Photo" link that's located in the bottom left corner.
- **Report a message:** Open the message and click the "Report" link.
- **Report a group:** Go to the group. Scroll down to the very bottom of the group Wall and click the "Report Group" link.
- **Report an event:** Go to the event. Scroll down to the very bottom of the event Wall and click the "Report Event" link.
- **Report a page:** Go to the Page. Scroll down to the bottom of the left column, under the Likes list. Click the "Report Page" link.
- **Report a post:** Go to the Wall of the person who posted. Click the "x" in the top right of the post and choose "Report as Abuse."

Because of the diversity of our community, it's possible that something could be disagreeable or disturbing to you without meeting the criteria for being removed or blocked. For this reason, we also offer personal [controls](#) over what you see, such as the ability to [block](#), [hide](#) or [unfriend](#) people, Pages, or applications that offend you. Content that does violate our terms may be removed from our site and (in some cases) subject to legal or other action.

For information about what we allow and don't allow on Facebook, please read our [Community Standards](#).

[Permalink](#)

Was this answer helpful?

Yes No

▼ How can I learn more about an app before I grant it access to my information?

To learn more about a particular app, visit the [App About Page](#) for that app.

Chat

[Permalink](#)

Was this answer helpful?

Yes

No

▼ **How do I check in to a Place on my smart phone or another mobile device?**  
**Facebook application for iPhone or Android:**

Go to the home screen of your Facebook app and tap "Places."

On the iPhone, to check-in from your News Feed click "Check In" at the top of the screen. When you're prompted to share your current location, tap "Okay."

**Other web-enabled mobile device (If Facebook Places is available):**

Point your browser to m.facebook.com Tap "Check In" under the "What's on your mind?" box When you're prompted to share your current location, tap "Okay."

Access the Places application on your supported device.

Click "Check In."

Select the Place where you are from the Nearby Places list. If you don't see the Place name, type the name of the Place where you are into the "Search Nearby Places" box. Alternatively, you can toggle the left-right arrows on the right of the search box to display lists of other Nearby Places.

Write an optional description of what you are doing at the Place where you are checking in. You can also tag your friends at the Place where you are. Click the "Check In" button again to share your visit.

[Permalink](#)

Was this answer helpful?

Yes

No

▼ **How do I block or unblock an app?**

Blocking an app means it will not be able to access any information about you or send you any requests.

**If you received a request for an app and you want to block it:**

1. [Go to your app request.](#)
2. Click the 'x' button next to the request.
3. When you see the yellow box, click the block app link.

**If you have not received a request for an app and you want to block it:**

1. Enter the app's name in Search.
2. Scroll down and click See More Results. (Do not click on the app's "Game" result — this will take you to the application's canvas page rather than its profile page.)
3. From the left-hand column of your search results, click **Apps**.
4. Click the **View App** button to the right of the search result to view the app's profile page.
5. Click the **Block Application** link in the left column of the page.

You can see all your blocked apps in the Block Lists section of your [Privacy Settings Page](#). If you want to remove any applications from this list, click Unblock. You'll need to grant the app permissions again if you would like to re-add it to your profile.

[Permalink](#)

Was this answer helpful?

Yes

No

▼ **Why can I see News Feed stories about someone who has yet to accept my friend request?**

When you send a friend request to a person, public stories about them (stories that have the privacy set to "Everyone") may appear in your News Feed. This way you don't have wait for them to respond to your friend request to see their public updates. Please note that News Feed will never show stories that a non-friend wouldn't ordinarily be able to see. People who have yet to accept your friend requests will also appear on the Friends page. Here, you can add them to Friend Lists.






If you don't want to see stories from a person who has yet to accept your friend requests, you can hide them from your News Feed by placing your cursor to the right of a story about them and clicking the "Hide" link that appears. Alternatively, you can remove them as a friend by clicking the "X" next to their name on the Friends page.


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Was this answer helpful?

Yes

No



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About

Like this Page to receive updates about how to protect your information bot...

[More](#)

**4,594,488**  
people like this

Likes

**APWG (Anti-Phishing Working Group)**

**Pew Research Center**

**STOP. THINK. CONNECT.**

**StopBadware**

**Family Online Safety Institute**

Create a Page

[Subscribe via RSS](#)

[Share](#)

**Facebook Security** 

Internet/Software



**STOP | THINK | CONNECT**  
**Security Quiz**

Making the Internet safer and more secure requires us all to be vigilant and to learn the skills necessary to protect ourselves.

Facebook worked with the National Cyber Security Alliance, the Anti-Phishing Working Group, and the Stop. Think. Connect. public awareness campaign on this security quiz.

Do your part by taking the quiz and testing your knowledge. Once you're done, post a badge to your Wall and share tips with your friends so they can be more secure as well.

[Take The Quiz!](#)







[Create a Page](#)

**You and Facebook Security**

 Azhan Rabi likes this.

**Friends' Events** [See All](#)

**Chicago Market Days 2011**  
Friday, August 12



RSVP: [Yes](#) · [No](#) · [Maybe](#)

**Find Friends from Vienna, Austria**



39 of your friends live in Vienna, Austria. Find more people you know from Vienna, Austria.

[Find Friends](#)

**People You May Know** [See All](#)

**Angelika Gruber**  
8 mutual friends  
[Add Friend](#)

**Jörg Hamburger**  
4 mutual friends  
[Add Friend](#)

**Mina Ciurea**  
3 mutual friends  
[Add Friend](#)

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https://www.facebook.com/security

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Personal Data Requests

IMPORTANT: This form is only applicable in certain jurisdictions. All fields are required in order for us to process your requests. We reserve the right to reject requests that are incomplete or incorrect.

Your Full Name:

Date of Birth:

Your Mailing Address  
(Address, City,  
State/Province):

Your Country of Residence:

Your Telephone Number:

Your Email Address:

The email address associated with the  
Facebook account in question

Facebook Profile URL:

A URL is the address of a website or a  
page on a website, and it appears at  
the top of your browser when you view  
a page on the internet

Please cite the law under  
which you are requesting  
data:

Please upload a government-issued ID with signature to this report and ensure  
that your full name, date of birth, and photo are clear. You should also black out  
any personal information that is not needed to verify your identity (e.g., social  
security number). We will permanently delete your ID from our servers once we  
have used it for verification purposes.

ID attachment:

Durchsuchen...

By submitting this notice, you represent and declare under penalty of perjury that  
all of the information you submit is true and accurate.

☐ Agree

☐ Disagree

Submit

Cancel



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Remove From Database

If you are a current user, you can permanently delete your account [here](#).

If you do not use Facebook, you can follow the instructions at the bottom of any email you've received from Facebook in order to opt-out of receiving further emails. However, please be aware that if you wish to stop receiving emails from Facebook, we need to hold a record of your email address in order to add it to a "do not email" list. If you still wish to have us delete your information, like your email address, from our database, simply submit this form.


☐ I do NOT have a Facebook account and I would like Facebook to stop storing my information in their database.

Additional Relevant Information or Questions:

Submit

Cancel

**facebook**   

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### Report a Deceased Person's Profile

IMPORTANT: Under penalty of perjury, this form is solely for the reporting of a deceased person to memorialize. Memorializing the account sets privacy, so only confirmed friends can see the profile or locate it in search. The Wall remains, so friends and family can leave posts in remembrance. Please note that unrelated inquiries through this form may not receive a response.

**Full Name:**   
on the account

**Date of birth:** **Month:**  **Day:**  **Year:** 

**Account email addresses:**   
which may have been used to create the account

**Networks:**   
which the person may have been in (e.g., the Stanford University educational network)

**Web address (URL) of the profile you would like to report:**   
Please copy and paste the web address (URL) of his/her profile.

**Relationship to the person:**  

**Requested action:**  

**Proof of death:**   
an obituary or news article

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Delete My Account

If you do not think you will use Facebook again and would like your account deleted, we can take care of this for you. Keep in mind that you will not be able to reactivate your account or retrieve any of the content or information you have added. If you would like your account deleted, then click "Submit."

Submit

Cancel

facebook

Search

HomeProfileAccount

Delete My Account

Permanently Delete Account

You are about to permanently delete your account. Are you sure?

If so, fill the following:

Password:

Security Check

Enter both words below, separated by a space.

Can't read the words below? Try different words or an audio captcha.

lusera Kibi

Text in the box:

What's this?

OkayCancel



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[https://www.facebook.com/help/contact.php?show\\_form=delete\\_account](https://www.facebook.com/help/contact.php?show_form=delete_account)

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### Privacy Policy Questions

This form is only for questions or clarification related to Facebook's [Privacy Policy](#) or our agreement with TRUSTe. For questions or support for site features, please refer to the appropriate section of our [Help Center](#). Please provide the following information and we will do our best to assist you.

Subject:

Your full name:

Question or concern:

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### Report an Underage Child

We will review the reported account and take the appropriate steps based on our policies. You will not receive a confirmation email when we've taken action, but we do review all reports. If you are reporting a child's account registered under a false date of birth, and the child's age is reasonably verifiable as under 13, we will promptly delete the account. You will not receive confirmation of this action, but you should no longer be able to view this child's profile on the site. If the reported child's age is not reasonably verifiable as under 13, then we may not be able to take action on the account. In this case, if you are not the parent of this child, then we strongly recommend that you encourage a parent to contact us personally, using this form.

**URL of the profile you would like to report:**

Please copy and paste the URL of his/her profile.

**Full name of the person you would like to report:**

**Email address listed for the profile:**



**Networks the profile belongs to:**

For example, the San Francisco, CA, regional network.


**Actual age of the user:**  

**Your relationship to the user:**  

**Additional Relevant Information or Questions:**



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## Social Ads

More relevant ads for you and your friends


### Ads should be better

Everything on Facebook should be relevant and personalized to you, including ads. Social ads pair an advertiser's custom message with actions your friends have taken, such as liking a Page. This personalized experience gives you the power to tell friends what you like, and to see what they like.




### Facebook will never give or sell your info to advertisers

Advertisers never see information about your identity or the identity of your friends. You control your information on Facebook.



### What's in it for advertisers?

Even though advertisers have no access to your private information, social ads allow them to serve better ads simply by pairing their ads with your social actions.



### What can you expect from social ads?

While each social ad may be slightly different, certain ground rules will always apply:

- We never give or sell your information to advertisers - and we never will.
- Your privacy settings and ads preferences apply to social ads:
  - [Review your privacy settings](#)
  - [Review your ad preferences](#)
  - [View common questions about social ads](#)
- If you find social ads aren't fun or useful, you can choose not to appear in the social ads displayed to your friends.

As we evolve social ads, we're working with a group of highly respected advertising partners. We're also listening closely to your feedback so we can keep trying to make ads better for everyone.

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Apps, Games, and Websites

Apps You Use

Back to App Privacy

You have not authorized any apps to interact with your Facebook account.







