

facebook

Privacy at Facebook: Building Trust Through Connection

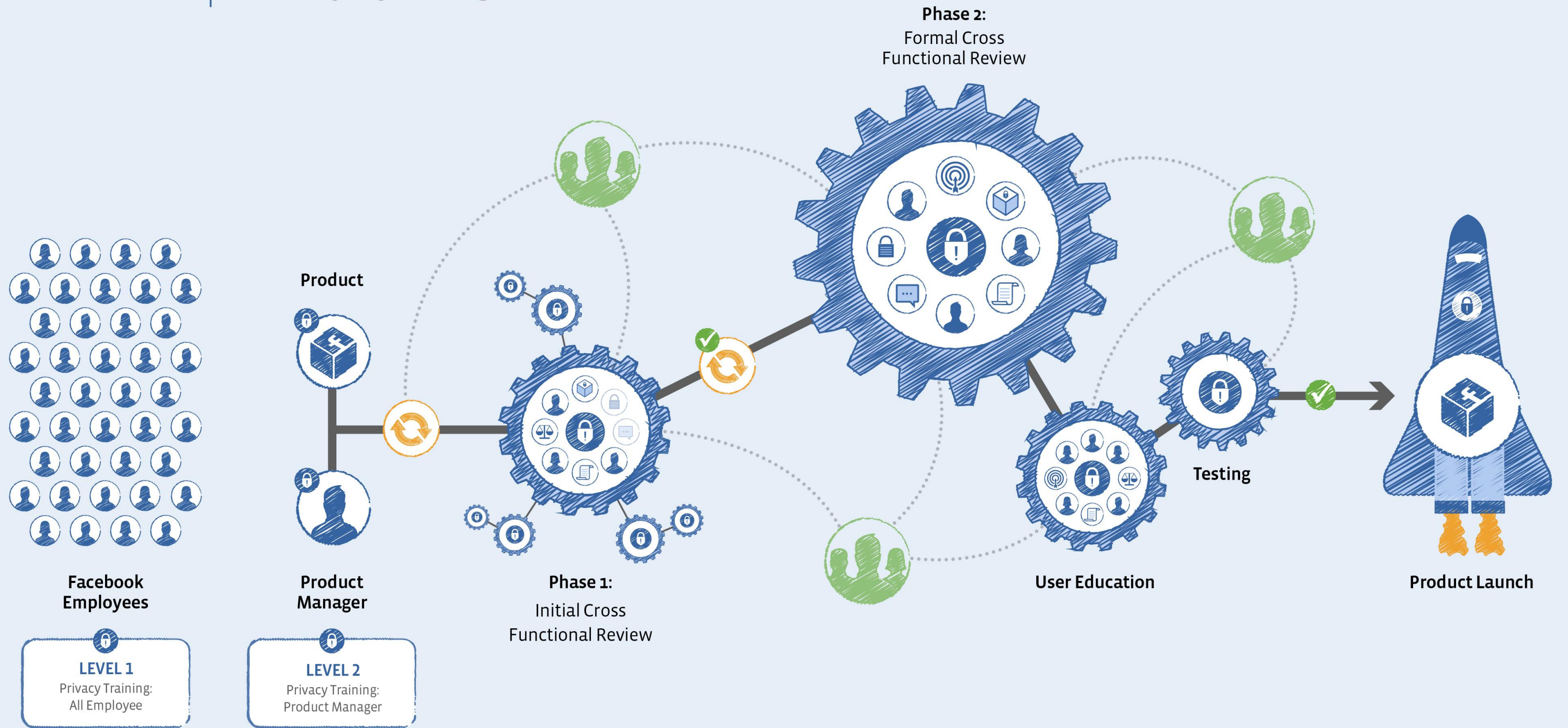
Privacy Awareness Week 2014
Hong Kong

Rob Sherman
5 May 2014

Knowledge.

Control.

Security.





Pages



Ads



Platform



Pages



Ads



Platform



Search for people, places and things



Emily Home 2



Facebook Pages

Tools for your business, brand or organization.



Create Page



Brand your Page

Add a unique cover photo and showcase your most important news on your Page timeline.



Highlight what matters

Pin a new post to the top of your Page each week so people notice what's important.



Manage everything in one place

See and respond to your recent activity and private messages right from the top of your Page.



Like



Share 51,329 people like this. Be the first of your friends.

See examples on other Pages:



Ford Mustang

6,628,367 likes · 185,699 talking about this



Harley-Davidson

5,679,833 likes · 178,853 talking about this



Kia Motors Worldwide

3,129,709 likes · 24,021 talking about this



Alamo Drafthouse Cinema

135,870 likes · 334 talking about this



Toyota USA

1,938,101 likes · 15,060 talking about this



Johnson's Baby

1,199,256 likes · 5,757 talking about this



Coldplay

18,551,015 likes · 853,058 talking about this

Like

Musician/Band

The official Coldplay Facebook page. Coldplay's new album, Mylo Xyloto, is out now. Get it from iTunes at <http://coldp.ly/tunesxp>

18.5m

Photos

Likes

Events

UK Ticket Shop

Status Photo Ask Question Milestone

Write something...



February 2 · 4h

Look out! New video incoming... #chariebrown



Like Comment Share 44

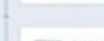
637 people like this.

View all 46 comments

Write a comment...

28 Friends Like Coldplay

+19



February 7 · 4h

Wow. Posted on Friday. 3m views by Tuesday morning. Thanks everyone. <http://youtu.be/zTfBjgnNgU4>

Coldplay - Charlie Brown

Vote for Coldplay to win Best Group at The Brits. <http://brits.com/voteforbrits>



Like Comment Manage Translations Share 607

11,216 people like this.

View all 307 comments

Write a comment...

Amber at The Landmark Mandarin Oriental, Hong Kong



AMBER
RICHARD XXXXXX

Amber at The Landmark Mandarin Oriental, Hong Kong
4.5 ★★★★★ (239 ratings)
530 likes · 77 talking about this · 7,555 were here

Fine Dining Restaurant · French Restaurant
7/F, The Landmark Mandarin Oriental, 15 Queen's Road Central, The Landmark, Central District, ...
+852 2132 0066

About · Suggest an Edit

Highlights

Post Photo / Video

Post something on this Page...

Amber at The Landmark Mandarin Oriental, Hong Kong changed their cover photo.
May 24, 2013



Like · Comment · Share

Recent Posts by Others

Insider Hong Kong
It is time for French cuisine again! The former the c...
4 · April 25 at 9:31pm

Invite Your Friends to Like This Page

Type a friend's name...

- Abigail Donahue
- Maritza Johnson
- Erin Egan

Reviews

★★★★★
What do you think of Amber at The Landmark Mandarin Oriental, Hong Kong?

Stephen Taylor
★★★★★
Very good. Not cheap.
Like 1 · about 5 months ago

Plutus Chuang
★★★★★
Food just OK but service is definitely good.
Like · about a week ago

Po Kau Chau
★★★★★
Good
Like · about 4 months ago

King Lai
★★★★★
五星級食物。
Like 2 · about 5 months ago

Hotel ICON

We are on TripAdvisor's Top Luxury Hotels 2014.
Thank you to all our guests and fans for sharing your experience online.
We couldn't have done it without you!



