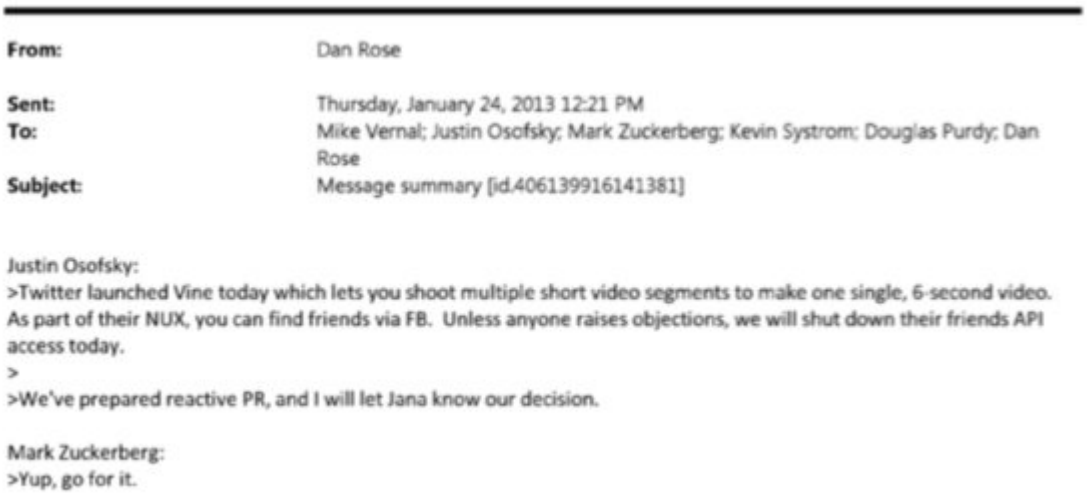
Twitter Thread by ashkan soltani

ashkan soltani
@ashk4n

BREAKING: @CommonsCMS @DamianCollins just released previously sealed #Six4Three @Facebook documents:

Some random interesting tidbits:

1) Zuck approves shutting down platform API access for Twitter's when Vine is released #competition



From: Dan Rose

Sent: Thursday, January 24, 2013 12:21 PM
To: Mike Vernal; Justin Osofsky; Mark Zuckerberg; Kevin Systrom; Douglas Purdy; Dan Rose
Subject: Message summary [id.406139916141381]

Justin Osofsky:
>Twitter launched Vine today which lets you shoot multiple short video segments to make one single, 6-second video. As part of their NUX, you can find friends via FB. Unless anyone raises objections, we will shut down their friends API access today.
>
>We've prepared reactive PR, and I will let Jana know our decision.

Mark Zuckerberg:
>Yup, go for it.

2) Facebook engineered ways to access user's call history w/o alerting users:

Team considered access to call history considered 'high PR risk' but 'growth team will charge ahead'. @Facebook created upgrade path to access data w/o subjecting users to Android permissions dialogue.

4. Android

Exhibit 172 – discussion of changing 'read call log' permissions on Android

From email dated 4 February 2015

Michael LeBeau – 'He guys, as you know all the growth team is planning on shipping a permissions update on Android at the end of this month. They are going to include the 'read call log' permission, which will trigger the Android permissions dialog on update, requiring users to accept the update. They will then provide an in-app opt in NUX for a feature that lets you continuously upload your SMS and call log history to Facebook to be used for improving things like PYMK, coefficient calculation, feed ranking etc. This is a pretty high-risk thing to do from a PR perspective but it appears that the growth team will charge ahead and do it.'

Yul Kwon – 'The Growth team is now exploring a path where we only request Read Call Log permission, and hold off on requesting any other permissions for now.

'Based on their initial testing, it seems this would allow us to upgrade users without subjecting them to an Android permissions dialog at all.

'It would still be a breaking change, so users would have to click to upgrade, but no permissions dialog screen.'

