

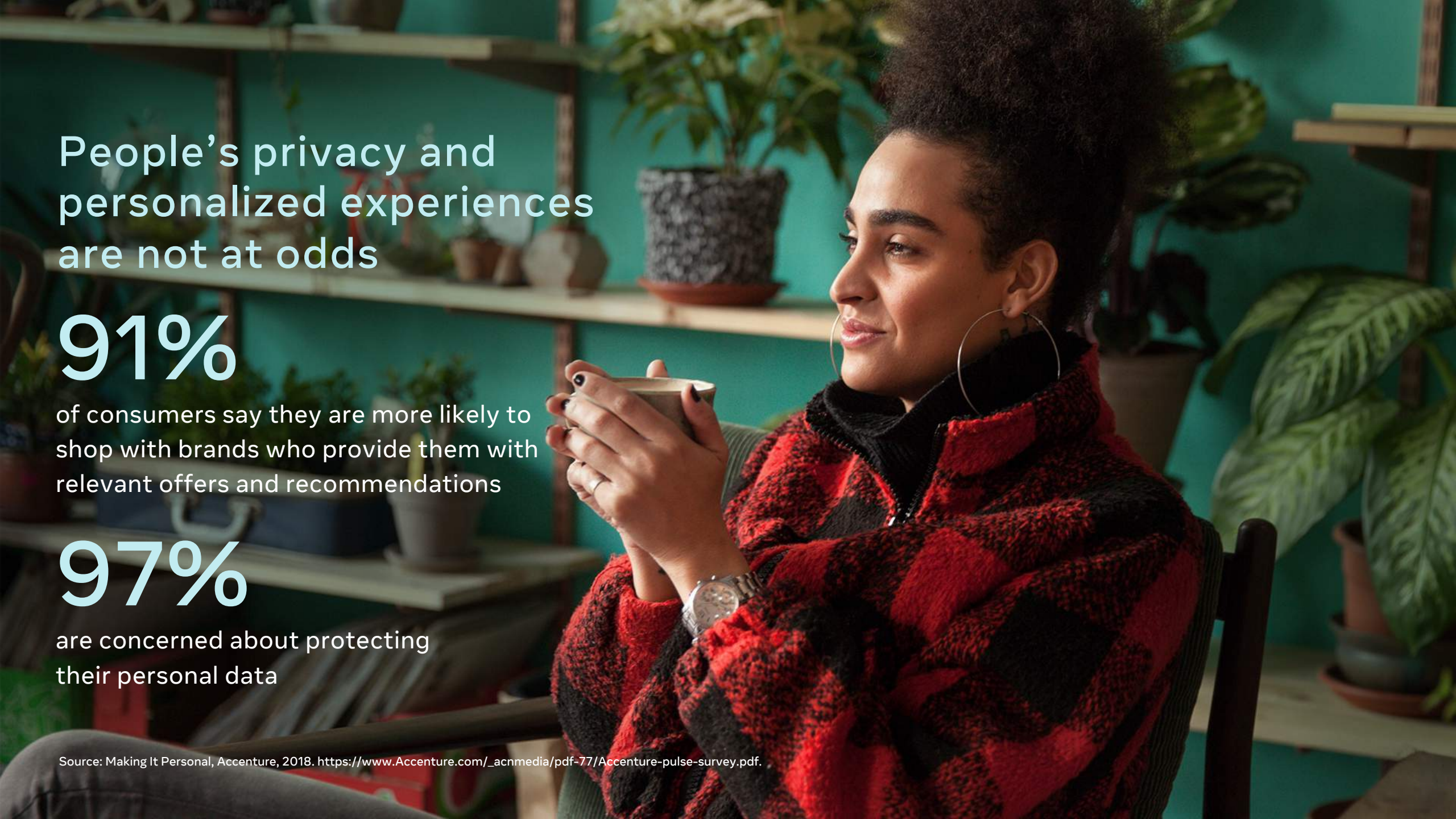
The Path to a Privacy-conscious Digital Ecosystem

Meera Krishna
Privacy & Ecosystem Lead, Facebook





Privacy




People's privacy and
personalized experiences
are not at odds

91%

of consumers say they are more likely to
shop with brands who provide them with
relevant offers and recommendations

97%

are concerned about protecting
their personal data



How do we want data and privacy to shape global consumers' interactions online?