Hotel ICON
4.4 ★★★★★ (1,488 ratings)
15,291 likes · 621 talking about this · 81,062 were here

Hotel · Food & Restaurant · Add A Category
No. 17 Science Museum Road, Tsim Sha Tsui East, ...
+852 3400 1000
Always open

About · Suggest an Edit

Photos Likes

Highlights

Post Photo / Video

Write something on Hotel ICON's Page...

Hotel ICON shared The Great Chefs of Hong Kong's photo.
16 hours ago

Cooking for a cause. We'll be supporting Heep Hong's annual fundraising event, The Great Chefs of Hong Kong on...

1 Friend Visited Hotel ICON

Invite Your Friends to Like This Page

Type a friend's name...

Sassy Hong Kong

SASSY HONG KONG
The Girl's Guide to Everything Hong Kong



Sassy Hong Kong
16,046 likes · 3,068 talking about this

Media/News/Publishing
Sassy Hong Kong is the Hong Kong girl's hub for original lifestyle content and honest opinion that covers this buzzing city top-to-bottom and supports...

About · Suggest an Edit

Photos Subscribe Events Videos

Highlights

Post Photo / Video

Write something on Sassy Hong Kong's Page...

Sassy Hong Kong shared a link.
19 hours ago

Our man about town had first date jitters, but quickly got over them...



1 Friend Likes Sassy Hong Kong

Invite Your Friends to Like This Page

Type a friend's name...

- Denise Horn
- Dawn Carfora
- Anna Van Hollen

Greyhound café

Overview

Review (109)



Shop L2-42, 2/F, Festival Walk, Chee Avenue, Kowloon Tong
九龍塘達之路80號又一城2樓L2

Branches

2383 4838

Thai / Meatless Menu / Coffee

Mon.-Sat. 08:30-23:00; Sun. 11

\$101-\$150

Other Information

Payment Method Visa, Master, Cash

User's Hot Picks
 新鮮椰子千層蛋糕 / 薄切三文魚配泰式辣汁 / 泰式炒螺絲粉 / 招牌脆炸單骨雞翼 / 鮮蝦炒金邊粉 / Coffee Mania / 泰式銀魚柳意大利麵 / Fresh

OpenRicer Recommended



OpenRice

196,169 likes · 3,583 talking about this

Like Follow Message

Website
 《開飯喇！》為香港最具規模的餐廳指南及食評搜尋器，提供最新的飲食資訊及餐廳優惠，更是最受食家歡迎的食評發表平台。 OpenRice is now in English. The ideal place to find great restaurants!

About - Suggest an Edit

你嘅餐廳相簿 196k

Photos Likes

What's Hot Like us on facebook

- 榮記海鮮飯店 (灣仔) One person recommends this.
- OpenRice Best Restaurant Awards 2014 Be the first of your friends to recommend this.
- Wheatfield Kitchen (銅鑼灣) One person recommends this.
- yummyWC給上咖啡的食評 | OpenRice 香港開飯喇 3 people recommend this.

Facebook social plugin

NEWS • CHINA • HEALTH

Chinese team's breakthrough may help fight deadly Mers virus

Lo Wei
wei.lo@scmp.com

No5



Masks protect against the Mers virus in Jeddah. Photo: AFP

Facebook

https://www.facebook.com/sharer/sharer.php?app_id=282931841805811&sdk=joey&u=http%3/

Share on Facebook

Share on your timeline

Say something about this...



Chinese team's breakthrough may help fight deadly Mers virus

Hong Kong and mainland scientists have identified two antibodies that could be "promising candidates" to help develop a treatment for Middle East respiratory syndrome (Mers)....

WWW.SCMP.COM

Friends Cancel Share Link

SHARE

1 Like

1 Share

7 Tweet

21 reddit

0 in Share

8+1

0 Comments

Subscribe now

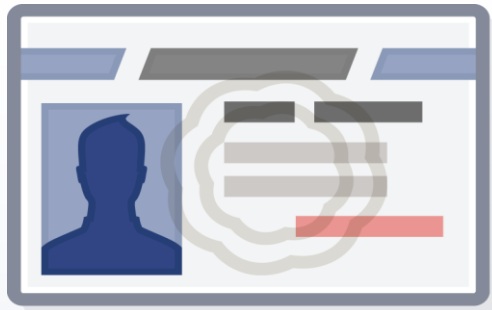
SCMP South China Morning Post

Most Popular

VIEWED SHARED COMMENTED

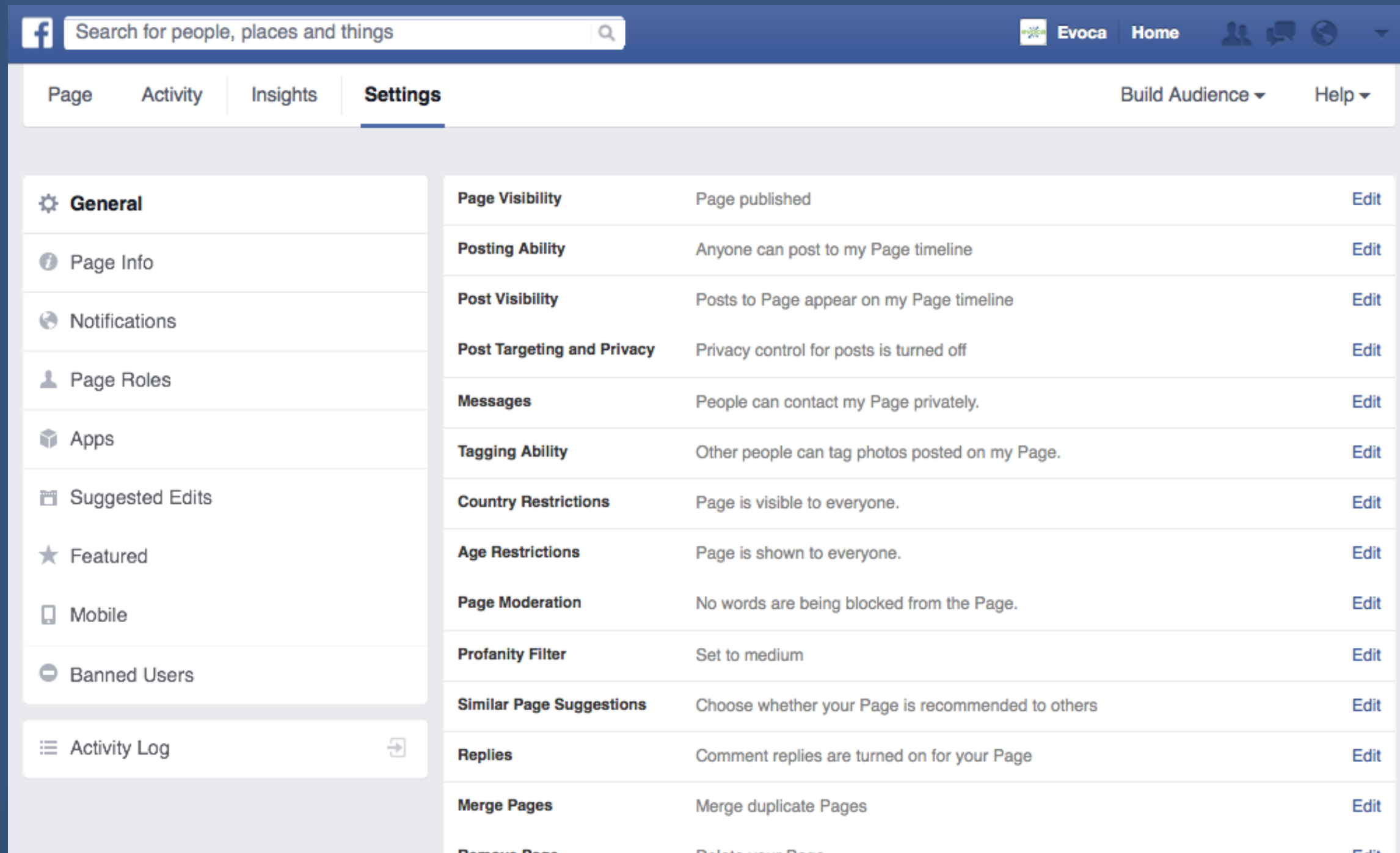
- 1 Guess who came to dinner: Obama's Philippines reception featured a colourful cast
- 2 Malaysia probes claim that Australian firm 'found MH370 in Bay of Bengal'
- 3 Both city and nation must preserve