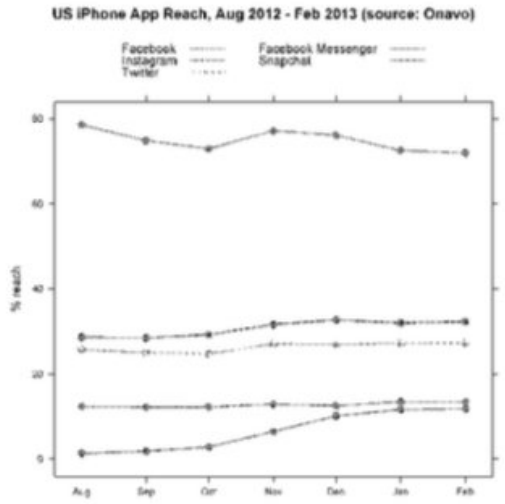
3) The above also confirms @kashhill and other's suspicion that call history was used to improve PYMK (People You May Know) suggestions and newsfeed rankings.

4) Docs also shed more light into @dseetharaman's story on @Facebook monitoring users' @Onavo VPN activity to determine what competitors to mimic or acquire in 2013.

https://t.co/PwiRIL3v9x

Exhibit 70 - Facebook 'Industry update' presentation based on Onavo data, 15 March 2013

US mobile apps (iPhone only)



February % Reach

Facebook	72.0%	(-0.5 pts)
Instagram	32.3%	(+0.3 pts)
Twitter	27.1%	(+0.1 pts)
FB Messenger	13.5%	(-0.1 pts)
Snapchat	11.6%	(+0.2 pts)
Pinterest	10.6%	(+0.1 pts)
WhatsApp	8.3%	(+0.0 pts)
foursquare	4.8%	(-0.0 pts)
Google+	3.1%	(N/A)
Vine	2.7%	(N/A)

source: Onavo

HIGHLY CONFIDENTIAL FB-01370642

5) Interesting contrast regarding "never selling users' data"

"As we've said many times, the documents Six4Three gathered for their baseless case are only part of the story and are presented in a way that is very misleading without additional context. We stand by the platform changes we made in 2015 to stop a person from sharing their friends' data with developers. Like any business, we had many of internal conversations about the various ways we could build a sustainable business model for our platform. But the facts are clear: we've never sold people's data." – Facebook Spokesperson

6) OK well at least Facebook developers were self aware of their public image (re: bluetooth beacons and call-logs): "Facebook uses new Android update to pry into your private life in ever more terrifying ways - reading your call logs, tracking you in businesses with beacons,etc"

From: Mark Tonkelowitz

Sent: Wednesday, February 04, 2015 9:59 PM
To: Joseph Barillari; Mike LeBeau; Mike Vernal; Yul Kwon; Jeremy Galen; Mark Tonkelowitz; Ran Makavy; Evan Ling; Avichal Garg
Subject: Message summary [id.663395043771422]

Michael LeBeau:
>Hey guys, as you all know the growth team is planning on shipping a permissions update on Android at the end of this month. They are going to include the "read call log" permission, which will trigger the Android permissions dialog on update, requiring users to accept the update. They will then provide an in-app opt-in NUX for a feature that lets you continuously upload your SMS and call log history to Facebook to be used for improving things like PYMK, coefficient calculation, feed ranking, etc.
>
>This is a pretty high-risk thing to do from a PR perspective but it appears that the growth team will charge ahead and do it.
>
>Separately, Gravity team had been intending to ship the Bluetooth permission on Android at the same time - in fact we'd already delayed to accommodate more permissions from the growth team, but we didn't realize it was going to be something this risky. We think the risk of PR fallout here is high, and there's some chance that Bluetooth will get pulled into the PR fallout. Screenshot of the scary Android permissions screen becomes a meme (as it has in the past), propagates around the web, it gets press attention, and enterprising journalists dig into what exactly the new update is requesting, then write stories about "Facebook uses new Android update to pry into your private life in ever more terrifying ways - reading your call logs, tracking you in businesses with beacons, etc".
>
>Gravity had a great initial reception. This is because we took painstaking steps to ensure that we had a clear story of user value for the hardware and spoke from a position of transparency but not over-emphasis about the potentially scary bits. But we're still in a precarious position of scaling without freaking people out. If a negative meme were to develop around Facebook Bluetooth beacons, businesses could become reticent to accept them from us, and it could stall the project and its strategy entirely.
>
>So we're still treading very carefully, and of course the growth team is also managing a PR risk of their own with their launch.
>
>Given this, and the fact we have lots to iterate on with iOS, and we can still do non-beacon place tips on Android any time, we've been thinking the safest course of action is to avoid shipping our permission at the same time as "read call log".

