

facebook

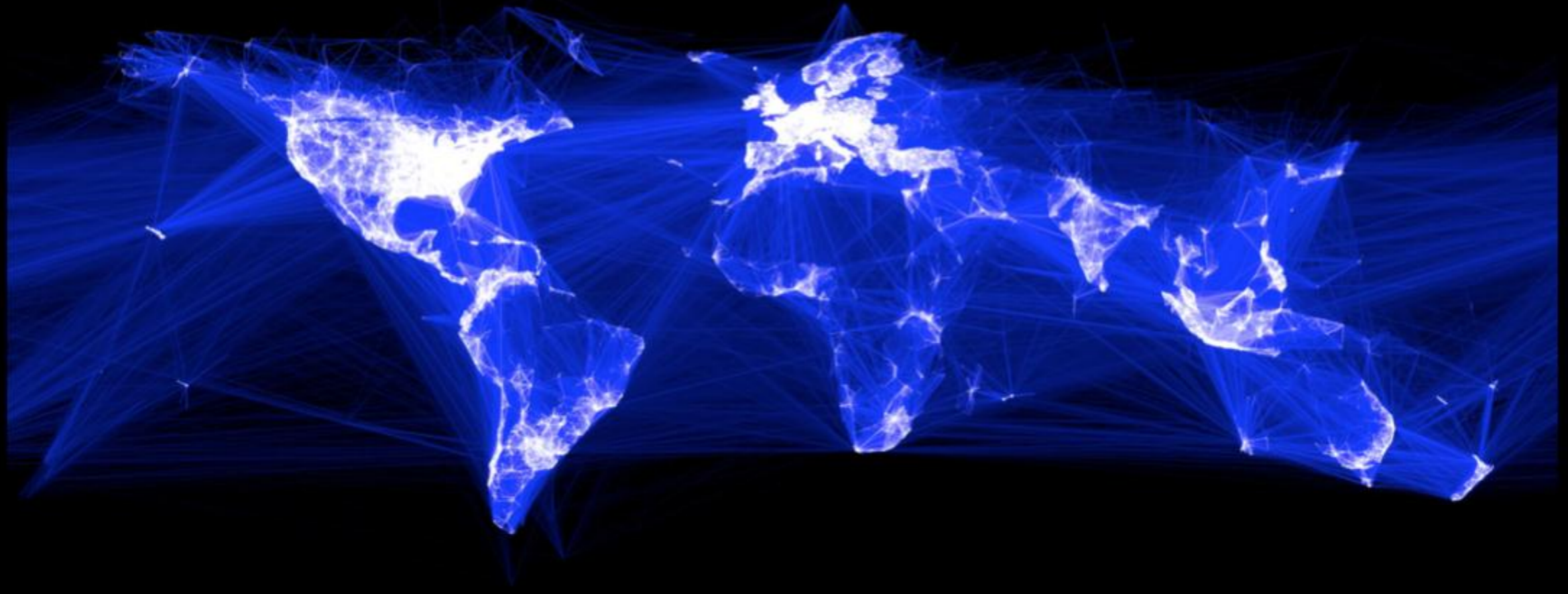
# Global Forum 2012 - Stockholm