Building trust on pages



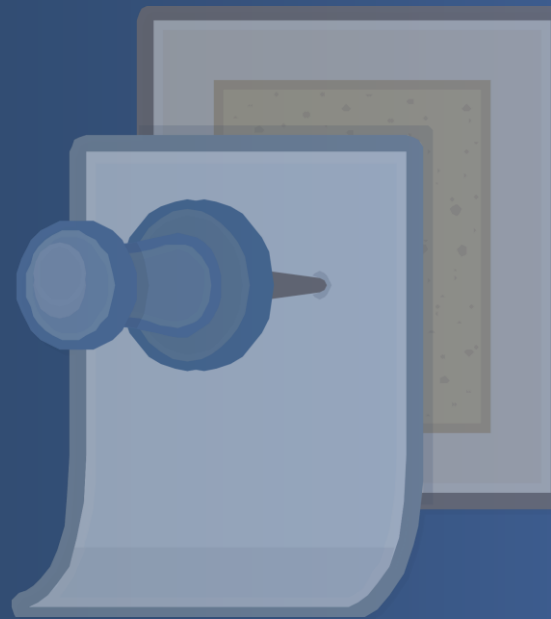
- ✓ Make it clear that you (not Facebook) are collecting content and information
- ✓ Provide notice about your use of content and info and obtain appropriate permission
- ✗ Don't collect info using automated means (like harvesting bots, robots, spiders, or scrapers) without permission

Page Settings



The screenshot shows the Facebook Page Settings interface. At the top, there is a search bar with the text "Search for people, places and things" and a magnifying glass icon. To the right of the search bar, the name "Evoca" is displayed next to a home icon, followed by "Home" and several other navigation icons. Below the search bar, there are tabs for "Page", "Activity", "Insights", and "Settings", with "Settings" being the active tab. To the right of these tabs are "Build Audience" and "Help" options. The main content area is divided into two columns. The left column contains a sidebar with various settings categories: "General" (with a gear icon), "Page Info" (with an info icon), "Notifications" (with a globe icon), "Page Roles" (with a person icon), "Apps" (with a cube icon), "Suggested Edits" (with a calendar icon), "Featured" (with a star icon), "Mobile" (with a mobile phone icon), "Banned Users" (with a minus icon), and "Activity Log" (with a list icon and a share icon). The right column displays a list of settings, each with a title, a description, and an "Edit" link. The settings listed are: "Page Visibility" (Page published), "Posting Ability" (Anyone can post to my Page timeline), "Post Visibility" (Posts to Page appear on my Page timeline), "Post Targeting and Privacy" (Privacy control for posts is turned off), "Messages" (People can contact my Page privately.), "Tagging Ability" (Other people can tag photos posted on my Page.), "Country Restrictions" (Page is visible to everyone.), "Age Restrictions" (Page is shown to everyone.), "Page Moderation" (No words are being blocked from the Page.), "Profanity Filter" (Set to medium), "Similar Page Suggestions" (Choose whether your Page is recommended to others), "Replies" (Comment replies are turned on for your Page), "Merge Pages" (Merge duplicate Pages), and "Remove Page" (Delete your Page).

Setting	Description	Action
Page Visibility	Page published	Edit
Posting Ability	Anyone can post to my Page timeline	Edit
Post Visibility	Posts to Page appear on my Page timeline	Edit
Post Targeting and Privacy	Privacy control for posts is turned off	Edit
Messages	People can contact my Page privately.	Edit
Tagging Ability	Other people can tag photos posted on my Page.	Edit
Country Restrictions	Page is visible to everyone.	Edit
Age Restrictions	Page is shown to everyone.	Edit
Page Moderation	No words are being blocked from the Page.	Edit
Profanity Filter	Set to medium	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Replies	Comment replies are turned on for your Page	Edit
Merge Pages	Merge duplicate Pages	Edit
Remove Page	Delete your Page	Edit