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 **Connecting on Facebook**  
Control basic information your friends will use to find you on Facebook. [View Settings](#) **Sharing on Facebook**  
These settings control who can see what you share. **Apps and Websites**  
[Edit your settings](#) for using apps, games and websites. **Block Lists**  
[Edit your lists](#) of blocked people and apps. **Controlling How You Share**  
[Learn more](#) about your privacy on Facebook.

facebook

Search








HomeProfileAccount

Choose Your Privacy Settings ▶ Connecting on Facebook

Back to Privacy

Preview My Profile

Your name, profile picture, gender and networks are visible to everyone ([learn more](#)). We also recommend setting the other basic settings below open to everyone so friends can find and connect with you.

 <b>Search for you on Facebook</b>	This lets friends and family find you in Facebook search results. Set this to Everyone or you could miss friend requests.	<div>Everyone</div>
 <b>Send you friend requests</b>	This lets you receive friend requests. Set this to Everyone to avoid missing out on chances to connect with people you know.	<div>Everyone</div>
 <b>Send you messages</b>	This helps you make sure you know people before adding them as friends.	<div>Everyone</div>
 <b>See your friend list</b>	This lets you connect with people based on friends you have in common. Your friend list is always available to applications and your connections to friends may be visible elsewhere.	<div>Only Me</div>
 <b>See your education and work</b>	This helps you connect with classmates and colleagues, and discover new professional opportunities.	<div>Only Me</div>
 <b>See your current city and hometown</b>	This helps you get in touch with neighbors and old friends. Note: you can separately control how you share places you check in to on the main privacy page.	<div>Only Me</div>
 <b>See your likes, activities and other connections</b>	This lets you express your interests and experiences, and connect with people who like the same things you do.	<div>Only Me</div>





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Search

HomeProfileAccount

Choose Your Privacy Settings

Customize settings

Back to Privacy

Preview My Profile

Customize who can see and comment on things you share, things on your Wall and things you're tagged in.

---

Things I share

**Posts by me**  
Default setting for posts, including status updates and photos

Friends Only

**Family**

Only Me

**Relationships**

Only Me

**Interested in**

Only Me

**Bio and favorite quotations**

Only Me

**Website**

Only Me

**Religious and political views**

Only Me

**Birthday**

Only Me

**Places you check in to**

Only Me

**Include me in "People Here Now" after I check in**  
Visible to friends and people checked in nearby (See an example)

☐ Enable

Edit privacy settings for existing photo albums and videos.

---

Things others share

**Photos and videos you're tagged in**

Edit Settings

**Permission to comment on your posts**  
Includes status updates, friends' Wall posts, and photos

Friends Only

**Suggest photos of me to friends**  
When photos look like me, suggest my name

Edit Settings

**Friends can post on my Wall**

☒ Enable

**Can see Wall posts by friends**

Friends Only

**Friends can check me in to Places**

Edit Settings

---

Contact information

**Address**

Friends Only

**IM screen name**

Only Me

a0706826@unet.univie.ac.at

Only Me

Chat

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Date of last revision: April 21, 2011

#### Merchant Deals Terms

1. Deals offered on Facebook must comply with our [Advertising Guidelines](#).
2. Your deal may include a Promotional Redemption Deadline before which you must honor the full promotional value of the Deal.
  1. The Promotional Redemption Deadline must be clearly and conspicuously disclosed in all materials, including on the voucher itself.
  2. As the merchant, you are responsible for understanding the applicable laws and honoring all vouchers as required by law, including any refund or cash-out obligations.
3. After the Promotional Redemption Deadline, you must fully honor the paid value of the voucher for at least the minimum time required by applicable laws.
4. Deals must be based on the regular selling price for the offered goods or services.
5. Once a deal has begun, it may not be altered or edited.
6. Deals may not include the following:
  1. Products or services that cannot be advertised on Facebook according to the [Advertising Guidelines](#).
  2. Products or services that, upon redemption, enroll customers into automatic renewal programs or memberships.
  3. Products that are subject in your jurisdiction to minimum selling price or other restrictions that are inconsistent with offering the Deal on Facebook. This includes, but is not limited to, gasoline, dairy, gambling, or alcohol unless explicitly authorized by Facebook.
7. By Deal we mean the opportunity to purchase vouchers with promotional value or discounts, where the vouchers are offered and redeemable by a third party merchant featured in the Deal.



## Trusted Download Program Requirements

### 1. DEFINITIONS

(a) Action – means any allegation, investigation, demand, suit, legal proceeding, inquiry, or other legal action, whether formal or informal, initiated by any state or federal governmental authority.

(b) Ad Targeting – The term “Ad Targeting” means the use of Pseudonymous Information to determine User characteristics or preferences for use in advertisement delivery.

(c) Adult Advertisements – are advertisements that are pornographic or sexual in nature; or for products/services that are pornographic or sexual in nature; or advertisements for alcohol, tobacco, firearms or other weapons.

(d) Affiliate – means a person who, for financial consideration, offers the Program Participant's Certified Software to Users in connection with an Affiliate Distribution Program under a cost per acquisition (pay per install) model and that additionally promotes the Program Participant's Certified Software to Users using tracking code specific to the Program Participant.

(e) Affiliate, High Control – means an Affiliate that drives web traffic to Participant's website (usually a landing page) in order to offer Participant's Software Unit to Users and where the User initiates the download from the Participant's web site. This distribution method allows the Participant to retain control of the presentation (including surrounding disclosures and context), download, and installation process for its Certified Software.

(f) Affiliate, Medium Control – means an Affiliate that (1) offers Participant's Software Unit on a site not controlled by the Participant, but (2) in which the Participant controls all required notices, the download file and the install process for its Software Unit (typically via some means of centralized software distribution from web servers owned or controlled by the Participant). This distribution method allows the Program Participant to ensure that the correct version of its Software Unit, with all the required disclosures, is downloaded as part of the software distributed by the Affiliate.

(g) Affiliate Distribution Program – means a process whereby a Participant provides financial consideration to one or more Affiliates in exchange for agreement by the Affiliate(s) to offer Certified Software to Users. Typically, but not always, as part of the process, at least some Affiliates have the Participant's authorization to hire or subcontract with others to distribute the Participant's Certified Software to Users.

(h) Agent – means a third party contracted with to perform a business process, provide a service, or deliver a product on behalf of the principal who retained the agent. An agent does not have an independent right to use the relevant User data on its own behalf or in any way other than to perform its obligations on behalf of the principal. Agents include Service Providers meeting these restrictions.

(i) Anonymous Information – The term “Anonymous Information” means information that does not fall within the definition of either Personally Identifiable Information or Pseudonymous Information. “Anonymous information” includes but is not limited to aggregate information.

(j) Applicant – means a company that has submitted Software for Certification to the Program.



## Trusted Download Program Requirements

(k) Certification – means the determination by TRUSTe that software submitted to the Program is compliant with the Program Requirements. While Certification applies to software (*i.e.*, the Program does not offer Certification to companies), no company that violates any company-level Program Requirement (such as performing the Prohibited Activities in Section 14) will be eligible for Certification of any of its software.

(l) Certification Date – means the date on which a Participant's Software Unit receives Certification.

(m) Certified Ad Inventory – means the segregated advertisement inventory that may be displayed only to Users of Covered Advertising Software installed after its Provisional Certification Date or Legacy Users of Covered Advertising Software that was installed prior to the Provisional Certification Date who have received the notice and/or given the consent required under Section 12.

(n) Certified Covered Advertising Software – means a Participant's Covered Advertising Software that has been tested and awarded Certification, and is currently certified under this Program.

(o) Certified Software – means a Participant's Software Unit that has been tested and awarded Certification, including Provisional Certification, and is currently certified under this Program. Certified Software includes, but is not limited to, Certified Covered Advertising Software and Certified Covered Tracking Software.

(p) Certified Covered Tracking Software – means a Program Participant's Covered Tracking Software that has been tested and awarded Certification, and is currently certified under this Program.

(q) Children's Website – means (as defined in Section 312.2 of the Children's Online Privacy Protection Rule, 16 C.F.R. Part 312) a website that, based upon its subject matter, visual or audio content, age of models and other language or characteristics, is targeted or directed to children under the age of thirteen.

(r) Compliance Monitoring – means TRUSTe's monitoring of on-going compliance with these Program Requirements.

(s) Covered Advertising Software – means software that displays advertisements such that the display of any advertisement is not directly triggered by the User's interaction with the Certified Software, unless such advertisements are displayed within the context of the application and the use of any other application is not disrupted. TRUSTe may consider other related formats or methods of delivery as part of the scope of the Program. The User's option to disable display of advertising does not exempt software from this definition. Covered Advertising Software may include Covered Tracking Software where the Covered Advertising Software also meets the definition of Covered Tracking Software.

(t) Covered Tracking Software – means any software that collects a User's web browsing or other information entered into a separate application, where a purpose is to transfer such information to a destination off the User's computer that is not controlled by the User. Covered Tracking Software does not include software where the collection and transfer purposes are network integrity or functionality, application integrity, or information security. TRUSTe may exclude, in its sole discretion, software where the purpose is the backup of and/or



## Trusted Download Program Requirements

increased access to the information by the user. To be eligible for this exception, the user's data/information cannot be used for advertising, marketing, profiling, personalization or related activities. (Covered Tracking Software may include Covered Advertising Software where the Covered Tracking Software also meets the definition of Covered Advertising Software.)

(u) Default Option – means an option that is pre-selected, so that a User can accept the option without taking any additional affirmative action indicating consent. For purposes of this definition, allowing Users to accept an option by selecting the “Enter” key on their computer keyboards does not indicate affirmative consent.

(v) Distribution Bundle, High Control - means two or more software programs, including Participant's Software Unit and other software, which are offered contemporaneously to Users by a Distribution Partner, in which the Participant controls the download, the Reference Notice(s), and the install process for its Software, typically by means of centralized software distribution from web servers owned or controlled by the Program Participant. Participant must have a contract in place with the Distribution Partner that requires the Distribution Partner to use the TDP-approved Primary Notice during the download/installation process. This distribution method allows the Participant to ensure that the correct version of its Software Unit, with all the required disclosures, is consistently downloaded as part of the Distribution Bundle.

(w) Distribution Bundle, Medium Control - means two or more software programs, including Participant's Software Unit and other software, which are offered contemporaneously to Users by a Distribution Partner, in which the Participant does not directly control the download and install process for its Software Unit, but has a contract in place with the Distribution Partner requiring that the Distribution Partner not violate the TDP Program Requirements.

(x) Distribution Partner - means a person that, for financial consideration, distributes Software to Users on behalf of the Program Participant. Typically, but not always, the Distribution Partner includes their own software and/or software from third parties as part of a Distribution Bundle offered to Users.

