

Filed Under Seal

EXHIBIT G

Document Provided in Native Format

Project Kid

Full Spec as of 4/30/12

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High Level Overview

- **Allow <13s to register on Facebook**, with varying levels of **parental approval** required depending on the kid's country
- Parents have **control over certain features** that allow their kids to form connections or have private conversations, and they have the option to disable their kid's account.
- Parents are **subscribed to updates** regarding their kids' friend requests/connections and actions that their kids take that they are allowed to see
- Parents can **access their child's account** and are considered joint administrators.
- More **restrictive privacy defaults/maximums** for kids – primarily a "friends only" experience
- Additional **product restrictions** for kids (e.g. age gating of objects, limited ads, etc.) to protect them from inappropriate content
- **Safety collateral** for parents and kids

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Timeline

- We are ready to announce whenever Policy/Comms are prepared to move forward.
- When will this happen?
 - If a competitor launches soon, we need to be prepared to announce/launch shortly thereafter.
 - In the absence of competitive pressure, we'll wait for a green light from Public Policy based on their assessment of the atmosphere in DC and the ongoing COPPA debates (~Q3'12).
- We will need ~6 weeks between the announcement and the launch to work through a few large dependencies:
 - FTC and other regulators need to be briefed (might be able to start some of this pre-announcement)
 - Platform rollout – briefing potential partners, announcing changes, opt-in flow
 - Pages rollout – announce changes to page admins and give them time to opt-out
 - SRR changes – need to go through user review period

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- SRR notice/comment period:
<https://our.intern.facebook.com/intern/tasks/?t=849265>
- Dev communication plan: <https://our.intern.facebook.com/intern/tasks/?t=433075>
- Should we do a gradual rollout for PK when it launches?:
<https://our.intern.facebook.com/intern/tasks/?t=1045244>
- Notice to page admins: <https://our.intern.facebook.com/intern/tasks/?t=1012580>
- Finish translations: <https://our.intern.facebook.com/intern/tasks/?t=898046>

Why are we doing this?

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Our Motivation

- **Safety**

- allowing <13s to join Facebook without lying allows us to give them the appropriate protections
- involving parents with their children's use of the site allows them to teach their child the correct norms of use ("training wheels" for social networking)

- **Connecting the world**

- estimated growth opportunity of ~25M incremental MAUs within a year
- if we want to bring the world together, we can't restrict our user base to >13s (allows grandchildren to connect with grandkids, teachers to connect with students, etc.)

- **Competition**

- many websites are already in this space, and others might be interested (e.g. G+, int'l competitors, etc.)

- **Revenue isn't a primary motivation** – We will be showing relatively few ads to these kids, devoting much of the inventory to PSAs

Growth Opportunity

- Global growth opportunity: ~700K - 1M incremental registrations per week (35M-50M in the first year)
 - Top Countries (per week):
 - Indonesia – 110K
 - Brazil – 50K
 - Philippines – 49K
 - Mexico – 46K
 - US – 44K
 - Turkey – 36K
 - Thailand – 36K
 - Argentina – 22K
 - Colombia – 20K
 - Egypt – 19K
 - Web:Mobile ratio – 11:1
- Not all <13 registrants will be retained, but we believe that this could add ~25M MAUs within 12 months

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- Relevant task: <https://our.intern.facebook.com/intern/tasks/?t=848808>
- We estimate that allowing <13s to register for Facebook could increase new user registration by ~850K users per week (~45M per year). This estimate came from looking at the number of unique registrants who are currently being rejected for inputting a <13 age and subtracting out those users that we know to have come back and signed up with a >13 age. This methodology should give us the number of unique registrants who are being *successfully deterred* by our current age restrictions.
- A few caveats:
 - The number of <13 registration attempts will probably go up after we launch project kid, because: kids/parents will become aware that <13s are allowed and that Facebook has built a product that allows kids to safely use the site; there will be viral effects (once more kids are on the site, there'll be more demand amongst their friends)
 - However, some of these registration attempts will fail because of friction in the registration flows (i.e. parents need to sit down with their kids and approve their use of the site as part of the registration flow in the US, EU, and a few other countries).
 - Not all of the kids that successfully register will be retained. For >13s, only 63% of confirmed registrants are still monthly active on day 90.

Why kids/parents would want this

- This will be one of our biggest PR/Marketing challenges. Focus groups have struggled to list reasons why it would be beneficial for <13s to use Facebook.
- Possible selling points:
 - Connect and communicate with friends and family that don't live nearby
 - Collaborate with teachers and classmates
 - Learn by playing educational games
 - Develop good habits for using the internet by using the site in a controlled, monitored environment
 - Have fun by subscribing to their favorite celebrities and brands

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- Two things that would help:
 - Platform launch partners that build positive use cases (e.g. an educational game made by Disney) --
<https://our.intern.facebook.com/intern/tasks/?t=867092>
 - Communities for grade schools and middle schools -- not planned at launch

Registration

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Verification requirements vary by country

Tier	Verification Required?	Verification Method?	Example countries/regions
2	Yes	Last 4 digits of SSN, verified by 3 rd party (Idology)	US
1	Yes	Email/SMS + Social	EU, CA, AU, NZ, JP, KR
0.5	Optional, but strongly encouraged	Email/SMS	MX, BR, AR, CO, IN, TR, MY, and HK
0	Optional, but encouraged	Email/SMS	ROW

- Parent must be a Facebook user in order to complete parental verification
- Notice at approval time makes parents aware of cooperative consent with developers, what they can/cannot control, how kids are allowed to use the service, etc.
- Parent can disable the kid's profile after it is created

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- Tiered countries: <https://our.intern.facebook.com/intern/tasks/?t=849261>
- In tier 0 and 0.5 markets, if kids register without inviting parents, they'll be encouraged to invite them post registration:
<https://our.intern.facebook.com/intern/tasks/?t=977626>

facebook

Sign Up | [Home » < Home » Sign Up](#) | [Log In](#)

Facebook helps you connect and share with the people in your life.

Sign Up
It's free and always will be.

First Name:	
Last Name:	
Your Email:	
Re-enter Email:	
New Password:	
Birthday:	Month: Day: Year:
Why do I need to provide my birthday?	
I am:	Select Sex:

By clicking Sign Up, you agree to our Terms and that you have read and understood our Data Use Policy.

Sign Up

Create a Page for a celebrity, band or business.

English (US) Español Português (Brasil) Français (France) Deutsch Italiano العربية 中文(简体) 日本語

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- Allow kids to sign up without email:
<https://our.intern.facebook.com/intern/tasks/?t=911280>

Registration Flows

Screen shots in appendix

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Social Verification

- Will only use SV for Tier 1 at launch
 - SSN4 is stronger for tier 2
 - This isn't required for tier 0
 - May be applied to other tiers later
- SV will be run against the parent at registration and then periodically (e.g. once a month) after reg.
- V1 SV checks
 - is the parent >18?
 - is the parent at least 10 years older than the kid?
 - is there any reason to think that the parent is lying about their DOB (use fake DOB classifier)?
- V2 SV checks
 - does the parent seem fake?
 - is the parent likely to be the same person as the kid?
 - does the parent have a serious track record of Facebook abuse?

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<https://our.intern.facebook.com/intern/tasks/?t=949100>

Tier 2 SSN Verification

- Require parents to submit: Name, DOB, SSN4
- All three fields must match IDology's records
 - IDology will only check month and year of birth, not date
- IDology will do their 12 cent check first (~55% match rate), and if it doesn't return a match or any fraud flags, they will do their 18 cent check (>92% match rate)
- We will rate limit attempts from a given IP/datr
- For each successful registration, we will store the last name and DOB for one month (not the SSN4). We will rate limit the number of kids that can be verified by a given last name/DOB combination to prevent a set of credentials from being posted on the internet and used to approve hundreds of kids.
- Failed registrants will be able to appeal to UO

facebook Log Out

Last step: Confirm It's You

Your information will be verified using the trusted identification service (IDology) which does not store your data. [Learn More](#)

First name:

Last name:

Last 4 digits of SSN: Facebook does not store this info.

Birthday: Month: Day: Year:

Confirm

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- Rate limiting: <https://our.intern.facebook.com/intern/tasks/?t=963161>
- Appeals flow: <https://our.intern.facebook.com/intern/tasks/?t=982965>

Parental Controls

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Parents control their kids' ability to form certain connections and have private conversations in certain forums

- Messages and Chat: **On/Off**
- Can be tagged by: Parents + Kid/**Friends**/Everyone
- Groups: **Can Join**/Can Join Open/Cannot Join
 - Kids are prevented from joining/creating secret groups, regardless of this setting
- Events: **Can Join**/Can Join Public/Cannot Join
- Pages: **Can Like**/Cannot Like
- Subscribe: **Can Subscribe**/Cannot Subscribe
- Platform: **On/Off**
 - Disable specific applications
 - Revoke specific permissions for certain apps

NB:

- The settings for groups, events, pages, and subscribe are prospective – i.e. they govern the kid's ability to create or connect with this object type going forward. They will not remove the kid from objects they've already joined.
- They do not govern the kid's ability to see content produced by the object/members, post on the object's wall, or comment on public posts within the object. (connection controls, not visibility controls)
- All parental controls will expire on the kid's 13th birthday.

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Parent Dashboard

The screenshot shows the Facebook Parent Dashboard for a user named Ruth Alisonberg. The interface includes a top navigation bar with the Facebook logo, a search bar, and the user's name 'Tom Bowersberg' with links to 'Find friends' and 'Home'. On the left, a sidebar lists various settings: General, Security, Parental Controls (highlighted), Notifications, Subscribers, Apps, Mobile, Payments, and Facebook Adverts. Below this, a note mentions visiting privacy settings. The main content area is titled 'Facebook for Parents' and provides instructions on how to use the Parents section. Below this, the 'Parental Controls' section is displayed, featuring a table with various settings and their current values, each with an 'Edit' link. The settings include Account (Active), Notifications (When John connects to a new friend, group, application or event), Birthday (1 January 2001), Chat & Messages (Ruth can use Chat and Messages), Tagging (Friends can tag Ruth in photos), Pages (Ruth can like Pages), Subscribe (Ruth can subscribe to Profiles and Interest Lists), Groups (Ruth can use all Groups), Events (Ruth can use all Events), Platform (Ruth can use Facebook Platform), and Parents (Tom Bowersberg). Below the table, there is a link 'What else can I do to control my child's account?'. The 'Application Settings' section follows, showing that Ruth Alisonberg has authorized the 'Words With Friends' app to interact with her Facebook account, with a link to 'Edit' the settings. At the bottom, the footer contains copyright information for Facebook © 2012, English (UK), and links to About, Advertising, Create a Page, Developers, Careers, Privacy, Terms, and Help.

facebook

Search

Tom Bowersberg Find friends Home

General
Security
Parental Controls
Notifications
Subscribers
Apps
Mobile
Payments
Facebook Adverts

You can also visit your privacy settings or edit your Profile to control who sees the info there.

Facebook for Parents
Visit the Parents section of the Facebook Safety Centre. There, you'll find tips on talking to your child about Facebook, ways to connect to other parents and more resources to help your family have a great Facebook experience.
Parents Center Notice

Ruth Alisonberg Ruth Alisonberg

Parental Controls

Account	Active	Edit
Notifications	When John connects to a new friend, group, application or event	Edit
Birthday	1 January 2001	Edit
Chat & Messages	Ruth can use Chat and Messages	Edit
Tagging	Friends can tag Ruth in photos	Edit
Pages	Ruth can like Pages	Edit
Subscribe	Ruth can subscribe to Profiles and Interest Lists	Edit
Groups	Ruth can use all Groups	Edit
Events	Ruth can use all Events	Edit
Platform	Ruth can use Facebook Platform	Edit
Parents	Tom Bowersberg	Edit

What else can I do to control my child's account?

Application Settings

Ruth Alisonberg has authorized these apps to interact with her Facebook account.

Words With Friends	Less than 24 hours ago	Edit
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- <https://our.intern.facebook.com/intern/tasks/?t=868209>
- Accessed both as a tab within account settings and as a direct link in the settings dropdown ("Parental Controls")
- Tabs for each kid up to four; >4 kids will add a dropdown selector because we'll run out of space

Messages and Chat

- Options
 - **On (default)**
 - Off – Prevents kids from sending or receiving:
 - Facebook messages
 - Friend-to-friend chat messages
 - Group chat messages
- Friends' experience if kid can't be messaged/chatted:
 - Users will not see an option to message the kid from the kid's timeline, and would get an error message if they tried to include the kid in a message they compose from their inbox.
 - Kid will appear offline in chat presence and will not show up in chat typeahead.
- Kid's experience if they can't chat/message
 - Can go to messages tab to see past messages
 - If they try to compose or reply to a message from Inbox, they will see an error message
 - They will not see "message" links on their friends' timelines
 - Their chat bar will be turned off
- Other message/chat rules (irrespective of the parent setting):
 - Kids cannot receive a message from a non-friend or send a message to a non-friend
 - Kids cannot be part of a message/chat thread that contains non-friends. If someone tries to start a thread that contains a kid and a non-friend of the kid (or to add a kid/non-friend to a thread after it's started), they will see an error message
 - The only exception to the above is that **kids are allowed to use group chat with other members of groups they're in, even non-friends**
 - If the parent disables messages/chat, it will disable group chat as well
 - Kids are prevented from using Facebook email
 - Would allow correspondence with non-friends

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- Group/non-friend chat: <https://our.intern.facebook.com/intern/tasks/?t=981262>
- Prevent kids from using email: <https://our.intern.facebook.com/intern/tasks/?t=1038349>
- User experience for users with chat turned off: <https://our.intern.facebook.com/intern/tasks/?t=1038352>

Tagging

- Options:
 - Parents + Kid – Only the parent(s) and the kid can tag the kid
 - **Friends (Default)** – Only the kid and his friends can tag the kid
 - Everyone – Non-friends can tag the kid wherever they're allowed to by current site functionality
 - e.g. someone that the kid is subscribed to could mention the kid in a comment
 - This is how the site works for >13 users
- How this will look for the tagger:
 - If they're not allowed to tag the kid, the kid will not show up in their tagging typeahead
 - If they try to circumvent the typeahead to tag/mention the kid, the tagger will see an error message
- Other notes about tagging
 - Privacy Eng is working on improving tag-flattening logic for minors and kids (i.e. who is eligible to see a linked tag that references minors and kids)
 - This will prevent non-friends from being able to query tagged content of the kid when Facebar launches
 - Like other users, kids can remove tagged content from their timelines or remove tags altogether using the report flow.