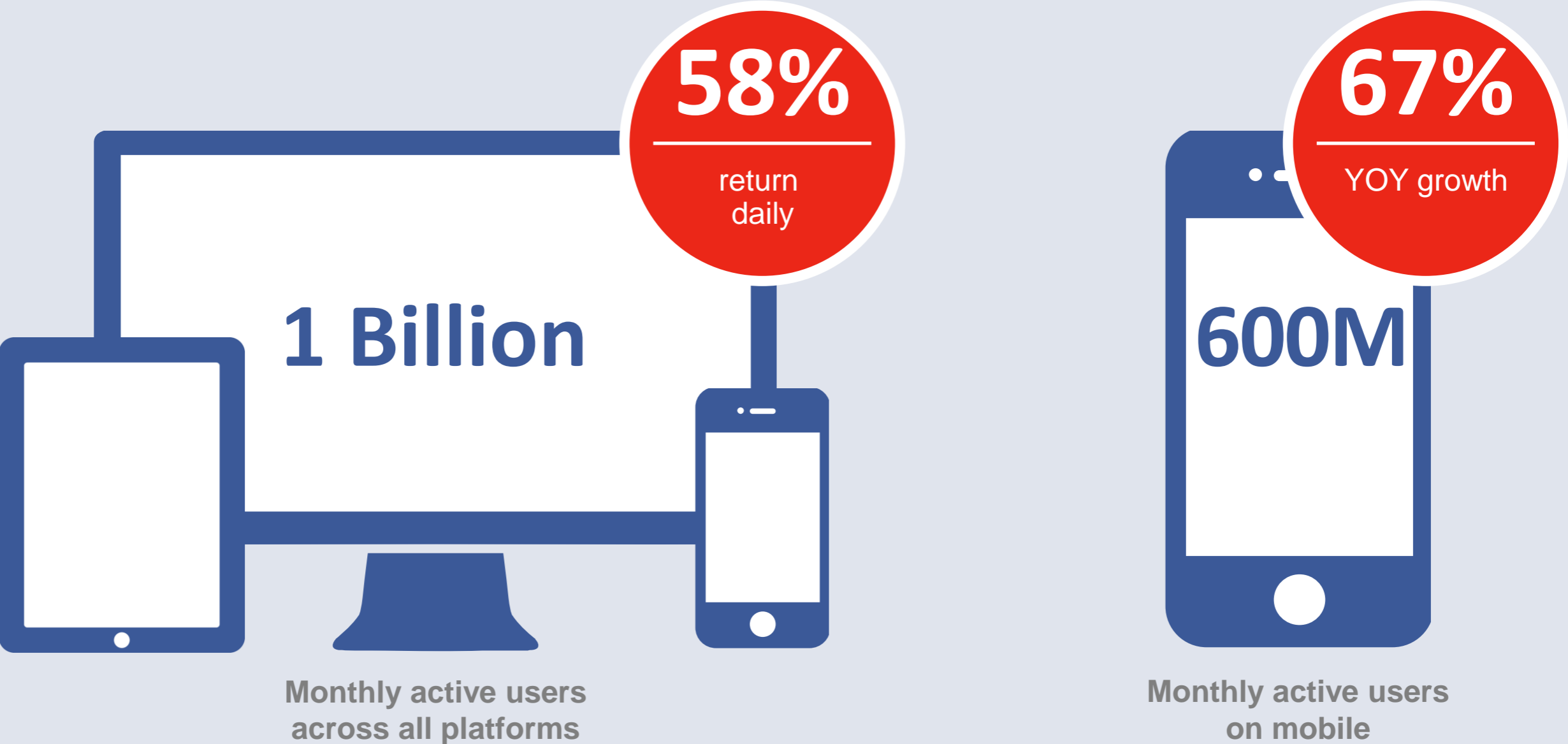
Session 4: New Usages: For Privacy & Security

