

facebook

Improving user control on Facebook

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Goals

Defining a new model of personalized privacy

Giving users greater control

Making privacy more simple

Helping people connect more easily

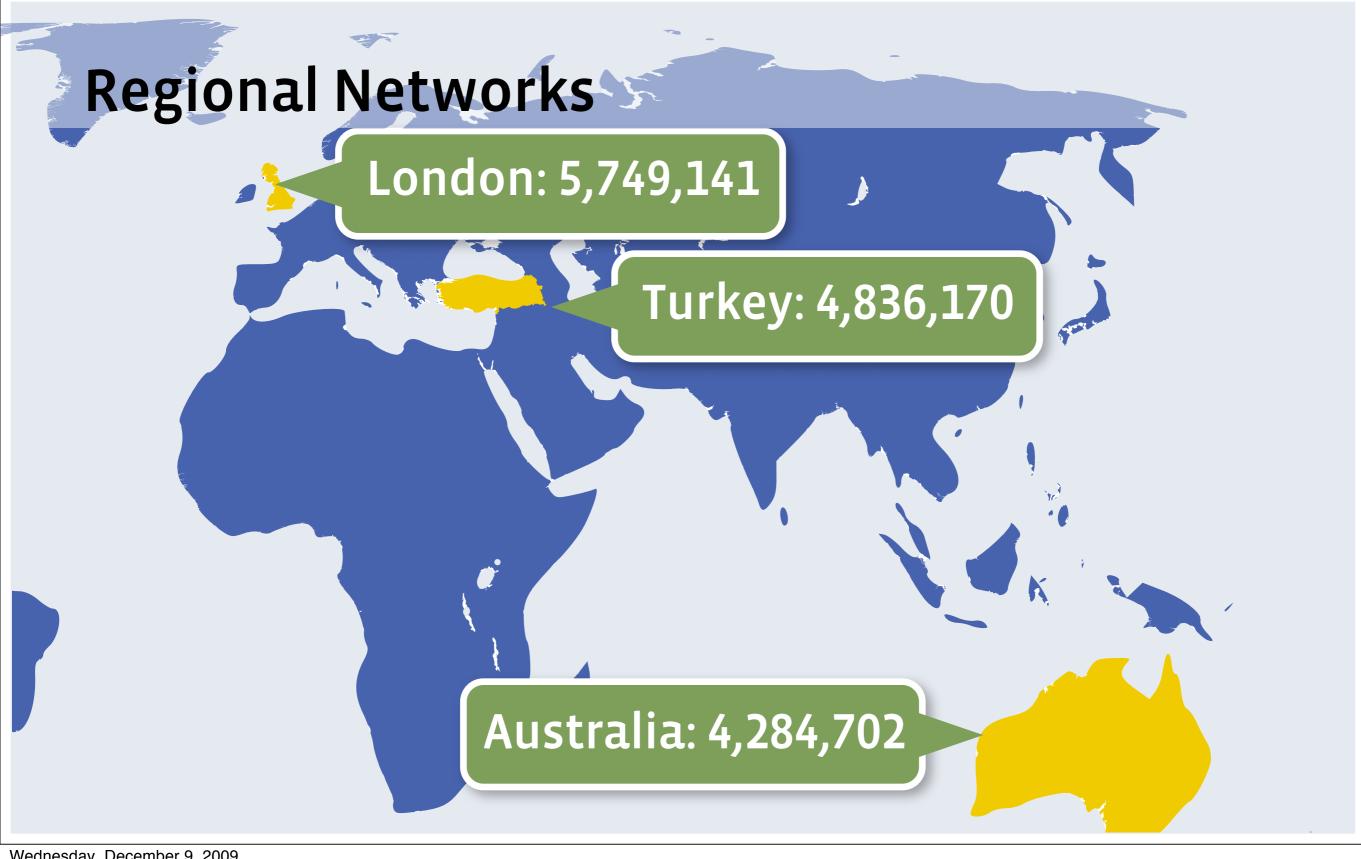
Goals

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Privacy settings

4 categories

Anyone who is friends with a friend

Everyone

Friends of Friends

Only Friends

Customize

Anyone, on or off, of Facebook

Confirmed friends

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Defining a new model of personalized privacy

