

facebook

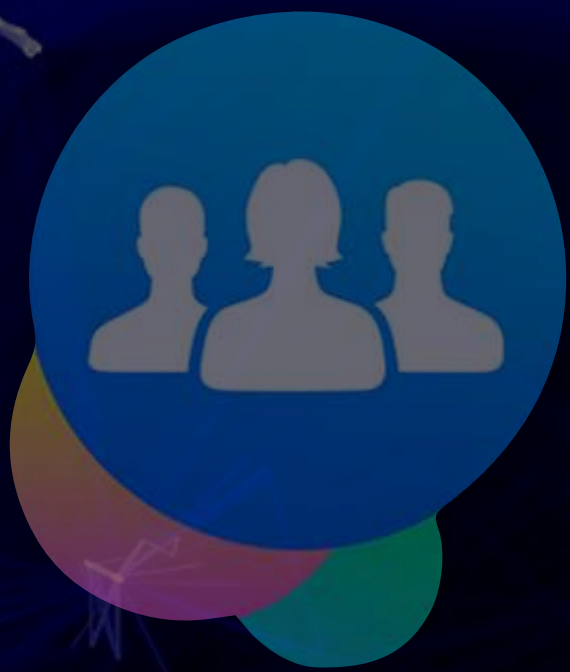
Facebook encryption approach

Cecilia Zappalà


EU Policy Manager, Facebook

facebook





1.3 billion users
180 countries

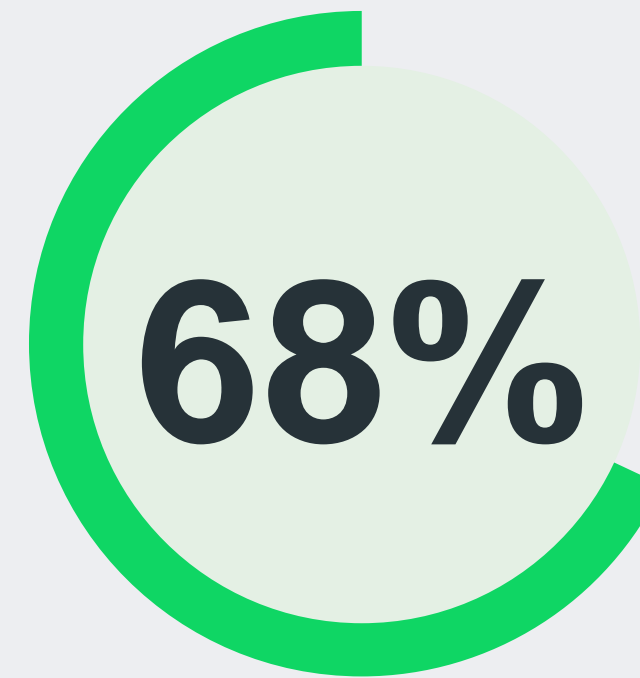
A stylized world map is centered in the background, rendered in a light yellowish-gold color. Overlaid on the map is a complex network of thin, light blue lines that connect various points across the continents, suggesting a global communication or data network. The entire scene is set against a dark blue background with a subtle, darker blue grid pattern.

Give people the power to build
community and bring the world closer
together - **securely**

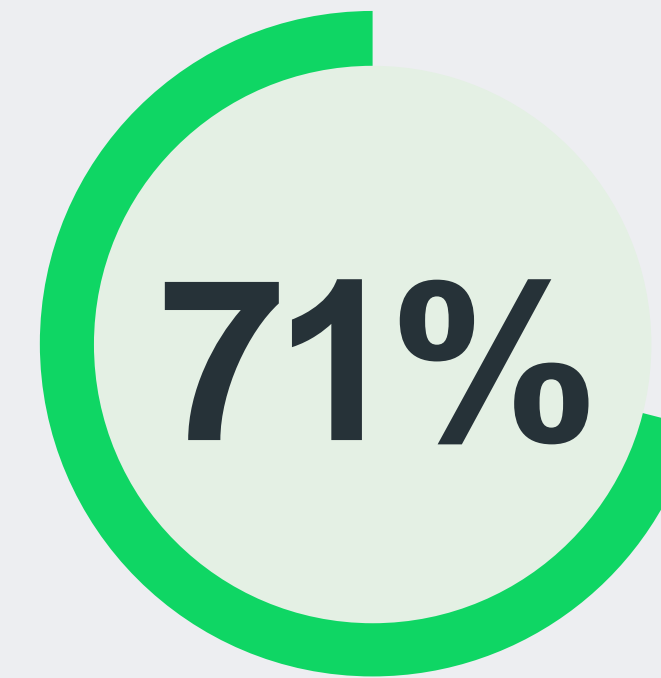
“I grew up in a society where everything
you did was eavesdropped on...”



