

Exhibit 3

Brown, Matthew D.

From: Lillian Rodriguez <LRodriguez@kaplanfox.com>
Sent: Monday, August 14, 2017 12:40 PM
To: Brown, Matthew D.
Cc: David Straite; sgrygiel@mdattorney.com
Subject: Facebook Internet Tracking Litig., 5:12-md-2314-EJD-NC
Attachments: Facebook Internet Tracking Litig. -- DAS ltr to MB 14 AUG 2017.pdf

Dear Counsel,

Please see the attached letter from David Straite.

Regards,

Lillian Rodriguez
Paralegal
Kaplan Fox & Kilsheimer LLP
850 Third Avenue, 14th floor
New York, NY 10022
Tel: +1.212.687.1980
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August 14, 2017

VIA EMAIL & U.S. MAILMatthew D. Brown, Esq.
Cooley LLP
101 California Street, 5th Floor
San Francisco, CA 94111Re: *In re Facebook Internet Tracking Litig.*, 5:12-md-2314-EJD-NC (N.D. Cal.)
Help Center Pages

Dear Matt,

Class Counsel have completed an analysis of relevant historical Facebook Help Center Pages for inclusion in the Third Amended Complaint. Attached to this letter as Exhibits A through D is text from four (4) Pages that we anticipate including. We also believe we might have identified former URLs associated with the text in Exhibits A through C and include them at the end of each Exhibit as a resource in case you find them useful. We were not able to find a URL associated with the text in Exhibit D.

Consistent with the parties' understanding at the July 28, 2017 Case Management Conference, see Tr. 21:11-14, we ask for the production of all historical versions of any Help Center Pages that include material portions of the text in the Exhibits below. Please let me know when we can expect those pages.

Regards,



David A. Straite

cc: Stephen G. Grygiel, Esq.



Exhibit A

Does Facebook use cookies if I don't have an account or have logged out of my account?

When you log out of Facebook, we remove the cookies that identify your particular account, but we do use other cookies primarily to help keep you and others on Facebook safe and secure. For example, we use cookies to identify and disable the accounts of spammers and phishers, to prevent people who are underage from signing up with a false birth date, to help you recover your account if you lose access to it or it's compromised, to power our opt-in security features like Login Notifications and Login Approvals, and to help identify public computers so that we can discourage people from using "Keep me logged in." We may also use anonymized or aggregate information to improve our products.

We also use cookies if you don't have a Facebook account, but have visited facebook.com. Again, these cookies help us protect Facebook and the people who use it from malicious activity. For example, they help us detect and prevent denial-of-service attacks and the mass creation of fake accounts.

We do not use these cookies to create a profile of your browsing behavior on third-party sites.

Possible former URL: <https://www.facebook.com/help/?faq=239530772765713#Does-Facebook-use-cookies-if-I-don't-have-an-account-or-have-logged-out-of-my-account?>

Exhibit B

What information does Facebook receive when I visit a site with the Like button or another social plugin?

If you're logged in to Facebook and visit a website with the Like button or another social plugin, your browser sends us information about your visit. It's important to note that Facebook is not retrieving this information. Rather, since the Like button is a little piece of Facebook embedded on another website, the browser is sending information about the request to load Facebook content on that page. We record some of this information for a limited amount of time to help show you a personalized experience on that site and to improve our products. For example, when you go to a website with a Like button, we need to know who you are in order to show you what your Facebook friends have liked on that site. The data we receive includes your user ID, the website you're visiting, the date and time, and other browser-related information.

If you're logged out or don't have a Facebook account and visit a website with the Like button or another social plugin, your browser sends us a more limited set of information. For example, because you're not logged in to Facebook, we don't receive your user ID. We do receive the web page you're visiting, the date and time, and other browser-related information. We record this information for a limited amount of time to help us improve our products. For example, we sometimes find bugs in the systems we've built to gather aggregate data on how people are interacting with sites that use the Like button or other social plugins. It's helpful to be able to reference this anonymized information when investigating these bugs so we can find their source and fix them quickly.

Regardless of whether you are logged in or not, we do not use the information we receive when you visit a site with the "Like" button or another social plugin to create a profile of your browsing behavior on third-party sites, and we delete or anonymize it within 90 days. We also don't sell the information to advertisers or share it without your permission.

Possible former URL: <https://www.facebook.com/help/?faq=293506123997323#What-information-does-Facebook-receive-when-I-visit-a-site-with-the-Like-button-or-another-social-plugin?>

Exhibit C

How does Facebook use cookies?

We use cookies to make Facebook better and easier to use, to provide you with a more personalized experience, to improve the ads that you see, and to protect you, others, and Facebook from malicious activity. For example, we use cookies to store your login ID (but never your password) so that it's easier for you to log in when you return to the site. We also use cookies to confirm that you're logged in to Facebook, and to know when you're interacting with Facebook Platform applications and websites, including websites with the "Like" button or other social plugins, so that we can show you content from your friends that may interest you.

We do not use cookies to create a profile of your browsing behavior on third-party sites or to show you ads, although we may use anonymous or aggregate data to improve ads generally.

You can remove or block cookies using the settings in your browser, but in some cases, this may impact your ability to use Facebook.

Possible former URL: <https://www.facebook.com/help/?faq=115180708570932#How-does-Facebook-use-cookies>

Exhibit D

How do social plugins work?

At a technical level, social plugins work when external websites put an iframe from Facebook.com on their sites, as if they were agreeing to give Facebook some real estate on their websites. When you visit one of these sites, the Facebook iframe can recognize if you are logged into Facebook. If you are logged in, it'll show personalized content within the plugin as if you were on Facebook.com directly. Even though the iframe is not on Facebook, it is designed with all the privacy protections as if it were.