7) @FTC consent decree required that @Facebook get 1A) affirmative consent before the collection of covered info 4A) create a privacy program to address privacy risks

However, docs show lead of privacy program was actively working to evade user consent https://t.co/mcXhDnSg2i

I.

IT IS ORDERED that Respondent and its representatives, in connection with any product or service, in or affecting commerce, shall not misrepresent in any manner, expressly or by implication, the extent to which it maintains the privacy or security of covered information, including, but not limited to:

A. its collection or disclosure of any covered information;

> Huh, Yul Kwon (head Facebook 'privacy sherpa') was supposed to be making sure new features were privacy compliant, not making sure Android users weren't notified Facebook was getting more information off their phones https://t.co/KubqX6OMo5 https://t.co/ooEmSdwvve
>
> — Kashmir Hill (@kashhill) December 5, 2018

8) Another study in contrasts

@Facebook statements re: Android SMS and Call Log History
1) internal discussion Feb 4 2015
2) public 'clarifying' statement Mar 25 2018

4. Android

Exhibit 172 – discussion of changing 'read call log' permissions on Android

From email dated 4 February 2015

Michael LeBeau – 'He guys, as you know all the growth team is planning on shipping a permissions update on Android at the end of this month. They are going to include the 'read call log' permission, which will trigger the Android permissions dialog on update, requiring users to accept the update. They will then provide an in-app opt in NUX for a feature that lets you continuously upload your SMS and call log history to Facebook to be used for improving things like PYMK, coefficient calculation, feed ranking etc. This is a pretty high-risk thing to do from a PR perspective but it appears that the growth team will charge ahead and do it.'

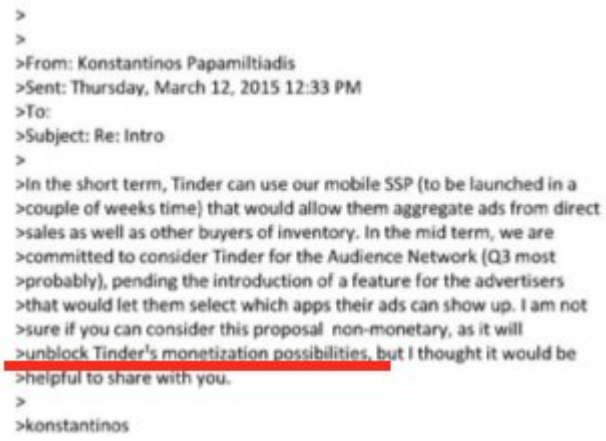
Yul Kwon – 'The Growth team is now exploring a path where we only request Read Call Log permission, and hold off on requesting any other permissions for now.

'Based on their initial testing, it seems this would allow us to upgrade users without subjecting them to an Android permissions dialog at all.

'It would still be a breaking change, so users would have to click to upgrade, but no permissions dialog screen.'

9) Anti-competitive practices can consist of selectively blocking access to the ad network, not just user data:

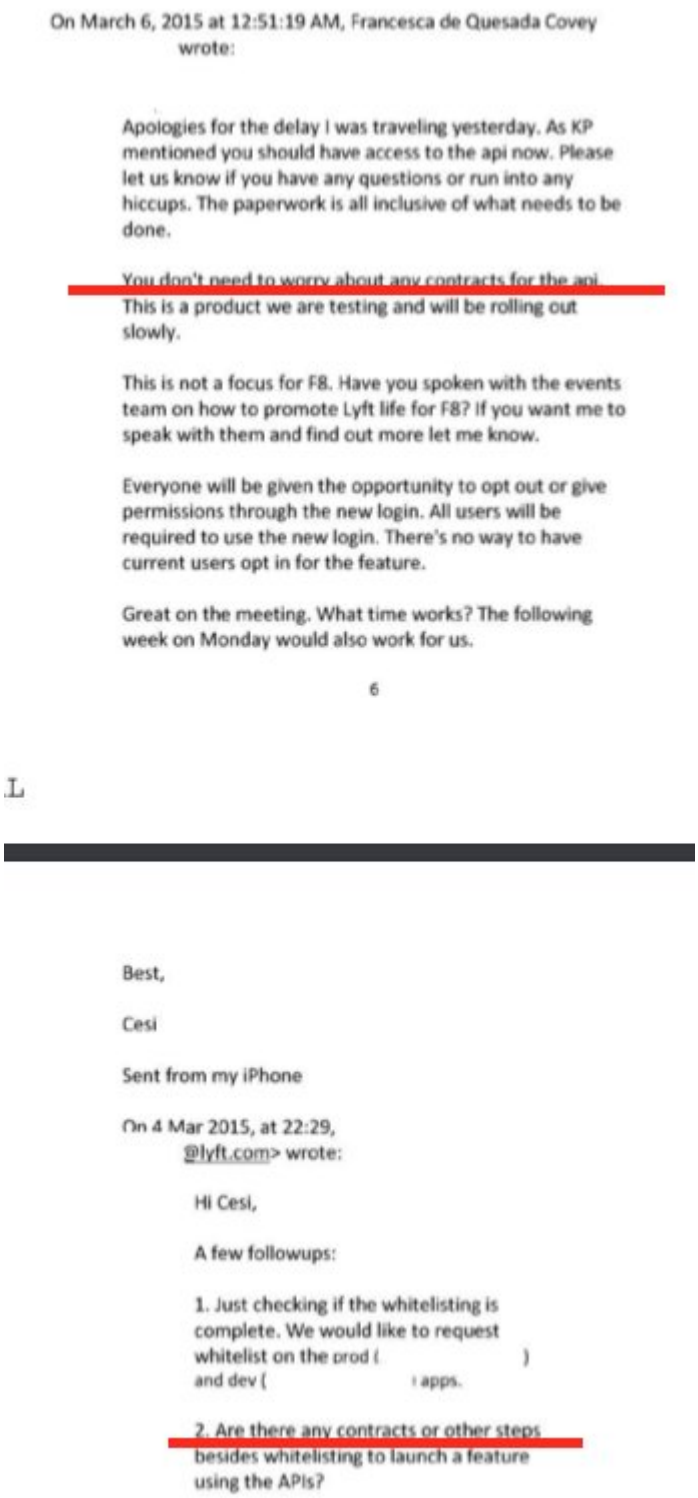
@Facebook's director of platform offered to 'unblock @Tinder's monetization possibilities' if @Tinder permitted use of 'Moments' trademark:
https://t.co/VkJGD4hp5E


>
>
>From: Konstantinos Papamiltiadis
>Sent: Thursday, March 12, 2015 12:33 PM
>To:
>Subject: Re: Intro
>
>In the short term, Tinder can use our mobile SSP (to be launched in a
>couple of weeks time) that would allow them aggregate ads from direct
>sales as well as other buyers of inventory. In the mid term, we are
>committed to consider Tinder for the Audience Network (Q3 most
>probably), pending the introduction of a feature for the advertisers
>that would let them select which apps their ads can show up. I am not
>sure if you can consider this proposal non-monetary, as it will
>unblock Tinder's monetization possibilities, but I thought it would be
>helpful to share with you.
>
>konstantinos

10) 2015 exchange re: whitelisted apps with @Lyft

Q: Are there any contracts or other steps besides whitelisting to launch a feature using the APIs?

A: You don't need to worry about any contracts for the api. This is a product we are testing and will be rolling out slowly.