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- Tagging control: <https://our.intern.facebook.com/intern/tasks/?t=907742>
- Tag flattening: <https://our.intern.facebook.com/intern/tasks/?t=973639>

Groups

- Kids are prevented from joining and creating any secret group
 - Would have presented a child safety risk because parents wouldn't have known that their kids joined and they wouldn't have had visibility into the membership list
 - If a group becomes secret after the kid has joined, kick them out and notify them
- Additional parental options:
 - **Can Join (default)** – Kids can join/create closed and open groups
 - Can Join Open Groups Only – Kids can only join/create open groups
 - Cannot Join – Kids cannot join/create any groups
- Notes about these controls:
 - These controls are prospective only – i.e. they govern the kid's ability to join/create going forward; they will not remove kids from groups that they are already members of
 - These controls only govern kids' ability to join and create groups
 - Kids will be able to find closed/open groups in search
 - Kids will be able to see content within open groups even if they're not allowed to join
 - Groups do not allow non-members to comment, like, post, etc., so restricting kids from joining groups will inherently prevent them from taking these actions within groups.
- Other notes about groups:
 - Parents will always be notified when kids join groups because the membership lists for closed and open groups are public
 - Parents can see the membership list for any group that their kid is in because this is public information for closed and open groups
 - Groups can be age gated by admins or UO, which would prevent kids from finding them in search or seeing their content

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- Controls for groups, events, pages, and subscribe:
<https://our.intern.facebook.com/intern/tasks/?t=918850>
- Kids can't join secret groups:
<https://our.intern.facebook.com/intern/tasks/?t=1016143>

Events

- Options:
 - **Can Join (default)** – Kids can join/create any event
 - Can Join Public Events Only – Kids can only join/create public events
 - Cannot Join – Kids cannot join/create any event
- Notes about these controls:
 - These controls are prospective only – i.e. they govern the kid's ability to join/create events going forward; they will not remove kids from events that they are already members of
 - If someone tries to invite a kid to an event and they are not allowed to join, the inviter will see an error message
 - These controls only govern whether kids can join/create or be invited to events
 - Kids can still discover and see content within events if they're otherwise allowed to by the event's privacy setting
 - **Users who were not invited to public events can still like and comment on posts within the events. Kids will be able to do this even if they're not allowed to join the event.**
- Other notes about events:
 - **Parents will NOT be notified if a kid is invited to or joins an "invite only" or "friends only" event if the parent is not eligible to see the event**
 - Parents' recourse is limiting their child to public events only
 - We do not believe that "invite only" events pose a serious safety risk because of limitations in their functionality (e.g. no chat) and because kids can only be invited by a confirmed friend
 - Events can be age gated by admins or UO, which would prevent kids from finding them in search or seeing their content

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- Controls for groups, events, pages, and subscribe:
<https://our.intern.facebook.com/intern/tasks/?t=918850>

Pages

- Options:
 - **Can Like (default)** – Kids can like/create a Page
 - **Cannot Like** – Kids cannot join/create a Page
- Notes about these controls:
 - These controls are prospective only – i.e. they govern the kid's ability to like/create Pages going forward; they will not remove kids from Pages that they are already fans of
 - These controls also govern kids' ability to like Pages via social plugins
 - These controls only govern kids' ability to like and create Pages
 - Kids will be able to find Pages in search
 - Kids will be able to see content within Pages even if they're not allowed to join
 - **Kids can like, comment on, and post in some Pages (depending on admin settings) even if they're not allowed to like them**
 - Preventing a kid from liking a Page *will* prevent the kid from receiving stories from a Page in their NewsFeed and from it showing up in the "Likes" section on their timeline
- Other notes about Pages:
 - Parents will receive a notification about their child liking a page **so long as the kid permits their parent to see their likes**
 - Parents will always know when kids post in pages or like/comment on content within pages because the action is public.
 - Pages can be age gated by admins or UO, which would prevent kids from finding them in search or seeing their content

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- Controls for groups, events, pages, and subscribe:
<https://our.intern.facebook.com/intern/tasks/?t=918850>
- How the pages control intersects with open graph:
<https://our.intern.facebook.com/intern/tasks/?t=522339>
- Ensure that turning off ability to like prevents kids from liking pages via open graph: <https://our.intern.facebook.com/intern/tasks/?t=1038380>

Subscribe

- Options:
 - **Can Subscribe (default)** – Kids can subscribe to profiles and interest lists
 - **Cannot Subscribe** – Kids cannot subscribe to profiles and interest lists
- Notes about these controls:
 - These controls are prospective only – i.e. they govern the kid's ability to subscribe going forward; they will not unsubscribe them from profiles and lists that they are already following
 - These controls only govern kids' ability to subscribe
 - Kids will be able to see the content posted by these profiles and associated with these interest lists
 - **Kids will be able to like and comment on content produced by these profiles and interest lists even if they aren't subscribed**
 - Preventing a kid from subscribing to a profile/interest list will prevent the kid from receiving stories from those entities in NewsFeed and from the entities showing up in the "subscriptions" section of the kid's timeline
- Other notes about Subscriptions:
 - Parents will receive a notification about their subscribing to a profile/interest list **so long as the kid permits their parent to see their subscriptions**
 - Parents will always know when kids like/comment on content posted by non-friend profiles and interest lists because the content is public

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- Controls for groups, events, pages, and subscribe:
<https://our.intern.facebook.com/intern/tasks/?t=918850>

Platform

- Main Options:
 - **On (default)** – Kids can use Platform
 - **Off** – Kids cannot use Platform until they are 13
- Notes about these controls
 - Turning Platform off means:
 - Prevents apps from seeing the kid
 - Prevents the kid from installing apps
 - Hides all app feed stories, all app-uploaded photos, all Platform timeline units, etc. from the kid
 - All previously added applications will be removed **[nb: this control isn't prospective only like the others]**
 - Kids will still be able to see apps and attempt to install them in several places (e.g. the app directory). If they try to install, they will see an error message.
 - Platform will automatically turn back on when the kid turns 13
- Additionally, parents can block any app that their kid has installed or revoke any permissions that their kid has granted:
 - The kid is not allowed to undo/change anything the parent has done (i.e. the permission must stay revoked or the app must remain blocked)
 - At the bottom of the list of apps, we'll show greyed out apps that have been disabled. The parents will see an action button that says "turn on application"
 - When the parent re-enables the application, the kid will get an email notification informing them they can use the app again with a link to the app.
 - The parent dashboard will link to each app's Privacy Policy

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- Platform on/off: <https://our.intern.facebook.com/intern/tasks/?t=915433>
- App-by-app controls: <https://our.intern.facebook.com/intern/tasks/?t=879939>

Deactivating/Deleting a kid's account

- Main Options:
 - **Kid's account is active (default)** – kid is allowed to access Facebook and other users are allowed to see them and interact with them (subject to privacy rules)
 - Deactivate kid's account – kid cannot access Facebook; their profile and content is hidden (same rules as if the user had deactivated themselves)
 - Permanently delete kid's account – kid's account is queued for full deletion (as if they had requested it themselves); process will be carried out 14 days after the request
- Notes on these controls
 - The kid's data will be retained if the parent has merely deactivated the account
 - If the kid turns 13 while they're deactivated by their parents, the kid can reactivate their account by logging in
 - Email notice will be sent to kid informing them that they can reactivate
 - Parent can reactivate the kid's account or cancel a pending deletion from the parental dashboard

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- Email notice to kid on 13th birthday encouraging them to reactivate:
<https://our.intern.facebook.com/intern/tasks/?t=1038509>
- Enhancement: remind parents that they have a deactivated kid -- 1038514

Policies regarding adding/removing parents

- The first parent to be added/verified can never be removed by the kid or any additional parents.
- Additional parents can only be added by the initial parent. They do not need to go through the same verification process that the initial parent went through. The initial parent can remove any additional parents that they've added at any time.
- The kid will not be allowed to add additional parents or remove any parents.
- No more than four parents/guardians per kid
- No more than eight kids per parent/guardian.
- If the first parent is deactivated, deleted, disabled, or memorialized, the kid will be put in a 30 day checkpoint and asked to find another parent to approve their account (tier 1 and 2 only).
 - If a parent is not found within 30 days, the kid account will be permanently deleted
- Disputes between the initial parent and other parents/guardians will be reviewed by UO.

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- Rules: <https://our.intern.facebook.com/intern/tasks/?t=942266>
- Add Another Parent flow:
<https://our.intern.facebook.com/intern/tasks/?t=1037425>
- Orphan Checkpoint: <https://our.intern.facebook.com/intern/tasks/?t=890168>
- UO's parental dispute flow:
<https://our.intern.facebook.com/intern/tasks/?t=994472>
- Limit on number of parents:
<https://our.intern.facebook.com/intern/tasks/?t=914085>

Parental Notifications

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Parents are friends with their kids and are eligible to receive NF stories for anything their kids do that they're allowed to see

- Parent is automatically friends with kid
 - Kid cannot unfriend parent
 - Parent gets a warning message if they try to unfriend kid
- Facebook automatically creates a “Children” friend list for the parent and adds the kid to that list
- Children friend list shows stories about all kid activity that the parent is allowed to see based on privacy settings
 - Includes connections to any objects (e.g. groups, events) that the parents are allowed to see

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- Warning message when parent attempts to unfriend: [#969740](#)
- Children friend list: <https://our.intern.facebook.com/intern/tasks/?t=966870>

Parents can also receive notifications regarding any child activity that they are allowed to see

- Parent can configure what types of notifications they receive and how they receive them on the parent dashboard
- Delivery options:
 - Onsite notifications (i.e. the red jewel)
 - Email notifications
 - SMS notifications
- Notification types are bundled into four categories with different defaults:
 - Connections: **Default on** for onsite and email
 - Sends/receives a friend request
 - Connects with a friend, subscriber, interest list, group, event, or page
 - Posts and changes to kid's timeline: **Default on** for onsite and email
 - Posts to their own timeline
 - Updates their profile information
 - Is tagged
 - Someone writes on kid's timeline
 - Kid's posts to another user or object's timeline/wall: **Default on** for onsite and email
 - Kid comments on or likes content: **Default off** (possibly too noisy of a channel, so parents need to opt-in)
- Parent can only be notified about activity that they are allowed to see, which isn't a given
 - Kids can restrict parents from the audience of their posts
 - Kids can interact with content/objects that their parents might not be allowed to see

- Configurable notification settings:
<https://our.intern.facebook.com/intern/tasks/?t=522339>
- Notification for open graph actions:
<https://our.intern.facebook.com/intern/tasks/?t=867073>
- Respect privacy for liking Pages and subscribing:
<https://our.intern.facebook.com/intern/tasks/?t=1038377>

Parents are always eligible to receive certain sensitive notifications and administrative emails

- Parents are always eligible to receive notifications about inbound/outbound friend requests and confirmed friends
 - Breaks privacy model because of the sensitivity of friend connections and the fact that parents can't turn off their child's ability to add friends
 - Parents can opt out of receiving notifications about friend requests along with other formed connections
- Parents will also always be notified when:
 - Kid adds applications, expands app permissions, or removes applications
 - Someone initiates a password reset for kid's account
 - Someone completes a password reset for kid's account

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- What to tell parents when their kids remove an app:
[https://our.intern.facebook.com/intern/tasks/?s\[0\]=118850238175288](https://our.intern.facebook.com/intern/tasks/?s[0]=118850238175288)

Login-as-child

a/c privileged

Parents are joint administrators of their kids' accounts and can reset the password

- Parents can change their child's password at any time from the parent dashboard.
 - Child is notified about each reset
 - Child does not know new password; requires a conversation between parent and child
- Parents are also notified every time someone initiates and completes a password reset for their child's account using the normal recovery flows.
 - Allows them to help in a hacked account scenario
 - Allows them to talk to the child if they're trying to lock their parent out of the account
- Facebook will educate parents about this process from the Parental Dashboard and Safety Center.
- Resetting the kid's password and accessing their account should be positioned as a last resort. It is not intended to be used on a regular basis.

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- Parent reset flow: <https://our.intern.facebook.com/intern/tasks/?t=934126>

Emails sent during the reset flow

See appendix

a/c privileged

Privacy

a/c privileged

Kids can be found in search by other kids & FOFs, but comm. and content visibility is friends-only

	<13	13-17	>18
Public Search Listing	Not available	Not available	Opt-out
Who can search for them by name/contact info and send them friend requests?	<13 and FOF	Everyone	Everyone
Can send friend requests to*	Everyone	Everyone	Everyone
Messages	Friends	Inbound: FOF Outbound: Everyone	Everyone
Who can post on the user's timeline?	Friends	Friends	Friends
Publicly Available Info (name, profile pic, gender, and networks)	Everyone**	Everyone	Everyone
Maximum visibility of posts	Friends	FOF	Everyone
Maximum visibility of Timeline/Profile fields	Friends a/c privileged	FOF*	Everyone

- All restrictions will be implicit
- *Intersection between friending restrictions and Cis/email invites:
<https://our.intern.facebook.com/intern/tasks/?t=1042947>; Can kids receive friend requests from >13, >FOFs who invited them via email before they were members?:
<https://our.intern.facebook.com/intern/tasks/?t=1042947>
- **anyone who is >13 and >FOF will fail CanSeeProfile for kids and will see an error message when they try to navigate to their profile:
<https://our.intern.facebook.com/intern/tasks/?t=915429>. This will also prevent these people from querying for kids by this information using search.