**Regulation
governing how
people's data
is used by
businesses**






..... Giving people transparency
and control into how their data
is being used by businesses

..... Improve transparency around
our platforms' data use to help
drive regulatory compliance





A man with dark hair, wearing a blue long-sleeved shirt and a dark, patterned apron, is focused on his work. He is leaning over a large, light-colored piece of fabric, possibly leather or canvas, which is laid out on a workbench. His hands are visible, one near the edge of the fabric. In the background, several wooden chairs with light-colored seats are hanging from a rack, suggesting a workshop or a tailor's shop. The lighting is warm and natural, highlighting the textures of the fabric and the man's concentration.

Personalized advertising
is giving everyone the
opportunity to thrive



Bucketlist Bombshells helped women gain new skills during the pandemic



Experiences
tailored directly
to you



The free internet ecosystem contributes

\$1.1 trillion

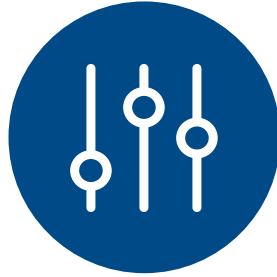
annually to the U.S economy

The Future of Digital Advertising

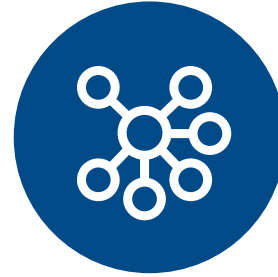
Privacy-Enhancing Technology



**SECURE
HARDWARE &
SOFTWARE
COMPUTATION**



**REDUCED
DATA
FIDELITY**



**DISTRIBUTED
MACHINE
LEARNING**



**DIFFERENTIAL
PRIVACY**

The Future of Digital Advertising



**PRIORITIZING
EDUCATION FOR
PEOPLE**



**GIVING
AND HONORING
PEOPLE'S CHOICES**



**LEVERAGE A
DATA HANDLING
STRATEGY**



**PRIORITIZING
EDUCATION FOR
PEOPLE**

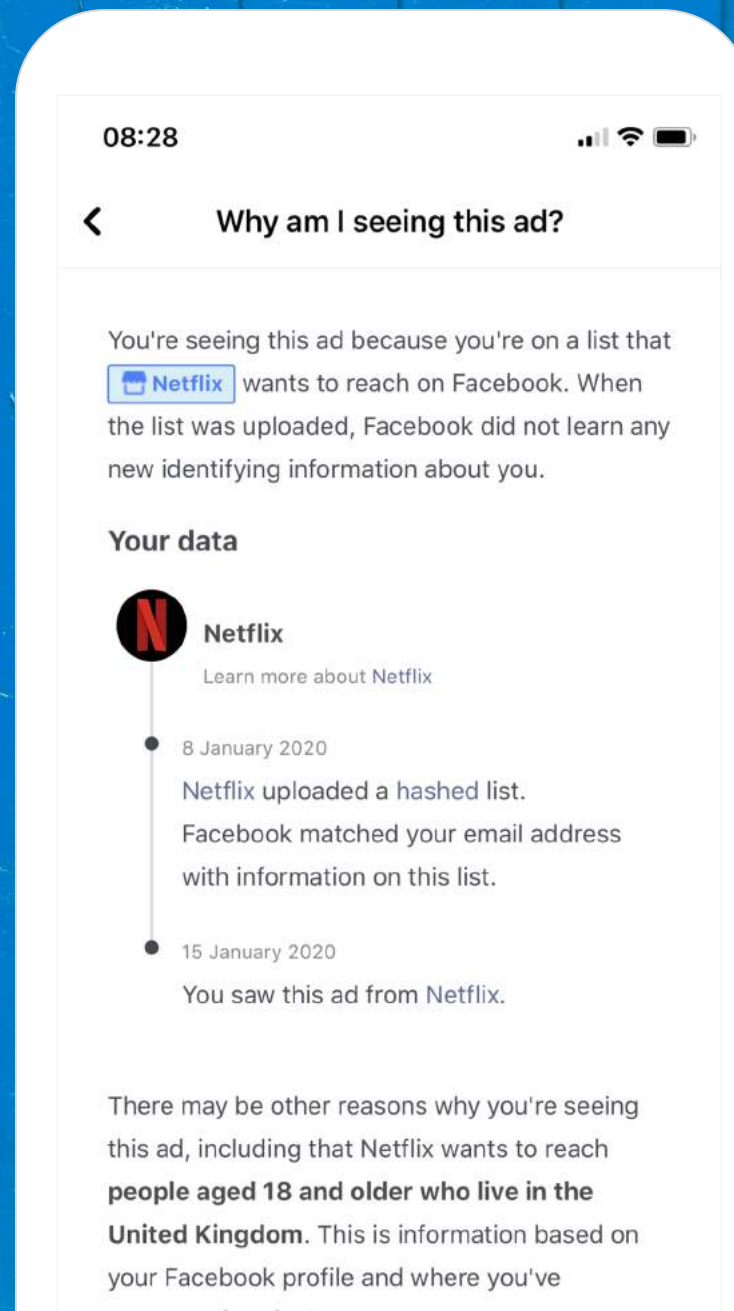


**GIVING
AND HONORING
PEOPLE'S CHOICES**



**LEVERAGE A
DATA HANDLING
STRATEGY**

Why am I seeing this ad?