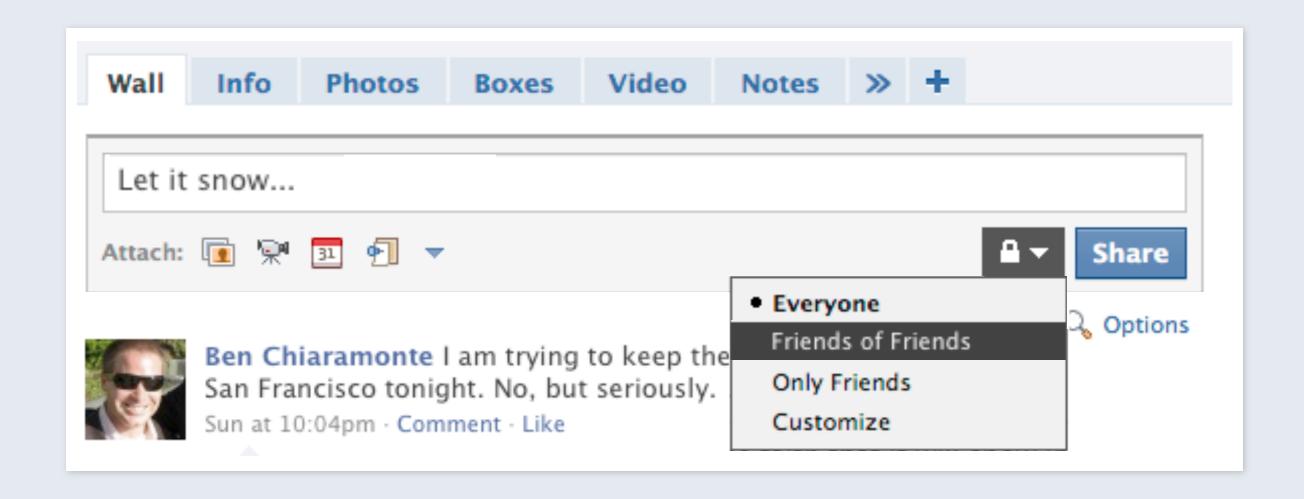
Giving users greater control

Making privacy more simple

Helping people connect more easily

Publisher privacy control





Goals

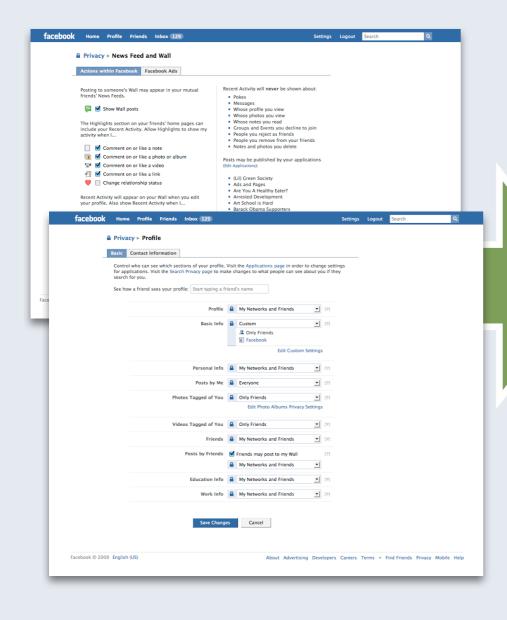
Defining a new model of personalized privacy