(y) Effective Date – means the date this Agreement is signed by both parties, or, in the case of a Renewal, the day after the previous license expires, if the requirements for Renewal are satisfied.

(z) EULA – means an End User License Agreement.

(aa) Informed Third Party – means an entity that Participant has designated in writing to TRUSTe to receive Certification status updates, including: failure to obtain Certification, Certification of the Software, placement on the Whitelist, placement on Probation or Suspension status, removal from the Whitelist, and/or termination from the Program.

(bb) Just in Time Notice – means notice of a functionality that is added after a User has already consented to install Software but just prior to the execution of that functionality. When this happens, a User is provided with Primary Notice of the new functionality and given the opportunity to provide consent just prior to execution of that functionality. Waiting until just prior to execution of certain functionalities can provide the User with better context to make certain consent decisions. While the Program permits the use of Just in Time Notice for some Certified Software, the Program does not permit its use for Certified Covered Advertising





## Trusted Download Program Requirements

Software. Just in Time Notice may not be used where such use would negatively impact the original value proposition of the Certified Software, as determined by TRUSTe.

(cc) Legacy User – means all Users who have installed a Participant's Certified Software before the Certification Date of such software and who received disclosures not substantially similar to those in Sections 3 and 5 of these Program Requirements.

(dd) Market Research – The term "Market Research" means the use of Pseudonymous Information to understand how Users are using their computers and the Internet.

(ee) Material Change(s) – means a substantive change that would be of importance or consequence to the User, which may include:

(i) Changes to privacy practices, meaning changes relating to:

- (1) Practices regarding notice, disclosure, and use of Personally Identifiable Information and/or Third Party Personally Identifiable Information,
- (2) Practices regarding user choice and consent to how Personally Identifiable Information and/or Third Party Personally Identifiable Information is collected, used and shared, or
- (3) Measures for data security, integrity, or access.

(ii) Modifications to Certified Software that are relevant to these Program Requirements, including but not limited to:

- (1) Changes to one or more functionalities that are required to be disclosed per Sections 3, 5, 6, 7, 10 and 11 of these Program Requirements, and/or;
- (2) Changes to the way any required functionalities are disclosed, including but not limited to changes to wording, font, size and/or order of the disclosures, and/or;
- (3) Changes to the Software's method or means of storing data remotely.

(iii) Material update or substantive revision to Certified Software functionality including but not limited to: Substantive additions, reconfigurations, re-architecture and/or changes to Software functionality;

(iv) Material Changes do not include any changes which solely affect the performance or integrity of the Software Unit, such as increases in speed, reliability, or information security.

(ff) Non-Certified Ad Inventory – means the segregated ad inventory that is displayed to Legacy Users of Covered Advertising Software that have not received the notice and/or given the consent required under Section 12.

(gg) Notice(s) – means the Primary Notice and the Reference Notice, together and individually.



## Trusted Download Program Requirements

(hh) Online Preference Marketing (or OPM) – means a process whereby data are typically collected over time and across web pages to determine or predict User characteristics or preferences for use in ad delivery on the web. The OPM process can use Pseudonymous Information or a combination of Personally Identifiable Information and Pseudonymous Information.

(ii) Participant – means a company that has software that is currently certified or provisionally certified in the Program and has executed a signed agreement with TRUSTe.

(jj) Personally Identifiable Information (or PII) – means any information (i) that identifies or is used to identify, contact, or locate the person to whom such information pertains or (ii) from which identification or contact information of an individual person is derived. Personally Identifiable Information includes, but is not limited to: name, address, phone number, fax number, email address, financial profiles, medical profile, social security number, and credit card information. Additionally, to the extent unique information (which by itself is not Personally Identifiable Information) such as, but not necessarily limited to, a personal profile, unique identifier, biometric information, and/or IP address is associated with Personally Identifiable Information, then such unique information also will be considered Personally Identifiable Information. Notwithstanding the above, Personally Identifiable Information does not include information that is collected anonymously (*i.e.*, without identification of the individual user) or demographic information not connected to an identified individual. Personally Identifiable Information includes Third-Party Personally Identifiable Information.

(kk) Primary Notice – means information presented to each user in a manner that is clear, prominent and unavoidable, and designed to catch the User's attention during the Software Unit(s) installation. The Primary Notice must be fully visible to a User without additional action on the part of the User, such as having to scroll down the page to reach the beginning of the required disclosures. Primary notice may be presented using Just in Time Notice, except in the case of Certified Covered Advertising or Tracking Software. The Primary Notice cannot be displayed after the software is installed, as the last step in the installation process. In cases of platform-specific technical limitations, TRUSTe may, in its sole discretion, permit the Primary Notice to be presented after installation but prior to activation.

(ll) Program – means the TRUSTe Trusted Download Certification Program.

(mm) Program Requirements – means the requirements for participation in the Program as specified in this Schedule A, as may be amended from time to time.

(nn) Provisional Certification – means an interim level of Certification of a Participant's Software Unit, during which time the Program Participant will be subject to all requirements that apply to its Certified Software as well as certain additional requirements, including, as relevant, those specified in Section 11(c).

(oo) Provisional Certification Date – means the date on which a Participant's Software Unit receives Provisional Certification, or is transitioned from full status to Provisional status, pursuant to Section 11.

(pp) Provisionally Certified Software – means a Software Unit that has received Provisional Certification.



## Trusted Download Program Requirements

(qq) Pseudonymous Information – The term “Pseudonymous Information” means information that may correspond to a person, account or profile but is not sufficient, either on its own, or through combination with other easily accessible public information, to identify, contact, or locate the person to whom such information pertains. Examples include but are not limited to a User’s IP address, machine ID, and the web pages a User views.

(rr) Reference Notice – means information that is easy to locate (e.g., via an easily accessible scroll box or a prominent and clearly labeled link) and easy to read and comprehend. Examples of Reference Notices include Privacy Statements and End User License Agreements (EULAs).

(ss) Service Provider(s) – means a third party that performs or assists in the performance of a function or activity involving the use or disclosure of Personally Identifiable Information or Third Party Personally Identifiable Information.

(tt) Software Disclosures – means the statements made in the Self-Assessment in regard to the Software Unit.

(uu) Software Unit – means the software described in Exhibit 1 that is to be tested and reviewed for Certification by TRUSTe.

(vv) Third-Party Personally Identifiable Information (or “Third-Party PII”) - means Personally Identifiable Information that is collected by a Program Participant from a User other than the User to whom it pertains, or whom it identifies.

(ww) TRUSTe Marks – means collectively the registered certification marks and trademarks of TRUSTe.

(xx) User – means an authorized user or owner of a computer on which a Software Unit is installed.

(yy) Whitelist – means the public list maintained by TRUSTe of all Certified and Provisionally Certified software, and the associated Participants that are currently in the Program.

### 2. Program Management

(a) Certification. The process of certifying software for compliance with the Program Requirements shall be as provided for below:

(i) Certification shall apply to an individual Software Unit. Participant shall provide TRUSTe with a description, unique identifier and an archival format for each Software Unit it wishes to certify. Participant shall provide TRUSTe with all documentation, whether in written, electronic, or other appropriate format, reasonably requested by TRUSTe in connection with the Certification process. Such documentation shall include a completed Self-Assessment Form and other information about the Software as may be reasonably requested by TRUSTe.

(ii) Once Participant has submitted its application, no Material Change is permitted, without written notice to TRUSTe. Any Material Change may trigger restarting the Certification process at TRUSTe’s discretion.

(iii) TRUSTe shall review the Self-Assessment and test the Software Unit for compliance with the Program Requirements. A Certification decision, and corresponding report



## Trusted Download Program Requirements

or reports summarizing TRUSTe's findings, will be provided to the Participant. If TRUSTe does not certify the Software, Participant shall be permitted 30 days time to remedy the failure and resubmit the Software for Certification, whereupon TRUSTe shall provide a second review and test process, and a second report and Certification decision.

(b) Material Changes. Any Material Change to the Certified Software may trigger the need for recertification of the Software, which may require additional fees as provided for herein. TRUSTe will respond to all requests made by Participants to review Material Changes within five (5) business days of receipt of notice of the requested Material Change.

(c) Participant Obligations. During the Term hereof, and solely with respect to the Software Units for which it seeks certification, the Participant shall:

(i) Make no Material Change to any features, functions, characteristics, architecture, or coding of the Software, in a manner affecting its compliance with the Program, without 1) notifying TRUSTe in writing of Participant's intent to do so, and 2) obtaining TRUSTe's written decision as to whether such change triggers a recertification requirement;

(ii) Provide written notice to TRUSTe on a quarterly basis of any non-material changes to the software that had taken place during the previous quarter, including updates to the Certified Software version number, if applicable;

(iii) Immediately notify TRUSTe in writing of any Material Change in the Software Unit or in the circumstances or facts that initially served as a basis for Certification, or which are otherwise related to Program compliance;

(iv) Immediately provide notice in writing to TRUSTe of any change in the name of a Software Unit or change in the Participant's name

(v) Except to the extent prohibited by law, provide notice to TRUSTe of any private lawsuit or Action against it or the Certified Software by any person, law enforcement, or other governmental entity in any country, related to Participant's activities connected to the Program or to the Program Requirements. Such notice shall be provided within five (5) business days of learning of such private lawsuit or Action;

(vi) Cooperate with TRUSTe during TRUSTe's Compliance Monitoring and audit activities;

(vii) Continually provide updated complaint contact information to TRUSTe;

(viii) Make its software compatible with virtualization tools, such as VMWare, such that TRUSTe is able to run the Participant's software in a virtualization tool

(ix) Make no representations to anti-spyware vendors that the TRUSTe's whitelist supercedes or replaces vendors' own independent testing and evaluation processes or that such processes should consider only or primarily the product's whitelisted status with TRUSTe

(d) TRUSTe Obligations. TRUSTe shall within a reasonably prompt period of time:

(i) Test the submitted Software Unit for compliance with the Program Requirements;



## Trusted Download Program Requirements

(ii) Provide a pass/fail decision, as well as a report, regarding the Software Unit to the Participant;

(iii) Retest and provide a second report, as well as a second pass/fail decision, if necessary; and

(iv) Provide on-going Compliance Monitoring for Software in the Program, to the extent provided for in these Program Requirements.

(e) Whitelist. TRUSTe may, but is not required to, maintain a list of all current Software and/or Participants that are members of the Program ("Whitelist"). Participant hereby consents to the use of its name and the name of the Certified Software on any Whitelist compiled by TRUSTe during the Term. TRUSTe may also, on its Whitelist, site, consumer dispute resolution process, or in response to inquiry, disclose whether Participant and/or the Software Unit is a member of the Program and how the Software Unit is categorized under Program definitions.