Only friends can tag kids or see tagged content on their timelines

	<13	13-17	>18
Can tag	Anyone	Anyone	Anyone
Tag expansion	Opt-out	Opt-out	Opt-out
Tag review of tags your friends want to add to your posts	Yes	Yes	No
Can be tagged by	Friends*	FOF	Everyone
If someone tags the user, who can see the tags?**	- The audience the tagger chooses for the post or photo - The taggee and their friends (if the tagger allowed tag expansion) - Anyone else tagged in the post, and potentially those people's friends	- The audience the tagger chooses for the post or photo - The taggee and their friends (if the tagger allowed tag expansion) - Anyone else tagged in the post, and potentially those people's friends	- The audience the tagger chooses for the post or photo - The taggee and their friends (if the tagger allowed tag expansion) - Anyone else tagged in the post, and potentially those people's friends
Max profile visibility of posts you're tagged in once they're on your timeline	Friends	FOF	FOF
Review of posts your friends tag you in before they go on your timeline	Opt-in	Opt-in	Opt-in
Location feature from the composer	Default off Off privileged	Default off	Default on

- *Parent configurable
- **Tag flattening needs to be fixed for kids and minors:
<https://our.intern.facebook.com/intern/tasks/?t=973639>

Implicit vs. Explicit

- Plan is to use implicit settings with adult defaults for all kids AND minors
 - Requires some changes to the status quo (#1042454 and #1042455)
- We plan on showing hover-over contextual education when kids/minors scroll their mouse over their privacy selectors. We will use this to explain that Facebook is implicitly restricting their audience until they hit a certain age.
- There are a few settings that are not available until kids turn 13 or 18 (e.g. tag suggest, sharing certain types of account info with developers via friends, etc.). In these cases, the UI will show the kid/minor what the setting will be when they become an adult, but the setting will be greyed out.

a/c privileged

- Switch all minor/kid settings to implicit:
<https://our.intern.facebook.com/intern/tasks/?t=1042454>
- Hover-over contextual education:
<https://our.intern.facebook.com/intern/tasks/?t=1047125>
- Use adult defaults: <https://our.intern.facebook.com/intern/tasks/?t=1042455>

Kids and Parents are notified of changes prior to (and on) the kid's 13th birthday

- Notify parent and kid that Parent/child relationship is ending -
- no more notifications, parental dashboard/controls, etc.
- Kid's privacy settings are upgraded to the 13-17 y/o settings
- Notify the kid and parent that we're allowing them to share and connect more broadly.

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- 13th birthday notice (still needs to be drafted):
<https://our.intern.facebook.com/intern/tasks/?t=849627>

Rolodex Policies

- When a kid posts contact information the rules are the same as any other information they post on the site (i.e., the audience is implicitly restricted to friends-only)
- Other users are not allowed to share kids' contact information with anyone (implicitly restricted to "only me")
 - They can, however, share non-contact information notes (e.g. where they met the kid). The kid, like other users, can report bullying notes.
- As with any other user, we will respect the reverse lookup (and possibly name / timeline lookup) when associating the user's profile pic and FB URL with the information uploaded.
 - If the person uploading the info has the kid's URL, they can associate it themselves.
- Only friends can request contact information from kids

a/c privileged

Data retention policies

- **Kid gets denied by parent in reg flow:** delete email address asap, and then rest of account within 14 days
- **Kid never gets parental approval during the reg flow:** delete after 30 days (n/a in tier 0 countries)
- **Kid in Tier 1 or Tier 2 country loses their only parent (deactivated, disabled, deleted, or memorialized):** kid is checkpointed for 30 days, if they don't find a new parent they'll have their data deleted
- **Kid is disabled by UO:** retain kid data for 30 days in case they successfully appeal
- **Parent requests that kid's account be deleted:** deletion process commences immediately but takes 14 days (to guard against hacked accounts, etc.)
- **Kid requests that their account be deleted:** deletion process commences immediately but takes 14 days (to guard against hacked accounts, etc.)
- **Parent deactivates their kid's account:** kid is locked out of their account but their information is retained. Account can be reactivated by parent. Also, it can be reactivated by the kid after they turn 13.

Age Gating

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Admins, users and UO can age-gate content

- Page, group, and event admins will have age-gating options
 - same properties as the existing age-gating system for Pages
- Admins of objects will have to opt-out of being visible to <13s
 - admins of existing objects will receive ~1 month notice prior to launch
 - Particularly important that Page admins receive strong notice so as to minimize COPPA risks
- Users will be able to age gate the content they post using a custom privacy setting (e.g. this status is only visible to 13+)
- Age gating will only be lower bounds (e.g., “only users >13” but not “only users <13”)
- UO will be able to lock an object or piece of content into a specific age-gating setting as they review reported/suspicious content
- Prior to launch, UO and SI will review and restrict content that is suspected to be “adult” in nature
 - keywords
 - previous user reports

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- AG for events: <https://our.intern.facebook.com/intern/tasks/?t=929899>
- AG for pages: <https://our.intern.facebook.com/intern/tasks/?t=929910>
- Notice to page admins about PK launch:
<https://our.intern.facebook.com/intern/tasks/?t=1012580>
- AG for groups: <https://our.intern.facebook.com/intern/tasks/?t=929890>
- UO can lock objects into a specific age gate:
<https://our.intern.facebook.com/intern/tasks/?t=930012>

Existing apps will have to opt-into being accessible by <13s.

- Developer opt-in vs. opt-out
 - Existing apps must opt into offering their apps to <13s
 - Will have ~4-6 weeks to opt-in
 - After PK launches, new devs will have to opt-out of offering their apps to <13s
- Platform Operations will enforce our standards *reactively*
 - Proactive enforcement does not scale well – volume is potentially very high and apps can easily change immediately after review
 - Will rely on systems that detect apps that are likely to be in violation to help inform reactive review

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- Opt-in/Opt-out flows: <https://our.intern.facebook.com/intern/tasks/?t=941556>
- Dev comms plan: <http://our.intern.facebook.com/intern/tasks/?t=433075>
- Content moderation plan:
<https://our.intern.facebook.com/intern/tasks/?t=867086>; filtering system:
<https://our.intern.facebook.com/intern/tasks/?t=953638>

Content Prohibitions for <13s (draft)

Sexually suggestive humor

Attempts at humor containing sexually explicit language, defined as description of a state of sexual arousal, defined as hard nipples, wetness or erections, OR an act of sexual intercourse, defined as sexual penetration, self pleasuring, or exercising fetish scenarios, WHERE description is defined as adding detail and going beyond mere naming or mentioning

Borderline nudity

Images of thongs

Images in which violations to the sex & nudity standards are digitally obscured (pixelated, black-barred etc)

Photographs of real world objects mirroring nudity or sexual activity

Financial and physical harm, damage to property

Display or celebrate the following acts **committed by strangers**:

Theft, vandalism, or fraud

Poaching of endangered species

Illegal animal fights

Sale and use of non-medical drugs other than alcohol or tobacco

Acts of physical harm committed against human or animal

Moderately graphic content

Content displaying violence committed against humans or animals shared with the stated purpose to enjoy their suffering

Photos of real human or animal corpses

Photos of real blood in the context of an injured human or animal

"Audio only" content that alludes to one of the mutilations banned from images

Simulated or animated images of mutilated humans or animals, defined as bones and organs visible or dismembered

Simulated or animated images of mutilated animals or animals, defined as bones and organs visible unless in the context of hunting or food consumption

Otherwise inappropriate

Adult Products/Family Planning?

Dating services?

Gambling and Lotteries?

Pharmaceuticals and Supplements?

Subscription Services?

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- Discussion re: Policies -- <https://our.intern.facebook.com/intern/tasks/?t=867086>
- Using terms lists to clean things up for PK:
<https://our.intern.facebook.com/intern/tasks/?t=941720>

Platform and Ads

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Certain sensitive aspect of Platform will be restricted

- We will only share limited data to devs via kids' friends, but there will be no special restrictions regarding what kids can share with devs directly because their parents have such tight controls

What data can kids share with apps?	• Everything that 13-17s are allowed to share.
What data can kids' friends share with apps on their behalf?	• Only "Basic Info" by default • Kids can opt into allowing friends to share likes, activities, and interests, but their parents will be notified when they change this setting • Will automatically upgrade to allowing more sharing at 13

- Instant Personalization will not be available for <13s; they must fill out GDP when they land on IP-enabled sites
- 3rd party ads will be prohibited on canvas pages
- Kids can only receive app requests and invites from friends
- Known Risk Areas:
 - App-to-user notifications may mention kids to non-friends or vice-versa – we think this is fine because a) these notifications can be helpful for app use (e.g. "Person X just played, now it's your turn"); b) >13, >FOFs still can't access the kid's profile or info; c) we will prevent apps that promote sketchy interactions from allowing kids in the first place

- Info shared directly: <https://our.intern.facebook.com/intern/tasks/?t=867078>
- Info shared via friends: <https://our.intern.facebook.com/intern/tasks/?t=975614>;
UI: <https://our.intern.facebook.com/intern/tasks/?t=1043823>
- App requests, invites, and A2U notifications:
<https://our.intern.facebook.com/intern/tasks/?t=963078>

Kids will only see PSAs and ads from select partners. They will not appear in ads.

- Kids will see ads from a limited group of carefully selected partners at launch
 - No ads with social context at launch
 - Only available for select verticals
 - At launch, may only be bought or sold through Ad Ops on Premium Homepage
 - Review process is 100% manual
- We will devote inventory to PSAs that help to educate kids on how to use the site safely
- Kids will not appear in Ads and Featured Stories
- Additional Measures:
 - Cannot target the same campaign to < and > 13 (advertiser will need to run 2 campaigns to target more than one age group)
 - Can only target certain types of data (advertiser won't be able to target "sexual orientation," "religion," inferred data, or other sensitive fields)
 - Ad reporting provides aggregate level data (status quo).

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- Country by country prohibitions:
<https://our.intern.facebook.com/intern/tasks/?t=931420>
- Long term plan for enabling social ads:
<https://our.intern.facebook.com/intern/tasks/?t=432930>

Other Site Protections

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Some other sensitive features will be restricted.

- Payments – kids cannot make payments or use credits at launch; may allow parental funding in v2
- Facial Recognition – will not create templates for <18s
- Subscribe – users are not allowed to turn on subscriptions for their account until they are 18
- Networks – kids are not allowed to join networks
- PYMK – Kids will only be suggested to or receive suggestions for <18s
- Contact Importers – we will be less aggressive and more educational in our promotion of CIs
- Timeline – Kids will be able to fill out any timeline field, even those that might be considered irrelevant or inappropriate
 - Added a disclaimer that encourages kids to talk to parents before entering fields
- If >FOFs + >13s navigate to a kid's Timeline, they'll see an error message

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- Payments: <https://our.intern.facebook.com/intern/tasks/?t=890491>
- Facial Recognition: <https://our.intern.facebook.com/intern/tasks/?t=912829>
- Subscribe: taken care of by <18 settings
- Networks: <http://our.intern.facebook.com/intern/tasks/?t=926228>
- PYMK: <http://our.intern.facebook.com/intern/tasks/?t=921128>
- Timeline field disclaimer: <https://our.intern.facebook.com/intern/tasks/?t=904028>
- Error message for >13, >FOF: <https://our.intern.facebook.com/intern/tasks/?t=915429>

User Education

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New User Experience -- Plan

- Wizard Steps:
 - Educational resources (e.g. safety center, tips, etc.)
 - Identity Info
 - Gender (required for tier 2)
 - Profile Picture
 - Current City
 - School (if entities adds grade school and middle school)
 - Find friends
 - Prompted search
 - Pending friend requests
 - Suggested Games (possibly; should be tested)
- Welcome Dash:
 - Any skipped steps above
 - Privacy unit (e.g. teach kids about privacy maximums)
 - Mobile app promotion
 - if the kid adds a mobile app, then we can prompt them to go through Mobile CI
 - PYMK (filtered so they only see suggestions for <18 users)
 - Link to “help” resources
- We will probably not promote email contact importer to kids on day 1
 - privacy concerns
 - unlikely to be very useful given the fact that <13s don't use email much

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Age appropriate NUX: <https://our.intern.facebook.com/intern/tasks/?t=903933>
Can kids see friend requests from >13s, >FOFs who invited them to the site before they were a member?: <https://our.intern.facebook.com/intern/tasks/?t=1042947>

**Kids and parents will have access to content
that will help them use the site safely**

- PSAs in NetEgo
- Revamped Safety Center – linked to in all parental notifications and from the parent dashboard

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- Search for tasks with the tag “minor contextual help” for some of the ideas.

Support Plan

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Our user support and content moderation will be sensitive to the needs of kids/parents

- Parents will be copied on most kid support requests, abuse reports, and warnings
- UO will provide expedited support for kid requests regarding certain sensitive issues
- SI will build an enhanced system for detecting child groomers and predators

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- Ccing parents or corresponding with them in lieu of the kid:
<https://our.intern.facebook.com/intern/tasks/?t=507627>
- Notify parents when their kids are warned:
<https://our.intern.facebook.com/intern/tasks/?t=842211>
- UO prioritization: <https://our.intern.facebook.com/intern/tasks/?t=952267>

**We will take special measures to ensure that
<13s list their correct DOB**

- <13s DOBs can only be changed by their parent (capped at one edit)
- If a >13 requests a DOB change that would make them <13, their account is put in checkpoint and they must go through the relevant verification flow.
- SI will aggressively use a fake DOB detector after the PK launch to encourage users to change to the correct age

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- DOB restrictions: <https://our.intern.facebook.com/intern/tasks/?t=849644>
- (to be built) System that allows >13s to transition to <13: #948679

Where we stand

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Tasks

- All tasks are marked with the “project kid” tag
- 111 open tasks as of 4/30/12
 - By Priority:
 - 24 hi-pri
 - 54 mid-pri
 - 15 low-pri
 - 18 wishlist
 - By Team:
 - Growth Engineering: 37 (11 hi-pri)
 - UO and SI/SE: ~35
 - Contextual Help and Help Center: ~15
 - Platform: 10
 - Legal: 3
 - Ads: 2

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Major things that we are definitely planning to build pre-launch

- Kid NUX: #903933
- Automated tests: #851784
- Encourage tier 0/0.5 kids to add parents post-registration: #977626

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Things that we'd like to build pre-launch but that might need to wait until post-launch

- Mobile registration and parent invites: #1009490 and #845315
- Create an “amnesty checkpoint” that allows kids who signed up as >13 to convert to <13: #948679
- Allow kids to register without having an email or phone number: #911280

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Possible product changes/enhancements that are still being debated

- Should we reduce down to two age buckets (e.g. <15 are kids and >15 are adults)?:
#1048995

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Products/changes that are likely to be requested that we're unlikely to build

- Giving parents notifications about child activity that they're not allowed to see according to privacy settings (except for the exceptions we've already built for friending and apps)
- Preventing kids from restricting their parents from their audience
- Requiring/allowing parents to approve kid friendships
- Facebook usage timer (i.e. my kid can only use FB for X hours per week)
- Preventing kids from seeing or interacting with content posted by users that are >13
- Pre-screening all content that is visible to <13s

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Things that we've built that are likely to be controversial for Product/Zuck

- Breaking the privacy model to allow parents to be notified of sent/received friend requests
- Preventing kids from joining/creating secret groups
- Allowing age gating at the content level via the “custom” privacy widget.

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Appendix

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Registration Flows

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Master Task: <https://our.intern.facebook.com/intern/tasks/?t=1009431>

Tier 0 – Parent already has an account

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Reg form

facebook

Email: Password:
☒ Keep me logged in [Forgot your password?](#)

Facebook helps you connect and share with the people in your life.



Sign Up

It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

Birthday: Month: Day: Year:

Why do I need to provide my birthday?