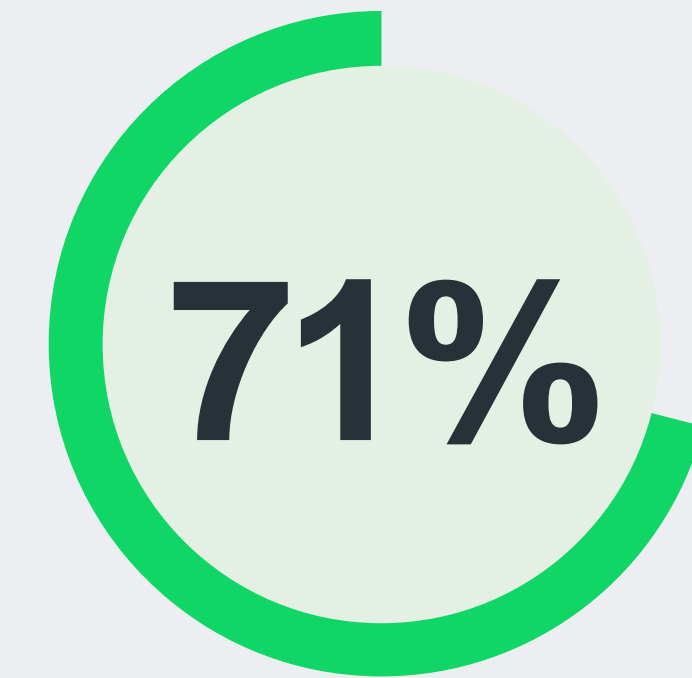
Very Important to
WhatsApp users



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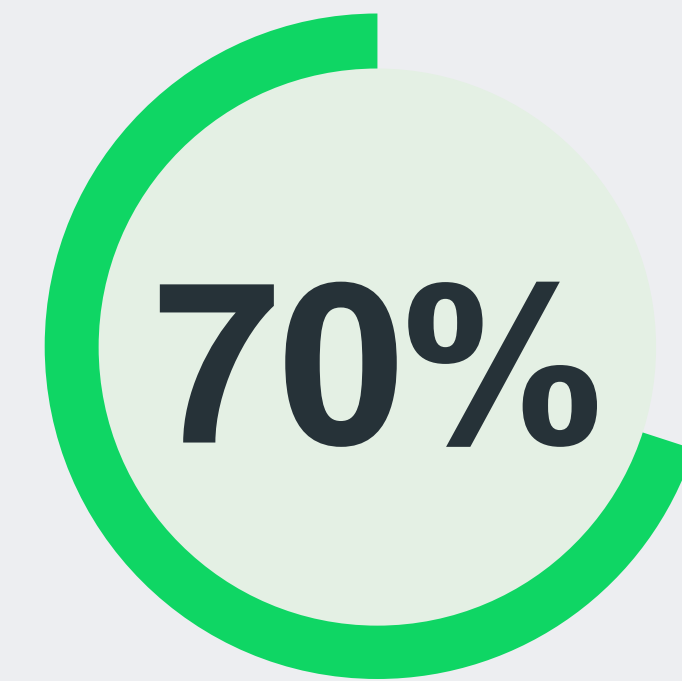
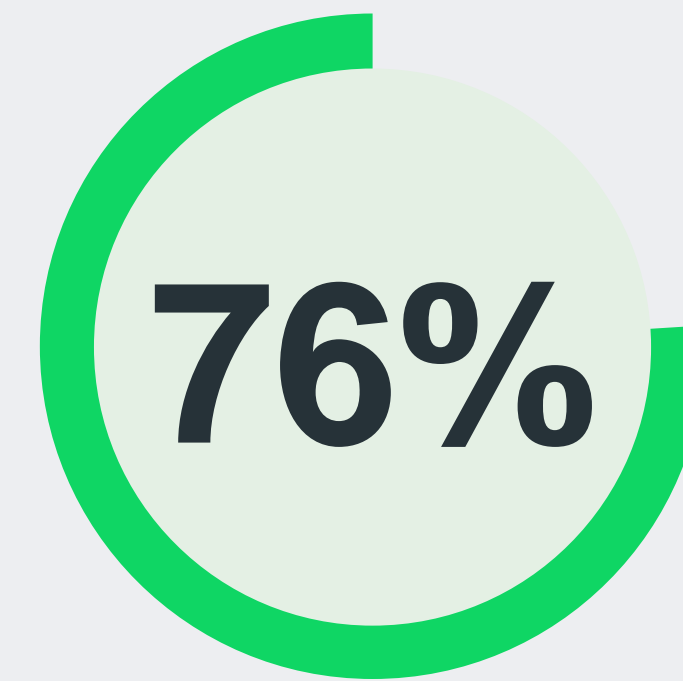
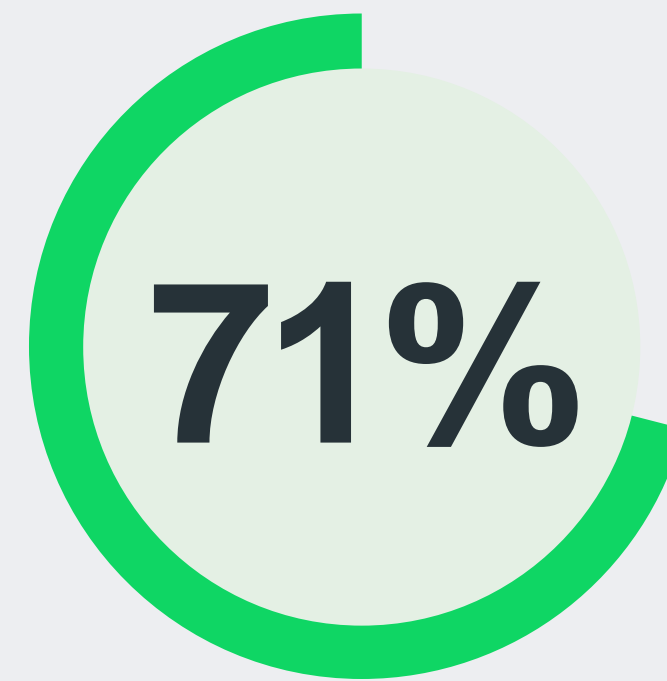


