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June 20, 2012

Erin M. Egan
Chief Privacy Officer
Facebook, Inc.
1155 F Street, NW
Suite 475
Washington, DC 20004

Dear Ms. Egan:

Thank you for your letter of June 19, 2012. As you know, Attorney General Kamala D. Harris has made protecting the digital privacy and security of California consumers a priority for the Department of Justice. In February, the Attorney General announced a global agreement with six leading mobile applications platforms – Amazon.com Inc., Apple Inc., Google Inc., Hewlett-Packard Company, Microsoft Corporation, and Research in Motion Limited – to promote principles of transparency, control, and accountability in the mobile ecosystem. This Joint Statement of Principles (“the Principles”) was the product of months of work between our office and Amazon, Apple, Google, Hewlett-Packard, Microsoft, and Research In Motion. Indeed, these companies are continuing to meet with us and other stakeholders to create model mobile privacy policies and to prepare a document tailored for application developers that sets forth best mobile privacy practices. For nearly a year, these companies have collaborated with us to address mobile privacy concerns and to develop creative, forward-looking solutions that will give consumers greater transparency and control over their personal data without unduly burdening innovative app platforms and developers. Our office is grateful for their leadership.

California law requires all operators of commercial web sites and online services, including mobile and social applications (“apps”), who collect personally identifiable information from Californians to conspicuously post a privacy policy. We are very pleased that Facebook has incorporated the Principles into the design of the App Center and that Facebook requires, as a condition of participating in the App Center, that developers submit a link to a privacy policy. We are also pleased to see that Facebook is prominently displaying the link to an app’s privacy policy in the App Center, and is implementing a means to report and remediate privacy issues. As we indicated in the Principles, these practices will increase consumer privacy protections. They will also help further our goals of educating developers about their legal obligations and increasing compliance with California law. This is good for everyone – consumers, developers, platforms, and regulators.

As you know, our office and the Office of Privacy Protection have convened an Advisory Group on Mobile Privacy to create model mobile privacy policies and guidelines for best mobile privacy practices. Although the Advisory Group initially convened last month, we believe that the group would benefit from your expertise and welcome Facebook's participation in the Advisory Group.

On behalf of the Attorney General, I would like to thank you again for your letter of June 19. Our state has been at the forefront of innovation in technology. We could not be prouder that, like Facebook, many of the leaders of this innovation are headquartered in California. And, we are prouder still that our state is at the forefront of innovation in privacy protection, something which is critical to protecting the security and safety of Californians. We applaud Facebook's participation in this important agreement, and we look forward to collaborating with you going forward.

Sincerely,



ALEXANDRA ROBERT GORDON
Deputy Attorney General

For KAMALA D. HARRIS
Attorney General