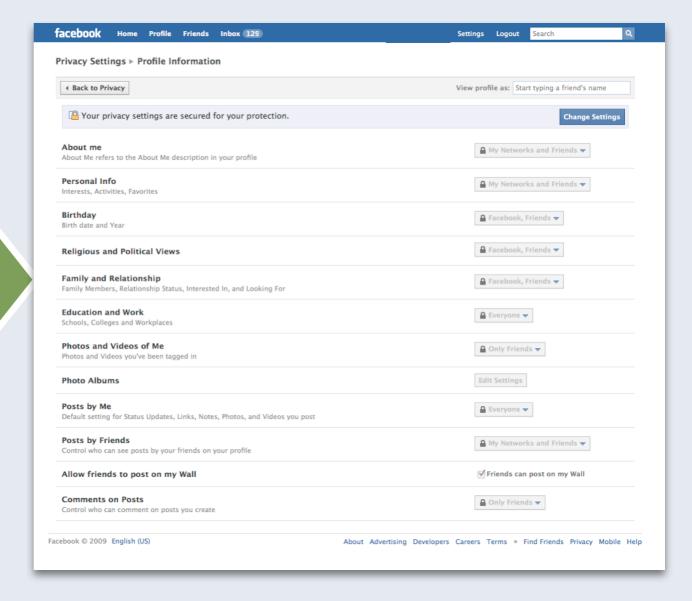
Giving users greater control

Making privacy more simple

Helping people connect more easily

Simpler privacy page





Goals

Defining a new model of personalized privacy

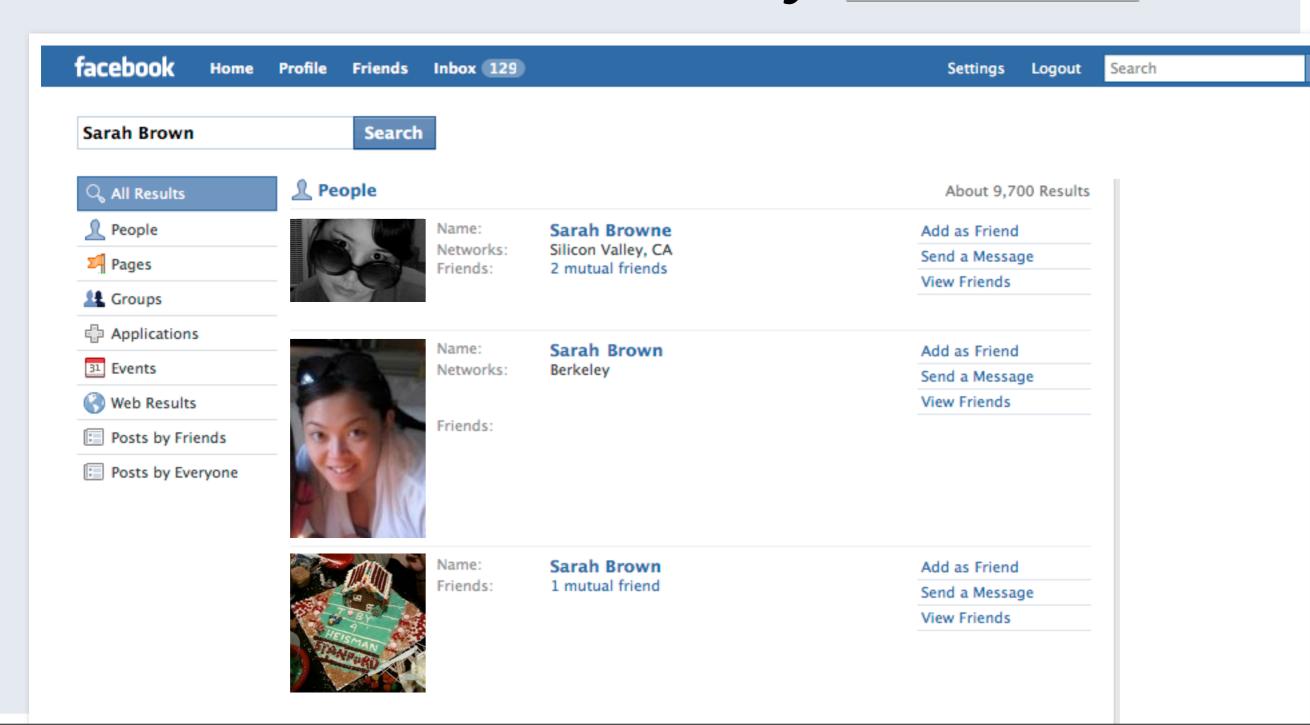
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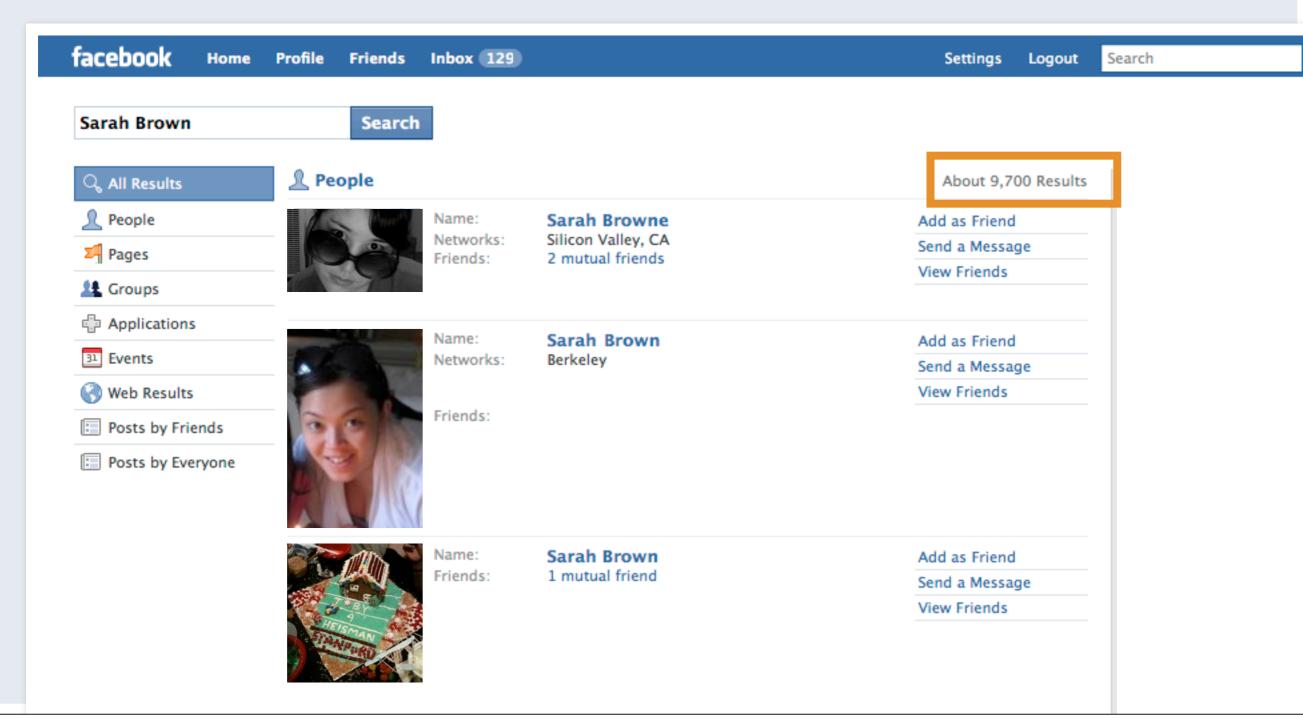
Find and connect more easily 41 Add as Friend