PRIORITIZING
EDUCATION FOR
PEOPLE

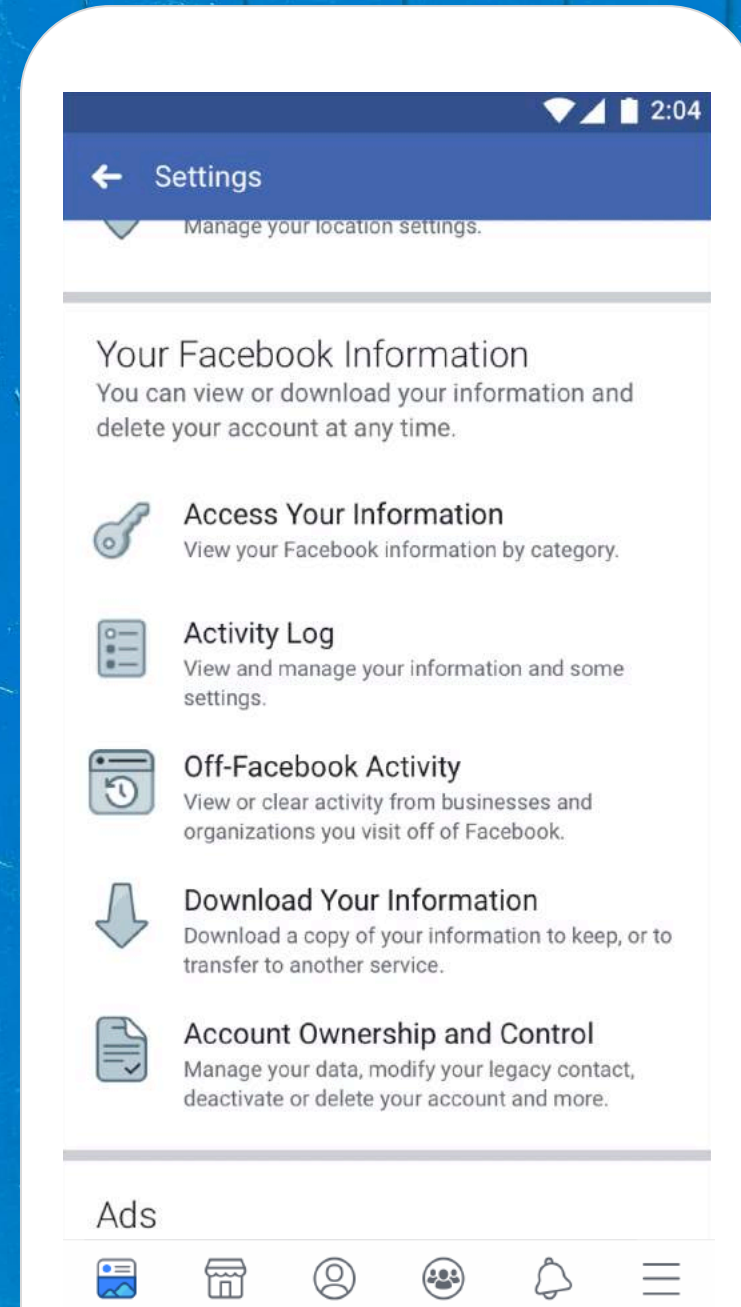


GIVING
AND HONORING
PEOPLE'S CHOICES



LEVERAGE A
DATA HANDLING
STRATEGY