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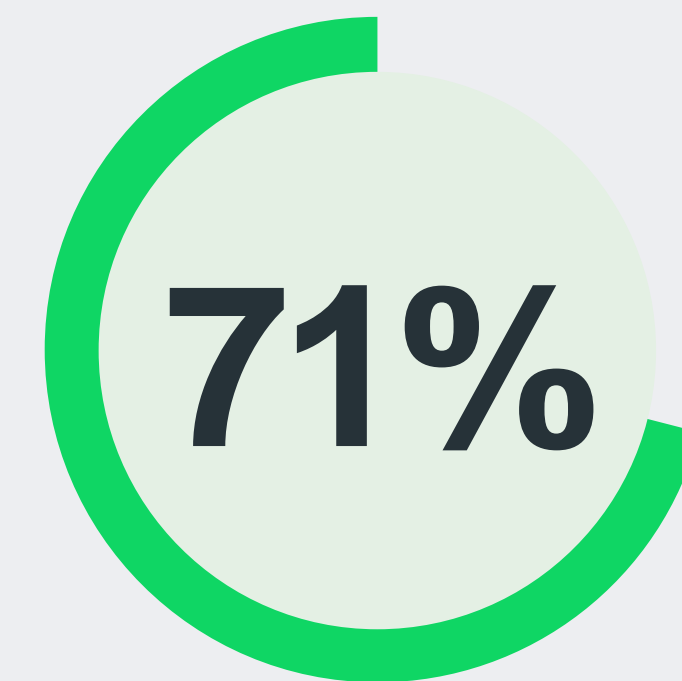
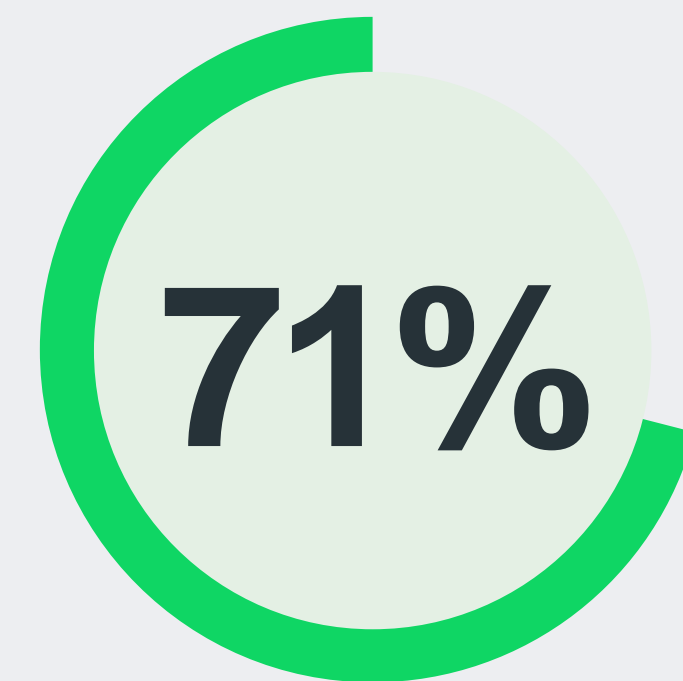
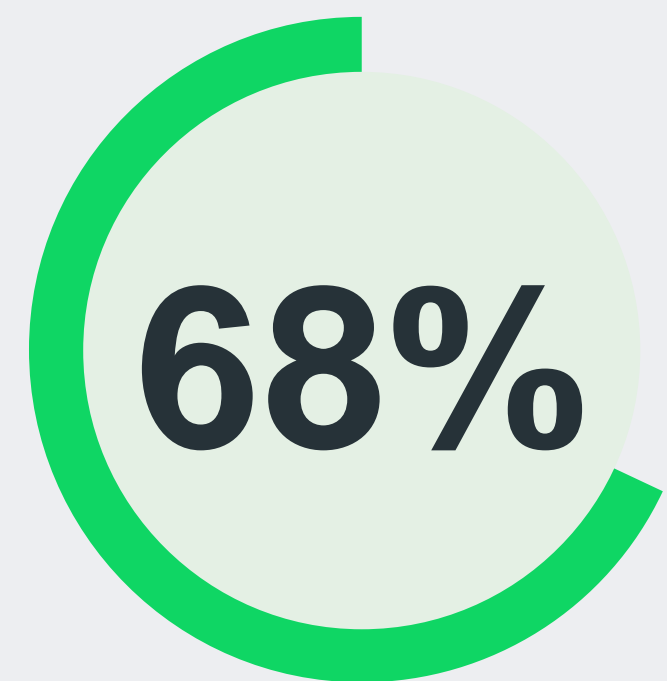
PRIVATE