Pages

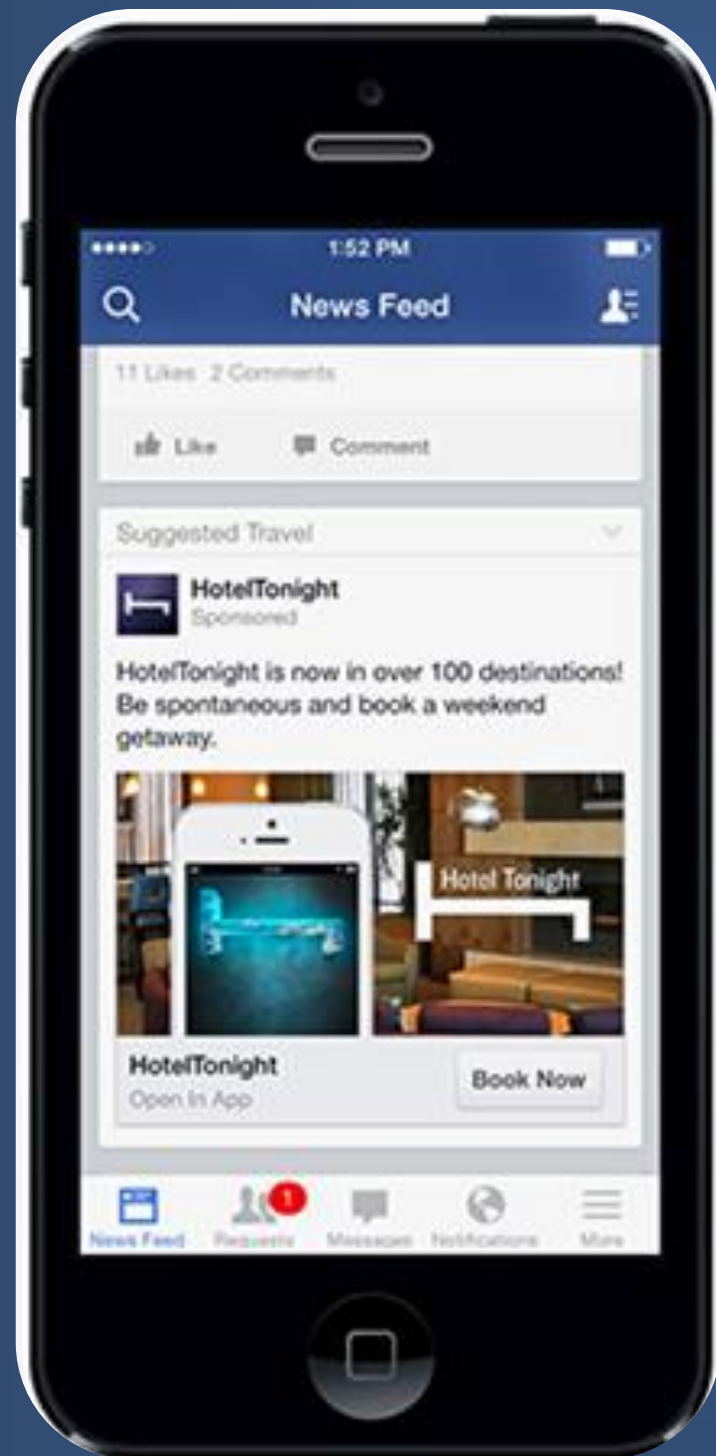



Ads







Platform

Ads on Facebook



 **Jasper's Market**
Jasper's Market is now open downtown! We feature a large selection of organic produce to help you meet all of your family's cooking needs.



Like · Comment · Share ·  50  10  2 ·  · Sponsored

 **Jasper's Market**
Sponsored 

Jasper's Market would like to send a heart-felt thank you to everyone who has been a part of this crazy process of opening a new market. From the neighboring businesses to the families that stop by every day, from our farmers to our local supplies, you have all made Jasper's what it is today – your welcoming neighborhood market full of great food and great people.

11 Likes · 3 Comments · 1 Share

 Like  Comment  Share

Ads on Facebook

Jessica Watson likes Jasper's Market. ▾

 **Jasper's Market**
Sponsored 


Jasper's Market is now open downtown! We feature a large selection of organic produce to help you meet all of your ...[See more](#)




50 likes · 10 comments · 2 shares

 Like  Comment  Share




Jessica Watson commented on a photo. ▾

 **Jasper's Market**
Sponsored 

Jasper's Market is now open downtown! We feature a large selection of organic produce to help you meet all of your ...[See more](#)



50 likes · 10 comments · 2 shares

 Like  Comment  Share



Jessica Watson likes Jasper's Market's photo. ▾

 **Jasper's Market**
Sponsored 


Jasper's Market is now open downtown! We feature a large selection of organic produce to help you meet all of your ...[See more](#)



50 likes · 10 comments · 2 shares

 Like  Comment  Share

Josie Maran
hautelook.com



I don't want to see this
Hide all from hautelook.com

About This Ad ▶

Search for people, places and things

Emily Home

Advertising on Facebook

Facebook Ads are designed to help advertisers show people ads they find interesting and relevant.

How Advertising on Facebook Works


Businesses pay Facebook to show ads to people who might be interested in their message. Here's an example:

- 1 A business creates an ad**
Let's say a gym opens in your neighborhood. The owner creates an ad to get people to come in for a free workout.
- 2 Facebook gets paid to show the ad**
The owner sends the ad to Facebook and describes who should see it: people who live nearby and like running.
- 3 The right people see the ad**
You'll see the ad if you live in town and like to run.

The ads you see are selected for you based on the things you do on Facebook, such as liking a Page or commenting on a story, and the information you share, such as your current city or birthday. Ads can also be selected for you based on information that you share with advertisers or because of how you use their websites and apps.

How You Can Control Ads

Check out the [Top Questions](#) to learn how you can control the ads you see on Facebook and how you appear in social



- Sharing
- Tagging
- Timeline
- Graph Search
- Apps
- Ads**
- Credits

Like 677k

Advertising

Broad demo and interests

- ads served based on Facebook data
- ads managed through Facebook

Facebook Exchange

- purchase Facebook ads through real-time bidding
- no private Facebook data used for targeting
- bids placed through partner match

Custom Audiences

- reach people you already know on Facebook
- match process used to create audiences

Ads Measurement and Analytics

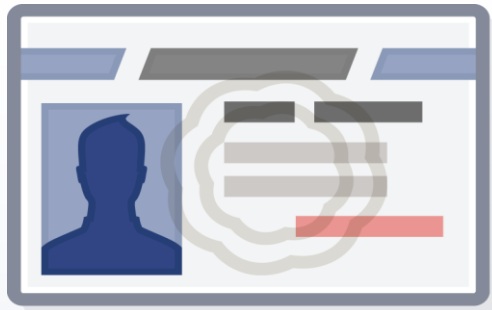
Facebook and Ads



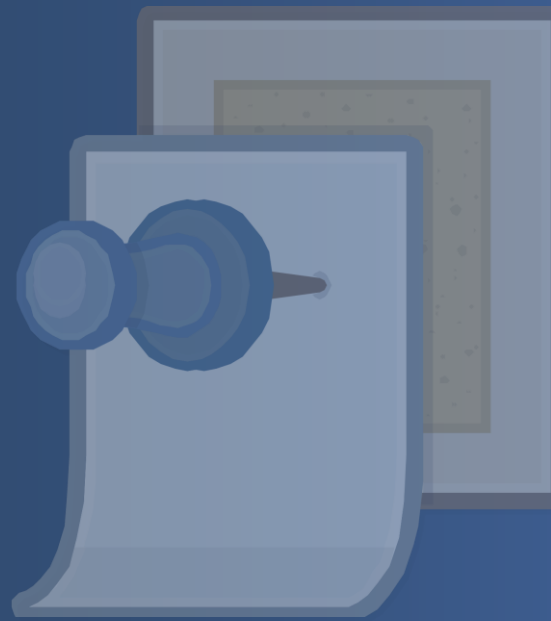
- ➖ No data from Facebook API in advertising
- ➖ No Platform integrations in non-Facebook ads



Collecting and using ad data



- ✓ Use approved methods to verify impressions
- ✓ Get data from people directly, and only if they agree
- ✗ Don't use individuals' data for other purposes
- ✗ Don't transfer data to non-service providers or to any entity for monetization