(f) Dispute Resolution. Participants must participate in TRUSTe's Watchdog process to resolve non-frivolous, as defined by TRUSTe, privacy concerns or complaints related to Certified Software raised by Users. TRUSTe will act as a liaison between the Participant and the consumer to resolve relevant inquiries, including recommending or requiring corrective action where necessary, as pertaining to these Program Requirements.

(g) Updates to Informed Third Parties. TRUSTe will provide on-going Certification status updates, including the status of monitoring and enforcement activities if applicable, as necessary to Informed Third Parties, if any.

(h) Applications in Languages Other Than English. All Software for which Participant is seeking Certification hereunder must have all User-facing statements written entirely in the English language, unless Participant follows translation guidelines described in this provision with TRUSTe's approval. If the Participant wishes to extend certification of an application to versions in languages other than English, the Participant agrees to:

(i) If the application is in English and User-facing statements are in another language, translate the User-facing statements into another language by an accredited translation company that is approved by TRUSTe.

(ii) If both User-facing statements and the application are in another language, the Participant will submit the application for testing and certification

3. Notice. The Program Requirements adopt a layered-notice approach.

(a) The Primary Notice. The Primary Notice, which is required of all certified applications, at a minimum must have a link to the reference notice. Primary notice may be presented using Just in Time Notice, except in the case of Certified Covered Advertising Software. The intent of this provision is to ensure that material terms are clearly presented prior to the execution of the value proposition. If any of the functionality described in Sections 3(a)(i) through 3(a)(iii) is present, this Primary Notice must include the following information:

(i) For all Certified Software:



## Trusted Download Program Requirements

- (1) Whether installing the software, alone or as part of a bundle, may:
  - A. Redirect the User's Internet searches;
  - B. Add a toolbar to the User's web browser or modify other functionality of the browser or desktop as determined by TRUSTe;
  - C. Change the User's home page, default search provider or error page handling or otherwise modify browser settings as determined by TRUSTe;
  - D. Change the User's default provider, web proxy, security or other changes to Internet settings as determined by TRUSTe; or
  - E. Cause known material adverse effects on system performance for typical Users as determined by TRUSTe.
- (2) A prominent link to all applicable Reference Notices.
- (ii) In addition, for all Certified Covered Advertising Software:
  - (1) The name of the Program Participant.
  - (2) The essence of the proposed exchange, including (as applicable):
    - A. The name or brand of the Certified Covered Advertising Software, and if the Certified Covered Advertising Software is bundled with other software (and if such other software has a separate name or brand), the name or brand of the other software;
    - B. Whether the Certified Covered Advertising Software will perform collection and transfer of information to a computer not under the User's control for the purpose of targeting advertisements and/or Market Research.
    - C. That advertisements will be displayed and a brief indication of the types of advertisements displayed and when advertisements will be displayed. As applicable, disclose that the advertisements will appear only while Users are using software in which the Certified Covered Advertising Software is integrated, while they are online generally, or at other specified times; and
    - D. If applicable, that the software will display Adult Advertisements.
- (iii) In addition, for all Certified Covered Tracking Software:
  - (1) The name of the Program Participant.
  - (2) The essence of the proposed exchange, including (as applicable):





## Trusted Download Program Requirements

- A. The name or brand of the Certified Covered Tracking Software, and if the Certified Covered Tracking Software is integrated into or bundled with other software (and if such other software has a separate name or brand, the name or brand of such other software);
  - B. When the collection and transfer of information to a computer not under the User's control for the purposes of Ad Targeting and/or Market Research will occur. As applicable, disclose that the collection and transfer of information to a computer not under the User's control will occur only while Users are using the Certified Covered Tracking Software, while they are online generally, or at other specified times.
- (b) The Reference Notice. The Reference Notice must, at a minimum, include:
  - (i) For All Certified Software:
    - (1) All of the information contained in the Primary Notice, except that it is not necessary to have EULAs and/or Privacy Statements tailored to each means of distribution; and
    - (2) Instructions on how to uninstall the software, as provided for in Section 7.
    - (3) Whether installing the software, alone or as part of a bundle, may leave tracking assets such as cookies, files, or registry entries that are referenced or active after uninstall, by the Participant or other 3<sup>rd</sup> parties and:
      - A. the purpose of any such tracking assets; and
      - B. whether any such tracking assets are accessible by third-parties via other web sites or programs.
  - (ii) In addition, for all Certified Covered Advertising Software:
    - (1) A description of the types and frequency of the advertisements displayed by the software;
    - (2) If applicable, that the software will display Adult Advertisements and an explanation of how Users can manage their computers to make sure that children are not served with advertisements from Certified Covered Advertising Software installed by adults;
    - (3) If applicable, that the software will display Adult Advertisements, and disclosure that software should be installed only by Users age eighteen (18) and over; and
    - (4) Information, including a link, on how to access the Program Participant's website and customer support mechanism.
  - (iii) In addition, for all Certified Covered Tracking Software:



## Trusted Download Program Requirements

(1) Information, including a link, on how to access the Participant's website and to the Participant's customer support mechanism.

4. Consent to Install. Participants must provide Users with a means to give their consent to install the Participant's Certified Software prior to the completion of any such installation. The consent mechanism must meet the following standards:

- (a) For all Certified Software:
  - (i) Users must be given a means to indicate their consent to install the Certified Software after receiving all applicable Primary Notices;
  - (ii) The language used to describe Users' options to consent to install Certified Software must be plain and direct;
  - (iii) Installation of software shall not proceed if a User declines consent to install the Certified Software or closes the dialog box containing the consent option; and
  - (iv) Users may only be asked once in any installation process to reconsider their decision not to install software or to close the dialog box with the consent option, unless Users have indicated it is acceptable to ask them later.
- (b) In addition, for all Certified Covered Advertising Software and Certified Covered Tracking Software:
  - (i) The option to consent may not be the Default Option; and
  - (ii) The option to decline installation must be of equal prominence to the option to provide consent for installation.

5. Notice and Choice Requirements for Uses of PII and Pseudonymous Information.

- (a) Primary Notice. If PII or Pseudonymous Information is collected and transferred to a computer not under the User's control through the Certified Software, the following information must be provided in a Primary Notice:
  - (i) For all Certified Software: at least one reference notice linked from the Primary Notice must include information about choices available to them regarding their data.
  - (ii) In addition, for all Certified Covered Advertising Software or Certified Covered Tracking Software: A description of the PII collected or transferred to a computer not under the User's control through the Software Unit, the uses of PII obtained through the Certified Software by Participant, and the types of companies to which Participant will transfer PII.

With TRUSTe's prior approval, certain information required by this provision to be included in the Primary Notice, may be moved to a "learn more about this" link, as long as all required disclosures are complete, clear, prominent and unavoidable, in TRUSTe's sole judgment and discretion.

- (b) The Reference Notice. If PII or Pseudonymous Information is collected through the Certified Software, the Reference Notice must include at least the following:
  - (i) For All Certified Software:





## Trusted Download Program Requirements

- (1) Whether the software collects PII, and if so, the following additional disclosures:
  - A. What PII is being collected;
  - B. The identity (including name, address and e-mail address) of the entity collecting such information;
  - C. How such information will be used;
  - D. A description of the types of entities with whom the information is shared, if at all;
  - E. The purposes for which data is disclosed to third parties;
  - F. How and when the User may exercise choice, as required in Section 5(c), below;
  - G. Whether Users' PII will be supplemented with information from other sources;
  - H. The User's access rights to correct material inaccuracies in Personally Identifiable Information, such as account or contact information; and
- (2) A general statement describing data security practices. Program Participant must implement reasonable procedures to protect Personally Identifiable Information and/or Third Party Personally Identifiable Information within its control from unauthorized use, alteration, disclosure, distribution, or access. Program Participant shall utilize appropriate, commercially reasonable means, such as encryption, to protect any sensitive information, such as social security numbers, financial account and transaction information, and health information that it collects.
- (3) In addition, for all Certified Covered Advertising Software or Certified Covered Tracking Software:
  - A. Whether the Certified Software collects Pseudonymous Information, and if so, the following additional disclosures:
    - I. The types of Pseudonymous Information collected by the Certified Software;
    - II. The Participant's use of Pseudonymous Information;
    - III. Whether the Participant shares Pseudonymous Information with Third Parties and if so, what restrictions the Program Participant places on its further use or dissemination;

(c) Choice Requirements.



## Trusted Download Program Requirements

- (i) For All Certified Software:
  - (1) The User to whom PII pertains must be offered an opt-out choice if PII collected through the software may be used in the following ways:
    - A. Use not related to the primary purpose for which the User provided it. The scope of use deemed related to the primary purpose shall be defined in the Reference Notice and shall be reasonable to Users;
    - B. Disclosure or distribution to third parties, other than Agents; or
    - C. Merger of Pseudonymous Information with previously collected PII on a going forward basis (*i.e.*, after the user provides PII) for use in Online Preference Marketing, where such use had not been previously disclosed to and accepted by the User.
    - D. Certified Software Providers may require the collection or use of PII as part of the value proposition of the software, and may decline to provide the software if User opts out from such use.
  - (2) The User to whom PII pertains must be provided with notice and provide his or her affirmative consent prior to the merger of PII with Pseudonymous Information previously collected through the software for use in Online Preference Marketing.
  - (3) Before Third-Party PII collected through the software may be used or disclosed for any purpose other than the primary purpose for which such information was collected, the person to whom such information pertains must provide affirmative consent. [Notwithstanding such restriction, such information (i) may be disclosed pursuant to legal process (*e.g.*, subpoenas, warrants) or (ii) may be used to send a one-time e-mail message to the person to whom the information pertains in order to solicit such opt-in consent.] Prohibited behavior includes, but is not limited to the use of Third-Party PII collected through the software (*e.g.*, via an address book) to send unsolicited bulk communications to third parties.

6. Special Requirements for Certified Covered Advertising Software. Consumers should be able to understand why they receive advertisements from a Participant. To this end, Certified Covered Advertising Software must comply with the following additional requirements:

(a) Reaffirmation. Before the User receives an advertisement, Certified Software must display an information notice, in a clear, prominent, and unavoidable fashion: (i) demonstrates a representative example of the Certified Software's advertisements, (ii) provides the User with more information on how the Certified Software functions, and (iii) provides



## Trusted Download Program Requirements

information on how to uninstall the software, which may be provided via a prominently labeled link. When a Covered Advertising Software provider has more than one format, a representative example may be used, provided that the example is sufficient to enable a reasonable User to make an informed decision.

(b) Branding. Advertisements displayed by Certified Covered Advertising Software must be branded with, or within close proximity to, the name of the Participant and the brand of the Certified Software (if distinct from the name of the Participant).