Thomas Myrup Kristensen

Facebook's mission is to make the world more open and connected



# Facebook enables people to connect on a huge scale



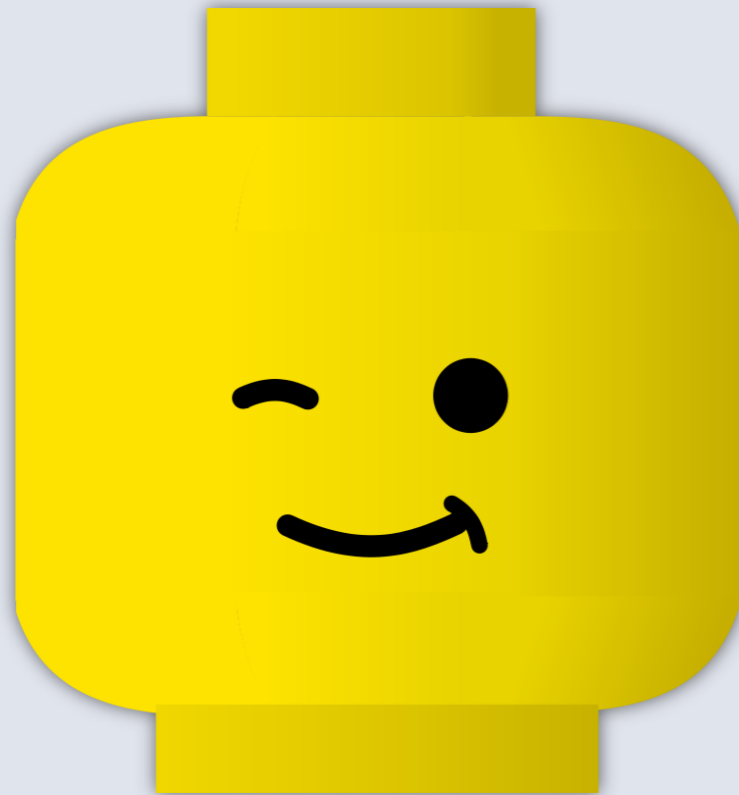
Source: Facebook 10Q, June 2012.

The web has changed...



# Facebook's 'real name' culture

Model 1

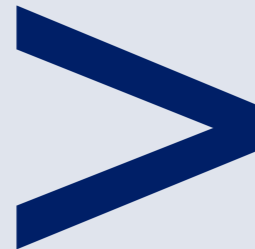


JS123

Model 2



Thomas







## ADDS REAL VALUE

According to a Deloitte study from January 2012 they found across Europe, Facebook has:

With an economic impact of **€15.2 billion**

Supporting **232,000 jobs**



facebook

TRANSPARENCY

CONTROL

ACCOUNTABILITY

# Privacy

Transparency – We are clear about our data protection practices and obtain informed consent from users to those practices.

*Examples* : Data Use Policy, First Use Education

Control – We give Users meaningful control over what they share and with whom.

*Examples* : Activity log, inline sharing controls, Social ads opt out, DYI, delete your account.

Accountability – We are accountable to enforcement authorities and to our users

*Examples*: Irish Audit, User Feedback



# Security

- Login approvals:
  - Double tier authentication system
- Login Notifications
  - Approval of devices to access the site and notification system
- HTTPS
  - Encrypted connection to Facebook
- Remote Logout
  - Overview of active Facebook sessions
- One-Time Passwords
  - Generation of temporary passwords
- Social Authentication
  - Friend verification

**Account Security** hide

Set up secure browsing (https) and login alerts.

**Secure Browsing (https)**

Browse Facebook on a secure connection (https) whenever possible

**When a new computer or mobile device logs into this account:**

Send me an email

**Save**

**Account Activity**

View your recent account activity. If you notice an unfamiliar device or location, click "end activity"

*Note: Locations and device types reflect our best guesses based on your ISP or wireless carrier.*

**Most Recent Activity**

Location: Palo Alto, CA, US (Approximate)  
Device Type: Safari on MacOSX

**Account Activity**

View your recent account activity. If you notice an unfamiliar device or location, click "end activity"

*Note: Locations and device types reflect our best guesses based on your ISP or wireless carrier.*

**Most Recent Activity**

Last Accessed: **Today at 9:13pm**  
Device Name: Work Computer  
Location: Palo Alto, CA, US (Approximate)  
Device Type: Safari on MacOSX

**Also Active**

Last Accessed: **Today at 9:19pm** end activity  
Device Name: Home Computer  
Location: Palo Alto, CA, US (Approximate)  
Device Type: Firefox on MacOSX

**Account Security** hide

To help keep your Facebook account as safe as possible, we can notify you when your account is accessed from a computer or mobile device that you haven't used before.

**Would you like to receive notifications for logins from new devices?**

Yes  No

**Notification methods (in addition to email):**

SMS (mobile text)

**Submit**

**Computers and mobile devices currently associated with your account:**

Name	Time Saved	
Lev's Work Computer	Today at 1:00pm	<a href="#">Remove</a>
Lev's Home Computer	Today at 12:59pm	<a href="#">Remove</a>

**THIS JOURNEY**

**1% FINISHED**