I am:

By clicking Sign Up, you agree to our [Terms](#) and that you have read and understand our [Data Use Policy](#).

[Create a Page](#) for a celebrity, band or business.

English (US) Español Português (Brasil) Français (France) Deutsch Italiano العربية العربية 中文(简体) 日本語

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Parent Approval Checkbox

The screenshot shows the Facebook sign-up process with a parent approval checkbox. At the top is a blue navigation bar with the 'facebook' logo on the left and a 'Log Out' link on the right. The main content area features a white box with the heading 'Do you have permission to join Facebook?'. Below this heading is a checkbox labeled 'Yes, my parent or guardian said I could join Facebook'. Underneath the checkbox is a link that says 'Want your parent to help manage your account?'. A 'Next' button is located at the bottom right of the white box. At the bottom of the page, there is a footer with copyright information 'Facebook © 2012 - English (US)' on the left and a series of links including 'Mobile', 'Find Friends', 'Badges', 'People', 'Pages', 'About', 'Advertising', 'Create a Page', 'Developers', 'Careers', 'Privacy', 'Terms', and 'Help' on the right. The text 'a/c privileged' is centered at the very bottom of the page.

facebook Log Out

Do you have permission to join Facebook?

☐ Yes, my parent or guardian said I could join Facebook

Want your parent to [help manage your account?](#)

Next

Facebook © 2012 - English (US) Mobile · Find Friends · Badges · People · Pages · About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help

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- Add a parent field is collapsed to reduce friction in countries where this isn't required
- Box is unchecked by default

Optional Add Parent Step

facebookLog Out

Do you have permission to join Facebook?
☐ Yes, my parent or guardian said I could join Facebook
Want your parent to [help manage your account](#)?

Add your parent to your account
Enter your parent's email to invite them to help manage your account. [Learn More](#)
 (optional)

Next

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- Clicking on “help manage your account” opens up this field

Add Parent + Learn More

facebookLog Out

Do you have permission to join Facebook?

☐ Yes, my parent or guardian said I could join Facebook

Want your parent to [help manage your account?](#)

Add your parent to your account

Enter your parent's email to invite them to help manage your account. [Learn More](#)

To help you manage your account, your parent or guardian can:

- Get notified about your friend requests and other Facebook activity
- Decide whether you can join groups and events, like pages, and more
- Log in as you and access your information and privacy settings

Enter your parent's email address (optional)

Next

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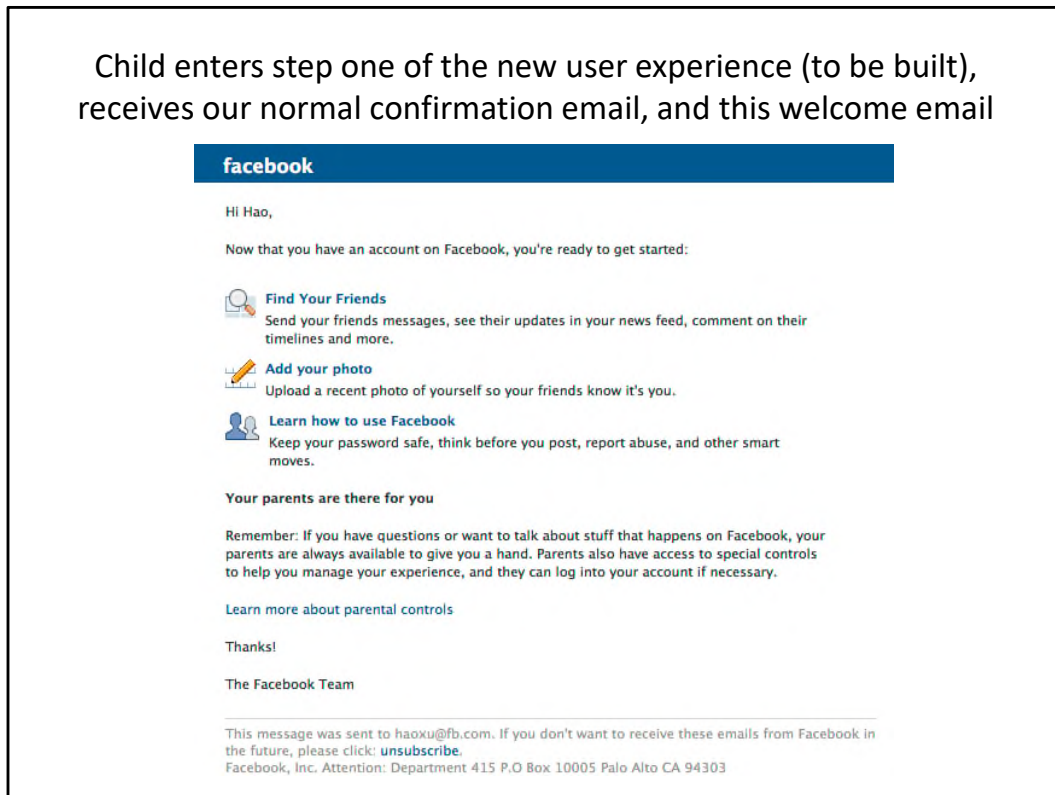
[Mobile](#) · [Find Friends](#) · [Badges](#) · [People](#) · [Pages](#) · [About](#) · [Advertising](#) · [Create a Page](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

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- Clicking on “Learn more” opens this information

68

Child enters step one of the new user experience (to be built), receives our normal confirmation email, and this welcome email



- Child goes to step one of NUX and receives confirmation email and welcome email as soon as they submit the previous form, regardless of if they email a parent or not

Parent receives an invite email if their child provides their email address

Hao would like help managing her Facebook account

Facebook [notification+kr4mxr25mwyr@facebookmail.com]

To: Hao Xu [haoxu+kjdajl[asf]dsaj[dask]sa@fb.com]

facebook

Hi Hao,

Hao recently joined Facebook and listed you as her parent or guardian.

To help Hao manage her account, please [log in to Facebook](#). Once you confirm your relationship to Hao you can:

- Get notified about her friend requests and other Facebook activity
- Decide whether she can join groups and events, like pages, and more
- Log in as Hao and access her information and privacy settings

Thanks
The Facebook Team



[Visit the Facebook Parent Center](#)

Find out what it means to be a kid on Facebook and explore resources to help families share positive online experiences.

This message was sent to . If you don't want to receive these emails from Facebook in the future, please click: [unsubscribe](#)
Facebook, Inc. Attention: Department 415 P.O. Box 10005 Palo Alto CA 94303

- Parent gets different versions of the invite email depending on whether the email address is associated with an email account or not. For non-user, sub in “sign up for Facebook” instead of “log in to Facebook”
 - Eventually, we’d like to change this such that the email just takes the parent to a logged out checkpoint that allows them to go through the tier 1 parent verification. Will account for the fact that the kid might have sent the invite to an address that is not associated with a parent’s existing account.
(<https://our.intern.facebook.com/intern/tasks/?t=1016164>)
- No “decline” option – should disregard if they don’t want to associate account
- A tier 0 parent who has to sign up must confirm their email address before they can access the full parent dashboard. They’ll just see a “confirm account” prompt when they reach the dashboard until they complete this process
- If they signup/login without following this email, we will still make them a parent, but they’ll see a message that allows them to dissociate:
 - “Hao Jr. Xu listed you as his parent or guardian. Being listed as a parent allows you to monitor and control certain aspects of Hao Jr.'s Facebook experience. If you do not want to be listed as Hao Jr's parent, you can [remove yourself].”

If the parent associates their account, they get a welcome email

Subject: Sandra now has an account on Facebook
Body: (10437 bytes)

facebook

Hi Elliottee,

Now that Sandra is on Facebook, we wanted to let you know about some of the resources available to you as her parent

You decide how things work

You know what's best for Sandra, which is why we've created special tools that let you:

- Get notified about her friend requests and much of her Facebook activity
- Decide whether she can join groups and events, like pages, and more
- Log in as Sandra if necessary, and access his information and privacy settings

[Review your parental settings](#)

[Learn more about tools for parents of kids under 13](#)

Facebook is here to help

Nothing is more important than the safety of your child. That's why we've created a collection of tools and resources to help:

- Keep kids safe as they connect with friends and family on Facebook
- Parents learn about safety best practices, both on Facebook and online

[Visit the Family Safety Center](#)

[Read our Community Standard](#)

[Learn more about how Facebook works](#)

We're looking forward to working with you to help Sandra get the most out of her Facebook experience.

Thank,

The Facebook Team

This message was sent to fb.elliott.tarnelli@gmail.com. If you don't want to receive these emails from Facebook in the future, please click: [unsubscribe](#).
Facebook, Inc. Attention: Department 415 P.O. Box 10005 Palo Alto CA 94303

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Notification to kid that parent joined

Subject: Your parent is now helping you manage your account

Hi Paul Jr.,

Paul has accepted your request to help manage your account, which means <he> can now:

- Get notified about your friend requests and other Facebook activity
- Decide whether you can join groups and events, like pages, and more
- Log in as you and access your information and privacy settings

Thanks,
The Facebook Team

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Tier 0 – Parent is not a user

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Reg form

facebook

Email: Password:
☒ Keep me logged in [Forgot your password?](#)

Facebook helps you connect and share with the people in your life.



Sign Up

It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

Birthday: Month: Day: Year:

Why do I need to provide my birthday?

I am:

By clicking Sign Up, you agree to our [Terms](#) and that you have read and understand our [Data Use Policy](#).

[Create a Page](#) for a celebrity, band or business.

English (US) Español Português (Brasil) Français (France) Deutsch Italiano العربية العربية 中文(简体) 日本語

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Parent Approval Checkbox

The screenshot shows the Facebook login/signup interface. At the top is a dark blue header with the 'facebook' logo on the left and a 'Log Out' link on the right. Below the header is a white box containing the question 'Do you have permission to join Facebook?'. Underneath this question is a checkbox that is currently unchecked, followed by the text 'Yes, my parent or guardian said I could join Facebook'. Below the checkbox is a link that says 'Want your parent to help manage your account?'. At the bottom right of the white box is a blue button labeled 'Next'. Below the white box is a horizontal line, and underneath it is a footer with copyright information 'Facebook © 2012 · English (US)' on the left and a series of links 'Mobile · Find Friends · Badges · People · Pages · About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help' on the right. At the very bottom of the page, centered, is the text 'a/c privileged'.

- Add a parent field is collapsed to reduce friction in countries where this isn't required
- Box is unchecked by default

Optional Add Parent Step

facebook

Log Out

Do you have permission to join Facebook?

☐ Yes, my parent or guardian said I could join Facebook

Want your parent to [help manage your account](#)?

Add your parent to your account

Enter your parent's email to invite them to help manage your account. [Learn More](#)

(optional)

Next

Facebook © 2012 · [English \(US\)](#)

[Mobile](#) · [Find Friends](#) · [Badges](#) · [People](#) · [Pages](#) · [About](#) · [Advertising](#) · [Create a Page](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

a/c privileged

Add Parent + Learn More

facebook

Log Out

Do you have permission to join Facebook?

☐ Yes, my parent or guardian said I could join Facebook

Want your parent to [help manage your account](#)?

Add your parent to your account

Enter your parent's email to invite them to help manage your account. [Learn More](#)

- To help you manage your account, your parent or guardian can:
- Get notified about your friend requests and other Facebook activity
 - Decide whether you can join groups and events, like pages, and more
 - Log in as you and access your information and privacy settings

Enter your parent's email address (optional)

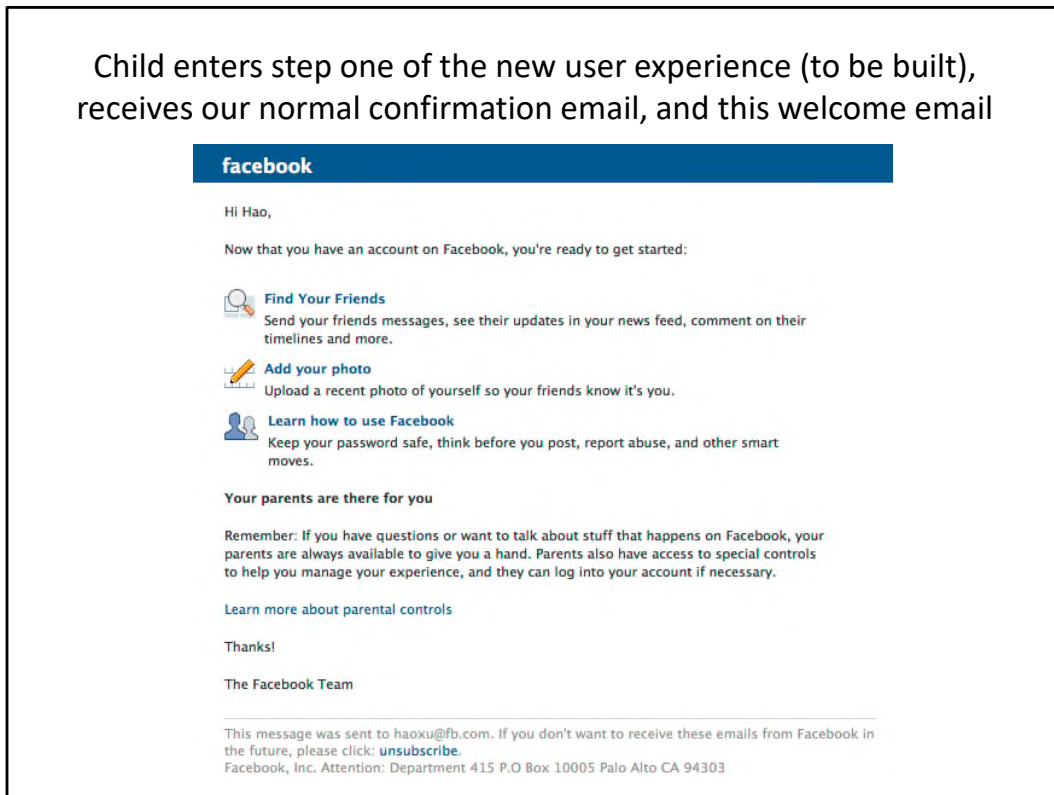
Next

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a/c privileged

Child enters step one of the new user experience (to be built), receives our normal confirmation email, and this welcome email



- Child goes to step one of NUX and receives confirmation email and welcome email as soon as they submit the previous form, regardless of if they email a parent or not

Parent receives an invite email if their child provides their email address

Hao would like help managing her Facebook account

Facebook [notification+kr4mxr25mwyr@facebookmail.com]

To: Hao Xu [haoxu+kjdajlfaslfdaskjla@fb.com]

facebook

Hi Hao,

Hao recently joined Facebook and listed you as her parent or guardian.