(c) Co-Branding. The mechanism displaying the advertisement must also contain, on its face:

(1) The name of the Certified Software;

(2) The software or content the User downloaded as a requirement to get the Certified Software; and

(3) A prominently and clearly labeled link to additional information. The additional information page must include:

- A. A representative list of the content that cause the display of such advertisements, if applicable; and
- B. The estimated frequency of advertising that a User can reasonably expect; and
- C. A list of web-based content available to the user when the Certified Software is installed; and
- D. Clear instructions for removal of the Certified Software.

7. Uninstall. Certified Software must provide Users with an easy and intuitive means of uninstallation. In addition, the following uninstall requirements apply.

(a) For all Certified Software:

(i) The name of the Certified Software must be listed in the customary place for user initiated uninstall within the software platform (e.g., an Add/Remove Programs facility in the Windows operating system);

(ii) Commercially reasonable efforts need to be made to ensure Certified Software and associated files are removed from Users' computers. Understanding that there are legitimate exceptions, TRUSTe may approve exceptions, at its discretion, in cases such as:

- (1) Uninstallation of Certified Software may be conditioned on the uninstallation of other software on a User's computer (for example, uninstallation of Certified Covered Advertising Software may be conditioned on the uninstallation of other software that is bundled with the Certified Covered Advertising Software), provided that the other software meets the uninstall requirements of this section;



## Trusted Download Program Requirements

- (2) TRUSTe recognizes that Certified Software may require the User to install other software (e.g., Adobe Acrobat, Flash), and that the other software may legitimately remain on a User's computer after uninstallation of the Certified Software;
- (3) Because the User has installed software program(s) that also require the use of the other software in order to function;
- (4) Because properly disclosed anti-fraud or distribution accounting measures (e.g. identifying which distributor is responsible for the download) require leaving behind assets, for example, to verify that a machine is not making unauthorized reinstallation of software that can only be installed once per machine;
- (5) Creation of material data asset that the consumer may want, even after software uninstall, such as email files being left behind after uninstall of an email client application;
- (6) TRUSTe, in its sole discretion, will determine whether other software or other files left behind after uninstallation are for a legitimate reason.

(iii) Once a User has uninstalled Certified Software, the Certified Software may not reinstall on a User's computer unless the reinstallation is performed pursuant to the Program Requirements and, in particular, pursuant to new consent;

(iv) Uninstall instructions for all Certified Software must also be available from the Participant's web page either directly or through a link; and

(v) No PII shall be required in order to uninstall Certified Software unless the PII was previously collected in compliance with the Program, and it is reasonably necessary, and only used to authenticate and/or identify the User.

(b) In addition, for all Certified Covered Advertising Software, uninstallation instructions must be available in multiple places that are easy for Users to find, including:

(i) By a link from the advertisements themselves, or from the browser window or frame where such content is provided; and

(ii) On the Participant's website as a standalone item in an easily discoverable location (for example, in a customer support, FAQ, or similar section.)

(c) In addition, for all Certified Covered Tracking Software uninstallation instructions must be available in multiple places that are easy for Users to find, including:

(i) On the Participant's website as a standalone item in an easily discoverable location (for example, in a customer support, FAQ, or similar section)

### 8. Software Updates.

Participants must give Users Primary Notice of changes and an opportunity to uninstall prior to applying any Material Changes to the Certified Software of existing Users. Material Changes that are solely performance related code changes that do not change underlying functionality may be exempted from this requirement at TRUSTe's discretion. Changes to installed Certified



## Trusted Download Program Requirements

Software that would transform it into Covered Advertising Software or Covered Tracking Software must be treated as a new Software Unit under these Program requirements.

### 9. Third-Party Distribution / Affiliate Practices.

For all Certified Covered Advertising Software and Certified Covered Tracking Software; and certain other Certified Software, as determined by TRUSTe, who distribute Software Units via Distribution Partners or Affiliate Distribution Programs; Participants must:

(a) Have contractual provisions in place with such Distribution Partners and Affiliates prohibiting them from causing Participant's Certified Software to not comply with these Program Requirements. In the context of an Affiliate Distribution Program, the contract between the Program Participant and its Affiliate must further require that contracts between the Affiliate and its subcontractors bind the subcontractors to comply with these Program Requirements;

(b) Disclose to TRUSTe and, if applicable, TRUSTe's authorized evaluator, subject to an appropriate confidentiality agreement, the names of Distribution Partners and Affiliates as well as locations (e.g. URLs of affiliates within an Affiliate Distribution Program) where such Distribution Partners and Affiliates provide or drive traffic to Certified Software to consumers so that such third-party distribution and affiliate practices may be reviewed, tested, and monitored for compliance with these Program Requirements and related legal standards;

(c) Disclose to TRUSTe and, if applicable, TRUSTe's authorized evaluator, subject to an appropriate confidentiality agreement, the modifications that Distribution Partners or Affiliates are permitted to make to Certified Software as well as locations where Distribution Partners and Affiliates provide such modified Certified Software to Users so that such modifications may be monitored for compliance with these Program Requirements;

(d) Demonstrate to TRUSTe and, if applicable, TRUSTe's authorized evaluator, subject to an appropriate confidentiality agreement, that Participant has an effective process for ensuring that Distribution Partners and Affiliates are not engaging in practices that contribute to Participant's non-compliance with these Program Requirements;

(e) Evaluate, on an on-going basis, Distribution Partners and Affiliates for deceptive or other behavior that contributes to Participant's non-compliance with these Program Requirements, and report any known substantive non-compliance with these Program Requirements involving Certified Software. Failure to report any such non-compliance in a timely manner shall be grounds for a suspension or termination of a Participant from the Program and de-certification of all or any of such Program Participant's Certified Software; and

(f) If the Program Participant learns that a Distribution Partner or Affiliate has engaged in practices that materially violate these Program Requirements, the Program Participant must follow the Program's specified re-opt-in procedures (as specified in Section 12 of these Program Requirements) to re-opt in at least one User of each computer that may have received the Certified Software by those means.

10. Additional Protections for Children. Participants with Certified Covered Advertising Software or Certified Covered Tracking Software must take the following steps:

(a) Prevent the distribution of their Certified Software on Children's Websites, including by prohibiting their Distribution Partners and Affiliates from such distribution;



## Trusted Download Program Requirements

(b) Engage in commercially reasonable oversight to determine where advertisements promoting the installation of their Certified Software appear;

(c) If their Certified Covered Advertising Software delivers Adult Advertisements, Participants must ensure that such advertisements are branded so that they may be recognized by child protection software filters by either:

(i) including the phrase "for adults 18 years" in text somewhere on the face of the Covered Advertisement, or

(ii) including the phrase "for adults 18 years" in the meta keyword tag for the page containing the Covered Advertisement, or

(iii) including the phrase "for adults 18 years" within the "alt", "name" or "id" attribute of the image tags within the Covered Advertisement.

11. Provisional Certification. In certain cases, additional transparency may be useful to companies considering partnerships with Participants and to consumers considering downloading the Participant's application. In order to provide such additional transparency, Program Applicants that would otherwise be entitled to Certification of their Software shall have their Software be eligible only for Provisional Certification.

(a) Certified Software with Legacy Users addressed in Section 12 of these Program Requirements are eligible only for Provisional Certification until all required steps are completed.

(b) Provisional Criteria - At TRUSTe's discretion, TRUSTe may designate a Participant's Certified Software as Provisionally Certified if other substantial risk factors are present, that pertain to the Participant's online practices, and that call into question the credibility of the Participant. TRUSTe will provide notice to the Participant and a reasonable opportunity to respond. Risk factors may include, but are not limited to:

(i) Practicing any of the Prohibited activities listed in Section 14 of these Program Requirements within 24 months before submitting application into the Program.

(ii) Credible allegations of deceptive or abusive practices online within 24 months before submitting application into the Program.

(iii) Resolution of government action within the past 3 years before submitting application into the Program indicating deceptive or abusive online practices, including actions by a States Attorney General, the Federal Trade Commission (FTC), a Court, or other government agency.

(iv) Current (or former) TRUSTe client in the Web Privacy Seal Program, who is not in good standing with TRUSTe.

(c) Provisional Requirements - Participants with Provisionally Certified Software will be subject to the following:

(i) Notwithstanding any written consent obtained pursuant to Section 2(a) of the Agreement, Program Participants with Provisionally Certified Software may not mention their software's Certification in any manner without including the qualification "Provisional."





## Trusted Download Program Requirements

(ii) Participants with Provisionally Certified Software may be subject to additional Compliance Monitoring or reporting requirements as determined by TRUSTe.

(iii) Provisionally Certified Software will be so designated on a webpage maintained by TRUSTe.

(iv) Provisionally Certified Software will be so designated on any Whitelists maintained by TRUSTe.

(d) Fully Certified Software not certified as Provisional may become Provisional if:

(i) Participant violates Program Requirements and does not correct in a timely manner as determined by TRUSTe;

(ii) Participant's affiliate programs or dealings with merchants, and advertisers related to the Certified Software are conducted in a fraudulent or abusive manner; or

(iii) Participant becomes the subject of a publicly filed proceeding and/or settlement by the Federal Trade Commission, State Attorneys General, or similar body for a matter related to these Program Requirements.

(e) Eligibility for Full Certification. Participants with Provisionally Certified Software will be eligible for full Certification of their compliant Software Unit(s) upon the last to occur of the following:

(i) Six (6) months following the Certification Date;

(ii) Resolution of the concerns that lead to the Provisional Certification to TRUSTe's satisfaction, including a written attestation of fulfillment of TRUSTe's requirement

(iii) Satisfaction of the requirements described in Sections 12 and 13, if applicable.

(f) Warrant that all new installations meet TDP Requirements. Upon meeting all Program Requirements, the Applicant must warrant that on an ongoing basis all new installations of Provisionally Certified software will continue to meet the Program Requirements, as of the Provisional Certification Date.

(g) Segregate advertising inventory. Participants with Provisionally Certified Software that serves advertising, shall be required to do the following:

(i) Immediately segregate the advertising inventory that is displayed to its Users into two distinct sets: Certified Ad Inventory and Non-Certified Ad Inventory.

(1) Certified Ad Inventory shall be inventory that is displayed to Users who installed the Provisionally Certified Software after the Provisional Certification Date (and thus compliant with these Program Requirements) or displayed to Users who installed Provisionally Certified Software prior to the Provisional Certification Date who have received the notice and/or given the consent required under Section 12 below.



## Trusted Download Program Requirements

- (2) Non-Certified Ad Inventory shall be inventory that is displayed to Legacy Users of Provisionally Certified Software who had not received the notice and/or given the consent required under Section 12 below.

(ii) Explicitly make available to advertisers the ability to purchase only Certified Ad Inventory described in Section 11(g)(i)(1) above.

(iii) Ensure that no advertisements from Registered Program Advertisers appear within Non-Certified Ad Inventory.