Find and connect more easily 2 Add as Friend







News Feed View Live Feed @77

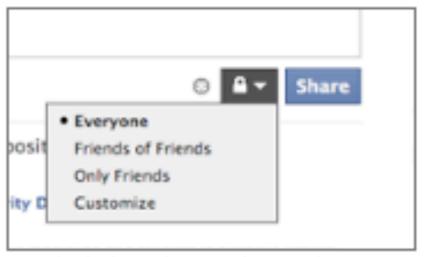
Important message from Facebook

Privacy Announcement

We're making some changes to give you more control of your information and help you stay connected. We've simplified the Privacy page and added the ability to set privacy on everything you share, from status updates to photos.

At the same time, we're helping everyone find and connect with each other by keeping some information—like your name and profile picture—publicly available.

The next step will guide you through choosing your privacy settings. You can learn more about how privacy works here.



Use the lock to share with Friends. Friends of Friends, or Everyone on the internet, which gives you more control than your old regional network setting.

Continue to Next Step >

Skip For Now





Vader Dances to Hammer You Can't Touch This Dance: Star Wars weekends 2009 Disney

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News Feed View Live Feed @77

Important message from Facebook

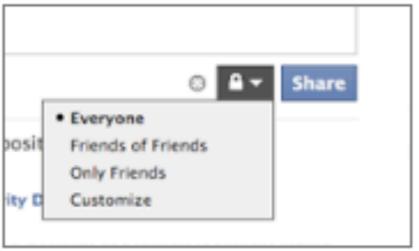


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A guide to privacy on Facebook

Understand and control how you share information

Privacy on Facebook

Privacy is built around a few key ideas: You should have control over what you share. It should be easy to find and connect with friends. Your privacy settings should be simple and easy to understand.

Friends

Friends of Friends

Everyone

On Facebook, there are three basic levels of privacy: Friends, Friends of Friends, Everyone. You also have a set of publicly available information, which helps your friends find and connect with you. This includes your Name, Profile Picture, Current City, Gender, Networks, Friend List and Pages. You can read our Privacy Policy here.

What these changes mean for you

- You can now control who can see every post you share, from status updates to photo albums.
- Regional networks (like London or Australia) have been removed.

Control every time you share

You can select a privacy setting for every post you make. Whether you are uploading a photo or posting a status update, you control exactly who can see it at the time you create it. Whenever you share something, look for the lock icon. Clicking on it will bring up a menu that lets you choose who will be able to see your post, from Friends, to Friends of Friends, to Everyone.



Adjust privacy for anything you share.

Editing your settings

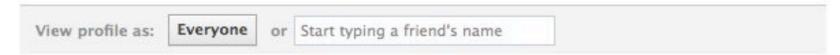
What these changes mean for you

- You can now control who can see every post you share, from status updates to photo albums.
- Regional networks (like London or Australia) have been removed.
- A common set of information for all users is now publicly available.
- Facebook-enhanced applications and websites now have access to a limited set of information when you use and interact with them: your publicly available information and information you've made visible to Everyone.
- No changes whatsoever to ads on Facebook. We do not give—and have never given—anyone's data or personally identifiable information to advertisers.

