

From: (CAB-JOUROVA) on behalf of JOUROVA Vera (CAB-JOUROVA)
Sent: 06 April 2018 12:57
To: CAB JOUROVA ARCHIVES
Cc: (CAB-JOUROVA)
Subject: FW: Letter for the attention of Ms Sheryl Sandberg, COO Facebook
Attachments: Commissioner Jourova 4.5.18.pdf

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From: Sheryl Sandberg [<mailto:sheryl@fb.com>]
Sent: Thursday, April 05, 2018 9:45 PM
To: JOUROVA Vera (CAB-JOUROVA)
Cc:
Subject: RE: Letter for the attention of Ms Sheryl Sandberg, COO Facebook

Commissioner Jourová,

Thank you for your letter. What happened with Cambridge Analytica represents a breach of trust, and we are very sorry this happened. Please find in the attached letter a response outlining our plan for addressing the issues you raise.

My very best,
Sheryl

sheryl sandberg | chief operating officer | facebook
1 facebook way | menlo park, ca | 94025
sheryl@fb.com

From: Vera.JOUROVA@ec.europa.eu <Vera.JOUROVA@ec.europa.eu>
Sent: Monday, March 26, 2018 9:27:56 AM
To: Sheryl Sandberg
Subject: Letter for the attention of Ms Sheryl Sandberg, COO Facebook

Dear Ms Sandberg

For your attention, please find the attached letter.

Best Regards

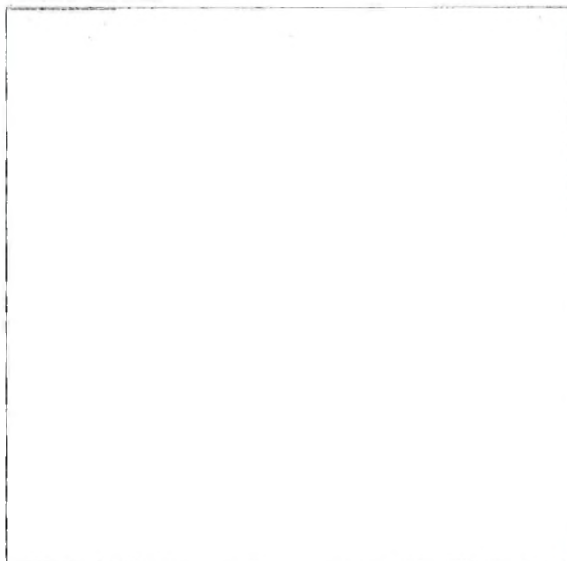
Věra Jourová

Commissioner for Justice, Consumers and Gender Equality

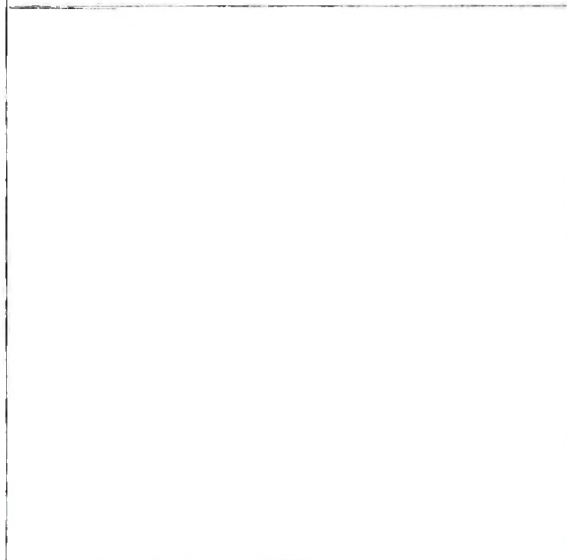
European Commission

<https://ec.europa.eu/commission/commissioners/2014-2019/jourova>

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Commissioner Jourová,

Thank you for your letter and for giving me the opportunity to answer your questions.

What happened with Cambridge Analytica represents a breach of trust, and we are very sorry. It is now clear to us that there's more that we could have done, and as Mark Zuckerberg said, we are working hard to tackle past abuse and are committed to letting people know if their data was inappropriately accessed or misused.

Before responding to your questions, I'm including some of the details about the timeline of events here for your reference:

In 2013, Dr. Kogan - a researcher at Cambridge University - created the third-party app "thisisyourdigitallife" and launched it on the Facebook Platform. People who installed the app gave permission to access some of their data, as well as some data about their Facebook-friends if the friends' privacy settings allowed for such sharing.

Although Dr. Kogan gained access to the information from our users in accordance with the policies in place for developers at that time, he did not subsequently abide by the terms of those policies. By passing on information to a third party, including SCL/Cambridge Analytica and Mr. Wylie of Eunoia Technologies, he violated our platform policies.

When we learned of this violation, we removed his app from Facebook and demanded certifications from Dr. Kogan and all parties he had given data to that the information had been destroyed. SCL/ Cambridge Analytica, Dr. Kogan, and Mr. Wylie all certified to us that they had destroyed the data in question in 2015.

Three weeks ago, we received reports from media that, contrary to the certifications we were given, not all data was deleted. Cambridge Analytica have confirmed publicly that they no longer have the data, though others are challenging this assertion. We are determined to find out the facts.