To help Hao manage her account, please [log in to Facebook](#). Once you confirm your relationship to Hao you can:

- Get notified about her friend requests and other Facebook activity
- Decide whether she can join groups and events, like pages, and more
- Log in as Hao and access her information and privacy settings

Thanks
The Facebook Team

 [Visit the Facebook Parent Center](#)

Find out what it means to be a kid on Facebook and explore resources to help families share positive online experiences.

This message was sent to . If you don't want to receive these emails from Facebook in the future, please click: [unsubscribe](#)
Facebook, Inc. Attention: Department 415 P.O. Box 10005 Palo Alto CA 94303

- Parent gets different versions of the invite email depending on whether the email address is associated with an email account or not. For non-user, sub in “sign up for Facebook” instead of “log in to Facebook”
 - Eventually, we’d like to change this such that the email just takes the parent to a logged out checkpoint that allows them to go through the tier 1 parent verification. Will account for the fact that the kid might have sent the invite to an address that is not associated with a parent’s existing account.
- No “decline” option – should disregard if they don’t want to associate account
- A tier 0 parent who has to sign up must confirm their email address before they can access the full parent dashboard. They’ll just see a “confirm account” prompt when they reach the dashboard until they complete this process
- If they signup/login without following this email, we will still make them a parent, but they’ll see a message that allows them to dissociate:
 - “Hao Jr. Xu listed you as his parent or guardian. Being listed as a parent allows you to monitor and control certain aspects of Hao Jr.’s Facebook experience. If you do not want to be listed as Hao Jr.’s parent, you can [remove yourself].”

Parent Signup Form (linked to from invite)

facebook

Email

haoxu

Keep me logged in

Password

Forgot your password?

Log In



Sign up for Facebook to approve Hao Xu's access to Facebook.

Facebook allows you to connect with friends, share photos and create your own profile.

First Name:

Last Name:

Your Email:

haoxu+jlfkdaslkffdsafasdaflks

Re-enter Email:

haoxu+jlfkdaslkffdsafasdaflks

New Password:

I am:

Select Sex: ▾

Birthday:

Month: ▾

Day: ▾

Year: ▾

Why do I need to provide my birthday?

By clicking Sign Up, you agree to our [Terms](#) and that you have read and understand our [Data Use Policy](#).

Sign Up

Facebook © 2012 · [English \(US\)](#)

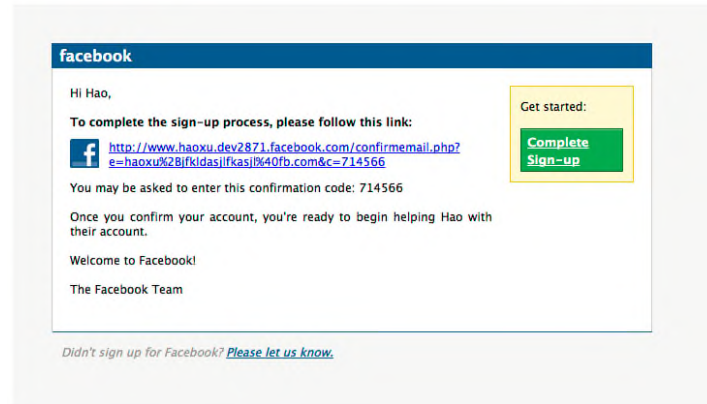
[Mobile](#) · [Find Friends](#) · [Badges](#) · [People](#) · [Pages](#) · [About](#) · [Advertising](#) · [Create a Page](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

Parent Confirmation Email

Just one more step to get started on Facebook

Facebook [confirm+AaGFveHUramZrbGRhc2psZmthc2psQGZiLmNvbQ@facebook.com]

To: haoxu+fkldasjfkasj@fb.com



a/c privileged

If the parent associates their account, they get a welcome email

Subject: Sandra now has an account on Facebook
Body: (10437 bytes)

facebook

Hi Elliottee,

Now that Sandra is on Facebook, we wanted to let you know about some of the resources available to you as her parent

You decide how things work

You know what's best for Sandra, which is why we've created special tools that let you:

- Get notified about her friend requests and much of her Facebook activity
- Decide whether she can join groups and events, like pages, and more
- Log in as Sandra if necessary, and access his information and privacy settings

[Review your parental settings](#)

[Learn more about tools for parents of kids under 13](#)

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Nothing is more important than the safety of your child. That's why we've created a collection of tools and resources to help:

- Keep kids safe as they connect with friends and family on Facebook
- Parents learn about safety best practices, both on Facebook and online

[Visit the Family Safety Center](#)

[Read our Community Standard](#)

[Learn more about how Facebook works](#)

We're looking forward to working with you to help Sandra get the most out of her Facebook experience.

Thank,

The Facebook Team

This message was sent to fb.elliott.tarnelli@gmail.com. If you don't want to receive these emails from Facebook in the future, please click: [unsubscribe](#).
Facebook, Inc. Attention: Department 415 P.O. Box 10005 Palo Alto CA 94303

a/c privileged

Notification to kid that parent joined

Subject: Your parent is now helping you manage your account

Hi Paul Jr.,

Paul has accepted your request to help manage your account, which means <he> can now:

- Get notified about your friend requests and other Facebook activity
- Decide whether you can join groups and events, like pages, and more
- Log in as you and access your information and privacy settings

Thanks,
The Facebook Team

a/c privileged

Tier 0.5 – Parent already has an account

a/c privileged

- Tier 0.5: <https://our.intern.facebook.com/intern/tasks/?t=981222>

Reg form

facebook

Email☒ Keep me logged in

Password[Forgot your password?](#)

Facebook helps you connect and share with the people in your life.



Sign Up
It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

Birth day: Month: Day: Year:

Why do I need to provide my birthday?

I am:

By clicking Sign Up, you agree to our [Terms](#) and that you have read and understand our [Data Use Policy](#).

Create a [Page](#) for a celebrity, band or business.

English (US) Español Português (Brasil) Français (France) Deutsch Italiano العربية العربية 中文(简体) 日本語

Facebook © 2012 - English (US) Mobile · Find Friends · Badges · People · Pages · About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help

a/c privileged

Parent approval checkbox + optional “add parent” step

The screenshot shows the Facebook parent approval interface. At the top is a blue header with the 'facebook' logo on the left and a 'Log Out' link on the right. The main content area is a white box with a light gray border. Inside this box, the heading 'Do you have permission to join Facebook?' is followed by a checkbox labeled 'Yes, my parent or guardian said I could join Facebook'. Below this, a line of text says 'Want your parent to help manage your account? Just enter their email. [Learn More](#)'. Underneath is a text input field with the placeholder 'Enter your parent's email address' and the text '(Optional)' to its right. A blue 'Next' button is positioned at the bottom right of the white box. At the bottom of the entire page, there is a thin horizontal line, followed by the footer text 'Facebook © 2012 · English (US)' on the left and a series of links ('Mobile · Find Friends · Badges · People · Pages · About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help') on the right. The text 'a/c privileged' is centered at the very bottom of the page.

- Permission checkbox is unchecked by default
- Add parent step is open by default in these markets because we’re at risk of regulatory scrutiny if we’re not more active in encouraging kids to add parents. Step is still optional, however

“Add Parent” Learn More

facebook

Log Out

Do you have permission to join Facebook?

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To help you manage your account, your parent or guardian can:

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- Log in as you and access your information and privacy settings

Enter your parent's email address

(Optional)

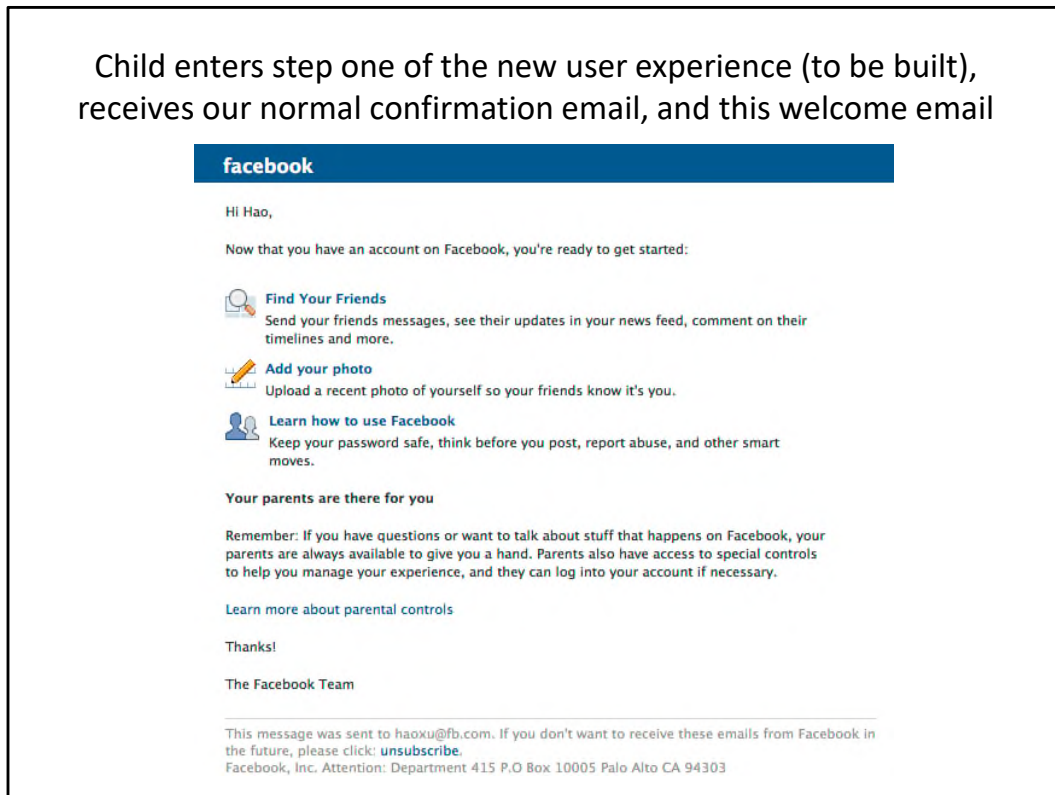
Next

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a/c privileged

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Facebook [notification+kr4mxr25mwyr@facebookmail.com]

To: Hao Xu [haoxu+kjdajlfaslfdaskjla@fb.com]

facebook

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Hao recently joined Facebook and listed you as her parent or guardian.

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- Log in as Hao and access her information and privacy settings

Thanks
The Facebook Team

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Facebook, Inc. Attention: Department 415 P.O. Box 10005 Palo Alto CA 94303

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If the parent associates their account, they get a welcome email

Subject: Sandra now has an account on Facebook
Body: (10437 bytes)

facebook

Hi Elliottee,

Now that Sandra is on Facebook, we wanted to let you know about some of the resources available to you as her parent

You decide how things work

You know what's best for Sandra, which is why we've created special tools that let you:

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- Decide whether she can join groups and events, like pages, and more
- Log in as Sandra if necessary, and access his information and privacy settings

[Review your parental settings](#)

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[Learn more about how Facebook works](#)

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Thank,

The Facebook Team

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a/c privileged

Notification to kid that parent joined

Subject: Your parent is now helping you manage your account

Hi Paul Jr.,

Paul has accepted your request to help manage your account, which means <he> can now:

- Get notified about your friend requests and other Facebook activity
- Decide whether you can join groups and events, like pages, and more
- Log in as you and access your information and privacy settings

Thanks,
The Facebook Team

a/c privileged

Tier 0.5 -- Parent is not a user

a/c privileged

Reg form

facebook

EmailPassword[Keep me logged in](#)[Forgot your password?](#)[Log In](#)

Facebook helps you connect and share with the people in your life.



Sign Up

It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

Birthday: Month: Day: Year:

Why do I need to provide my birthday?

I am:

By clicking Sign Up, you agree to our [Terms](#) and that you have read and understand our [Data Use Policy](#).

[Sign Up](#)

[Create a Page](#) for a celebrity, band or business.

[English \(US\)](#) [Español](#) [Português \(Brasil\)](#) [Français \(France\)](#) [Deutsch](#) [Italiano](#) [العربية](#) [हिन्दी](#) [中文\(简体\)](#) [日本語](#) [More](#)

[Facebook](#) © 2012 - [English \(US\)](#) [Mobile](#) · [Find Friends](#) · [Badges](#) · [People](#) · [Pages](#) · [About](#) · [Advertising](#) · [Create a Page](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

a/c privileged

Parent approval checkbox + optional “add parent” step

The screenshot shows the Facebook parent approval interface. At the top is a blue header with the 'facebook' logo on the left and a 'Log Out' link on the right. The main content area is a white box with a light gray border. Inside, the heading 'Do you have permission to join Facebook?' is followed by a checkbox labeled 'Yes, my parent or guardian said I could join Facebook'. Below this is a link 'Learn More' and a text prompt 'Want your parent to help manage your account? Just enter their email.' This is followed by a text input field labeled 'Enter your parent's email address' with '(Optional)' to its right. A blue 'Next' button is at the bottom right of the white box. At the bottom of the page, there is a footer with copyright information 'Facebook © 2012 · English (US)' on the left and a series of links 'Mobile · Find Friends · Badges · People · Pages · About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help' on the right. The text 'a/c privileged' is centered at the very bottom.

facebook [Log Out](#)

Do you have permission to join Facebook?

