



June 19, 2012

The Honorable Kamala D. Harris
Attorney General of California
California Department of Justice
1300 "I" Street
Sacramento, CA 95814-2919

Dear General Harris:

As we continue the growth of our mobile platform through last week's launch of the Facebook App Center, we write to thank you for your pioneering work to promote consumer privacy in the mobile application ecosystem. Ensuring consumer trust on mobile platforms is an essential value to us at Facebook, and to that end we believe that the mobile application principles announced by you and six mobile application market companies on February 22, 2012 (the "Joint Statement") was a critical initiative toward that goal.

As you know, the Joint Statement's principles embodied essential protections for Californians and others who use mobile apps by encouraging companies that provide mobile app markets to give developers the ability to provide a link to their privacy policies and to display those links along with other app details. The Joint Statement also encouraged the participants to create a mechanism by which users could report concerns and to have internal procedures for addressing those reports. We believe strongly in the importance of these consumer protections, and, with the launch of our Facebook App Center, we hope that you will consider us a signatory to the Joint Statement.

This past week, we announced the Facebook App Center, a new feature that helps people find mobile and other apps that they can use to connect with their friends on Facebook. The App Center provides a centralized place where our users can learn more about participating Facebook apps, read their privacy policies, and, where necessary, report problems. We are committed to building transparency, control, and accountability into all of our products, and we believe that the App Center empowers users to learn about the policies that will apply to data collected when they use mobile apps included in the Facebook App Center and to make informed choices about which apps they wish to use.

As we built the App Center, we were guided by the principles contained in the Joint Statement. We believe that the principles are reflected in the App Center, and the result is a meaningful privacy experience for everyone who uses applications on Facebook.

We understand that, as a part of your effort to partner with industry to develop sustainable approaches to protecting privacy in the mobile environment, you are planning to convene a group of stakeholders in the coming months to continue discussions about best practices for promoting mobile privacy. We applaud this important initiative for our industry and for consumers. Bringing together these stakeholders to have discussions about how to best protect privacy in the mobile environment continues California's leading role in protecting consumers online, and as a California company we are proud of the work that your office has done to make our home state the place where these important discussions about how to protect consumers are occurring. We would welcome the opportunity to participate in this important dialogue.

Thank you again for your leadership on the important issue of privacy in mobile applications. Building principles of transparency, control, and accountability – such as the principles that you adopted earlier this year – into the mobile app ecosystem is essential to promoting our users' trust in the mobile platform.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Erin M. Egan". The signature is fluid and cursive, with a long, sweeping tail on the final letter.

Erin M. Egan
Chief Privacy Officer, Policy