Facebook
Chief Privacy Office
156 University Avenue
Palo Alto
California 94301

Attention: Chief Privacy Officer Chris Kelly

Dear Facebook   17th of December 2009

We are two girls at the age of 15 and 16 years. We are members of a Danish youth panel called
"Medierødderne" coordinated by Awareness Centre Denmark under the Danish Media Council for
Children and Young People. We are 9 kids from the age of 11 to 16 and we discuss online safety
for kids. We discuss why kids and young people use the internet, what they use it for, and how
they use it.

Danish kids think that it's fun to use Facebook because it's a way to express themselves without
their parents sticking their noses into everything. There is a whole society on Facebook that kids
use to entertain themselves, chat with friends and play games. It's also a good way to keep in
contact with friends you don't see every day. Sharing pictures and videos is a big part of having an
online profile. Danish kids like to share their photos and comment on each other's pictures, so they
can keep themselves updated with their friends' lives. The good thing about Facebook is that it's
simple to make a profile and simple to use - and it's popular.

For us it's important to have privacy online to protect ourselves from people we don't know. We
don't want people to post pictures of us that we don't like, we don't want strangers to know
information about us and we don't want any other social networking site to take information from
our Facebook-profiles. We want it to be easy and simple for us to change our personal settings
when it is needed. In general it is hard to find out how to protect ourselves the best. We want to be
the boss of who can see our profile. On Facebook we saw that they recommended that "All"
(everyone) should be able to see information about your education, job and family, and that
"friends of friends" can see pictures and videos of you (like with minors where the "everyone-
setting" is set to "friends of friends"). We think that the difference between "everyone" and "friends
of friends" is small because your "friends' friends" can be strangers to you like "all" is – so we find it
strange that they recommend that strangers can see personal information about you. We also think
that it is strange that they don't inform people about the fact that you actually can hide your
information, pictures and videos so only you can see it. Some people could think that as long as
they follow Facebook's "guide" to privacy settings, they are safe online, but that is not true. By
these recommendations people can think that it is normal that everyone can see your personal
information. Right now we think is it very hard to change our personal settings. It's because the
language and construction are complicated. It is not as simple as it could be. It needs to be
explained and showed in a more simple way. We got the feeling that kids can get confused about
how to change their personal settings. It is a hard procedure to change your personal settings and
it has to become more simple for kids to understand.

Although Facebook has recently changed the privacy settings to make it easier for people to use,
we still don't think they are easy to use for kids. The two of us were in Luxembourg this fall in EU
Commission Safer Internet Forum 2009. Here we talked about online safety with other youngsters
from Europe. Some found an idea how to make privacy settings online better and easier for kids to
understand. The idea is called Mr. Blinky. Mr. Blinky is a little creature who sits in the bottom
corner of your screen and guides you trough the creation of your profile (like the little paperclip in
Microsoft Office Work who helps you use Word), and in general reminds you about privacy settings
while you use Facebook. He can be used to remind people about how others would like what

you're doing right now, and a FAQ could be installed to help people having their questions answered in an easy way to understand. Mr. Blinkey could talk or he could have a speech balloon where he could tell information. Mr. Blinkey could also be your guide to change your privacy settings. For example if you wanted to hide your pictures, so only some of your friends could see them, Mr. Blinky could pop up and tell you how to change the settings. With Mr. Blinky is could be fun and thrilling for the kids to create and have a Facebook profile. It would also be easy for kids to get information in a different way than reading books. The Danish youngsters need something to be done about Facebook. We need something new and easy to understand, to be safe on Facebook. Mr. Blinky or easier settings could maybe be a good solution.

On the 9th of February 2010 we celebrate Safer Internet Day all over the world. In the youth panel we have decided that we want the Danish theme to be about how youngsters can protect their private information online. We hope you have time to answer us before Safer Internet Day 2010 so that we can share this with other kids in Denmark.

Best regards,

On behalf of the Danish youth panel "Medierødderne"

Caroline Fogt Hjorth and Marie Sax Røgind

Please send your answer to:
The Media Council for Children and Young People
Gothersgade 55, 2. t.h.
1123 Copenhagen K
Denmark
Attention: Gry Hasselbalch
Mail: gh@medieraadet.dk

More info:
http://medierod.wordpress.com
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