☐ Yes, my parent or guardian said I could join Facebook

Want your parent to help manage your account? Just enter their email. [Learn More](#)

Enter your parent's email address (Optional)

[Next](#)

Facebook © 2012 · English (US) [Mobile](#) · [Find Friends](#) · [Badges](#) · [People](#) · [Pages](#) · [About](#) · [Advertising](#) · [Create a Page](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

a/c privileged

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“Add Parent” Learn More

facebook

Log Out

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☐ Yes, my parent or guardian said I could join Facebook

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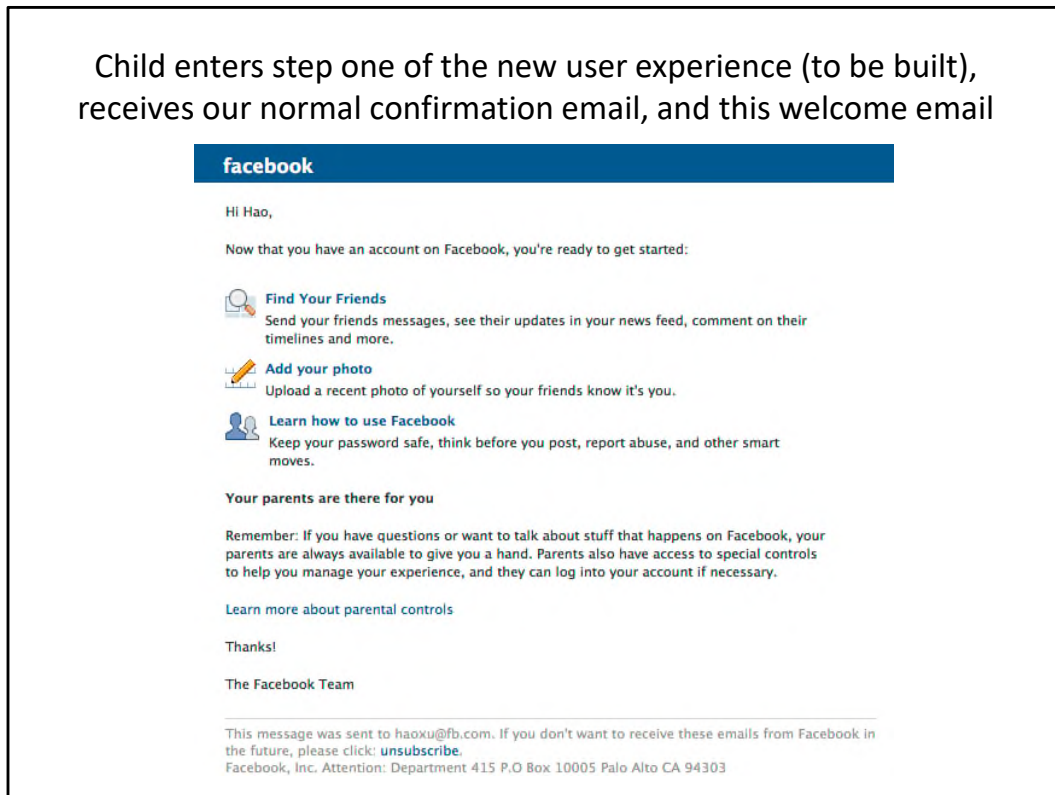
(Optional)

Next

Facebook © 2012 · English (US)Mobile · Find Friends · Badges · People · Pages · About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help

a/c privileged

Child enters step one of the new user experience (to be built), receives our normal confirmation email, and this welcome email



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Parent receives an invite email if their child provides their email address

Hao would like help managing her Facebook account

Facebook [notification+kr4mxr25mwyr@facebookmail.com]

To: Hao Xu [haoxu+kjdajlfaslfdaskjla@fb.com]

facebook

Hi Hao,

Hao recently joined Facebook and listed you as her parent or guardian.

To help Hao manage her account, please [log in to Facebook](#). Once you confirm your relationship to Hao you can:

- Get notified about her friend requests and other Facebook activity
- Decide whether she can join groups and events, like pages, and more
- Log in as Hao and access her information and privacy settings

Thanks
The Facebook Team

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Facebook, Inc. Attention: Department 415 P.O. Box 10005 Palo Alto CA 94303

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- A tier 0 parent who has to sign up must confirm their email address before they can access the full parent dashboard. They’ll just see a “confirm account” prompt when they reach the dashboard until they complete this process
- If they signup/login without following this email, we will still make them a parent, but they’ll see a message that allows them to dissociate:
 - “Hao Jr. Xu listed you as his parent or guardian. Being listed as a parent allows you to monitor and control certain aspects of Hao Jr.’s Facebook experience. If you do not want to be listed as Hao Jr.’s parent, you can [remove yourself].”

Parent Signup Form (linked to from invite)

facebook

Email

haoxu

Keep me logged in

Password

Forgot your password?

Log In



Sign up for Facebook to approve Hao Xu's access to Facebook.

Facebook allows you to connect with friends, share photos and create your own profile.

First Name:

Last Name:

Your Email:

haoxu+jlfkdaslkffdsafasdaflks

Re-enter Email:

haoxu+jlfkdaslkffdsafasdaflks

New Password:

I am:

Select Sex: ▾

Birthday:

Month: ▾

Day: ▾

Year: ▾

Why do I need to provide my birthday?

By clicking Sign Up, you agree to our [Terms](#) and that you have read and understand our [Data Use Policy](#).

Sign Up

Facebook © 2012 · [English \(US\)](#)

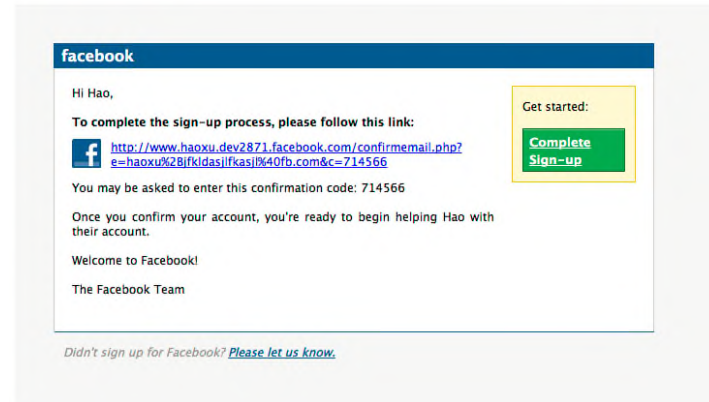
[Mobile](#) · [Find Friends](#) · [Badges](#) · [People](#) · [Pages](#) · [About](#) · [Advertising](#) · [Create a Page](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

Parent Confirmation Email

Just one more step to get started on Facebook

Facebook [confirm+AaGFveHUramZrbGRhc2psZmthc2psQGZiLmNvbQ@facebook.com]

To: haoxu+jkldasjfkasj@fb.com



a/c privileged

If the parent associates their account, they get a welcome email

Subject: Sandra now has an account on Facebook
Body: (10437 bytes)

facebook

Hi Elliottee,

Now that Sandra is on Facebook, we wanted to let you know about some of the resources available to you as her parent

You decide how things work

You know what's best for Sandra, which is why we've created special tools that let you:

- Get notified about her friend requests and much of her Facebook activity
- Decide whether she can join groups and events, like pages, and more
- Log in as Sandra if necessary, and access his information and privacy settings

[Review your parental settings](#)

[Learn more about tools for parents of kids under 13](#)

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[Read our Community Standard](#)

[Learn more about how Facebook works](#)

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Thank,

The Facebook Team

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Facebook, Inc. Attention: Department 415 P.O. Box 10005 Palo Alto CA 94303

a/c privileged

Notification to kid that parent joined

Subject: Your parent is now helping you manage your account

Hi Paul Jr.,

Paul has accepted your request to help manage your account, which means <he> can now:

- Get notified about your friend requests and other Facebook activity
- Decide whether you can join groups and events, like pages, and more
- Log in as you and access your information and privacy settings

Thanks,
The Facebook Team

a/c privileged

Tier 1 -- Parent already has an account

a/c privileged

Reg Form

facebook

Email☐ Keep me logged in

Password[Forgot your password?](#)

Facebook helps you connect and share with the people in your life.



Sign Up
It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

Birth day: Month: Day: Year:

Why do I need to provide my birthday?

I am:

By clicking Sign Up, you agree to our Terms and that you have read and understand our Data Use Policy.

Create a Page for a celebrity, band or business.

English (US) Español Português (Brasil) Français (France) Deutsch Italiano العربية العربية 中文(简体) 日本語

Facebook © 2012 - English (US) Mobile · Find Friends · Badges · People · Pages · About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help

a/c privileged

Instruct kids to call their parents over

facebook

Log Out

Are your parents around?

Before you can join Facebook, you need a parent or guardian to say it's okay. If your parent or guardian isn't available, please try again when they are with you.

Next

Facebook © 2012 · [English \(US\)](#)

[Mobile](#) · [Find Friends](#) · [Badges](#) · [People](#) · [Pages](#) · [About](#) · [Advertising](#) · [Create a Page](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

a/c privileged

Parent Verification

facebook

Log Out

Parents: Please log into Facebook

To confirm that you're okay with Hao joining Facebook, start by logging into your account.

Parent's email:

Parent's Facebook
password:

[Don't have an account?](#)

[Login](#)

Facebook © 2012 · [English \(US\)](#)

[Mobile](#) · [Find Friends](#) · [Badges](#) · [People](#) · [Pages](#) · [About](#) · [Advertising](#) · [Create a Page](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

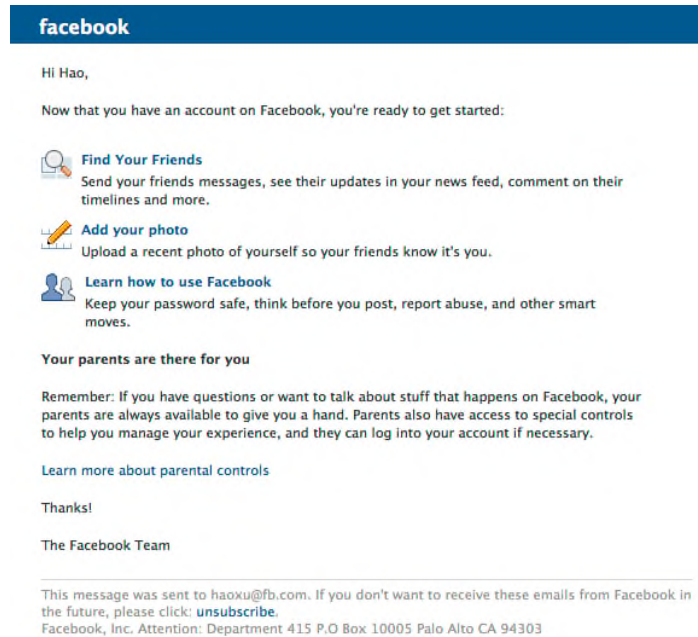
a/c privileged

Parent Approval Step

The screenshot shows a web interface for a parent approval step. At the top, there is a dark blue header bar with the word "facebook" on the left and "Log Out" on the right. Below the header, the main content area is white. In the center, there is a light gray rectangular box with a thin border. Inside this box, the text "Does Hao Xu have your permission to join Facebook?" is displayed at the top. Below this text is a large, empty rectangular area, likely for a photo or a message. At the bottom of this box, there are two buttons: "Agree" and "Disagree". Below the main content area, there is a footer bar with small text. On the left, it says "Facebook © 2012 · English (US)". On the right, there is a list of links: "Mobile · Find Friends · Badges · People · Pages · About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help".

- Parent notice will also live in a standalone page:
<https://our.intern.facebook.com/intern/tasks/?t=1025369>

Child enters step one of the new user experience (to be built), receives our normal confirmation email, and this welcome email



- Child goes to step one of NUX and receives confirmation email as soon as parent agrees

Parent Welcome Email

Subject: Sandra now has an account on Facebook
Body: (10437 bytes)

facebook

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Review your parental settings

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a/c privileged

Tier 1 – Parent is not a user

a/c privileged

Reg Form

facebook

Email Password
☒ Keep me logged in [Forgot your password?](#)

Facebook helps you connect and share with the people in your life.



Sign Up

It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

Birthday: Month: Day: Year:

Why do I need to provide my birthday?

I am:

By clicking Sign Up, you agree to our [Terms](#) and that you have read and understand our [Data Use Policy](#).

Create a [Page](#) for a celebrity, band or business.

English (US) Español Português (Brasil) Français (France) Deutsch Italiano العربية العربية 中文(简体) 日本語

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a/c privileged

Instruct kids to call their parents over

facebook

Log Out

Are your parents around?

Before you can join Facebook, you need a parent or guardian to say it's okay. If your parent or guardian isn't available, please try again when they are with you.

Next

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a/c privileged

Parent Verification

facebook

Log Out

Parents: Please log into Facebook

To confirm that you're okay with Hao joining Facebook, start by logging into your account.

Parent's email:

Parent's Facebook password:

Don't have an account?

Login

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a/c privileged

Parent Sign Up

facebook

Log Out

Please sign up for Facebook

Hao can only sign up if she already has a parent on Facebook. That way, you're here if she ever needs help with her account. To join Facebook, please enter your:

First Name:

Last Name:

Email:

Re-enter Email:

I am:

New Password:

Birthday:

[Why do I need to provide my birthday?](#)

By clicking Sign Up, you agree to our [Terms](#) and that you have read and understand our [Data Use Policy](#)

[Already have an account?](#)

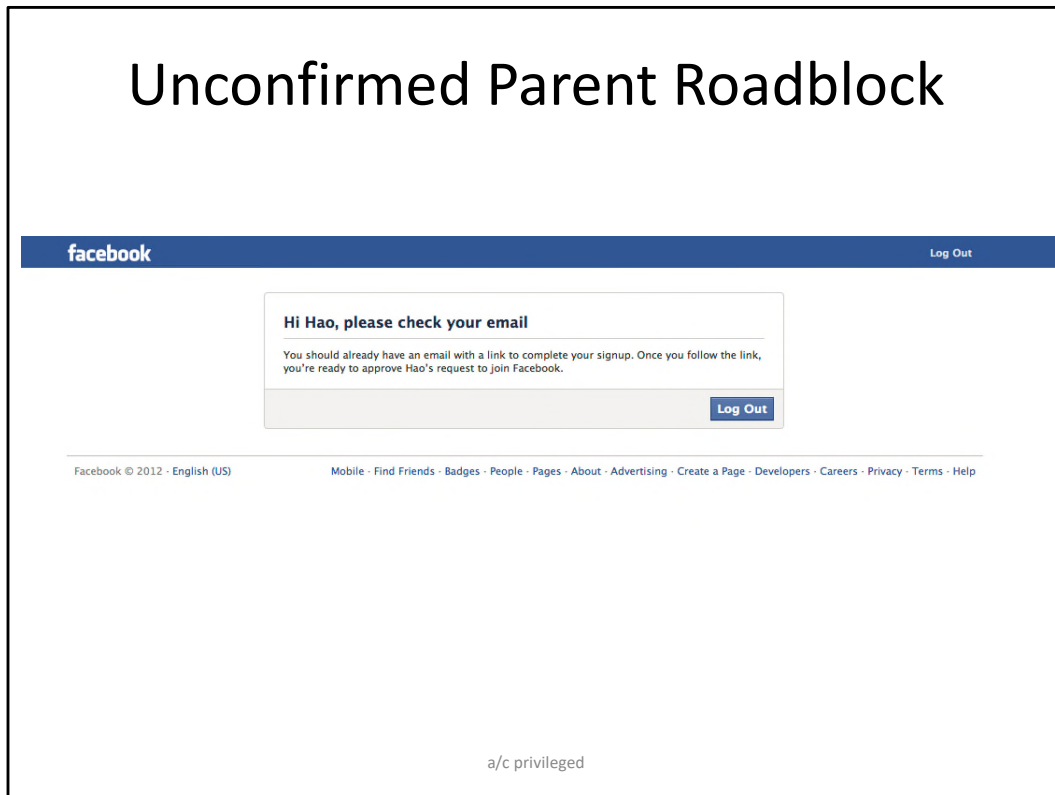
[Sign Up](#)

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Unconfirmed Parent Roadblock



- Kid cannot complete registration until their parent confirms their email address in Tier 1

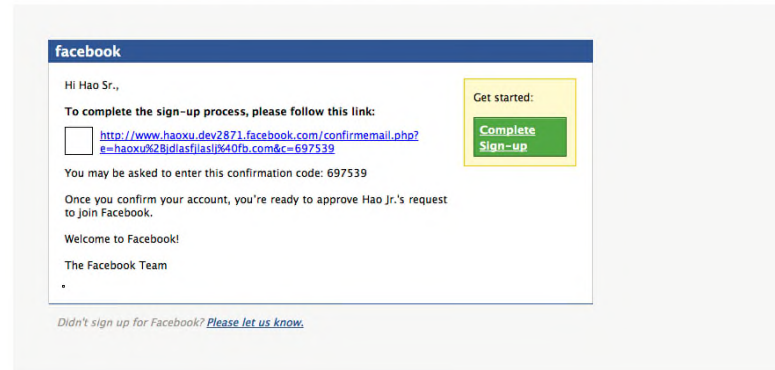
Parent Confirmation Email

Just one more step to get started on Facebook

Facebook [confirm+AaGFveHURamRsYXNmamxhc2xqQGZiLmNvbQ@facebookmail.com]

To: haoxu-ydas@fb.com

To help protect your privacy, some content in this message has been blocked. If you're sure this message is from a trusted sender and you want to re-enable the blocked content, click here.



a/c privileged

Parent Approval Step

facebook

Log Out

Does Hao Xu have your permission to join Facebook?