Pages

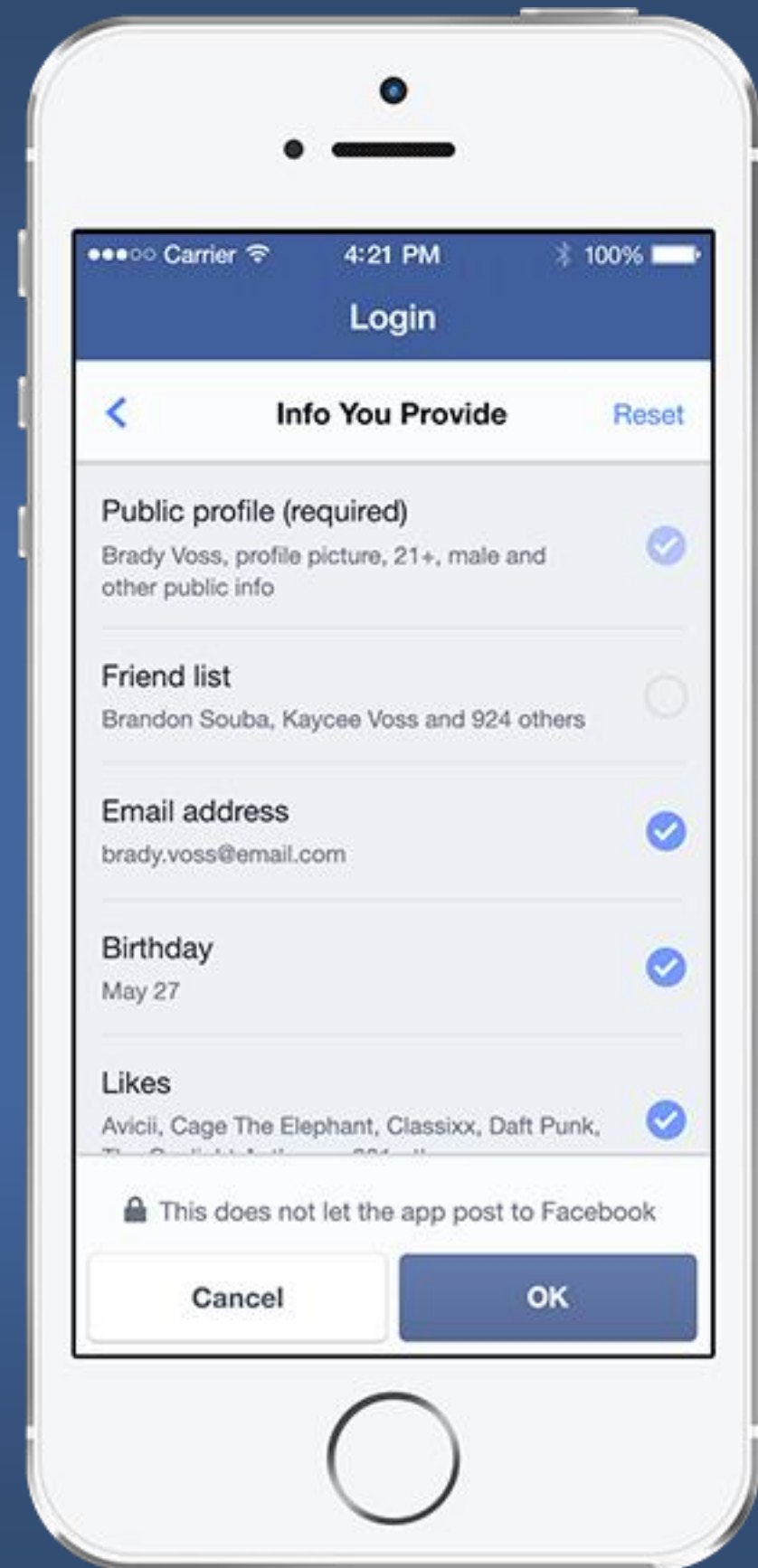
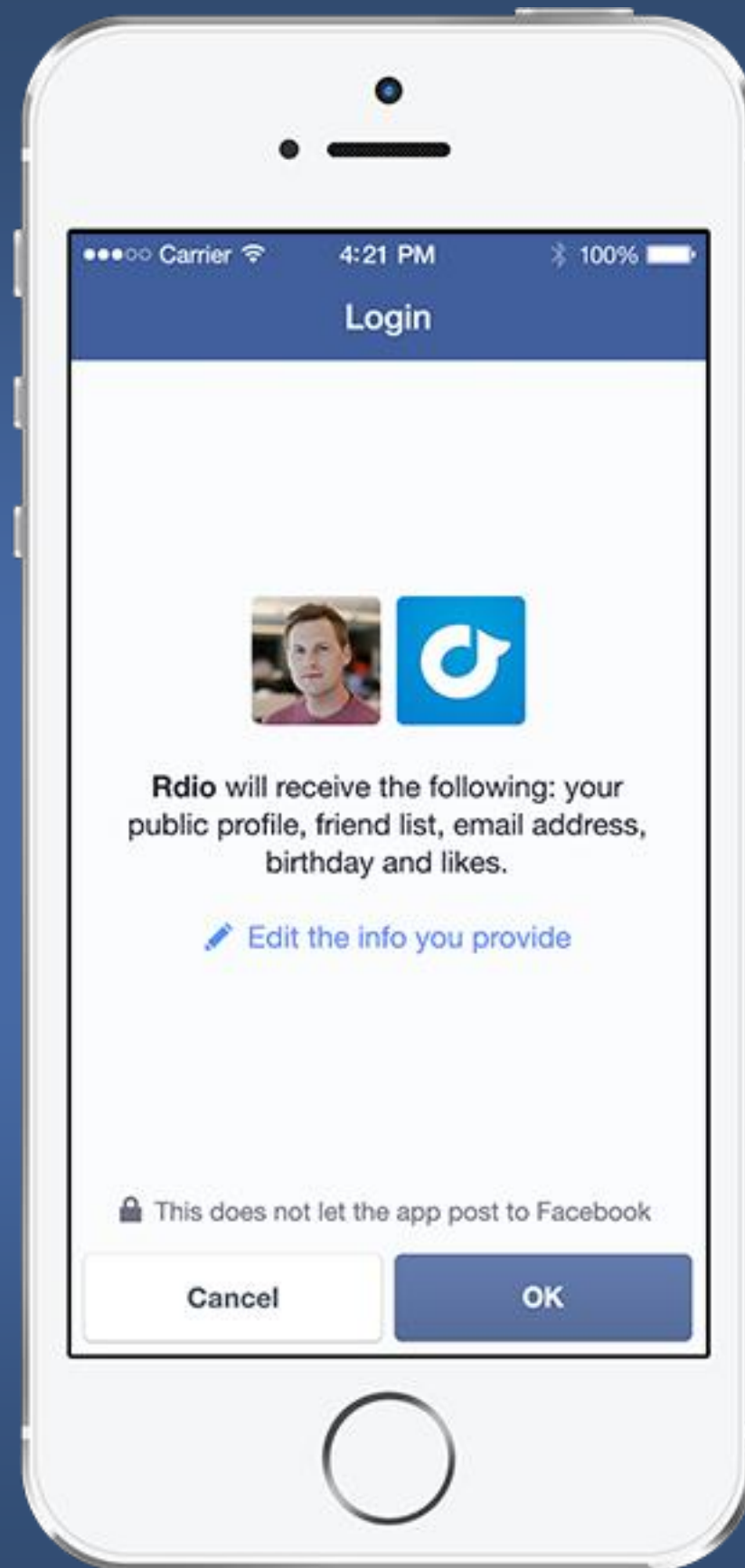