Off-Facebook Activity





PRIORITIZING
EDUCATION FOR
PEOPLE



GIVING
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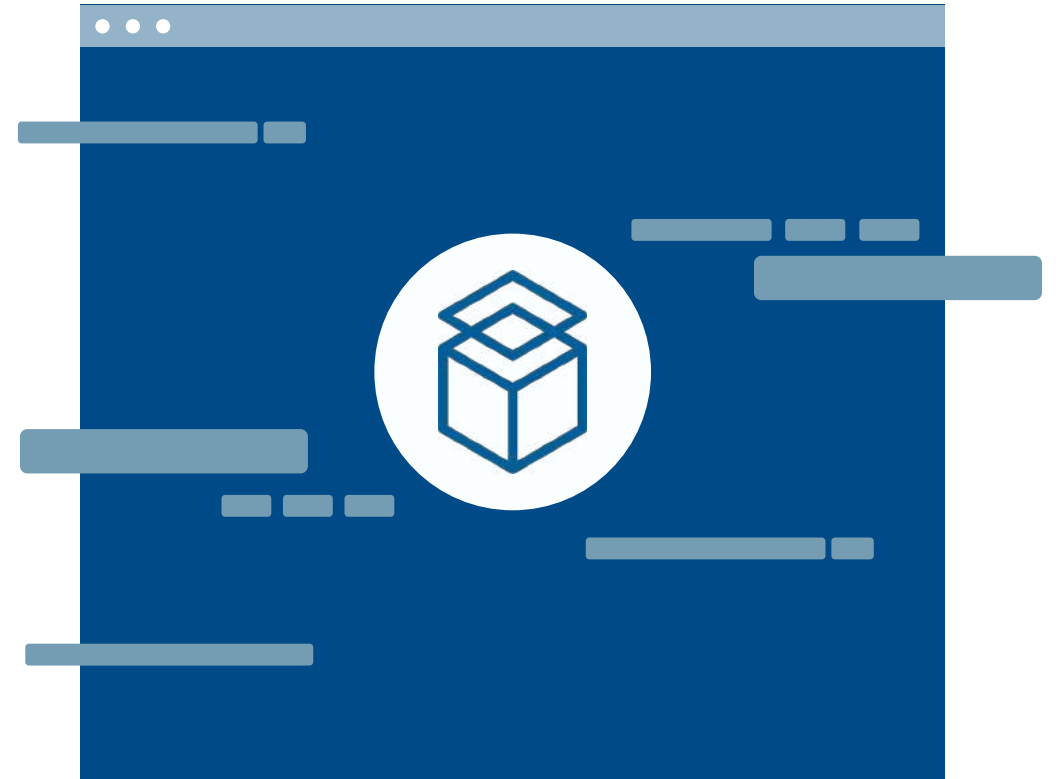


