



## Your Notes

[My Notes](#) | [Notes about Me](#) | [Michael's Profile](#)**Why I am deleting my Facebook account**[Share](#)Yesterday at 9:19pm | [Edit Note](#) | [Delete](#)

Before this past week I've never read or attempted to read Facebook's Terms of Use (TOU), <http://www.facebook.com/terms.php>. I know they had their TOU, Privacy Policy and etc but never thought it could become a big issue until this past week. On Monday that all changed when I read an article at The Consumerist, <http://tinyurl.com/ca4r2l>.

Facebook's TOU isn't that long but the section that angers me and a lot of other people is;

*"When you post User Content to the Site, you authorize and direct us to make such copies thereof as we deem necessary in order to facilitate the posting and storage of the User Content on the Site. By posting User Content to any part of the Site, you automatically grant, and you represent and warrant that you have the right to grant, to the Company an irrevocable, perpetual, non-exclusive, transferable, fully paid, worldwide license (with the right to sublicense) to use, copy, publicly perform, publicly display, reformat, translate, excerpt (in whole or in part) and distribute such User Content for any purpose, commercial, advertising, or otherwise, on or in connection with the Site or the promotion thereof, to prepare derivative works of, or incorporate into other works, such User Content, and to grant and authorize sublicenses of the foregoing. You may remove your User Content from the Site at any time. If you choose to remove your User Content, the license granted above will automatically expire, however you acknowledge that the Company may retain archived copies of your User Content. Facebook does not assert any ownership over your User Content; rather, as between us and you, subject to the rights granted to us in these Terms, you retain full ownership of all of your User Content and any intellectual property rights or other proprietary rights associated with your User Content."*

In English it pretty much says that you have granted Facebook a license to do whatever they want with any of your information, data, pictures, videos and etc on your profile as long as it is on Facebook. This license does not only apply to Facebook but it allows Facebook to "sublicense" all your stuff to any other 3rd party for their use. This was standard language in their TOU (doesn't mean I like it) BUT what Facebook tried to slide through the cracks was;

**They tried to remove.** *"You may remove your User Content from the Site at any time. If you choose to remove your User Content, the license granted above will automatically expire, however you acknowledge that the Company may retain archived copies of your User Content."*

**And replace it with.** *"The following sections will survive any termination of your use of the Facebook Service: Prohibited Conduct, User Content, Your Privacy Practices, Gift Credits, Ownership; Proprietary Rights, Licenses, Submissions, User Disputes; Complaints, Indemnity, General Disclaimers, Limitation on Liability, Termination and Changes to the Facebook Service, Arbitration, Governing Law; Venue and Jurisdiction and Other."*

This is what set off a nuclear holocaust on the web, well not exactly that but it got a lot of people writing and upset. When I read this a lot of mixed feelings ran through my head. Why would Facebook do this? What are their plans with my all data? Why didn't they share this with their 175M+ users? Who do they think they are to pull a stunt like this?

**Facebook heard my feelings or at least read the backlash of their move on various news sites/blogs and reverted to their old TOU. Just because they said "Uncle" and waived the white flag doesn't let them off the hook.**

Let me say this, I used to be Facebook's biggest fan. I loved the site, always got a warm fuzzy feeling when I would see the red notification box when I signed in and got even more excited when that number was more than 1. I frequently checked Facebook on my iPhone throughout the day and like most of us I spent way too much time on Facebook. I had a Myspace account but deleted it because things were getting out of hand with all their custom designs, browser crashes and etc. Then when Facebook opened its doors for the rest of the world I joined and welcomed a more peaceful environment where I could interact with my family and friends. The site's layout was a friendly alternative to the "whatever goes" mentality over at Myspace.

Facebook would always keep things fresh which I didn't mind (Read my note I wrote about my thoughts on Facebook several years ago <http://tinyurl.com/dxnjxl>). I felt Facebook had the potential to be huge IF they went about it the right way. I know

Tag people  
Tag limit

In this no



they would eventually find a way to translate all of our info into billions of dollars but its been over 2 years since I wrote my note and they still haven't found a way to do it.

Out of all the big internet companies Google, Myspace, YouTube, Twitter and etc Facebook has the most aggressive TOU, <http://tinyurl.com/d23mme>. I know we lose some sense of privacy when uploading and interacting with internet sites but for Facebook to be the leader/pioneer and exploiting its users data for profit blew me away. I might have a different outlook on this whole situation if the rest of the sites mentioned did it. You might think your Facebook world consists of the friends you have friended but it doesn't. It consists of everyone in the world we live in today and its only a matter of time before Facebook packages and bundles all of its user data and sells it.