Note: The survey, commissioned by WhatsApp in August 2017, interviewed 1,000 smart phone users in each country

Very Important to
WhatsApp users



SAFE



PRIVATE



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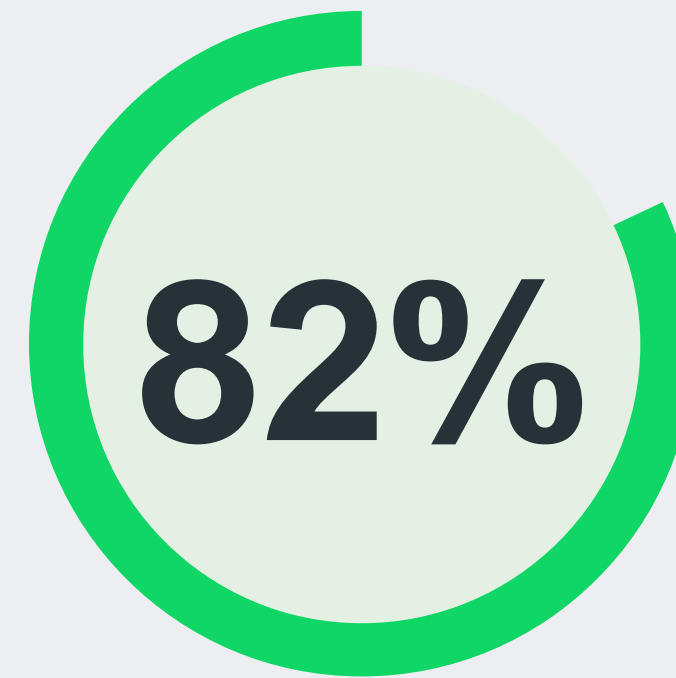


