

Zuckerberg sent a message to Facebook users in the scandal of data disclosure

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Here is the full text of Mark's article:

'I would like to share an update on the incident regarding Cambridge Analytica, including the steps we have taken and the next steps we will take to address this important issue.

We are responsible for protecting your data, and if we cannot, we are not worthy to serve you. I worked to understand exactly what happened and how to make sure this doesn't happen again.

The most important actions to prevent this incident have been implemented many years ago, but we have also made mistakes. There's still a lot of work to do in front, and we have to get up to do it.



Below is the timeline of events:

In 2007, we introduced the Facebook platform with a vision of 'social applications'. Accordingly, the calendar can display a friend's birthday, the map can show where friends live and contacts display their photos.

To do this, we allow people to log in to apps and share their identity and information about their friends.

In 2013, a University of Cambridge researcher named Aleksandr Kogan created a quiz solution to show personality. It is installed by about 300,000 people and shares personal data and friends' data. Thus, Kogan can access data of tens of millions of people.



In 2014, to prevent abuse of applications, we announced a complete platform change to limit the data that the app could access. The most important thing is that applications like Kogan can no longer request data about your friend unless he or she also authorizes the application.


We also require developers to obtain our consent before they can request any sensitive data from users. These actions will prevent any application like Kogan from accessing data.

In 2015, we were told by journalists at The Guardian that Kogan shared data from his application with the Cambridge Analytica. We immediately banned Kogan's application from our platform and asked the Kogan and Cambridge Analytic to officially confirm that they deleted all invalid data. They have provided such certifications.

GƯƠNG MẶT của bạn bao nhiêu TUỔI?



Vui lòng đăng nhập bằng Facebook để xem kết quả của bạn

 Đăng nhập bằng Facebook

Câu hỏi này sử dụng công nghệ tiên tiến của [FaceApp](#) - tìm trên App Store!

Tuổi thực sự của gương mặt bạn là bao nhiêu?
Tò mò muốn biết? Đi nào...!

Applications like this have the potential to expose personal data.

However, last week, according to The Guardian, The New York Times and Channel 4, Cambridge Analytica may not have deleted the data. We immediately prohibit them from using any of our services.

Cambridge Analytica claims they have deleted the data and agreed to a legal audit conducted by our company to confirm this. We are also working with authorities to conduct an investigation.

This is a breakdown of trust between the Kogan, Cambridge Analytica and Facebook. But it is also a trust break between Facebook and those who share their data with us and hope we protect it. We need to fix this problem.

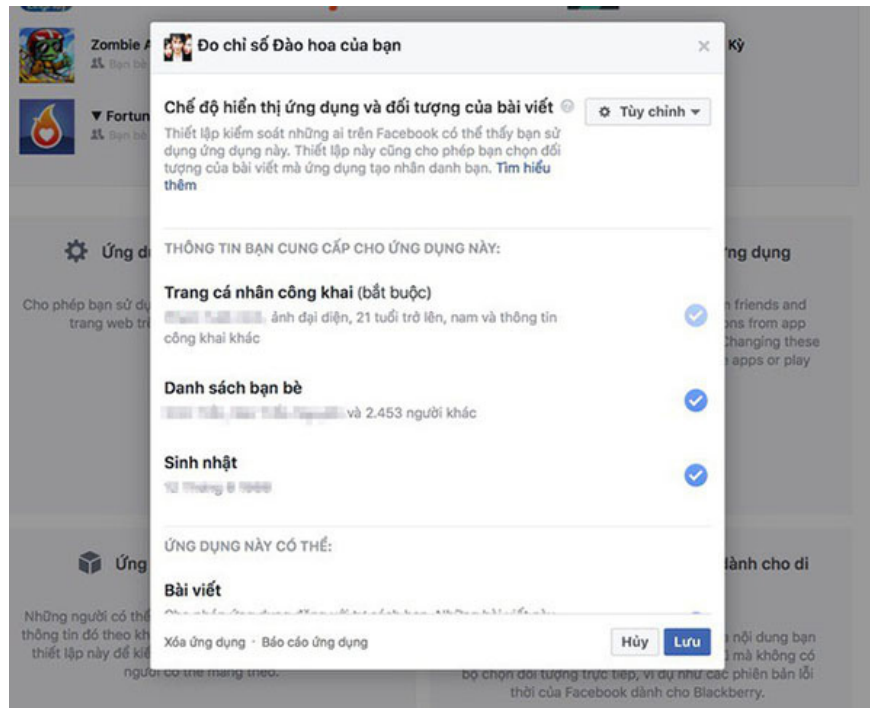


As mentioned above, important solutions were implemented in 2014 to prevent access to user information. However, we need to do more, and these are specific steps:

First, we will investigate all applications that have access to a large amount of information before we change the platform in 2014 and conduct a comprehensive check of any application that is worth working. doubt.

We will ban any developer if they do not agree to do a thorough check. If we find that developers misuse personal information, we will ban them and notify people.

Second, we will limit the developer 's access to more data to prevent other forms of abuse, such as deleting developers' access to data if you do not use the application. their within 3 months.



Be careful when you grant access to information for the application.

We will reduce the data you provide to the application when logging in, but only include your name, profile picture and email address, and require developers to sign contracts when asking anyone to grant Access to access their posts and other private data.

Third, we want to make sure you know the applications you have allowed access to data. In the following month, we will show a tool at the top of the News Feed that describes the applications you have used and a simple way to revoke application permissions for the data.

We had a tool to do this in security settings. Now, we'll put it at the top of the News Feed so people can easily see it.

Those are the next steps that we must take to continue to ensure the safety of the Facebook platform. I founded Facebook. I am responsible for what happens on our platform. I am very serious about what I need to do to protect the community.



Although specific issues related to Cambridge Analytica no longer happen with new applications today, that doesn't change what happened in the past. We will learn from this lesson to strengthen the foundation and ensure safety for everyone in the community.

I want to thank you all for continuing to believe in our mission and work to build this community together. I know it takes a lot of time to fix all the problems, but I promise you: We will try our best and build a better service in the long run. '

Perhaps, just as Mark said, it will take a long time for Facebook to overcome the incident, when the user confidence for them has been severely reduced.

See more:

1. Want to know what surprise Facebook holds about you, visit here
2. 10 things should not be shared on Facebook
3. It turns out Facebook has collected SMS and call information for Android users for years now

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