Test

Agree

Disagree

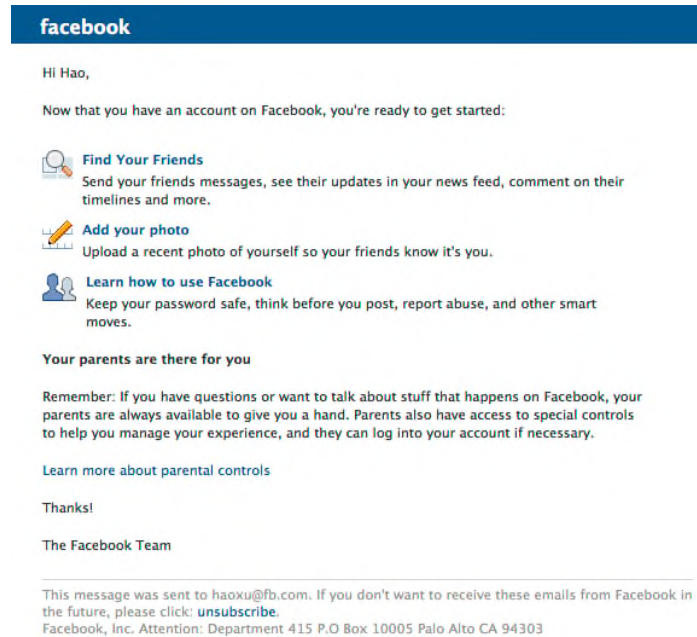
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we promise

- At this point, the parent is logged into their own account

Child receives our normal confirmation email and this welcome email



- Child receives confirmation and welcome emails as soon as their parent approves

Parent Welcome Email

Subject: Sandra now has an account on Facebook
Body: (10437 bytes)

facebook

Hi Elliottee,

Now that Sandra is on Facebook, we wanted to let you know about some of the resources available to you as her parent

You decide how things work

You know what's best for Sandra, which is why we've created special tools that let you:

- Get notified about her friend requests and much of her Facebook activity
- Decide whether she can join groups and events, like pages, and more
- Log in as Sandra if necessary, and access his information and privacy settings

Review your parental settings

Learn more about tools [for parents of kids under 13](#)

Facebook is here to help

Nothing is more important than the safety of your child. That's why we've created a collection of tools and resources to help:

- Keep kids safe as they connect with friends and family on Facebook
- Parents learn about safety best practices, both on Facebook and online

Visit the Family Safety Center

Read our Community Standard

Learn more about [how Facebook works](#)

We're looking forward to working with you to help Sandra get the most out of her Facebook experience.

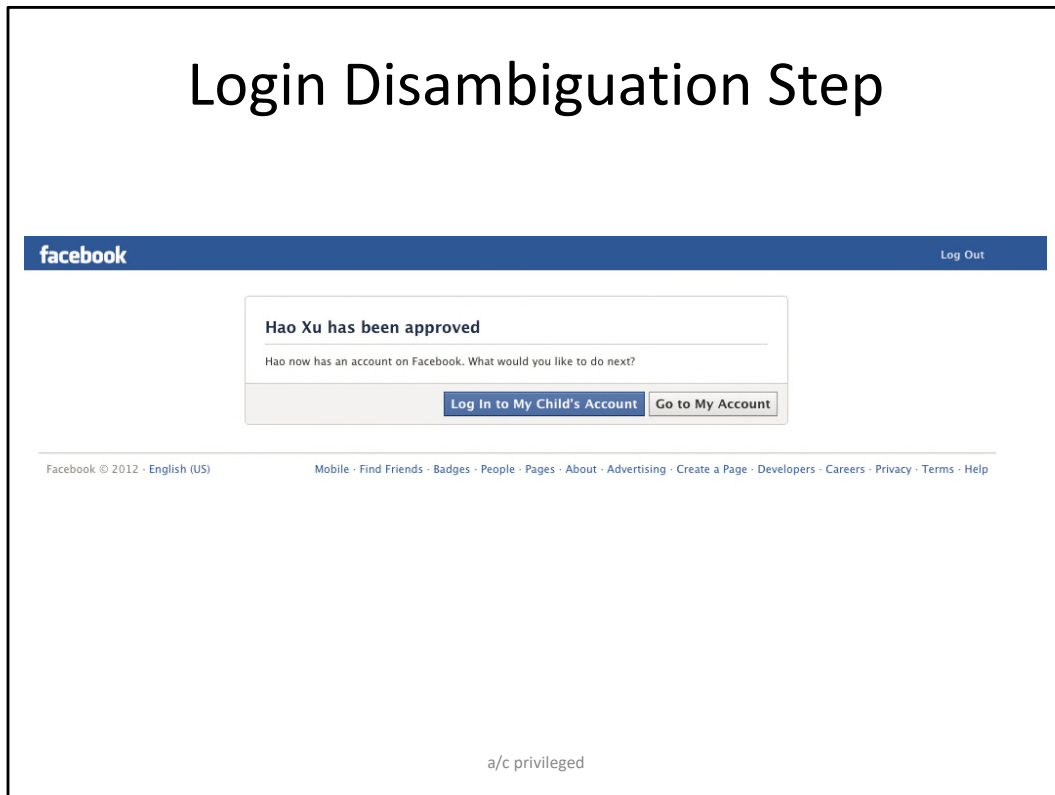
Thank,

The Facebook Team

This message was sent to fb.elliott.tarnelli@gmail.com. If you don't want to receive these emails from Facebook in the future, please click: [unsubscribe](#).
Facebook, Inc. Attention: Department 415 P.O. Box 10005 Palo Alto CA 94303

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Login Disambiguation Step



- Because parent is logged into their account (which is brand new), they have two options:
 - Log in to child's account logs them out, takes them to login.php, where they have to enter kid's login credential
 - Go to my account take them to their own NUX experience

Child or Parent NUX

NUX

a/c privileged

- Depending on the choice made during the disambiguation step, the parent is either taken to their own NUX or they are logged out. If they log into their child's account, they will see the kid NUX.

Tier 1 -- If Parent Denies

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Parent Approval Step

facebook

Log Out

Does Hao Xu have your permission to join Facebook?

Test

Agree

Disagree

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www.facebook.com

Are you sure?

facebook

Log Out

Delete Hao Xu's account?

If you decide not to let Hao join Facebook, her account will be deleted.

Delete Child's Account

Cancel

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a/c privileged

If Parent Denies

If Parent was an existing user

facebook

Log Out

Hao Xu's account is scheduled for deletion

If you or another parent or guardian decides to let Hao join later, she will need to sign up again.

Log out

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If Parent was a new user

facebook

Log Out

Hao Xu's account is scheduled for deletion

If you or another parent or guardian decides to let Hao join later, she will need to sign up again.

Go to Your Account

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- In the second scenario, the parent is logged in as himself because he just confirmed his new account. Because of this, he is allowed to proceed to his own account immediately. In the first scenario, the parent is logged into the kid's account (which is scheduled for deletion) and must logout.
- The kid's email will be deleted asap to allow for another registration attempt. The rest of the account information will be scheduled for deletion in ~14 days (standard wait time).

Email to kid, if parent denies

stub-kid_rejected_by_parent-0

Subject: You do not have permission to join Facebook

Body: (5094 bytes)

facebook

Hi Elliottee,

Unfortunately your parent or guardian did not agree to let you join Facebook.

You can always try signing up again if your parents decide to let you join later.

Thanks,

The Facebook Team

This message was sent to fb.elliott.tarnelli@gmail.com. If you don't want to receive these emails from Facebook in the future, please click: [unsubscribe](#).
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a/c privileged

Tier 2 – Parent already has an account

a/c privileged

Reg Form

facebook

EmailPassword[Keep me logged in](#)[Forgot your password?](#)[Log In](#)

Facebook helps you connect and share with the people in your life.



Sign Up

It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

Birthday: Month: Day: Year:

Why do I need to provide my birthday?

I am:

By clicking Sign Up, you agree to our [Terms](#) and that you have read and understand our [Data Use Policy](#).

[Sign Up](#)

[Create a Page](#) for a celebrity, band or business.

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a/c privileged

Disappearing Gender Field

The screenshot shows the Facebook sign-up interface. At the top, the Facebook logo is on the left, and login fields for Email and Password are on the right, with a 'Log In' button. Below the login fields are links for 'Keep me logged in' and 'Forgot your password?'. The main content area is split into two columns. The left column features the text 'Facebook helps you connect and share with the people in your life.' above a graphic of a world map with orange person icons connected by lines. The right column is titled 'Sign Up' with the subtext 'It's free and always will be.' Below this are input fields for 'First Name' (filled with 'Hao Jr'), 'Last Name' (filled with 'Xu'), 'Your Email' (filled with 'haoxu+jkfladsjlfkasjl@fb.com'), and 'Re-enter Email' (filled with 'haoxu+jkfladsjlfkasjl@fb.com'). The 'New Password' field is masked with dots. The 'Birthday' field is a date picker showing 'Jan 1 2012'. Below the date picker is a small text link: 'Why do I need to provide my birthday?'. A paragraph of terms and conditions follows, stating that by clicking 'Sign Up', the user agrees to the Terms and Data Use Policy. A green 'Sign Up' button is at the bottom of the form. Below the button is a link: 'Create a Page for a celebrity, band or business.'

a/c privileged

- In the US, we cannot collect gender information from the kid until the parent provides consent.
- The gender field will disappear dynamically for US users who've entered a <13 DOB.
- This info will be collected as a mandatory NUX step.

Instruct kids to call their parents over

facebook

Log Out

Are your parents around?

Before you can join Facebook, you need a parent or guardian to say it's okay. If your parent or guardian isn't available, please try again when they are with you.

Next

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a/c privileged

Parent Verification

facebook

Log Out

Parents: Please log into Facebook

To confirm that you're okay with Hao joining Facebook, start by logging into your account.

Parent's email: haoxu@fb.com

Parent's Facebook
password:

Don't have an account?

Login

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a/c privileged

Parent Approval Step

facebook

Log Out

Does Hao Xu have your permission to join Facebook?

Test

Agree

Disagree

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www.facebook.com

Parent Age Verification

facebook

Log Out

Last step: Confirm It's You

Your information will be verified using the trusted identification service IDology which does not store your data. [Learn More](#)

First name:

Last name:

Last 4 digits of SSN: Facebook does not store this info.

Birthdate:

Month:

Day:

Year:

Confirm

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a/c privileged

- “Learn More” language still needs to be drafted
- Idology link will point to their website. They have discussed creating a custom landing page for the Facebook integration.

Parent Age Verification – Failed Attempt

facebook

Log Out

Last step: Confirm It's You

Your information could not be verified. Please try again.

Your information will be verified using the trusted identification service IDology which does not store your data. [Learn More](#)

First name:

Last name:

Last 4 digits of SSN: Facebook does not store this info.

Birthdate:

Month:

Day:

Year:

Confirm

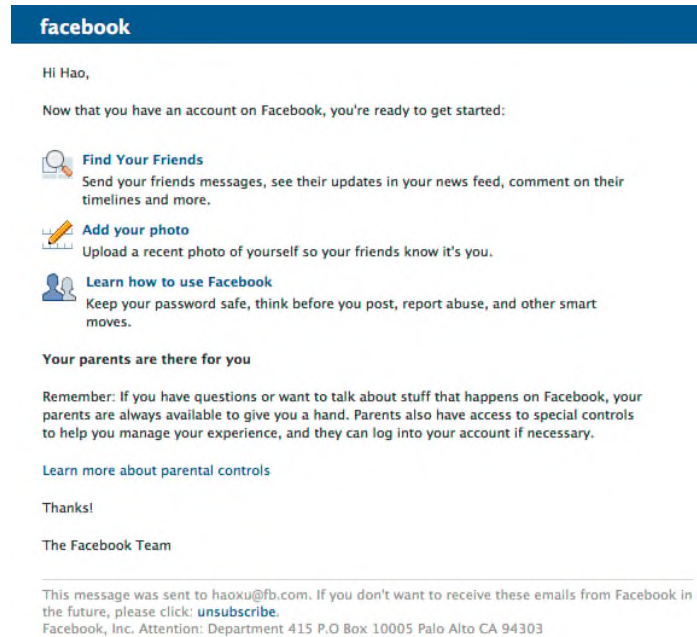
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- We'll likely ask them to try again one time before offering a UO appeals option.

