

E-Commerce Law & Policy Quotes Partner Gonzalo E. Mon on Facebook Like Ban

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Partner [Gonzalo E. Mon](#) was quoted in the *E-Commerce Law & Policy* article “Facebook bans ‘like-gating’ for access to app content.” The article discusses the ban Facebook declared on August 7 that prohibits Facebook page owners with apps from incentivizing people to like their page, such as by offering rewards to gating apps or app content based on whether or not a person has liked the page. Mr. Mon explained that “A Facebook ‘like’ can be valuable to a company, regardless of what prompted that like. Some companies, particularly smaller companies trying to get traction on Facebook, have relied on ‘like-gating’ in order to build a fan base. But for most companies, my sense is that this is just one of many tools they use, and that this should not have a dramatic impact on them.”