

I4 meeting with Facebook (FB) 4/04/17

F'book: [REDACTED]

Protection of
personal data
Art 4(1)(b)

I4: [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Protection of
commercial
interests
Art 4(2)

[REDACTED] agreed that advertisers could in principle blacklist sites they did not wish to be associated with.

Protection of
personal data
Art 4(1)(b)

The EU coordination role on media literacy is appreciated as it provides an opportunity to reach out. Similar roles appreciated on hate speech and child safety. Mentioned [new Cuny project](#) on fake news.

[REDACTED]
[REDACTED]

Protection of
commercial
interests
Art 4(2)

[REDACTED] explained the mission of the unit, the studies and initiated a discussion on responsibility of users.

[REDACTED] said that FB is using behavioural prompts to nudge users to think before eg posting a photograph that the whole world will see. This works better than the 100pp EULA approach. [REDACTED]

Protection of
commercial
interests
Art 4(2)

[REDACTED] argued for a diversity feature to be added to the algorithm. This would cut in on any content item scaling towards viral, delivering alternatively content sources to users so that they could see other points of view. This might limit echo chambers and polarisation.

Follow up

- I4 & FB to meet again within 1 month to follow up;
- Speaking slot in Sarajevo programme