

# EXHIBIT C

# Developer Principles & Policies

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## Introduction

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Facebook Platform is an extension of Facebook, whose mission is to give people the power to share and make the world more open and connected.

Platform applications and developers are required to comply with the following three documents:

- Statement of Rights and Responsibilities: requirements for anyone who uses Facebook
- Principles: the spirit of the law for Platform
- Policies: the letter of the law for Platform

Here are some Examples and Explanations for specifics.

## Principles

### Be trustworthy

- Respect privacy
- Don't mislead or surprise users
- Don't spam – encourage authentic communications

### Create a great user experience

- Build social and engaging applications
- Give users choice and control
- Help users share expressive and relevant content

## Policies

### I. Presenting Your Policies

1. You must provide a link to your privacy policy and any other applicable policies in the Info section of your application's Profile page and on every page of your application.

### II. Features and Functionality

1. You must not confuse, mislead, surprise, or defraud anyone.
2. You must not violate any law or the rights of any individual or entity, and must not expose Facebook or Facebook users to harm or legal liability as determined by us in our sole discretion.
3. You must not use a user's session key to make an API call on behalf of another user.
4. You must not include functionality that proxies, requests or collects Facebook usernames or passwords.
5. You must not circumvent our intended limitations on core Facebook features. For example:
  - a. You must not inform a user that someone has removed the user as a friend.
  - b. You must not track visits to a user's profile, or estimate the number of such visits, whether aggregated anonymously or identified individually.
6. You must not significantly alter the purpose of your application such that users would view it as entirely unfamiliar or different.
7. To change the name of your application, you must use one of the following formats for 30 days before completely switching to your new application name: "New name (formerly 'old name')\" or "New name (renamed).\" For example, "App 2 (formerly App 1)\" or "App 2 (renamed).\"
8. If you offer a service for a user that integrates user data into a physical product (such as a scrapbook or calendar), you must only create a physical product for that user's personal and non-commercial use.
9. Special provisions for email addresses obtained from us:
  - a. Emails you send must clearly indicate that they are from you and must not appear to be from Facebook or anyone else. For example, you must not include Facebook logos or brand assets in your emails, and you must not mention Facebook in the subject line, "from" line, or body header.
  - b. All emails to users must originate from the same domain.
10. Jabber/XMPP support:
  - a. You must not pre-fill messages or otherwise act on a user's behalf.
  - b. You must use the Connect-based authentication method unless your application is a

standalone desktop or mobile application that does not have a Facebook application ID.

c. You must only use Jabber to enable a full chat session by providing users with the ability to send and receive messages.

11. If you exceed, or plan to exceed, any of the following thresholds please contact us as you may be subject to additional terms: (>5M DAU) or (>100M API calls per day) or (>50M impressions per day).

### III. Storing and Using Data You Receive From Us

1. You must give users control over their data by posting a privacy policy that explains what data you collect, and how you will use, store, and/or transfer their data.
2. You may cache data you receive from the Facebook API in order to improve your application's user experience, but you should try to keep the data up to date.
3. Users give you their basic account information when they connect with your application. For all other data, you must obtain explicit consent from the user who provided the data to us before using it for any purpose other than displaying it back to the user.
4. You cannot use a user's friend list outside of your application, even if a user consents to such use. You can use connections between users who have both connected to your application, subject to your privacy policy. You will delete all data you receive from us concerning a user if the user asks you to do so, and will provide a mechanism for users to make such a request. We may require you to delete data you receive from the Facebook API if you violate our terms.
5. You must not use user data you receive from us or collect through running an ad, including information you derive from your targeting criteria, for any purpose off of Facebook, without user consent.
6. You will not directly or indirectly transfer any data you receive from us to (or use such data in connection with) any ad network, ad exchange, data broker, or other advertising related toolset, even if a user consents to such transfer or use. By indirectly we mean you cannot, for example, transfer data to a third party who then transfers the data to an ad network. By any data we mean all data obtained from the Facebook API, including aggregate, anonymous or derivative data.
7. You will not include data you receive from us concerning a user in any advertising creative.
8. You must not give your secret key to another party, unless that party is an agent acting on your behalf as an operator of your application, but you must never give your secret key to an ad network. You are responsible for all activities that occur under your account identifiers.