Facebook wants you to believe that but don't be fooled. There is a reason why they changed the TOU without letting nobody know besides making a blog post hidden deep in the troves of their servers. They tried to be slick about it and got busted. Now they want to be all "open" about it and say it was mistake, yea right. I tip my hat to everyone who noticed it and said something about it.

There are a couple of things that doesn't sit well with me when I read their TOU. The fact that they can go "willy-nilly" with all of our information and data just doesn't make sense. No, they do not own our stuff when we upload it to Facebook but we gave them a "license" to do whatever they want with it when we created our account. I don't know for how long it will last but when you delete/deactivate your account that license expires and Facebook cannot use your info you had on Facebook. Remember Facebook tried to take that liberty away from us over the weekend. We shouted, kicked, screamed and got Facebook to undo that. But believe me we will travel down this road again, I dont know when but it will happen.

Facebook is a behemoth internet site, it boasts 175 million users worldwide. By the end of 2008 it had 150 million users so within a month or so it added 25 million users to its website. I think its safe to say that by the end of 2009 it will have over 400 million users. If it was a nation it will have a population larger than America. As you can see Facebook is becoming a big deal if it wasn't one before.

It has been estimated that Facebook takes in around \$300M in revenues last year. Yes that's a lot of money but its not a lot when you think of the gold mine that is Facebook. It has more users than Myspace yet it makes less money than Myspace. It has also been said that Facebook expenses are creeping to the same number as its revenues and it is barely turning profit, some say they are losing money. Facebook is clearly growing too fast for its own good. The brain trust over in Palo Alto still haven't found a solid way to break open the bank and rake in billions of dollars from their web site.

This leads to me to say that Facebook needs to find some more funding sources, <http://tinyurl.com/6loksq>, or they need to find a way to make more money internally. Facebook isn't going to go bankrupt or out of business anytime soon, hey Mark Zuckerberg can always ask his friends at Microsoft for some more money. What Facebook is trying to do lay the groundwork for something huge that will happen in the future. For them to tell us that even if you delete your account we still can do what we want with your information scares me. Why on earth would they still want our information after we cut ties with them?

Yes Facebook took a couple of steps backward and revised their TOU but thats after we all cried foul. What would happen if nobody noticed it or peeped something was wrong long after they changed their TOU? I dont think Facebook would be so humble and revert back to their old ways. Please dont think Facebook will just take its ball and go home. They have a history of trying this, anyone remember [Beacon](#)? It was Facebook ill fated attempt to track our doings on other sites on the internet. It meant Facebook could track you even when you weren't signed into Facebook. Beacon got tons of backlash and eventually they changed the parameters of it.

By us continuing to use Facebook and keeping it as a central part of our lives it adds to the mounds of data that is being stored about us. Do you realize how many dirty little secrets get passed through Facebook? What happens if they somehow got released into the public? Forget having your school create a yearbook or picture albums. Facebook could compile all of our pictures from its users and sell it on Amazon for a low price, and you know you there would be a market for it. "The Sexy Facebook Girls of Temple University" is just a name they could slap on their book. It might be safe to say that the potential President in the next 30 years is using Facebook as we speak. Couldn't Facebook sell that potential Presidents information to anybody? I can see it now "Presidents XXXXXX Dirty Little Facebook Secrets". The current heads at Facebook might not to do this but what if Facebook gets sold to someone who would attempt such a stunt. Remember that publishing arm of News Corporation (the people who own Myspace) who almost released a book on behalf of OJ Simpson titled - "If I Did It"?

With knowing all I have said, how do you feel about Facebook? I'm not asking you to delete your account I just feel responsible to let my friends know what Facebook is doing and their possible actions. Personally, I cannot continue to use a site that has made it known that they will exploit your every action for profit. If you are going to continue to use the site just be careful of how much personal stuff you put onto the site. At any given time that information can be sold to the highest bidder. At the end



of the day this is just a website and some of us might have forgotten this and placed it too high in our lives. Facebook is a great site and tool to stay connected with others in your lives but it comes at a price. There is no monthly service charges or recurring payments but you are giving up a lot of your privacy and freedom to a site who does not care about you. They will create one of the best sites on the internet just to build the facade that it is about you and your network of friends. Remember Facebook has investors and eventually they want to cash out and Mr. Zuckerberg wants his piece of the pie too. Right now its all paper money but when Facebook reaches 1 billion users how much will they sell this baby for?

Just go to your Account Settings and click on Deactivate Account and tell me what you see other than 5 of your random friends telling you they miss you and don't want you to leave? I know its cute but Facebook needs its users and they are doing a pretty good job of making you feel wrong for leaving. Facebook is asking you if you are leaving because of their Terms of Use. They know the dropped the ball on this one and because of it they will be losing one dedicated user.



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