Ads

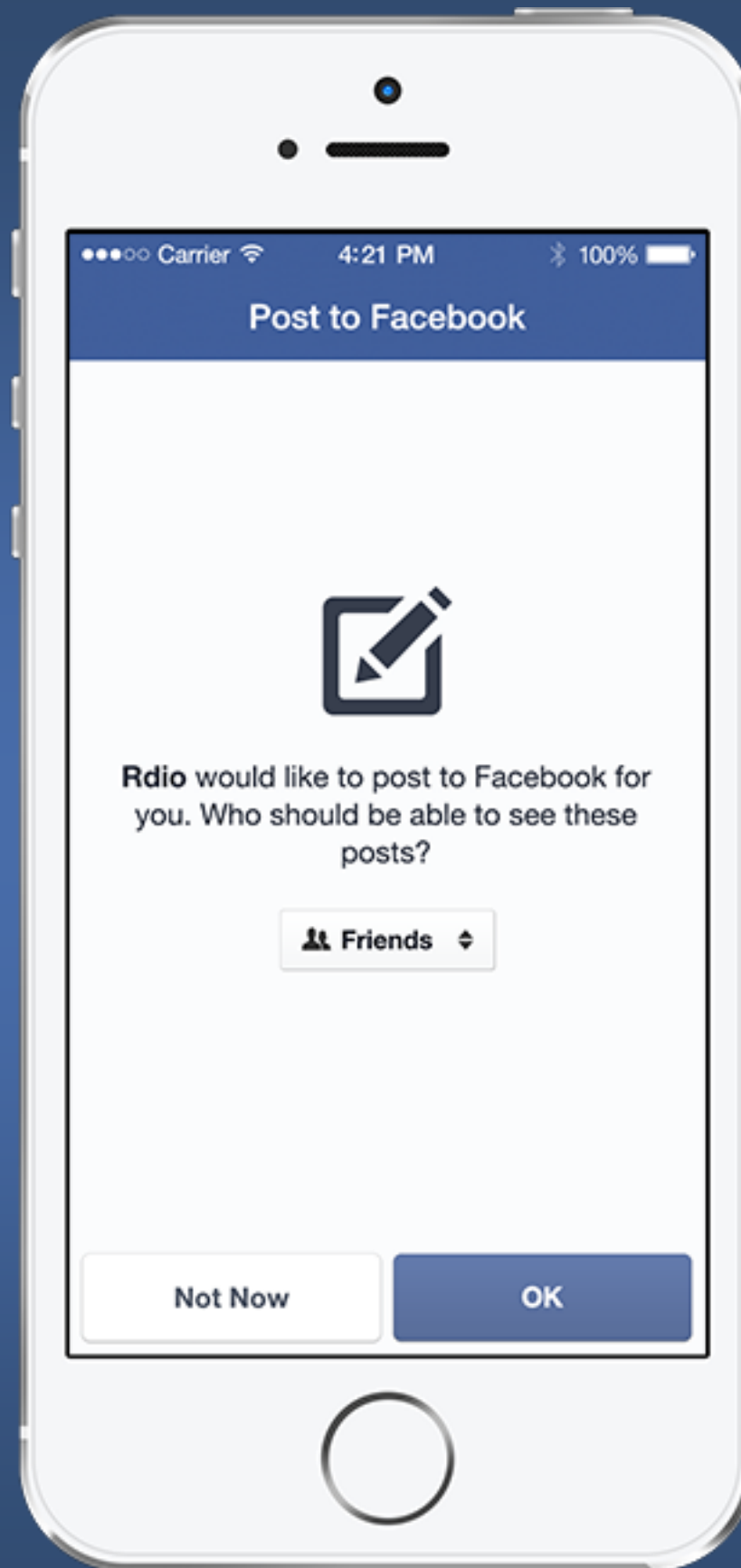


Platform