We have hired a digital forensics firm, Stroz Friedberg, to conduct a comprehensive audit of Cambridge Analytica to verify the deletion certification they provided us. Cambridge Analytica has agreed to comply and afford the firm complete access to their servers and systems. In accordance with the request of the UK Information Commissioner, we have refrained from conducting a forensic investigation until the Information Commissioner has conducted her own examination of the premises and systems of Cambridge Analytica. We have approached the other parties involved — Mr. Wylie and Dr. Kogan — and asked them to submit to an audit as well. Dr. Kogan has given his verbal agreement to do so. Mr. Wylie thus far has declined.

Last year, the UK's Information Commissioner opened a formal sector inquiry into the use of data analytics for political purposes, and this has involved the ICO consulting with a range of organizations. We have been assisting the Information Commissioner with that inquiry, including questions in relation to Cambridge Analytica and Dr. Kogan. We remain in regular contact with the ICO to assist them with their inquiries.

facebook

Address: 1 Hacker Way
Menlo Park, CA 94025

The Irish DPC conducted two audits of Facebook in 2011 and 2012 and made a number of recommendations, including in relation to our platform and our privacy settings. Likewise, the Federal Trade Commission investigated Facebook's platform practices in 2010 and issued a Complaint and Consent Order in 2011 following this investigation.

Based on feedback we received from the IDPC, FTC and other regulators, we made a number of changes to our platform practices between 2012 and 2014. These changes were focused on providing people with prominent in-product notification about the kinds of data their friends could share about them, engineering clear and specific disclosures about each field of data an app could access before a user granted permission, restricting the data that apps could access all together, and providing per-app controls over who could view information posted by apps on people's behalf.

Due to these changes, had Dr. Kogan connected his app to Facebook today, he would not get access to the level of information about friends that he did in 2013. On Facebook, apps can no longer ask for information about people's friends unless their friends have also authorized the app. We also now have a stricter app review process. When a developer creates an app that asks for certain user information, we require developers to justify the data they are looking to collect and how they're going to use it – before they are allowed to even ask people's permission for it. We then review whether the developer has a legitimate use for the data in light of how the app functions. We have been rejecting a significant number of apps through this process.

Two weeks ago, Mark Zuckerberg announced several steps to further lock down our platform and prevent bad actors from accessing people's information. This week, we shared an update on the progress we've made. We're dramatically reducing the information people can share with apps and shutting down other ways data is shared through Groups, Events, Pages, and Search. We're rolling out a tool at the top of News Feed to show people the apps they've connected with and providing them with an easy way to delete them. We will also let people know if their data may have been shared with Cambridge Analytica. In total, we believe the Facebook information of up to 87 million people – majority in the US, but 2.7 million in the EU – may have been improperly shared. Using as expansive a methodology as possible, this is our best estimate of the maximum number of unique accounts that directly installed the 'thisisyourdigitallife' app as well as those whose data may have been shared with the app by their friends.

These are just the latest steps. This is a long-term effort and we will continue to share updates. We are liaising with the UK's Information Commissioner, the Irish Data Protection Commissioner, the Chair of the Article 29 Working Party, and all EU data protection authorities.

You also asked how we intend to apply principles enshrined in EU privacy laws. The principles of purpose limitation, data minimization and transparency are essential to users' trust, and we remain fully committed to them. In preparing for the forthcoming GDPR, we have assembled the largest cross-functional team in the company's history to conduct an entire review of the way we manage EU citizens' data. That review remains ongoing and is an integral part of the product development cycle. We will abide by the GDPR and the principles of data minimization and purpose limitation by ensuring that we have a clear purpose for the data we collect, and a clear legal basis for processing.

facebook

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Starting this week, we are making a series of announcements about our changes regarding privacy and data protection, including new tools to enhance transparency and control over data for people on Facebook. It is important to emphasize that many of these changes and updates are designed specifically to comply with the GDPR although the underlying controls and protections will in many cases be launched globally. These changes have been in preparation for many months, but the events of the past few weeks underscore their importance and timeliness.

Over the last year, we have proactively approached many of Europe's data protection authorities to explain the steps we are taking to comply with the GDPR. We have also had the privilege of presenting to a meeting of the Article 29 Working Party in January of this year on some of the important changes we are making to prepare for GDPR. We will continue engaging with Europe's authorities in this spirit going forward.

Finally, I want to underline that we remain deeply committed to helping protect the integrity of the electoral process on Facebook. We have, for instance, launched a pilot ads transparency tool in Canada and we have announced verification for political ads to provide increased transparency. We will continue to work with regulators, our industry partners and our community to better ensure transparency and accountability in our advertising products.

As Mark Zuckerberg said, this was a breach of trust, and we must do better. The changes we are making to prepare for compliance with the GDPR are a continuation of our efforts to make a better community for our users. We are committed to protecting people's personal data and respecting the rights of everyone who uses Facebook.

My team in Europe is available to meet with you at your earliest convenience. Thomas Myrup Kristensen (Managing Director EU Affairs) is the right person to connect with, and has confirmed he is already in touch with your office. I would also be grateful for the opportunity to speak to you personally when your schedule allows.

Sincerely,

Sheryl Sandberg
Chief Operating Officer
Facebook, Inc.

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, is positioned on the left side of a dark grey rectangular bar.

Address: 1 Hacker Way
Menlo Park, CA 94025