

April 11, 2018

Dear Mr. Zuckerberg,

A Washington Post article published in August 2016<sup>2</sup> discussed at least ninety-eight personal data points that Facebook uses to target ads to users. In the intervening years, public concern has only increased as the attributes advertisers are interested in using has exploded. I had hoped my questions would give you an opportunity to further clarify this critical issue. Americans are asking for a public dialogue about the *purposes* for which Facebook uses their personal data; but a meaningful conversation cannot happen until users also understand the *sources* from which their data is gleaned and the *specific data* — *which characteristics, attributes, labels, or categories of data points* — are being collected and utilized.

<sup>2</sup>Dewey, Caitlin. “98 personal data points that Facebook uses to target ads to you.” *Washington Post*, 19 Aug 2016, [https://www.washingtonpost.com/news/the-intersect/wp/2016/08/19/98-personal-data-points-that-facebook-uses-to-target-ads-to-you/?noredirect=on&utm\\_term=.87fea7f4908f](https://www.washingtonpost.com/news/the-intersect/wp/2016/08/19/98-personal-data-points-that-facebook-uses-to-target-ads-to-you/?noredirect=on&utm_term=.87fea7f4908f).

To address these concerns, please provide answers to the following questions:

- How many categories (i.e. attributes, factors, labels, or data points) does Facebook collect about particular users?
- How many categories, as the term is described above, are used to construct the digital profiles that Facebook utilizes to direct ads to particular users?
- If a user opts out of directed advertising, does Facebook halt collection of all such data?
- If a user opts out of directed advertising, does Facebook delete all such data that was previously stored? Alternatively, does Facebook instead simply stop utilization of that data for directed advertising purposes?
- When users download their Facebook data, as Facebook has recently enabled, is all ad targeting data included in that file?

I appreciate the opportunity to continue this conversation and look forward to your reply.

Sincerely,



Deb Fischer  
United States Senator