12. Message Legacy Users. Within six (6) months of the Provisional Certification Date, the Program Participant must initiate the re-opt-in process of their Legacy Users, and must completely re-opt in such Legacy Users within one (1) year. Legacy Users must be given a notice describing the material facts about the operation of the software and an opportunity to provide consent to continue to have Provisionally Certified Software on their systems or to uninstall the Provisionally Certified Software. The option to provide consent may not be the Default Option. Users who decline consent or who close the dialog box shall be promptly provided with uninstall instructions. The software cannot serve ads to any User who subsequently fails to uninstall the software.

13. Evaluator Requirement - Participants and Program Applicants that meet the following criteria may be required to submit to an evaluation of their compliance with the Program.

(i) Evaluation Criteria:

- (1) If Program Applicant asserts that one or more of its Legacy Users were acquired in compliance with these Program Requirements as per Section 12, TRUSTe may require that they submit to an evaluation of the methods and procedures used in making that determination.
- (2) If Program Applicant or Participant currently distributes their Covered Advertising Software or Covered Tracking Software with one or more Medium Control Affiliates, TRUSTe may require that the Program Applicant or Participant submit to an evaluation of the business practices for each of the Program Applicant's or Participant's Affiliates and all Distribution Partners as they reasonably pertain to these Program Requirements.
- (3) If Program Applicant or Participant currently is, or within the past three (3) years was, under investigation by Federal Trade Commission, State Attorneys General, or similar body, TRUSTe may require that Program Applicant or Participant submit to an evaluation of all business practices that reasonably pertain to these Program Requirements.
- (4) If Program Applicant or Participant is, or becomes the subject of a publicly filed proceeding and/or settlement by the Federal Trade Commission, State Attorneys General, or similar body, TRUSTe may require that Program Applicant or Participant submit to an





## Trusted Download Program Requirements

evaluation of all of its business practices that reasonably pertain to these Program Requirements.

(ii) Evaluation Scope

- (1) The evaluations are to be performed by, in TRUSTe's discretion, either TRUSTe or a firm chosen by the Program Participant and deemed suitable by TRUSTe.
- (2) The results of the evaluation shall be confidential, provided that the top-level results of all evaluations shall be provided to TRUSTe upon completion.
- (3) In all instances, TRUSTe reserves the right define the scope of the evaluation.

14. Prohibited Activities. All Participants shall not, and shall take steps in accordance with Section 9 to ensure that their Distribution Partners and Affiliates do not, do any of the following:

- (a) Take control of a User's computer by deceptively:
  - (i) using the computer to send unsolicited information or material from the computer to others;
  - (ii) accessing, hijacking or otherwise using the computer's modem or Internet connection or service and thereby causing damage to the computer or causing the owner or authorized User, or a third party defrauded by such conduct, to incur charges or other costs that is not authorized by the owner or User;
  - (iii) using the computer as part of an activity performed by a group of computers that causes damage to another computer;
  - (iv) delivering advertisements that a User cannot close without turning off the computer or closing all other sessions of the Internet browser for the computer; or
  - (v) using rootkits or other software that are typically used to hack into a computer and gain administrative-level access for unauthorized use of a computer.
- (b) Modify security or other settings of the computer that protect information about the User for the purposes of causing damage or harm to the computer or the User.
- (c) Collect PII through the use of a keystroke logging function or other deceptive means without authority of the owner of the computer.
- (d) Induce the User to provide PII to another person by intentionally misrepresenting the identity of the person seeking the information. This includes inducing the disclosure of information by means of a web page or Software Unit that:
  - (i) is substantially similar to a web page or Software Unit established or provided by another person; and
  - (ii) misleads the User that such web page or Software Unit is provided by such other person.



## Trusted Download Program Requirements

(e) Induce the User to install the Software onto the computer, or prevent reasonable efforts to block the installation or execution of, or to disable the Software, by:

(i) presenting the User with an option to decline installation but, when the option is selected by the User or when the User reasonably attempts to decline the installation, nevertheless proceeding with the installation;

(ii) misrepresenting that the Software will be uninstalled or disabled by a User's action, with actual or constructive knowledge that the Software will not be so uninstalled or disabled;

(iii) causing software that the User has properly removed or disabled to automatically reinstall or reactivate on the computer;

(iv) changing or concealing the name, location or other designation information of the software for the purpose of preventing a User from locating the software to remove it;

(v) using randomized or intentionally deceptive file names, directory folders, formats or registry entries for the purpose of avoiding detection and removal by a User;

(vi) causing the installation of software in an inappropriate computer directory or computer memory location for the purpose of evading a User's attempt to remove the software;

(vii) requiring completion of a survey, or disclosure of PII, to uninstall software;

(viii) requiring, without the authority of the owner of the computer, that a User obtain a special code or download a third-party program to uninstall the software; or

(ix) intentionally causing damage to or removing any vital component of the operating system when uninstallation is attempted.

(f) Misrepresent that installing software or providing log-in and password information is necessary for security or privacy reasons unrelated to the software itself, or that installing software is necessary to open, view or play a particular type of content online or offline (e.g., can not falsely state software is necessary for accessing web site).

(g) Induce the User to install, download or execute software by misrepresenting the identity or authority of the person or entity providing the software to the User. This includes, but is not limited to use of domains with misspelling of frequently visited web sites (*i.e.*, 404 squatting), the use of deceptive or misleading inducements or text or other creative elements to lure a consumer to a website, etc.

(h) Remove, disable, or render inoperative by deceptive means a security, anti-spyware or anti-virus technology installed on the computer without obtaining prior consent from the User.

(i) Install or execute the Software on the computer with the intent of causing a person to use the software in a way that violates any other provision of this section.

(j) Allow any of their Certified Software to be bundled with the Software unit currently engaging in any of the Prohibited Activities listed in this section;



## Trusted Download Program Requirements

(k) Engage in any activity that attempts to defraud consumers, affiliates, merchants, advertisers, or other software publishers. Activities that are specifically prohibited include, but are not limited to:

(i) Shopping cart hijacking; or failing to prevent affiliates or advertisers from using Participant Software to facilitate this activity

(ii) Failing to prevent the Participant Software from facilitating the placement of advertisements, such pop-overs or pop-unders, to gain commission (for the Participant and/or its advertiser and/or affiliate) for traffic that was not originated by the affiliate or the Participant;

(iii) Using forced clicks, redirects, or other deceptive means to generate traffic, downloads, page views or other user activity

(iv) Cookie stuffing: the practice of inserting cookies or similar tracking assets on a User's computer for the purpose of gaining unauthorized commissions for User actions.

(l) Otherwise engage in activities related to these Program Requirements that are fraudulent, misleading, unlawful, or violative of the rights of third parties.

15. Scope of Certification. Material Changes to the Certified Software may trigger a recertification requirement.


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[Consumer Privacy](#)
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## Trusted Cloud

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### Introduction

Many companies process consumer or business data, or provide online content on behalf of other businesses. In some cases these processing services are visible to the consumers of the service and sometimes they are not. These companies - or Service Providers - often collect and use personally identifiable information on behalf of their customers for the purpose of providing the service that the Service Provider was contracted to provide. The TRUSTed Cloud Privacy Certification Program Requirements helps Service Providers certify their privacy and data management practices - using a standard for privacy that is based on TRUSTe's core values of transparency, choice, and accountability. In this way, Service Providers, who often lack a direct relationship with the Individual to whom the data pertains, can also demonstrate responsible privacy practices.

The TRUSTed Cloud Privacy Certification Program Requirements also provide assurance to the Service Provider's customer. Customers need assurance that the Service Providers they contract with will process their data in a manner that is consistent with the customer's own privacy promises and values. The TRUSTed Cloud Privacy Certification Program provides this assurance, by certifying Service Providers to privacy requirements that recognize the unique role occupied by Service Providers in the online data ecosystem.

A Service Provider certified as complying with the TRUSTed Cloud Privacy Certification Program Requirements is certified to a privacy standard that recognizes the unique role a Service Provider has in collecting, deleting, using, managing, processing and securing the data of their customers. Security is an important of privacy and TRUSTe's TRUSTed Cloud Program Requirements reflect this by including core aspects of security requirements. However, TRUSTed Cloud Privacy Certification is intended to be complementary to a comprehensive security audit and not replace one. The combination of TRUSTe's TRUSTed Cloud Privacy Certification and relevant security audit can best demonstrate to the Service Provider's customer that the data entrusted to the Service Provider will be managed and processed in a responsible manner.

#### I. Structure

TRUSTe privacy certification programs are comprised of Program Requirements that define a compliance standard for business practices involving the collection and use of data. To obtain TRUSTe certification, a company must provide proof of its privacy and data governance practices for data collected on behalf of users, customers, and partners - particularly as these practices relate to notice, choice, and accountability. Upon satisfactory evaluation, TRUSTe provides a trustmark indicator - typically in the form of a Web site seal or whitelist placement - that certifies the company's practices are compliant with TRUSTe's privacy standard.

#### I. Definitions

The following definitions shall apply herein:

- A. "Clear and Conspicuous" means a notice that is reasonably easy to find, and easily understandable in terms of content and style to the average reader.
- B. "Client" is a customer of the Participant who engages the Participant for the purpose of collecting, managing, processing, or storing information on the customer's behalf.
- C. "Express Consent" means the affirmative consent (opt-in) to a practice by the Individual after being provided notice, but prior to implementing the practice.
- D. "Foreign Language Privacy Statement" is the Participant's Privacy Statement translated into a language other than English.
- E. "Individual" means the discrete person to whom the collected information pertains.
- F. "Material Change" means degradation in the rights or obligations regarding the collection, use, or disclosure of PII for an Individual. This usually includes changes to Participant's:
  1. Practices regarding notice, collection, use, and disclosure of PII and/or Third Party Personally Identifiable Information;
  2. Practices regarding user choice and consent to how PII and/or Third Party Personally Identifiable Information is used and shared; or
  3. Measures for information security, integrity, access, or individual redress
- G. "Online" is the state where an Individual is connected by computer or mobile device to one or more other computers, mobile devices, or networks, as through a commercial electronic information service or the internet.
- H. "Participant" means the entity that has entered into an agreement with TRUSTe to participate in the TRUSTe program(s) and agreed to comply with the program requirements included therein.
- I. "Personally Identifiable Information [PII]" means any information or combination of information that can be

### TRUSTe Products

#### Website Privacy

For eCommerce and content websites

#### EU Safe Harbor

Global reach with EU Safe Harbor

#### Children's Privacy

For websites who market to children

#### Mobile Privacy

Certify your mobile apps and websites

#### Email Privacy

Achieve email privacy certification

#### TRUSTed Ads

Ad privacy compliance just got easier

#### TRUSTed Downloads

Certify your downloads to be safe

### Be In Good Company



used to identify, contact, or locate a discrete Individual.