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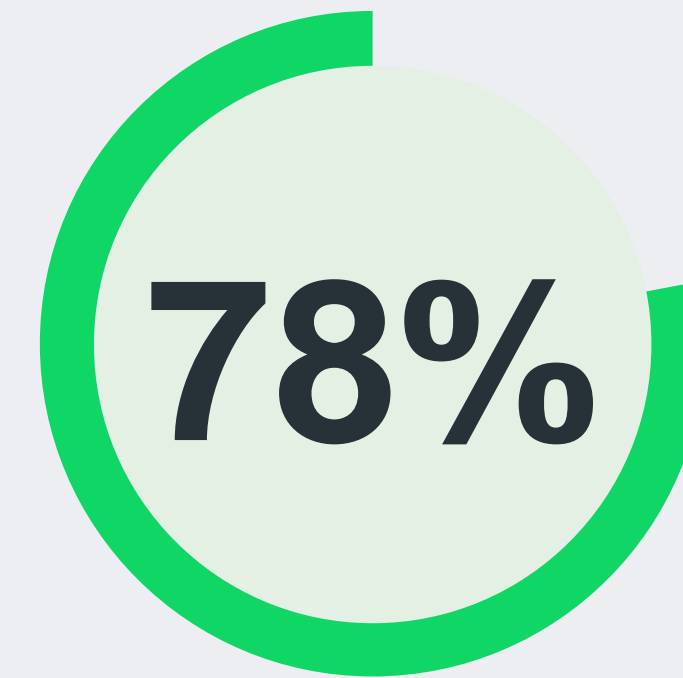
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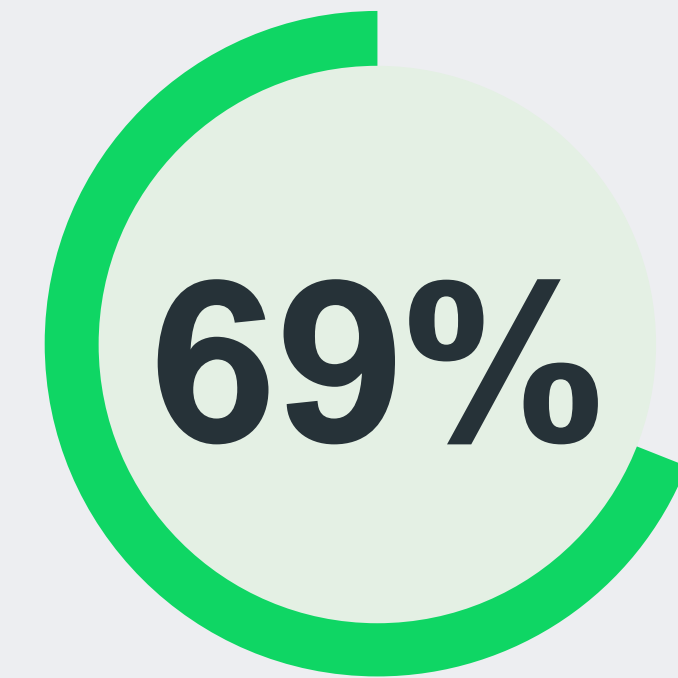
Prefer encryption