LEVERAGE A
DATA HANDLING
STRATEGY

Secure Multi-Party Computation

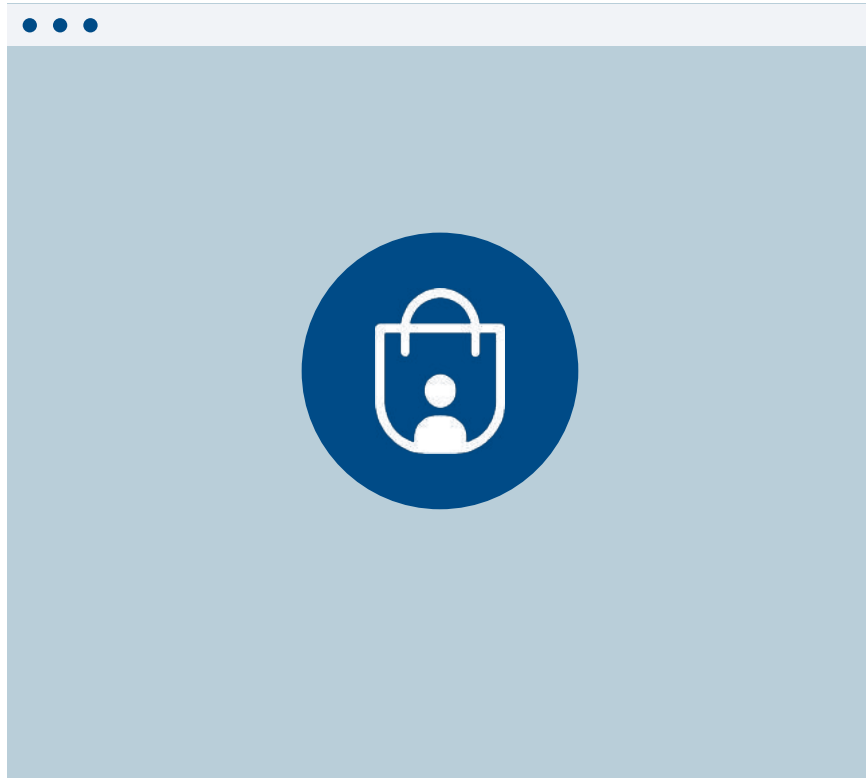


ADVERTISER WEBSITE



DIGITAL PLATFORM

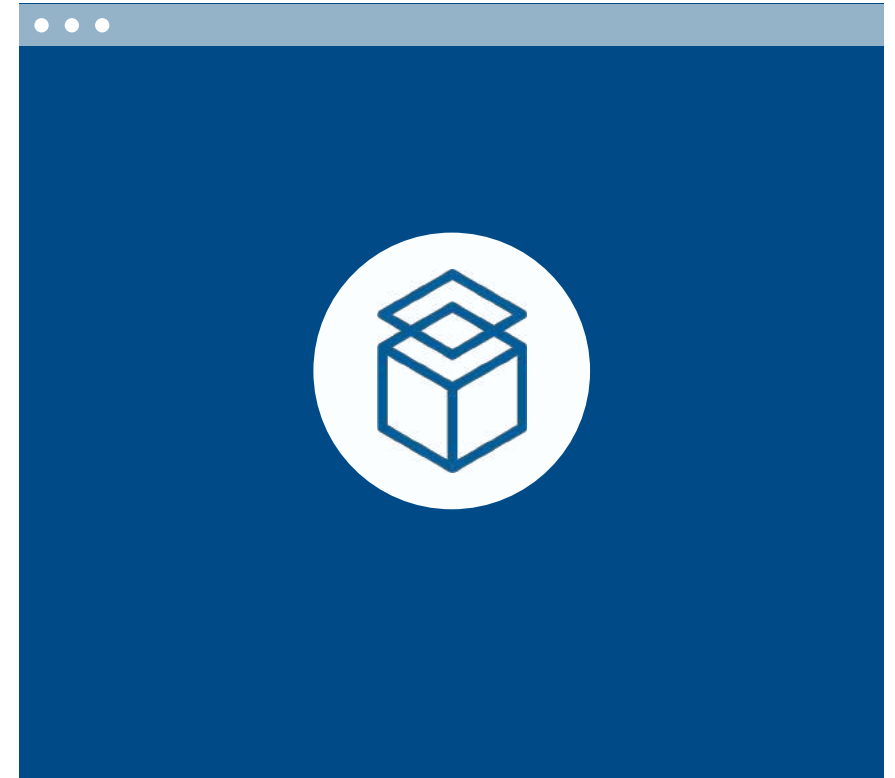
Secure Multi-Party Computation



ADVERTISER WEBSITE



NETWORK



DIGITAL PLATFORM



Let's move
forward together

FACEBOOK