On March 6, 2015 at 12:51:19 AM, Francesca de Quesada Covey wrote:

Apologies for the delay I was traveling yesterday. As KP mentioned you should have access to the api now. Please let us know if you have any questions or run into any hiccups. The paperwork is all inclusive of what needs to be done.

You don't need to worry about any contracts for the api. This is a product we are testing and will be rolling out slowly.

This is not a focus for F8. Have you spoken with the events team on how to promote Lyft life for F8? If you want me to speak with them and find out more let me know.

Everyone will be given the opportunity to opt out or give permissions through the new login. All users will be required to use the new login. There's no way to have current users opt in for the feature.

Great on the meeting. What time works? The following week on Monday would also work for us.

6

Best,

Cesi

Sent from my iPhone

On 4 Mar 2015, at 22:29, @lyft.com> wrote:

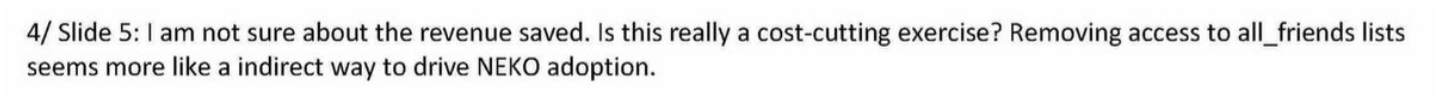
Hi Cesi,

A few followups:

1. Just checking if the whitelisting is complete. We would like to request whitelist on the prod ( ) and dev (apps.

2. Are there any contracts or other steps besides whitelisting to launch a feature using the APIs?

11) Facebook rep discusses removal of 'all friends-list in V2 of Facebook API as an indirect way to drive mobile ad adoption (NEKO is an acronym used to describe mobile app-install ads)



4/ Slide 5: I am not sure about the revenue saved. Is this really a cost-cutting exercise? Removing access to all_friends lists seems more like a indirect way to drive NEKO adoption.

12) Here is the key 'pay for access' evidence that @DamianCollins hinted at in @CommonsCMS: Apps need to spend at least $250K/yr on @Facebook ads (NEKO) in order to maintain access to data. Apps that don't will have data permissions will be revoked. #antitrust #sellingdata

From: Konstantinos Papamiltiadis
Date: Wednesday, September 18, 2013 10:06 AM
To: Ime Archibong
Subject: Re: What do you think?

Hello Ime,

I spent the best part of today thinking about the process as well as the requirements but the attached is still an early draft.

Still, I wanted to get your initial thoughts as I was planning to use those slides when I talk to DevOps and Allison tomorrow morning (at 11am if you want to join) about this.

Key points:
1/ Find out what other apps like Refresh are out there that we don't want to share data with and figure out if they spend on NEKO
* Communicate in one-go to all apps that don't spend that those permission will be revoked
* Communicate to the rest that they need to spend on NEKO at least $ 250K a year to maintain access to the data
2/ Review future submissions and reject/approve as per the requirements above
3/ Update our policies if need be
4/ Comms / PR plan if # of apps affected is significant

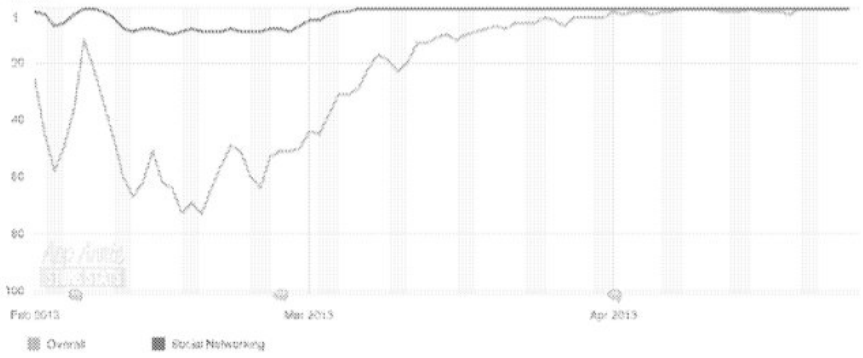
Just fyi, we will be at an EMEA offsite tomorrow – but will be online late in the afternoon.