Child receives our normal confirmation email and this welcome email



- Child goes to step one of NUX and receives confirmation email and welcome email as soon as parent verifies their age

Parent Welcome Email

Subject: Sandra now has an account on Facebook
Body: (10437 bytes)

facebook

Hi Elliottee,

Now that Sandra is on Facebook, we wanted to let you know about some of the resources available to you as her parent

You decide how things work

You know what's best for Sandra, which is why we've created special tools that let you:

- Get notified about her friend requests and much of her Facebook activity
- Decide whether she can join groups and events, like pages, and more
- Log in as Sandra if necessary, and access his information and privacy settings

Review your parental settings

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- Parents learn about safety best practices, both on Facebook and online

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Read our Community Standard

Learn more about how Facebook works

We're looking forward to working with you to help Sandra get the most out of her Facebook experience.

Thank,

The Facebook Team

This message was sent to fb.elliott.tarnelli@gmail.com. If you don't want to receive these emails from Facebook in the future, please click: [unsubscribe](#).
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a/c privileged

Tier 2 -- Parent is not a user

a/c privileged

Reg Form

facebook

Email☐ Keep me logged in

Password[Forgot your password?](#)

Facebook helps you connect and share with the people in your life.



Sign Up
It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

Birth day: Month: Day: Year:

Why do I need to provide my birthday?

I am:

By clicking Sign Up, you agree to our Terms and that you have read and understand our Data Use Policy.

Create a Page for a celebrity, band or business.

English (US) Español Português (Brasil) Français (France) Deutsch Italiano العربية العربية 中文(简体) 日本語

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Disappearing Gender Field

The screenshot shows the Facebook sign-up interface. At the top, the Facebook logo is on the left, and login fields for Email and Password are on the right. Below the login fields are links for 'Keep me logged in' and 'Forgot your password?'. The main content area is split into two columns. The left column features the text 'Facebook helps you connect and share with the people in your life.' above a graphic of a world map with orange person icons connected by lines. The right column is titled 'Sign Up' with the subtext 'It's free and always will be.' Below this are input fields for 'First Name' (Hao Jr), 'Last Name' (Xu), 'Your Email' (haoxu+jkfladsjlfkasjl@fb.com), 'Re-enter Email' (haoxu+jkfladsjlfkasjl@fb.com), and 'New Password' (masked with dots). The 'Birthday' field is a date picker set to Jan 1, 2012. Below the date picker is a small text block: 'Why do I need to provide my birthday? By clicking Sign Up, you agree to our Terms and that you have read and understand our Data Use Policy.' A green 'Sign Up' button is at the bottom of the form. Below the button is a link: 'Create a Page for a celebrity, band or business.'

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- In the US, we cannot collect gender information from the kid until the parent provides consent.
- The gender field will disappear dynamically for US users who've entered a <13 DOB.
- This info will be collected as a mandatory NUX step.

Instruct kids to call their parents over

facebook

Log Out

Are your parents around?

Before you can join Facebook, you need a parent or guardian to say it's okay. If your parent or guardian isn't available, please try again when they are with you.

Next

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a/c privileged

Parent Verification

facebook

Log Out

Parents: Please log into Facebook

To confirm that you're okay with Hao joining Facebook, start by logging into your account.

Parent's email:

Parent's Facebook
password:

[Don't have an account?](#)

Login

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a/c privileged

Parent Sign Up

facebook

Log Out

Please sign up for Facebook

Hao can only sign up if she already has a parent on Facebook. That way, you're here if she ever needs help with her account. To join Facebook, please enter your:

First Name:

Last Name:

Email:

Re-enter Email:

I am:

New Password:

Birthday:

[Why do I need to provide my birthday?](#)

By clicking Sign Up, you agree to our [Terms](#) and that you have read and understand our [Data Use Policy](#)

[Already have an account?](#)

[Sign Up](#)

Facebook © 2012 · English (US)

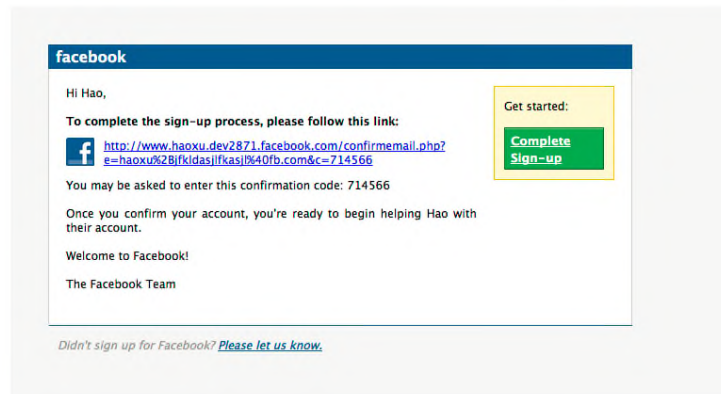
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Parent confirmation email is sent, but they don't need to complete this step until after they approve their child

Just one more step to get started on Facebook

Facebook [confirm+AaGFveHUramZrbGRhc2psZmthc2psQGZiLmNvbQ@facebook
To: haoxu+jkldasjlkasj@fb.com



- If parent doesn't confirm their account within three days, the kid will be put in a checkpoint: #890168

Parent Approval Step

facebook

Log Out

Does Hao Xu have your permission to join Facebook?

Test

Agree

Disagree

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www.facebook.com

Parent Age Verification

facebook

Log Out

Last step: Confirm It's You

Your information will be verified using the trusted identification service IDology which does not store your data. [Learn More](#)

First name:

Last name:

Last 4 digits of SSN: Facebook does not store this info.

Birthdate:

Month:

Day:

Year:

Confirm

Facebook © 2012 · English (US)

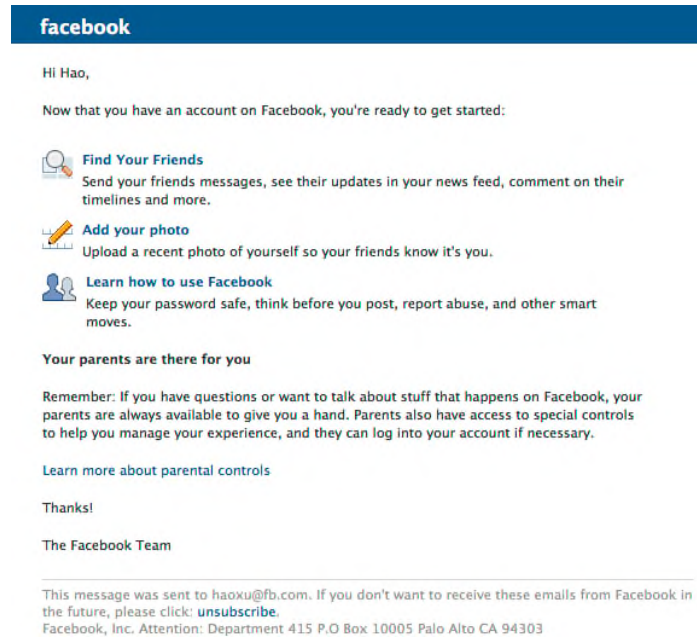
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a/c privileged

- “Learn More” language still needs to be drafted
- Idology link will point to their website. They have discussed creating a custom landing page for the Facebook integration.

144

Child receives our normal confirmation email and this welcome email



- Child goes to step one of NUX and receives confirmation email and welcome email as soon as parent verifies their age

Parent Welcome Email

Subject: Sandra now has an account on Facebook
Body: (10437 bytes)

facebook

Hi Elliottee,

Now that Sandra is on Facebook, we wanted to let you know about some of the resources available to you as her parent

You decide how things work

You know what's best for Sandra, which is why we've created special tools that let you:

- Get notified about her friend requests and much of her Facebook activity
- Decide whether she can join groups and events, like pages, and more
- Log in as Sandra if necessary, and access his information and privacy settings

Review your parental settings

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- Parents learn about safety best practices, both on Facebook and online

Visit the Family Safety Center

Read our Community Standard

Learn more about [how Facebook works](#)

We're looking forward to working with you to help Sandra get the most out of her Facebook experience.

Thank,

The Facebook Team

This message was sent to fb.elliott.tarnelli@gmail.com. If you don't want to receive these emails from Facebook in the future, please click: [unsubscribe](#).
Facebook, Inc. Attention: Department 415 P.O. Box 10005 Palo Alto CA 94303

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Tier 2 -- If Parent Denies

a/c privileged

Parent Approval Step

facebook

Log Out

Does Hao Xu have your permission to join Facebook?

Test

Agree

Disagree

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www.facebook.com

Are you sure?

facebook

Log Out

Delete Hao Xu's account?

If you decide not to let Hao join Facebook, her account will be deleted.

Delete Child's Account

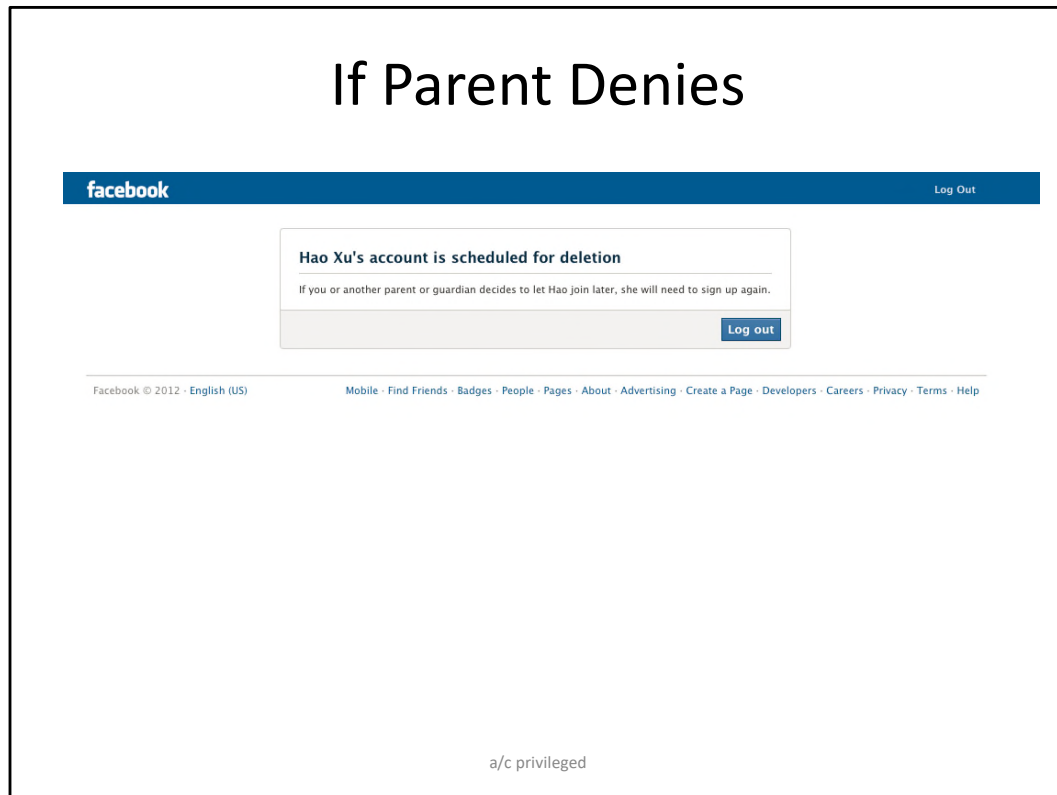
Cancel

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a/c privileged

If Parent Denies



- The kid's email will be deleted asap to allow for another registration attempt. The rest of the account information will be scheduled for deletion in ~14 days (standard wait time).

Email to kid, if parent denies

stub-kid_rejected_by_parent-0

Subject: You do not have permission to join Facebook
Body: (5094 bytes)

facebook

Hi Elliottee,

Unfortunately your parent or guardian did not agree to let you join Facebook.

You can always try signing up again if your parents decide to let you join later.

Thanks,

The Facebook Team

This message was sent to fb.elliott.tarnelli@gmail.com. If you don't want to receive these emails from Facebook in the future, please click: [unsubscribe](#).
Facebook, Inc. Attention: Department 415 P.O Box 10005 Palo Alto CA 94303

a/c privileged

Emails sent during password reset flows

a/c privileged

Email to kid when parent resets

Subject: Your Facebook password has been changed

Hi Paul,

Your parent has changed the password for your Facebook account. To log back into Facebook, please ask your parent for your new password.

Thanks,
The Facebook Team

a/c privileged

Email to kid when they reset their own PW

Subject: You've requested a new password for your Facebook account
Hi Paul Jr.,

You recently asked to change the password for your Facebook account. To confirm your new password, please go to:

<https://www.facebook.com/recover.php?n=891254&id=203107&s=100>

Or go to <https://www.facebook.com/recover.php> and enter the code 891254.

Didn't ask for a new password?

It may mean someone is trying to get into your account. If this happens, please:

1. Talk to your parent
2. Let us know right away at:

<https://www.facebook.com/checkpoint/checkpointme?u=203107&n=3y6iVDqN>

Thanks,
The Facebook Team

a/c privileged

Email to parent when kid resets their own PW

Subject: Paul Jr. has requested a new password for his Facebook account
Hi Paul,

We wanted to let you know that Paul Jr. has asked to change the password for his account.

Didn't know about this change?

Check with Paul Jr. to make sure he knows about this request. If you would like to choose a new password for him, go to your parental settings:
{LINK}

If this request didn't come from Paul Jr., it could mean someone is trying to get into <his> account. Please let us know right away at:

<https://www.facebook.com/checkpoint/checkpointme?u=203107&n=3y6iVDqN>

Thanks,
The Facebook Team

a/c privileged

Kid email when they successfully reset own PW

Subject: Your Facebook password has been changed

Hi Paul Jr.,

You recently changed the password for your Facebook account.

Password changed on: February 17, 2012 at 1:53pm

From where: Unknown Location (IP=10.54.49.254)

If you didn't make this change, it could mean someone is trying to get into your account. Please talk to your parent, then let us know right away at:

<https://www.facebook.com/checkpoint/checkpointme?u=203107&n=3y6iVDgN>

Thanks,
The Facebook Team

a/c privileged

Parent email when kid successfully resets own password

Subject: Paul Jr. has changed his Facebook password
Hi Paul,

We wanted to let you know that Paul Jr. recently changed the password for <his> Facebook account.

Password changed on: February 17, 2012 at 1:53pm
From where: Unknown Location (IP=10.54.49.254)

Didn't know Paul Jr. changed his password?

Check with Paul Jr. to make sure he knows about this change. If you would like to choose a different password for him, go to your parental settings:
{LINK}

If Paul Jr. didn't change his password, it could mean someone is trying to get into <his> account. Please let us know right away at:
<https://www.facebook.com/checkpoint/checkpointme?u=203107&n=3y6iVDqN>

Thanks,
The Facebook Team

a/c privileged