From your home page, you will be sent through a transition tool that will help you select your new privacy settings. Remember, you'll always be able to change your privacy settings from the Privacy page. If you have any feedback for us on this, let us know here.

How others see you

If you are ever curious about how your friends see your profile, or what information Everyone can see, use this tool to see how people see you.



Recommended settings

We offer recommendations for your privacy settings based on the three levels of privacy: Friends, Friends of Friends, and Everyone.

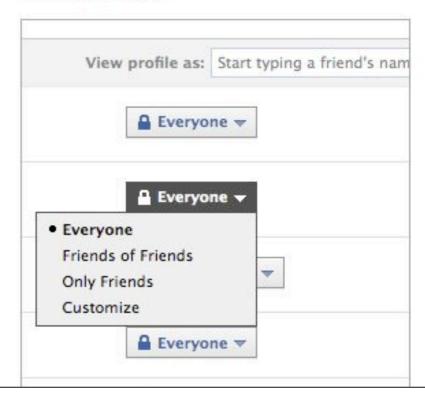
We recommend Everyone be able to see information that will make it easier for friends to



Adjust privacy for anything you share.

Editing your settings

The Privacy page is designed to make it easy to edit your settings. Any changes you make will go into effect immediately. You can select a privacy level or choose to customize your privacy. For example, you may have some information that you only want your family to see. You can easily do this by creating Friend Lists from the Friends page and selecting "Custom Setting" any time you set your privacy.



Protecting your privacy

We are committed to protecting minors who use Facebook. Until their eighteenth birthday, minors will have their information limited to Friends of Friends and Networks.

Privacy Center Facebook Resources On the Internet Privacy Policy External Resources FAQs Videos Safety page Privacy Settings page Security page

Our thoughts and background on these changes

Every day, millions of people use Facebook to stay connected and share information with the people around them. When we first built Facebook five years ago, we thought hard about incorporating the best privacy settings for enabling people to share with the people they wanted. [read more]

News Feed View Live Feed @70

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Facebook's new, simplified privacy settings give you more control over the information you share. We've recommended settings below, but you can choose to apply your old settings to any of the fields.

About me [?]	Everyone ①	Old Settings
Family and Relationships [?]	0	•
Work and Education	•	0
Posts I Create Status Updates, Links, Photos, Videos, and Notes	•	0
	Friends of Friends	Old Settings
Photos and Videos of Me 🔞	•	0
Birthday [?]	0	•
Religious and Political Views	•	0
	Friends	Old Settings
Email Addresses and IM	0	•
Phone Numbers	•	0
Address	•	0



Ana Muller Female

Networks:

- Facebook
- Harvard

Friends:

- Brian Joseph
- Benjamin Golub
- 30 more

Pages:

- The New York Times
- The New England Patriots
- 7 more

Facebook's new, simplified privacy settings give you more control over the information you share. We've recommended settings below, but you can choose to apply your old settings to any of the fields.

	Everyone	Old Settings
About me [?]	•	0
Family and Relationships [7]	0	•
Work and Education	•	0
Posts I Create Status Updates, Links, Photos, Videos, and Notes	•	0
	Friends of Friends	Old Settings
Photos and Videos of Me 🔞	•	0
Birthday [?]	0	•
Religious and Political Views	•	0
	Friends	Old Settings
Email Addresses and IM	0	•
Phone Numbers	•	0
Address	•	0



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Family and Relationships [?]	0	•
Work and Education	•	0
Posts I Create Status Updates, Links, Photos, Videos, and Notes	•	0
	Friends of Friends	Old Settings
Photos and Videos of Me [?]	•	0
Birthday [?]	0	•
Religious and Political Views	•	0
	Friends	Old Settings
Email Addresses and IM	0	•
Phone Numbers	•	0
Address	•	0



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Family and Relationships [7]	0	•
Work and Education	•	0
Posts I Create Status Updates, Links, Photos, Videos, and Notes	•	0
	Friends of Friends	Old Settings
Photos and Videos of Me [?]	•	0
Birthday [?]	0	•
Religious and Political Views	•	0
	Friends	Old Settings
Email Addresses and IM	0	•
Phone Numbers	•	0
Address	•	0



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Photos and Videos of Me [?]	Friends of Friends	Old Settings
Birthday [?]	0	•
Religious and Political Views	•	0





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Publicly available information ind profile picture, gender, current di Friend List, and Pages. You can al yourself from search results from page.