- J. "Personnel" means all Participant employees, contractors, sub-contractors and agents provided access to the Client's information for the purpose of inputting, processing, managing, deleting, or securing it.
- K. "Privacy Statement" shall mean the statements of Participant's information collection and usage practices, as such practices are updated from time to time. Participant's Privacy Statement includes, but is not limited to:
  - 1. A single, comprehensive statement of all the Participant's information practices ("Privacy Statement");
  - 2. A summary notice highlighting the Participant's information practices ("Short Notice"); or
  - 3. Disclosure of specific information practices posted at the point of information collection ("Just in Time Notice").
- L. "Publicly Available Information (PAI)" means any information reasonably believed to be lawfully made available to the general public from:
  - 1. Federal, state or local government records;
  - 2. Widely available source(s) having no additional prohibition around onward transfer or use; or
  - 3. Disclosures to the general public that are required to be made by federal, state or local law.
- M. "Sub-Processor(s)" is a Third Party that has contractually agreed to provide services such as data input, data processing, deletion, and data storage on behalf of the Participant in accordance with the instructions of the Participant's Client.
- N. "Third Party(ies)" is an entity(ies) other than the Client, Participant, or the Individual which is not directly affiliated with the Participant; and, if affiliated with the Participant, where such affiliation is unknown to the Client or Individual.
- O. "Third Party Personally Identifiable Information [Third Party PII]" means PII that is collected by Participant from an entity other than the Individual.

#### **I. Minimum Program Requirements**

- A. Participants wanting to certify that their information collection and use practices comply with the TRUSTed Cloud Privacy Certification Program Requirements must comply with the following requirements:
- B. Participant Accountability
  - 1. Participant shall have processes in place to comply with these Program Requirements.
  - 2. Cooperation with TRUSTe
    - a. Provide, at no charge to TRUSTe or its representatives, full access to the Online properties (i.e., including password access to premium or members only areas) for the purpose of conducting reviews to ensure that Participant's Privacy Statement(s) is consistent with actual practices.
    - b. Provide, upon TRUSTe's reasonable request, information regarding how PII gathered from and/or tracked through Participant's Online properties is used, managed, deleted, or secured.
    - c. Participant shall cooperate with TRUSTe's efforts to investigate and resolve non-frivolous privacy complaints, questions and concerns raised either by:
      - 1. Users through TRUSTe's dispute resolution process; or
      - 2. TRUSTe.
  - 3. Annual Recertification
    - a. Participant shall undergo re-certification to verify ongoing compliance with these Program Requirements annually.
    - a. Termination for Material Breach
      - b. In the event TRUSTe reasonably believes the Participant has materially breached these Program Requirements, TRUSTe may terminate the Participant's participation in this program upon twenty (20) business days' prior written notice ("Notice of Termination") unless the breach is corrected within the same twenty (20) business day period ("Cure Period").
      - c. Material breaches of these Program Requirements include but are not limited to:
        - 1. Participant's continual, intentional, and material failure to adhere to these Program Requirements;
        - 2. Participant's material failure to permit or cooperate with a TRUSTe investigation or review of Participant's Online properties or practices pursuant to the Program Requirements;
        - 3. Participant's continual, intentional, and material failure to comply with any Suspension Obligations;
        - 4. Participant's material failure to cooperate with TRUSTe regarding an audit, complaint or

the compliance monitoring activities of TRUSTe; or

5. Any deceptive trade practices related to these Program Requirements by the Participant

#### 4. Suspension Status

- a. In the event TRUSTe reasonably believes that Participant has materially violated these Program Requirements, Participant may be placed on suspension.
  1. Notice will be provided with a mutually agreed upon description of the violation and any remedial actions that TRUSTe will require Participant to take during the Suspension Period ("Suspension Obligations").
  2. Participant will be considered to be on Suspension immediately upon receiving notice from TRUSTe. Suspension shall last until such time as the Participant has corrected the material breach or Program Requirements violation to TRUSTe's satisfaction, but not for a period of greater than six (6) months ("Suspension Period") unless mutually agreed by the Parties.
  3. Suspension Obligations may include, but are not limited to:
    - a. Compliance with additional Program Requirements;
    - b. Cooperation with heightened compliance monitoring by TRUSTe; and
    - c. Payment to TRUSTe of mutually agreed additional amounts as compensation for TRUSTe's additional compliance monitoring.
    - d. Participant shall comply with all Suspension Obligations.
  4. During the Suspension Period, Participant's status may be indicated via a TRUSTe Validation webpage or TRUSTe may require Participant to cease using the TRUSTe trustmark(s).
  5. At the end of the Suspension Period, TRUSTe will, in its discretion, either:
    - a. Determine that Participant has complied with Participant's Suspension Obligations, thereby satisfying TRUSTe's concerns;
    - b. Extend the Suspension Period by mutual agreement with the Participant; or
    - c. Determine that Participant has failed to comply with Participant's Suspension Obligations and immediately terminate Participant for cause.

#### C. Privacy Practices

The following requirements apply if the Participant, on the Client's behalf, collects, manages, processes, or stores information that is provided by the Client or Individuals that are customers of the Client.

##### 1. Collection Limitation

- a. The Participant shall only collect information where such collection is:
  1. Limited to information reasonably useful to provide the services for which the Participant was engaged to provide for the Client and in accordance with the Client's instructions, except where Participant knows such instructions are inconsistent with Client's Privacy Statement in effect at the time of collection; and
  2. With notice to and consent of the Client or Individual

##### 2. Use of Information

- a. The Participant shall use information solely to provide services for which the Participant was engaged to provide for the Client unless the Participant knows such use is inconsistent with the Client's Privacy Statement in effect at the time of collection; and
- b. Participant may use information to improve current or future versions of the Participant's service only with notice to and Express Consent of the Client.

##### 3. Onward Transfer

- a. The Participant shall not share the Client's or Individual's information with any Third Parties other than Sub-Processors, except in the following instances:
  1. The Participant has obtained the Express Consent of the Client or Individual to share the information; or
  2. The use, disclosure or distribution of the information is required by law, court order, or other valid legal process.
- b. Sub-Processors
  1. If the Participant engages a Sub-Processor to transfer a Client's information from the Participant to the Sub-Processor, the Participant must disclose to the Client:

- a. That the Participant engages a Sub-Processor(s) to perform certain services on its behalf;
  - b. That the Client's information will be transferred to the Sub-Processor for the purpose of providing that service; and
  - c. The Sub-Processor is required to abide by the rights and obligations attached to the information by the Client and the Participant regarding the security, confidentiality, integrity, use, and disclosure of the information.
2. The Participant must take commercially reasonable steps to ensure that its Sub-Processors with whom it shares the Client's information either:
  - a. Abide by the Participant's privacy policies as reflected in its Privacy Statement; or
  - b. Abide by privacy policies that are substantially equivalent to the Participant's privacy policies as reflected in its Privacy Statement; and
  - c. Abide by the rights and obligations attached to the information by the Client and the Participant regarding the security, confidentiality, integrity, use, and disclosure of the information.
4. Collection and Use of Third Party PII
  - a. The Participant shall use all Third Party PII collected solely to provide services for which the Participant was engaged to provide for the Client.
  - b. The Privacy Statement shall state:
    1. The types of the entity(ies) collecting Third Party PII;
    2. The type of Third Party PII collected, either through active or passive means;
    3. How collected Third Party PII is used;
    4. What types of additional Sub-Processors, if any, collected Third Party PII is shared with.
5. Access
  - a. Participant must implement reasonable and appropriate mechanisms to allow the Client or Individual to correct or update inaccurate PII within its access or control.
  - b. Participant must provide the Client or Individual with access to PII within thirty (30) calendar days of request.
    1. If Participant does not provide a Client or Individual the requested access within thirty (30) calendar days of the Individual's request, Participant must provide the Client or Individual with a timeline establishing when the requested access will be provided.
    2. Privacy Statement shall disclose the timeline establishing when the Client or Individual can expect a response to their request for access.
  - c. Participant must implement reasonable mechanisms to allow the Client or Individual to request deletion of PII or that collected PII no longer be used.
  - d. Such mechanism should be consistent with how the Client or Individual normally interacts or communicates with the Participant;
  - e. Such mechanism or process shall be clear, conspicuous, and easy to use;
  - f. Such mechanism or process shall confirm to the Client or Individual that inaccuracies have been corrected; and
  - g. Participant's privacy statement shall state how access is provided.
  - h. Participant is not required to permit Client or Individual access to PII to the extent that:
    1. Such access would prejudice the confidentiality necessary to comply with regulatory requirements, or breach Participant's confidential information or the confidential information of others;
    2. The burden or cost of providing access would be disproportionate or the legitimate rights or interests of others would be violated. However, Participant may not deny access on the basis of cost if the Client or Individual offers to pay the costs of access; or
    3. The requested PII is derived from public records or is Publicly Available Information and is not combined with non-public record or non-publicly available information.
      - a. If Participant denies access to PII, Participant must provide the Client or Individual with an explanation of why access was denied and contact information for further inquiries regarding the denial of access.

#### 6. Material Changes

- a. The Participant must notify Clients of any material changes to its PII collection, use, or disclosure practices prior to making the change.
- b. Participant must obtain prior approval from TRUSTe:
  1. For any Material Change in its PII collection, use, disclosure, deletion/destruction practices; and
  2. For method and notice to Clients, such as email, "in product" messaging, etc.
- c. Privacy Statement shall state that the Participant will provide notification of any material changes in its PII collection, use, and disclosure practices, and how notice will be provided.

#### D. Privacy Statement

1. The Participant shall maintain and abide by an accurate up-to-date Privacy Statement approved by TRUSTe that states Participant's information collection and use practices as it pertains to deleting, managing, and processing of Client and/or Individual's information and is in conformance with these Program Requirements including, but not limited to:
  - a. What information is collected, either through active or passive means, identity of the entity (ies), excluding Sub-Processors, collecting the information, and how the collected information is used;
  - b. That the collection and use of information shall be limited to the purpose of providing the service for which the Participant was engaged;
  - c. What types of Sub-Processors, if any, collected information is shared with;
  - d. Whether collected information is appended with information obtained from Third Party sources;
  - e. How the Client or Individual can request access to their information as required in these Program Requirements;
  - f. That security measures are in place to protect collected information as required in these Program Requirements;
  - g. What tracking technologies are used by the Participant or Third Parties including Sub-Processors and the purpose for using those technologies;
  - h. How the Client or Individual can contact the Participant, including company name, email address or a link to an online form, and physical address;
  - i. How the Client or Individual will be notified of any Material Changes in the Participant's privacy practices;
  - j. That collected information is subject to disclosure pursuant to judicial or other government subpoenas, warrants, or orders;
  - k. Effective date of Privacy Statement;
  - l. If required, statement of participation in the TRUSTe program and define participation scope; and
  - m. Information on how to contact TRUSTe to express concerns regarding the Participant's Privacy Statement or privacy practices.
2. At a minimum, the Participant shall link to a Privacy Statement that discloses its' information practices.
3. The Privacy statement must be available when the Client or Individual first engages with the Participant, such as through an application, Web site homepage or landing page. Access to the Privacy Statement shall be Clear and Conspicuous.
4. When commercially reasonable, the Privacy Statement shall be available at the point where the Client or Individual provides PII, or through a common footer. Such access to the Privacy Statement shall be Clear and Conspicuous.
5. The Participant shall treat all collected information in accordance with the posted Privacy Statement in effect at the time of collection unless the Client or the Individual has given Express Consent.
6. Short Notice
  - a. If the Participant chooses, they may provide a Short Notice highlighting its information practices including but not limited to:
    1. Summarize what information is collected by the Participant and how that information is collected, either through active or passive means;
    2. Summarize how the Participant uses collected information and that such use is limited to provide the services for which the Participant has been engaged;
    3. Whether the Participant shares information with Sub-Processors;
    4. How the Client or Individual can request access pursuant to these Program



Requirements; and

5. How to contact the Participant including company name, email address or link to online form, and postal address.

b. Short Notice shall link to the Privacy Statement.