Thanks a lot,
kp

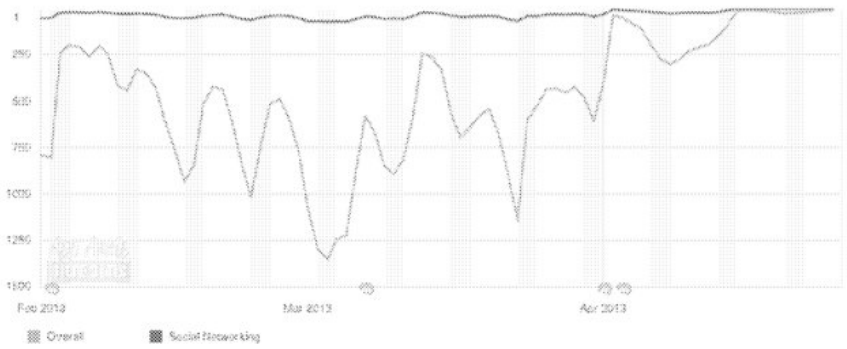
13) In 2012, Vine and Path were the two fastest growing social networking app competitors to Facebook. #whereareheynow #competition

US emerging mobile apps

Vine: #1 overall / #1 social networking in US iTunes store



Path: #9 overall / #2 social networking in US iTunes store



source: AppAnnie

14) If you read anything, it should be the email from @Zuck on P49 laying out his vision for platform monetization and growth (echoed by Sandberg).

It most clearly lays out the strategy of the company with regards to platform API and user data:

From: Mark Zuckerberg
Sent: Monday, November 19, 2012 2:54 AM
To: Sam Lessin; Mike Vernal; Douglas Purdy; Javier Olivan; Alex Schultz; Ed Baker; Chris Cox; Mike Schroepfer; Dan Rose; Chris Daniels; Sheryl Sandberg; David Ebersman; Vladimir Fedorov; Cory Ondrejka; Greg Badros
Subject: Platform Model Thoughts

After thinking about platform business model for a long time, I wanted to send out a note explaining where I'm leaning on this. This isn't final and we'll have a chance to discuss this in person before we decide this for sure, but since this is complex, I wanted to write out my thoughts. This is long, but hopefully helpful.

The quick summary is that I think we should go with full reciprocity and access to app friends for no charge. Full reciprocity means that apps are required to give any user who connects to FB a prominent option to share all of their social content within that service (ie all content that is visible to more than a few people, but excluding 1:1 or small group messages) back to Facebook. In addition to this, in the future, I also think we should develop a premium service for things like instant personalization and coefficient, but that can be separate from this next release of platform. A lot more details and context below.

15) "The fundamental principle that governs Platform usage: reciprocity-an equable value exchange between a 3rd party developer and Facebook" (excluding competitors)

Developers provide: or direct payment/rev sharing
FB provides: access to platform (userdata/friends)

Principles

The fundamental principle that governs Platform usage is a simple concept: reciprocity. Reciprocity involves an equable value exchange between a 3rd party developer and Facebook. This value exchange involves one of the following from developers: high-quality experiences that FB users can use to tell great stories to their friends and family on FB and/or monetary value in the form of revenue sharing or direct payment. In return, Facebook offers a developers access to our Platform.

16) Finally, some might recall this exchange between @Zuck and friend from a *slightly* older leak (2004) which illustrates that the issue of bartering access to users' information isn't a new one -- it's @Facebook's primary motivation:

https://t.co/0oh1dGIDvd (ht @EuanDBriggs)

In another exchange leaked to Silicon Alley Insider, Zuckerberg explained to a friend that his control of Facebook gave him access to any information he wanted on any Harvard student:

ZUCK: yea so if you ever need info about anyone at harvard
ZUCK: just ask
ZUCK: i have over 4000 emails, pictures, addresses, sns
FRIEND: what!? how'd you manage that one?
ZUCK: people just submitted it
ZUCK: i don't know why
ZUCK: they "trust me"
ZUCK: dumb fucks