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About me [?]	Everyone ①	Old Settings
Family and Relationships [7]	0	•
Work and Education	•	0
Posts I Create Status Updates, Links, Photos, Videos, and Notes	•	0
Photos and Videos of Me [?]	Friends of Friends	Old Settings
Birthday [?]	0	•
Religious and Political Views	•	0
	Friends	Old Settings
Email Addresses and IM	0	•
Phone Numbers	•	0
Address	•	0



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	Everyone (•)	Old Settings
About me [7]	•	0
Family and Relationships [?]	0	•
Work and Education	•	0
Posts I Create Status Updates, Links, Photos, Videos, and Notes	•	0
	Friends of Friends	Old Settings
Photos and Videos of Me 🔞	•	0
Birthday [?]	0	•
Religious and Political Views	•	0
	Friends	Old Settings
Email Addresses and IM	0	•
Phone Numbers	•	0
Address	•	0



Ana Muller Female

Networks:

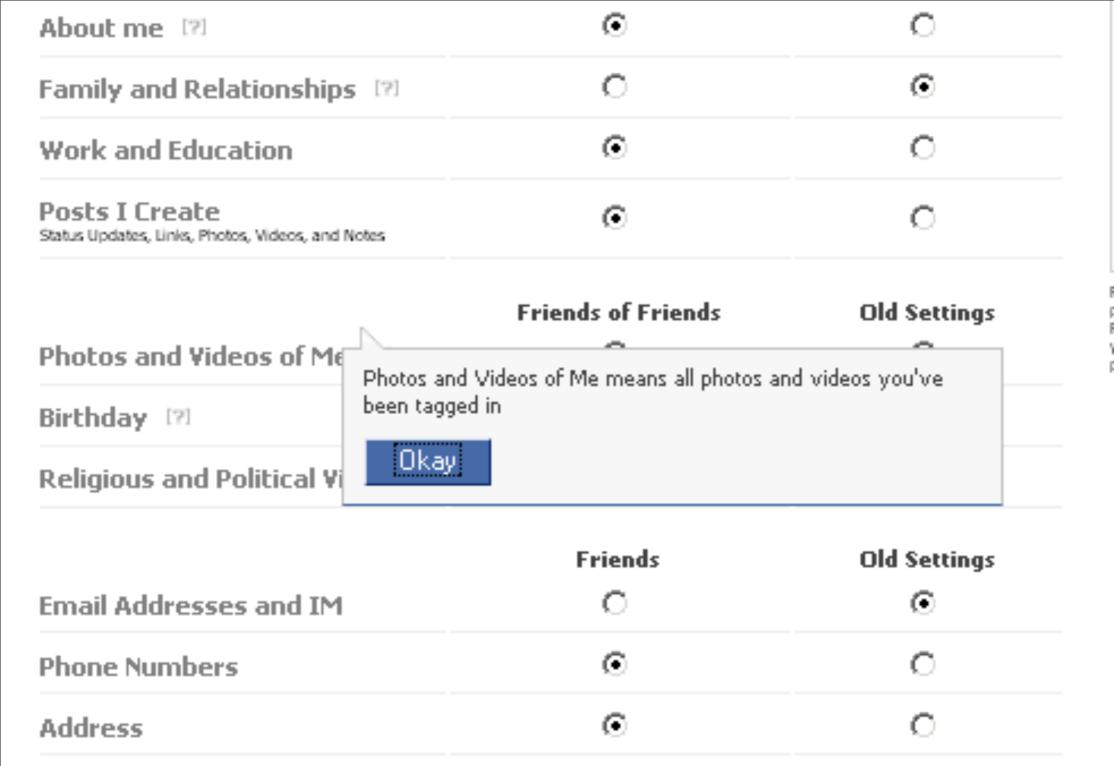
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- Harvard

Friends:

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- Benjamin Golub
- 30 more

Pages:

- The New York Times
- The New England Patriots
- 7 more



Your custom settings will be preserved for: anayang@facebook.com

- racebook
- Harvard

Friends:

- Brian Joseph
- Benjamin Golub
- 30 more

Pages:

- The New York Times
- The New England Pai
- 7 more

Publicly available information include profile picture, gender, current city, Friend List, and Pages. You can alway yourself from search results from you page.