### IV. Application Content

**A. Prohibited Content** – You are responsible for all content within your application, including advertisements and user-generated content. You must not promote, or provide content (including any advertising content) referencing, facilitating, containing or using, the following:

1. Adult content, including nudity, sexual terms and/or images of people in positions or activities that are excessively suggestive or sexual;
2. Obscene, defamatory, libelous, slanderous and/or unlawful content;
3. Content that infringes upon the rights of any third party, including copyright, trademark, privacy, publicity or other personal or proprietary right, or that is deceptive or fraudulent;
4. Liquor, beer, wine or other alcoholic beverages (unless the appropriate Demographic Restrictions are used), or sale of tobacco products, ammunition and/or firearms;
5. Gambling, including without limitation, any online casino, sports books, bingo or poker;
6. Inflammatory religious content;
7. Politically religious agendas and/or any known associations with hate, criminal and/or terrorist activities;
8. Content that exploits political agendas or uses "hot button" issues for commercial use regardless of whether the developer has a political agenda;
9. Hate speech, whether directed at an individual or a group, and whether based upon the race, disability, sex, creed, national origin, religious affiliation, marital status, sexual orientation, gender identity, or language of such individual or group;
10. Illegal activity and/or illegal contests, pyramid schemes, sweepstakes or chain letters; if you run, reference, or facilitate a legally permissible sweepstakes, contest, or other promotion you are subject to Facebook's Promotions Guidelines;
11. "Spam" or other advertising or marketing content that violates applicable laws, regulations or industry standards.

#### **B. Content Unsuitable for General Facebook User Base**

1. If your application contains content unsuitable for consumption by the general Facebook user base (e.g., strong language, fantasy violence, simulated gambling; see also MPAA PG-13 and ESRB Teen standards), you must describe the nature of the content in the Info section of your application's Profile page.
2. You must provide users with a way to report user-generated content and timely address any user reports.

#### **C. Advertisements and Cross-Promotions**

1. You must not include advertisements or promotions, cross-promote other applications, or provide web search functionality on user profile pages or in content distributed through Facebook communication channels.
2. Your advertisements must comply with our Advertising Guidelines.

## V. Application Integration Points

1. You must not incentivize users to grant additional permissions or use Application Integration Points.
2. You must not require users to grant additional permissions or add Application Integration Points, and must only request extended permissions at reasonable times when the user engages with features that would require the use.
3. You must not prompt users to send invitations, requests, publish a Stream story or use other Facebook communication channels immediately after a user allows access or returns to your application.
4. You must provide users with a "skip" button on any page where users are prompted to use a Facebook communication channel (e.g., invitations and requests) that is adjacent to and the same height and design of the send option. If a user chooses to "skip" you must not present the user with a similar prompt during that user's visit to your application.
5. You must not pre-select more than one person to receive information through a Facebook communication channel.
6. You must only use one Facebook communication channel in response to a user's single action.
7. You must not pre-fill any of the fields associated with the following products, unless the user generated the content earlier in the workflow: Stream stories (user\_message parameter for Facebook.streamPublish and FB.Connect.streamPublish, and message parameter for stream.publish), Photos (caption), Videos (description), Notes (title and content), Links (comment).
8. Your Application tab label must not contain a call to action (e.g., "Click Here").
9. You must not prompt users to bookmark your application (e.g., by using a modal window or pop-up dialog). Instead, users must explicitly invoke any bookmark option you provide.
10. If you provide users with the option to bookmark your application, you must use our bookmark button or design your own using a similar style and prominence.
11. You must not set a custom privacy setting unless the user has proactively specified that they want this non-default setting.
12. You can tag a photo only with the express consent of the user on whose behalf you are doing the tagging, and must only tag images when the tag accurately labels what is depicted in the image.
13. Like button and Like box plugin:
  - a. You must not place a Like button or Like box plugin in an advertisement.
  - b. You must not sell or purchase placement of a Like button or Like box plugin.
  - c. You must not incentivize users to Like any Page other than your own site or application, and any incentive you provide must be available to new and existing users who Like your Page.
  - d. You must not obscure elements of the Like button or Like box plugin.

