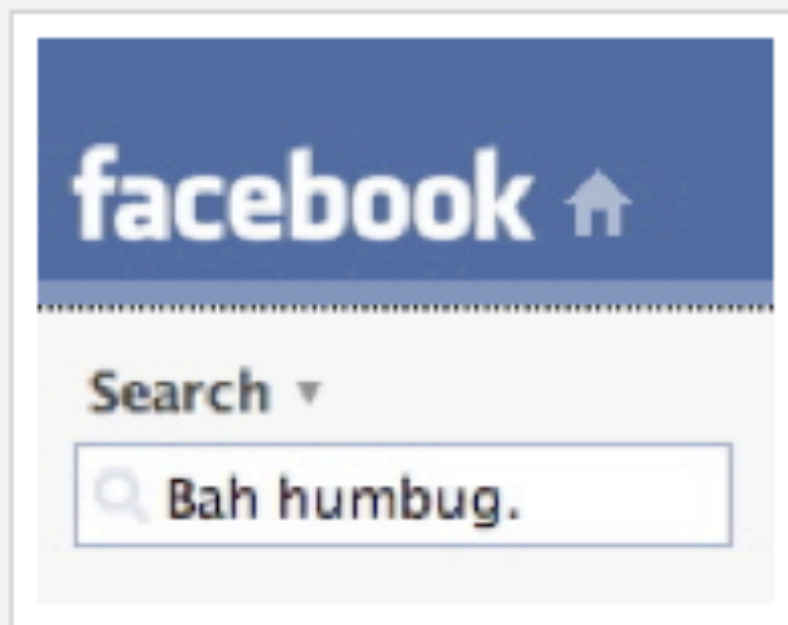


Does Facebook hate Christmas?



Is Mark Zuckerberg's heart two sizes too small? Is Facebook ruining Christmas? Ask Tasha Valdez and the answer is duh. Facebook's privacy-invading Beacon ads are totally the new Grinch. "Oh my gosh, my cousins entire christmas shopping list this week was displayed on the feed. thats so messed up. This has gotta stop!" You want more, you sick schadenfreuder? OK, but then you gotta vote for who really stole Christmas.

Greatest hits from the comments in MoveOn.org's Facebook group,

protesting Facebook Beacon:

- "Oh my gosh, my cousins entire christmas shopping list this week was displayed on the [Facebook news] feed. thats so messed up. This has gotta stop!" -- Tasha Valdez from Michigan
- "I bought some shoes and a dress on Overstock.com and was shocked to see it on my news feed the next time I logged onto facebook. The next day I had several people come up to me and comment on the things I bought. It was really creepy. I wonder what would have happened if I had bought underwear?" -- Rachel Hundley
- "i found out what i was getting for Christmas from my sister...sadness." -- Annie Kadala from north Carolina
- "I made a purchase yesterday for my wife for Christmas...When my wife logged onto Facebook, there was an entry in her news feed that I had bought a ring from Overstock. It had a link to the ring and everything. Christmas ruined " -- Sean Lane from Massachusetts

Christmas
shopping lists,
broadcast.

Facebook
collaborating
with partners

Partner web
sites include
iframe

iframe runs
with facebook
origin

business
transactions
passed to
facebook

all
transactions

beacon checks

facebook

cookie to

identify

members

“Your husband
just bought a
ring at
Overstock.”

leaking online
behavior to
facebook

broadcasting
online behavior
to a social
network

“Your privacy
is an illusion.
Deal with it.”



“Your privacy
is an illusion.
Deal with it.”

cross-domain
communication

user agents

mediate

communication

deploy policy?

incentives for
data
processors?

enforcement
frameworks

P3P

IE6 cookie handling

user awareness
is key

understand the
purpose?

understand the
ramifications?

policy-aware
user