

FILED UNDER SEAL

EXHIBIT 13

Document Provided in Native Format

families on facebook

june 2012



facebook

agenda

- Current model
- Challenges
- Elements of potential solution?
 - parents establish accounts
 - parents supervise accounts -- i.e., have full access
 - audience limits for children
 - parental notifications
 - parents have meaningful control

current model

- terms prohibit people under age of 13
- technical mechanisms
- respond to reports
- disable accounts



The screenshot shows the Facebook interface with the 'Report an Underage Child' form. The form is titled 'Report an Underage Child' and includes a sub-header: 'If you believe there is a child under the age of 13 using Facebook, please use this form to file a report.' The form contains several input fields and dropdown menus for reporting a child's profile.

facebook

Report an Underage Child

If you believe there is a child under the age of 13 using Facebook, please use this form to file a report.

URL of the profile you'd like to report

Full name of the person you'd like to report

Email address listed on the profile

Networks the person belongs to

(Ex: San Francisco, CA)

Actual age of the child

Your relationship to the user

Additional relevant information or questions

challenges

- Safety is our core concern
- Evidence indicates that millions of children under 13 on Facebook and parents are helping them sign up
- Current system is not designed to help parents protect those children.
- Pressure from some regulators to offer “training wheels”

Possible solution?



facebook

parents and kids participate together

- + Parents must have Facebook account
- + Parents create kids' account
- + Comprehensive notice before approve kids' account
- + Adult verification (last 4 SSN) & “social” verification
- + Information for parents and children about safety
- + Parental access to child's account
- + Parental dashboard for easy management

Reg Form

facebook

Email:
☐ Keep me logged in

Password:
[Forgot your password?](#)

[Sign 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 understand our Data Use Policy.

[Sign Up](#)

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

English (UK) Español Português (Brasil) Français (France) Deutsch Italiano العربية Türkçe 中文(香港) 中文(台灣)

Facebook © 2010 English (UK) Mobile Find Friends Budgets People Pages About Advertising Create a Page Developers Events 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 Settings People Pages About Advertising Create a Page Developers Careers Privacy Terms Help

s/c privileged

Parent Verification

facebook

Log Out

Parents: Please log into Facebook

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

Parent's email:

Parent's Facebook
password:

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

[Login](#)

Facebook © 2012 English (GB)

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

a/c privileged

Parent Approval Step

facebook

Log Out

Does Hao Xu have your permission to join Facebook?

Text

Agree

Disagree

Facebook © 2012 · English (US)

Mobile · Find Friends · Badges · People · Pages · About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help

100% (10/10) 100%

Parent Verification

facebook

Log Out

Last step: Confirm It's You

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

First name:

Last name:

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

Birthday: Month: Day: Year:

Confirm

Facebook © 2012 · English (US)

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

a/c privileged

education

- + Welcome email for parent linking to dashboard and providing additional information
- + Welcome email for children highlighting safety tips and resources (abuse reporting, social reporting)
- + PSAs and other information for parents and children

parents are joint administrators

- + Parents can log into their child's account
- + Parents can see actions / connections child makes through the child's Activity Log -- e.g.,
 - Posts on others timeline
 - When child tagged or tags another
 - Likes, comments, status updates
 - Groups/events joined
- + Parents can take actions within account

proposals for under 13s

- + Timeline/profile fields: Friends
- + Posts: Friends
- + Who can post on timeline/profile: Friends
- + Who can tag: Friends
- + Who can message: Friends
- + Who can send friend request: < 13 and FOF
- + Who can search by name/contact: < 13 and FOF
- + Can send friend requests to: Everyone

notification options

+ Proposed notification options for parents

- receives or sends friend request
- Joins a group (even secret groups)
- RSVPs to an event (even invite only events)
- Subscribes to a user or interest list
- Starts a new chat / message thread with non-friend
- Is tagged in a post/photo

Adds or removes a parent

other possible notifications

+ Other potential notices

- Adds a Friend
- Likes a Page
- Comments on a Page (any public space?)
- Updates profile information, profile picture, life events
- Posted on another user's timeline
- Someone posted on their timeline

- 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.

[Parental Controls](#) [Notifications](#)



Ruth Allisonberg

Ruth Allisonberg ▾

Parental Controls

Account	Active	Edit
Notifications		
Receive emails about new connections Ruth makes		
☒ Be notified when Ruth sends or received a friend request?		
☒ Be notified when Ruth gains a new friend		
☒ Be notified when Ruth is tagged on Facebook		
☒ Be notified when Ruth follows a user or interest list		
☒ Be notified when Ruth joins a Group		
☒ Be notified when Ruth RSVPs to an Event		
☒ Be notified when Ruth starts a message thread with a non-friend		
☒ Be notified when Ruth installs or uninstalls an application		
☒ Be notified when Ruth changes the permission levels with an application		
☒ Be notified when Ruth changes her profile information, profile photo, or adds a live event		
☒ Be notified when Ruth posts on a Page		
☒ Be notified when Ruth Likes a Page		
Save Changes Cancel		
Birthday	1 January 2001	Edit
Tagging	I want to approve tags of Ruth before they go onto her Timeline	Edit
Platform	Ruth can use Facebook Platform	Edit
Parents	Tom Bowersberg	Edit

controls

+ Tagging

- Pre-approval automatically on for kids
- Parent can turn this feature on as well

+ Platform

- Apps need to opt in to be offered to parents
- Parents can disable Platform or remove specific apps
- Parents can review all apps accessed by their child
- Will provide access to app's privacy policies

parental dashboard

App Settings

John Smith has authorized these apps to interact with his Facebook account:

 ifttt	Less than 24 hours ago	Privacy Policy	Edit 
 Friendsheet	Less than 24 hours ago	Privacy Policy	Edit 

parental dashboard

Parents

Parents on Ruth's account

Tom Bowersberg

Add parent

Save Changes

Cancel

Platform

Allow Ruth to use Facebook Platform

☒ Can use Facebook Platform

☐ Cannot use Facebook Platform

Save Changes

Cancel

Account

Allow Ruth to use Facebook

☒ Can use Facebook

☐ Cannot use Facebook

Save Changes

Cancel

age gating

- + Normal age gating will continue, plus enhancements
- + Apps will have to opt in to being available to under 13s
- + Page Admins will have to opt out of being visible to under 13s
- + UO will be able to lock an object or piece of content into a specific age-gating setting as they review/report suspicious content

advertising

- + Kids see ads from a limited group of carefully selected partners at launch
- + No ads with social context at launch
- + Only available for select verticals
- + Review process is 100% manual
- + We will devote inventory to PSAs that help to educate kids on how to use the site safely
- + Kids not in Ads and Featured Stories

facebook