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About me [?]	Everyone ①	Old Settings
Family and Relationships [7]	0	•
Work and Education	•	0
Posts I Create Status Updates, Links, Photos, Videos, and Notes	•	0
Photos and Videos of Me 🔞	Friends of Friends	Old Settings
Birthday [?]	0	•
Religious and Political Views	•	0
	Friends	Old Settings
Email Addresses and IM	0	•
Phone Numbers	•	0
Address	•	0



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About me [?]	Everyone ①	Old Settings
Family and Relationships [7]	0	•
Work and Education	•	0
Posts I Create Status Updates, Links, Photos, Videos, and Notes	•	0
Photos and Videos of Me 🔞	Friends of Friends	Old Settings
Birthday [?]	0	•
Religious and Political Views	•	0
	Friends	Old Settings
Email Addresses and IM	0	•
Phone Numbers	•	0
Address	•	0



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Work and Education	•	0
Posts I Create Status Updates, Links, Photos, Videos, and Notes	•	0
Photos and Videos of Me [?]	Friends of Friends	Old Settings
Birthday [?]	0	•
Religious and Political Views	•	0
Email Addresses and IM	Friends	Old Settings
Phone Numbers	•	0
Address	•	0



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About me [?]	Everyone ①	Old Settings
Family and Relationships [7]	0	•
Work and Education	•	0
Posts I Create Status Updates, Links, Photos, Videos, and Notes	•	0
Photos and Videos of Me [?]	Friends of Friends	Old Settings
Birthday [?]	0	•
Religious and Political Views	•	0
	Friends	Old Settings
Email Addresses and IM	0	•
Phone Numbers	•	0
Address	•	0



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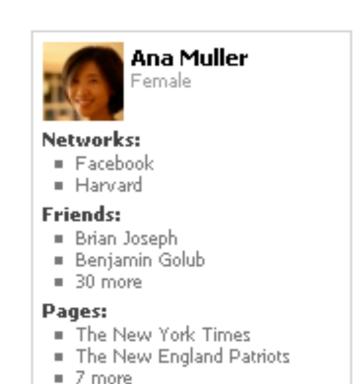
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About me [?]	Everyone (•)	Old Settings
Family and Relationships [7]	0	•
Work and Education	•	0
Posts I Create Status Updates, Links, Photos, Videos, and Notes	•	0
	rainede «Crainede	0H 6-wi





Email Addresses and IM	Friends	Old Settings
Phone Numbers	•	0
Address	•	0

Publidy available information includes your name, profile picture, gender, current city, networks, Friend List, and Pages. You can always hide

from search results from your Privacy

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Everyone ①	Old Settings
0	•
•	0
•	0
Friends of Friends	Old Settings
0	•
•	0
	© © Friends of Friends ©



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	Friends	Old Settings
Email Addresses and IM	0	My Networks and Friends
Phone Numbers	•	Ŏ
Address	•	0

Status Updates, Links, Photos, Videos, and Notes	•	· · · · · · · · · · · · · · · · · · ·
Photos and Videos of Me [?]	Friends of Friends	Old Settings
Birthday [?]	0	•
Religious and Political Views	•	0
Email Addresses and IM	Friends	Old Settings
Phone Numbers	•	0
Address	•	0
Your custom settings will be preserve		
Some important things to remember:		

- You can change your settings at any time from your Privacy page and those changes will take effect immediately. Learn more.
- Information you choose to share with Everyone is available to everyone on the internet.
- When you visit a Facebook-enhanced application, it will be able to access your publicly available information, which includes Name, Profile Photo, Gender, Current City, Networks, Friend List, and Pages. This information is considered visible to Everyone.

Save Settings

- The New England Patriots
- 7 more

Publicly available information includes your name, profile picture, gender, current city, networks, Friend List, and Pages. You can always hide yourself from search results from your Privacy page.

Posts I Freate

Posts I Create Status Updates, Links, Photos, Videos, and Notes	•	0
	Friends of Friends	Old Settings
Photos and Videos of Me 🔞	•	0
Birthday [7]	0	•
Religious and Political Views	•	0
	Friends	Old Settings
Email Addresses and IM	0	•
Phone Numbers	•	0
Address	•	0
Your custom settings will be preserved some important things to remember:	d for: anayang@facebook.com	
 You can change your settings at any time immediately. Learn more. 	ne from your Privacy page and the	ose changes will take effec
 Information you choose to share with E 		
 When you visit a Facebook-enhanced approximation, which includes Name, Profipages. This information is considered visited. 	le Photo, Gender, Current City, N	
	Save Settings	

- The New England Patriots
- 7 more



Thank you for updating your privacy settings

Here are your new settings:

Everyone can see:

- About me
- Education and Work
- Posts by Me.

Friends of Friends can see:

- Family and Relationship.
- Photos and Videos of Me.
- Religious and Political Views

Only friends can see:

- ayang@friendfeed.com
- Mobile Phone
- Other Phone
- Current Address
- Birthday

Your custom settings were preserved for: anayang@facebook.com and IM Screen Name

You can always change or further customize your settings on your Privacy page.