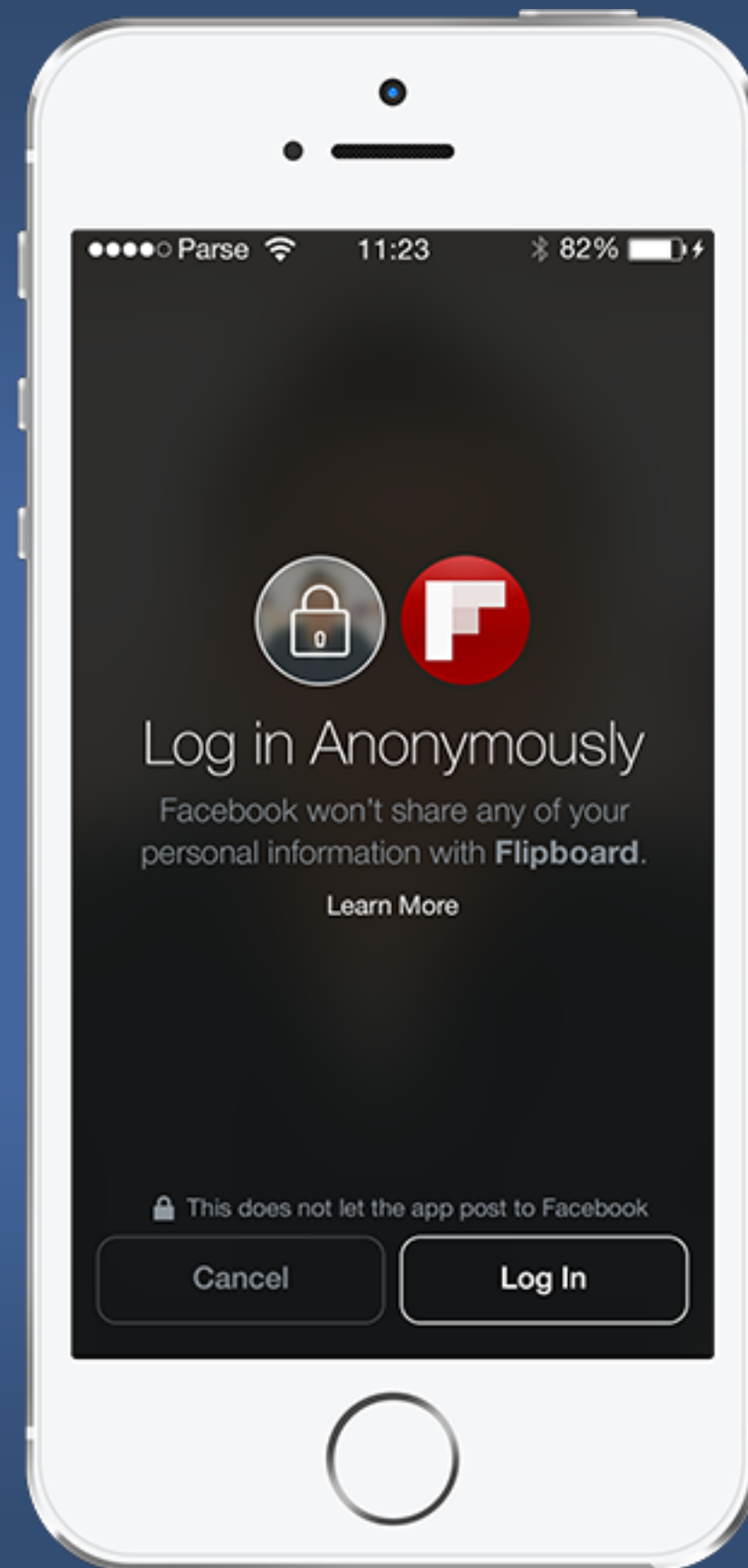
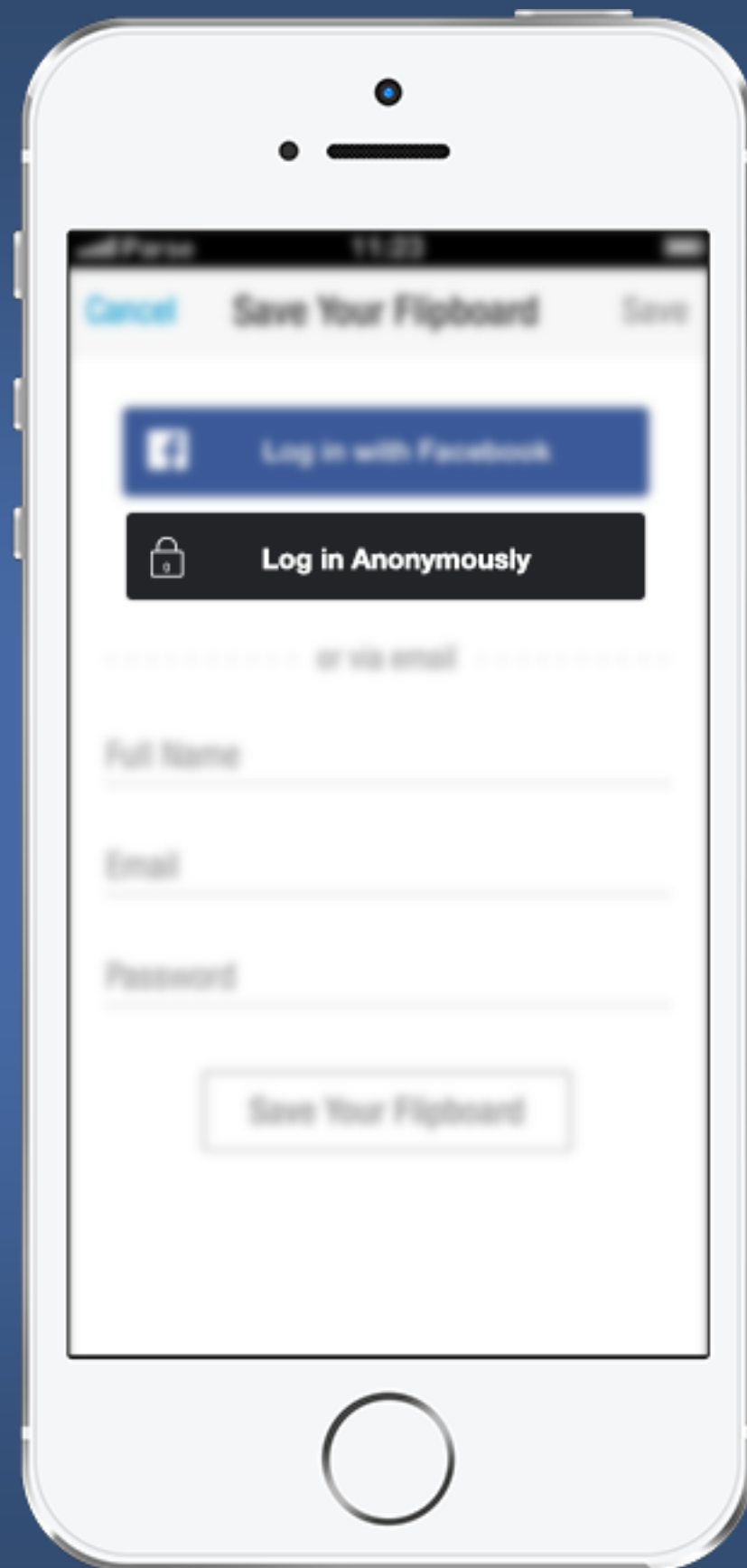
New Login