1. Such access to the Privacy Statement shall be Clear and Conspicuous.

c. Short Notice shall be consistent with the Privacy Statement.

7. Just in Time Notice

- a. If Participant chooses to provide Just in Time Notice, the Just in Time Notice shall be consistent with the Privacy Statement.

8. Foreign Language Privacy Statement.

- a. If the Participant seeks TRUSTe certification of a Privacy Statement in a language other than English, TRUSTe shall use commercially reasonable efforts to verify that the Foreign Language Privacy Statement is an accurate translation of the Participant's English language Privacy Statement.
- b. The Participant shall ensure that its privacy practices are the same, and that the Foreign Language Privacy Statement provides essentially the same description of privacy practices as the Participant's English Language Privacy Statement.
- c. The Participant must notify TRUSTe of any material changes to its Foreign Language Privacy Statement and submit changes to TRUSTe for review and approval.

E. Data Governance

1. Participant shall implement controls and processes to manage and protect PII within its control including the ones listed in this Section III.E.

a. Such controls and processes shall be:

1. Appropriate to the size of the Participant's business; and
2. Appropriate to the level of sensitivity of the data collected and stored

2. Data Security

- a. Participant must implement commercially reasonable procedures to protect PII within its control from unauthorized access, use, alteration, disclosure, or distribution.
- b. The Participant, at a minimum, must logically segregate PII it receives from each Client or Individual so it that only the Client or Individual has access to their own data.
- c. Participant shall maintain and audit internal information technology systems within Participant's control as follows:
  1. Regularly monitor and repair systems including networks, hardware, and software for known vulnerabilities;
  2. Limit access and use of PII, or Third Party PII, to personnel with a legitimate business need;
  3. Implement protection against phishing, spam, viruses, data loss, and malware;
  4. Use reasonable encryption, masking, redaction, or other protective methods for transmission of information across wireless networks, and storage of information where appropriate; and
  5. If Participant has obtained a Third Party security audit, such as a Service Organization Control [SOC] Report, or security certification, Participant shall keep that audit report or certification status current.
- d. The Participant shall utilize reasonable encryption, masking, redaction, or other protective methods for the transmission of PII if the inappropriate use or disclosure of that information could cause financial or reputational harm to the Client or an Individual.
- e. Participant must have a security awareness guide, program or training for all Personnel that will have access to the Client's or Individual's PII.
- f. Access to Client or Individual information retained by the Participant must be at least restricted by appropriate protective identity management technologies and procedures.
- g. Participant shall have processes in place to revoke access to the Client or Individual's information in the event that the Personnel accessing that information changes jobs or is no longer employed by the Participant.
- h. Privacy Statement shall state that security measures are in place to protect collected information.

### 3. Account Credentials

- a. New accounts and passwords must be issued to Clients or Individuals in a secure manner that ensures confidentiality.
- b. When issuing accounts, the Participant shall take measures such as but not limited to:
  1. Distribute passwords separately from account information;
  2. Enforce strong password practices that include minimum password length, complexity (e.g. no dictionary words, a mix of alpha numeric characters) and set expiration period, not to exceed six months;
  3. Encrypted passwords during transmission; and
  4. Authentication for applications and systems must not allow connections on unencrypted channels or services.

### 4. Data Quality

- a. Participant shall take commercially reasonable steps or as instructed by the Client when collecting, creating, maintaining, using, disclosing or distributing PII to assure that the information processed by the Participant, is accurate, complete, timely, and relevant for the purposes for which such information is to be used.
- b. If any information collected by the Participant about a Client or an Individual is disputed by that Client or Individual and is found to be inaccurate, incomplete, or cannot be verified, Participant shall promptly delete or modify that item of information, as appropriate, based on the results of the investigation.
- c. As commercially reasonable, Participant shall maintain a Business Continuity Plan (BCP) and Disaster Recovery (DR) program for all locations used to provide services to Clients.

### 5. Data Retention

- a. If a Participant receives and retains information on behalf of a Client, retention must be limited to no longer than commercially useful to carry out its business purpose, or for legitimate law enforcement purposes.
- b. If requested by Client upon termination of relationship between Participant and Client or when there is no longer a legitimate business need for the Participant to retain the Client's information, the Participant shall take reasonable steps to return, delete, destroy, or arrange for the destruction of information received from the Client or Individual.
- c. If the Participant destroys or arranges for destruction of the Client's information the Participant shall provide confirmation or certification that the data has been destroyed.
- d. The Participant's Privacy Statement must disclose how long it will retain information received on behalf of its' Client.
- e. Regardless of the time period of retention, so long as the Participant has information it has collected, managed, processed, or stored on behalf of its Client in its possession or control, the requirements included herein shall apply to such information.

### 6. Training

- a. The Participant shall conduct regular training of Personnel regarding:
  1. Maintaining the security, confidentiality and integrity of PII and Third Party PII it receives from a Client or an Individual;
  2. The Participant's privacy policies, and information collection, destruction, and use practices; and
  3. The Participant's Business Continuity Plan and Disaster Recovery Program.

### 7. User Complaints and Feedback

- a. The Participant shall provide Clients and Individuals with reasonable, appropriate, simple and effective means to submit complaints, express concerns, or provide feedback regarding Participant's privacy practices.
- b. Participant shall also cooperate with TRUSTe's efforts to investigate and resolve non-frivolous privacy complaints, questions and concerns raised either by:
  1. Users through TRUSTe's dispute resolution process; or
  2. TRUSTe.
- c. The Privacy Statement shall state how users can contact the Participant regarding their privacy practices.

### 8. Data Breach

- a. The Participant must notify Client of a data breach within 45-days of a known breach if the unauthorized disclosure of information can cause financial harm to the Client or Individual or

as otherwise required by law.

- b. Unless otherwise required by law, notice to the Client must disclose the following
  - 1. A breach occurred;
  - 2. What type of information was breached;
  - 3. When the breach happened;
  - 4. What steps the Client or Individual can take to protect themselves;
  - 5. What the actions the Participant is taking regarding the breach (e.g. investigation); and
  - 6. What steps the Participant is taking to ensure the event does not happen again.

**f. US-EU and US-Swiss Safe Harbor Requirements**

- A. Participants wanting to self-certify with the Department of Commerce [DOC] for compliance with the U.S.-E.U. Safe Harbor or Swiss Safe Harbor Frameworks and list TRUSTe as its third party dispute resolution mechanism must comply with the Minimum Program Requirements and the following:
  - 1. Privacy Statement shall include the following statement: "[Participant] complies with the [E.U.][Swiss] Safe Harbor Framework as set forth by the U.S. Department of Commerce regarding the collection, use and retention of personal information from [the European Union][Switzerland]."
  - a. The statement must include the following link to the Department of Commerce's Web site:  
<http://export.gov/safeharbor>



Date of last revision: May 16, 2011

#### Deals Terms

1. If you purchase a Deal on or through Facebook:
  1. Your full name may be shared with the deal provider or merchant;
  2. Your email address may be shared with the deal provider or merchant for use only in connection with your purchase;
  3. You will be bound by the additional terms provided by the deal provider or merchant offering the Deal;
  4. We may send you information about additional Deals you may be interested in; and
  5. You agree to these Deals Terms and our [Payments Terms](#).
2. You release Facebook and any deal provider from claims arising from any Deal or act or omission of the merchant in connection with the Deal.
3. If you are under the age of 18, you will obtain permission from your parent or guardian before purchasing a Deal.
4. The Voucher may not be redeemed for products or services other than those specified on the Voucher. After the end of the promotional period, the Voucher may be redeemed for goods or services in the amount originally paid. For example, a Voucher purchased at the discounted price of \$50 (retail price of \$100) with a six-month promotional period may usually be used after the end of the promotional period to purchase \$50 worth of other goods and services from the merchant. However, Vouchers for specific events, such as concerts or sporting events, can no longer be redeemed once the event date passes and have no value unless required by law or specified on the Voucher.
5. Deals are not redeemable for cash except where required by applicable law. If cash redemption is required by law, you will only be entitled to the amount you paid to Facebook for the Voucher.
6. The Deal price does not necessarily include taxes, which may be charged to you separately by the merchant upon redemption.
7. Vouchers are transferrable unless otherwise specified, but may not be purchased and resold.
8. Merchants will accept the first unaltered Voucher presented with the unique number printed on the Voucher. Altered, manipulated, or defaced Vouchers are void.
9. All purchases of Vouchers and other interactions with Facebook are subject to Facebook's [Privacy Policy](#).
10. The law applicable to the Voucher shall be the law of the state of the merchant. By Deal we mean the opportunity to purchase vouchers with promotional value or discounts, where the vouchers are offered and redeemable by a third party merchant featured in the Deal.
11. All Vouchers are promotional in nature and are issued by the merchant through Facebook as a service provider. The merchant is the holder and issuer of the Voucher and under no circumstances shall Facebook or deal provider be deemed the holder, issuer or seller of the Voucher. The applicability and compliance with any relevant law relating to any Voucher is solely determined by and complied with by the merchant.

#### Refunds

1. The sale of Deals on or through Facebook is subject to our [Payments Terms](#).
2. Refunds are available for unredeemed vouchers for up to 30 days from the date of purchase. If, after this 30-day period, a Deal you've purchased becomes unavailable before it can be provided to you, or if merchant refuses to honor your voucher at any time after the end of the promotional period has passed, you will receive a credit of the paid price which can be used to purchase future Deals.
3. To determine whether you are eligible to receive a refund, you may:
  - Access the Unused Deals tab in your account;
  - Click Help;
  - Select Dispute this Deal and request a refund and click Continue; and
  - Select a reason from the drop-down menu and fill out the additional info box with your request details.