## VI. Developer Responses to User Actions

### A. Stream Stories

1. You must not present users with the Feed form or publish a Stream story unless a user has explicitly indicated an intention to share that content, by clicking a button or checking a box that clearly explains their content will be shared.
2. You must not provide users with the option to publish the same Stream story to more than one friend's wall at a time.
3. You must not use Stream stories as a method for users to invite friends to your application.
4. You must use discretion when publishing Stream stories and must not misuse the Stream by publishing an excessive amount of stories on a user's behalf.
5. You must not include calls to action in the body of your Stream stories (e.g., "Beat her score!" or "Can you beat her score?"). A call to action must only be presented as an action link (in line with "comment" and "like" and similar to Facebook's stories in design).

### B. Counter

1. You must use the counter only to inform users about legitimate actions that they should take within your application, and must not use the counter for promotional or marketing purposes.

## VII. Facebook's Feature and Functionality Terms and Trademarks

1. You must not express or imply any affiliation or relationship with or endorsement by us.
2. You must not use or make derivative use of Facebook icons.
3. You must not use terms for Facebook features and functionality (e.g., fan, feed, status, tag, like) in the name of your application, any corresponding URL, or your application's features and functionality, if such use could confuse users into thinking that the reference is to Facebook features or functionality of the same name.
4. You must not make use of Facebook trademarks, including but not limited to FACEBOOK, FACEBOOK LOGO, F LOGO, FB, WALL, POKE and 32665, or any trademarks or terms confusingly similar to Facebook trademarks, in any way that may suggest that we are affiliated with, endorse, or sponsor you or your application.

## VIII. Enforcement

We can take enforcement action against you and any or all of your applications if we determine in our sole judgment that you or your application violates Facebook Platform Terms and Policies. Enforcement action can include disabling your application, restricting you and your application's access to Platform functionality, terminating our agreements with you, or any other action as we in our sole discretion deem

appropriate.

#### **IX. Changes**

We can change these Developer Principles and Policies at any time without prior notice as we deem necessary. Your continued use of Platform constitutes acceptance of those changes.

#### **X. Definitions**

1. By "Application" we mean canvas page application, Connect integration, or any other technical integration we have assigned an application identification number.
2. By "Application Integration Point" we mean Application Info Section, Application tab, Feed, requests (including invites), Publisher, inbox attachments, Chat, Bookmarks, or any other feature of a user profile or Facebook communication channel in which or through which an application can provide, display, or deliver content directed at, on behalf of, or by permission of a user.
3. By "basic account information" we mean: user ID, name, email, gender, birthday, current city, profile picture URL, and the user IDs of the user's friends who have also connected with your application.
4. By "Facebook Platform Terms and Policies" we mean the Statement of Rights and Responsibilities and the Developer Principles and Policies.
5. By "User data you receive from Facebook" (also called "user data you receive from us," "user data received from Facebook," or "user data received from us") we mean any data or content (including any images, text, or other information or materials) you receive from us, that was provided by users to us or was associated by us with a particular user.

#### **XI. Additional Policies Governing Facebook Connect**

#### **XII. Escalation Procedures for Facebook Policy Issues**

#### **XIII. Contacting Facebook**

#### **XIV. Developer PR Policy**

#### **XV. Branding and Promotion Policy**

There are currently no additional assets or policies in addition to those set out in the Statement of Rights and Responsibilities.

#### **XVI. Advertising Guidelines**

#### **XVII. Facebook Credits Beta**

Developers participating in the beta program for accepting credits are subject to these terms.

## **Examples and Explanations**

We want you to be successful on Facebook Platform, and we believe that the best way to do so is to provide a great user experience. Our Principles and Policies will help you do this by explaining what's required; these examples and explanations will help you understand how to put that into practice.

- Stream Stories
- Data and Privacy
- Content
- Requests
- Advertisements