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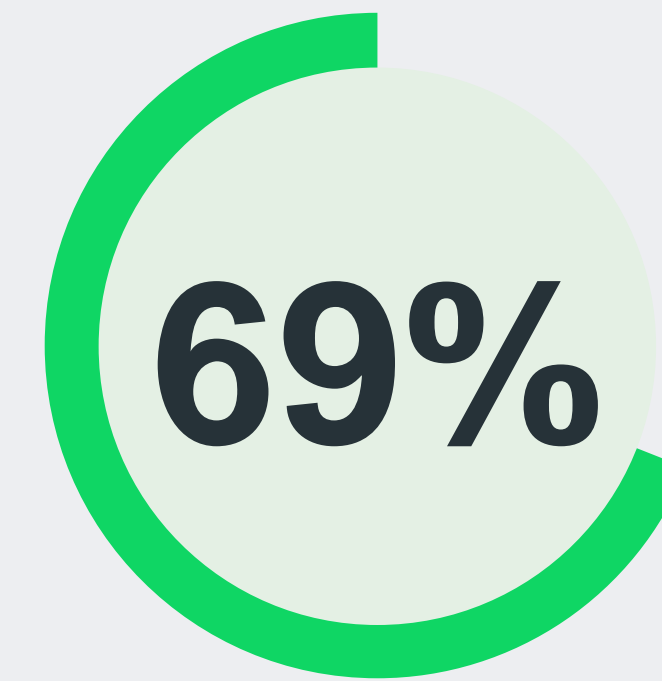
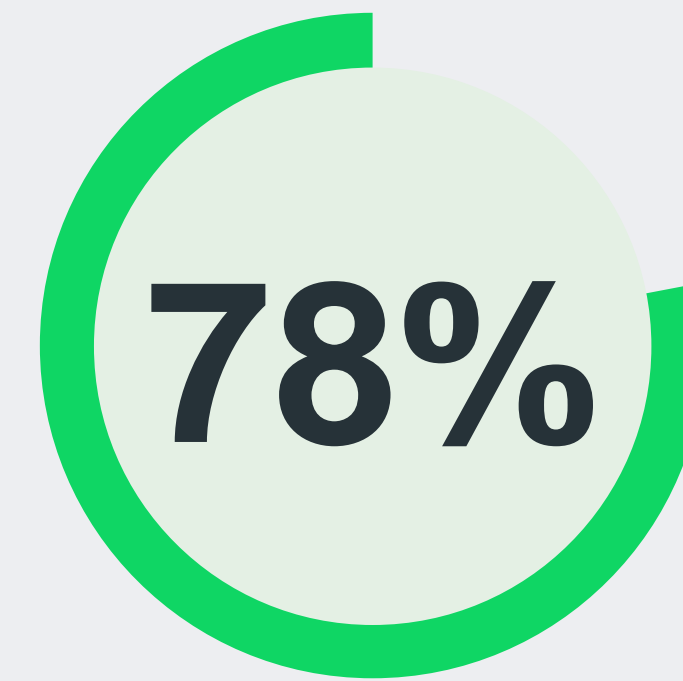
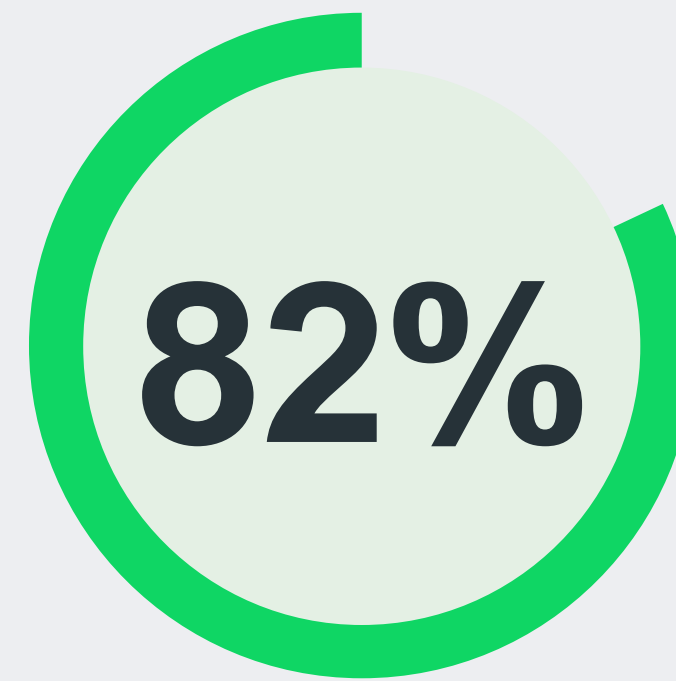
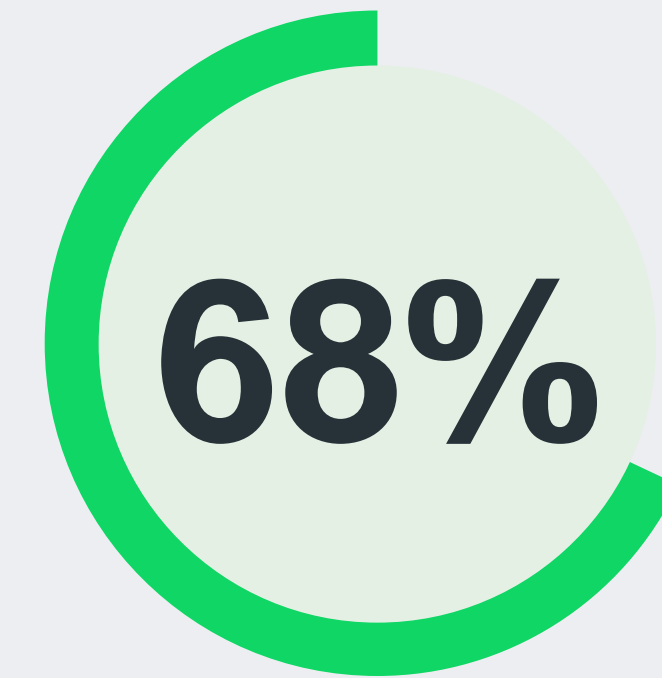
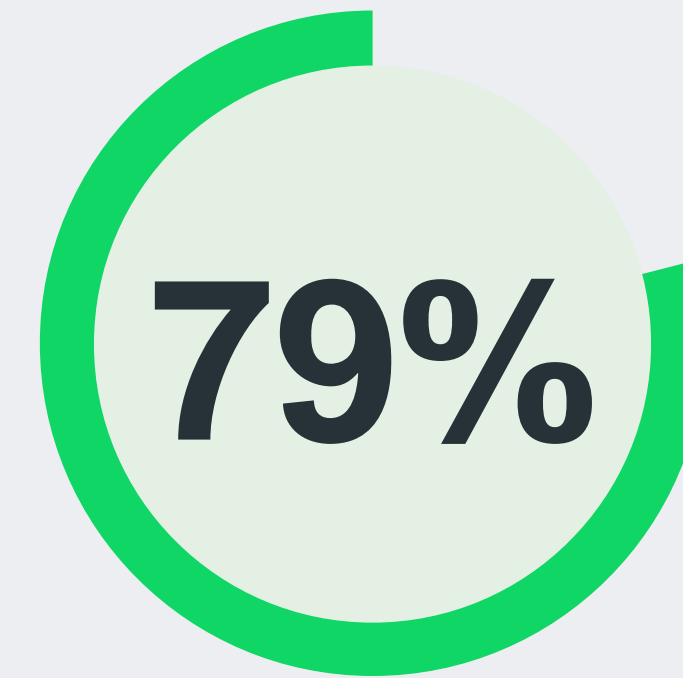
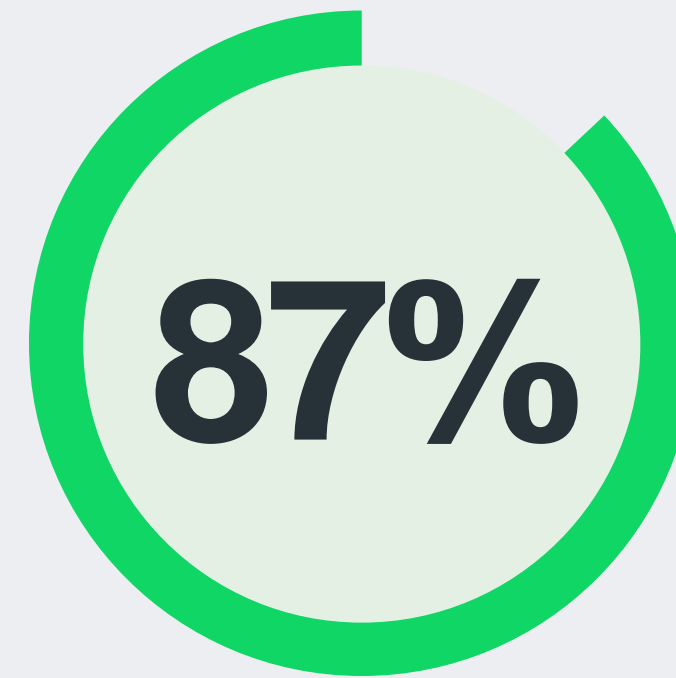


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See encryption as
a good thing

Prefer encryption



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“We need to make sure that organisations like WhatsApp, and there are plenty of others like that, don’t provide a secret place for terrorists to communicate with each other.”

Amber Rudd 2017



Trust is vital

Ecosystem is evolving

Solutions at scale don't work

Criminals aspire to cybercrime



A responsible approach

**RESPOND TO LAW
ENFORCEMENT**

**COMMUNICATE
SECURITY BENEFITS**

ABUSE REPORTING

SUSPEND ACCOUNTS

**NOT WEAKEN
SECURITY**

Questions?

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