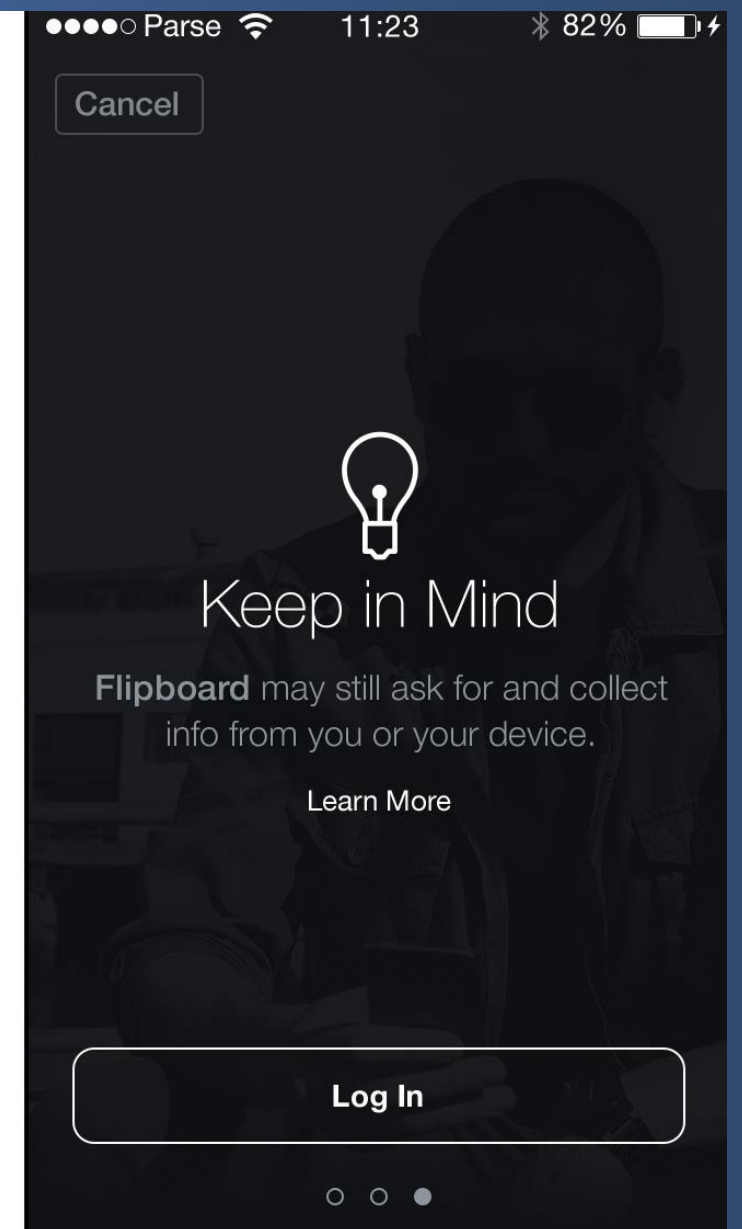
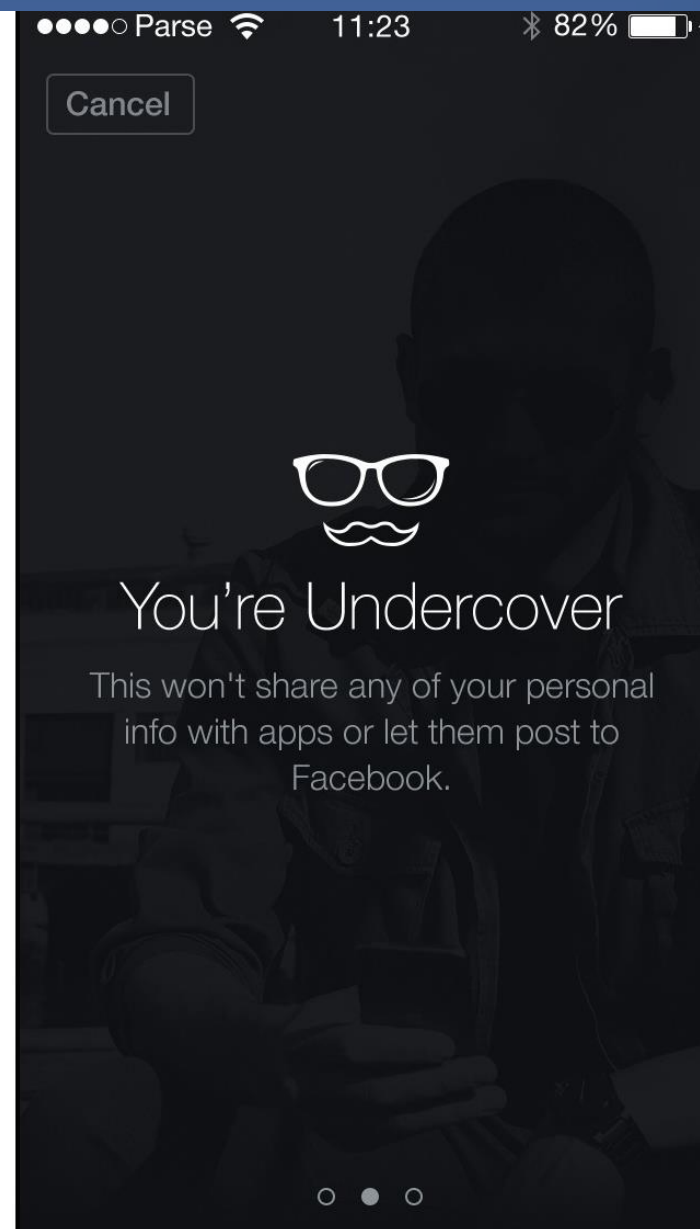
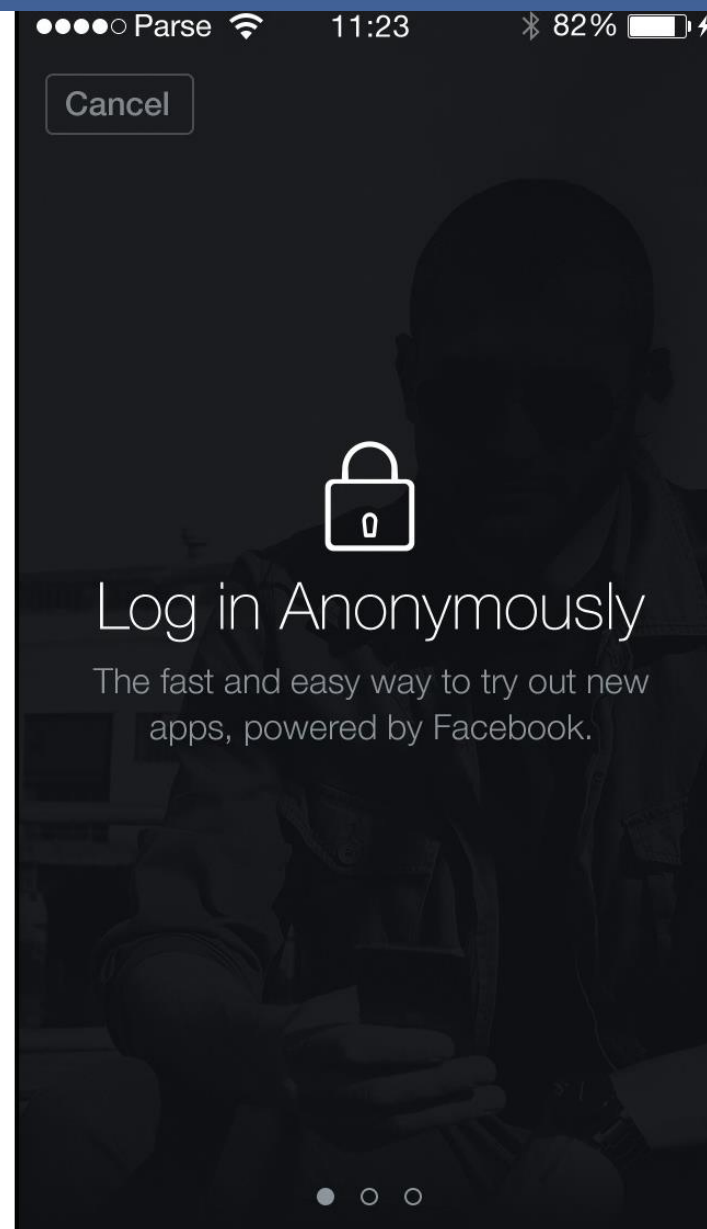
New Login



Anonymous Login



Anonymous Login



App Control Center
















App Settings

On Facebook, your name, profile picture, cover photo, gender, networks, username, and user id are always publicly available, including to apps ([Learn Why](#)). Apps also have access to your friends list and any information you choose to make public.

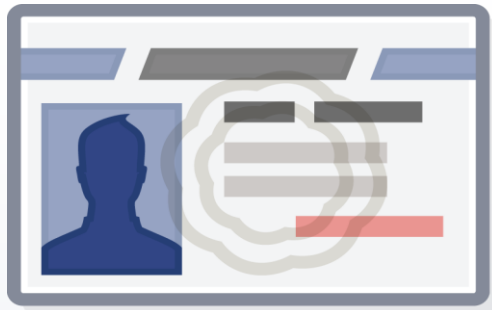
Logged in with Facebook 73

Logged in Anonymously 2

Search apps

 Flipboard Friends	 Flixster Only Me	 Google Only Me
 Groupon Public	 Instagram Friends	 Kayak Public
 LinkedIn Public	 LivingSocial Public	 Microsoft Public
 Pandora Friends	 Rdio Friends	 Trip Advisor Friends
 Southwest Airlines Friends	 Trulia Friends	 Xbox Music Friends

Data collection and storage



- ✓ Use approved methods to collect data
- ✓ Request only that data needed for your app, and get permission before transferring it out
- ✓ Provide a privacy policy
- ✓ Delete user data upon request
- ⊘ Never sell data

facebook