

# EXHIBIT B



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Facebook helps you connect and share with the people in your life.

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## Help Center



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### Facebook Ads » What are Facebook Ads?

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#### ▼ What are Facebook Ads?

Facebook strives to show relevant and interesting advertisements to you and your friends. Here are the facts about Facebook Ads:

- Ads can appear in the right-hand column of pages throughout Facebook. Ads are eligible to appear on many types of pages, including Apps, Photos, Groups, Pages, Profiles, and the Home page.
- The content of a Facebook Ad is sometimes paired with news about social actions (e.g., liking a Page) that your friends have taken.
- Your friends might see news about the social actions you have taken in Facebook Ads. This news will only be shown to your confirmed friends, and will adhere to applicable privacy settings you've set for your account. If a photo is used, it is your profile photo and not from your photo albums.
- Facebook doesn't sell your information to advertisers.
- Facebook actively enforces policies that help protect your experience with third party applications and ad networks.

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