Remember, when you visit a Facebook-enhanced application, your publicly available information (and information you have set to Everyone) will be shared in order for you to use that Facebook-enhanced application.

Go Home



Thank you for updating your privacy settings

Here are your new settings:

Everyone can see:

- About me
- Education and Work
- Posts by Me.

Friends of Friends can see:

- Family and Relationship.
- Photos and Videos of Me.
- Religious and Political Views

Only friends can see:

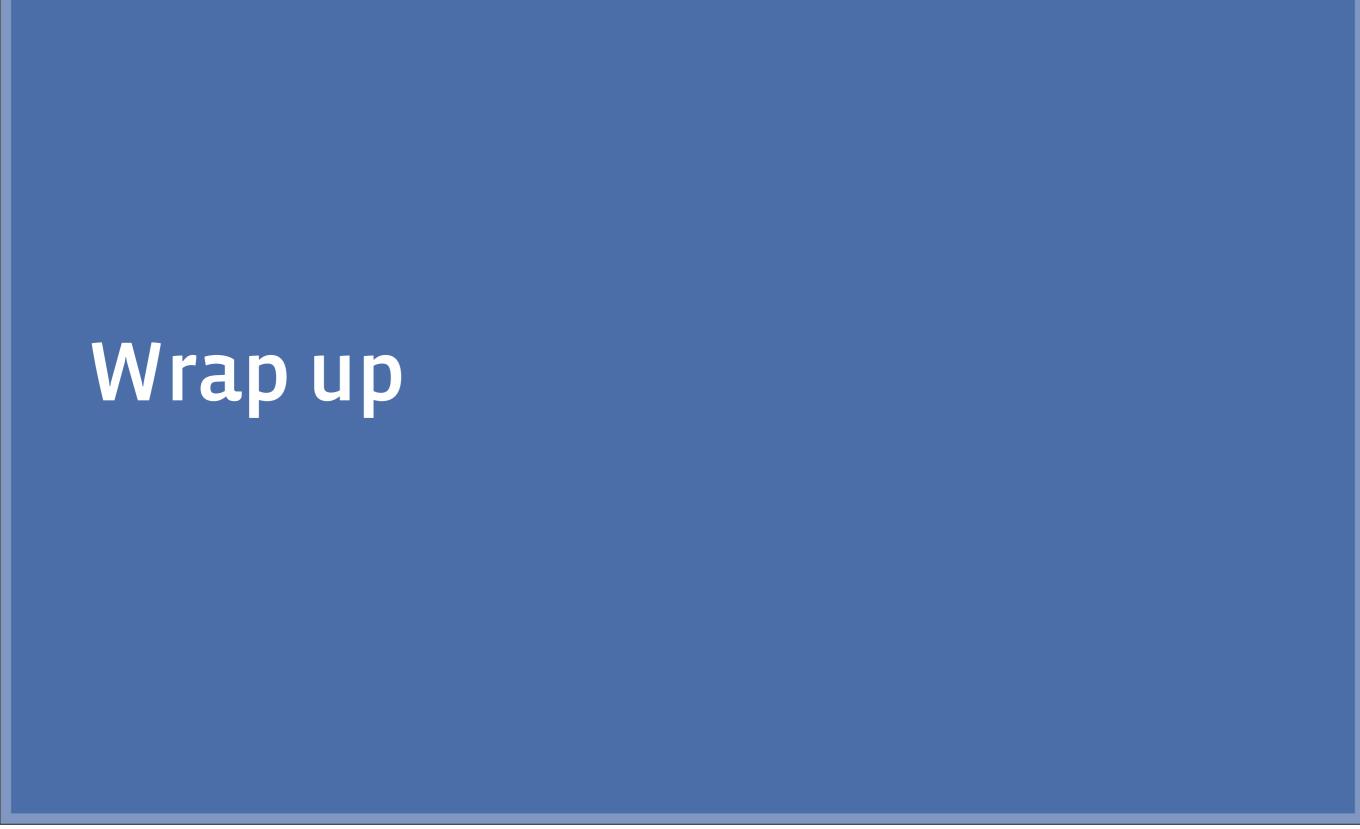
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Go Home



Additional points

No change or impact to advertising programs

Facebook has **never** shared personal information with advertisers, except under the direction and control of a user

Special protections for children under 18

When a minor shares information with Everyone, we **restrict** that information to Friends, Friends of Friends, and verified Networks



facebook

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