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APPENDIX A
Below text as received by email from Emily Sharpe (Privacy and Public Policy, EMEA – Facebook) on 19th April 2019

Two-factor authentication on Facebook

In brief: There is some overlap between two-factor authentication and the ability to search by phone number, but only by virtue of the fact that the underlying phone number people add to their Facebook accounts can be used for a number of purposes, including (if desired by the individual) for two-factor authentication. Phone numbers are therefore used for a variety of purposes; optional security features are just one. The setting that controls who can look you up by phone number has been in place for many years (and we limited how you could be looked up by phone number in April, as discussed below).

Two-factor authentication is an important security feature that we offer users the chance to enable, if they choose to do so. And last year we added the option to set it up for your account without registering a phone number. If you choose to add a phone number to your Facebook account and you *then* decide to use this phone number when setting up the two factor-authentication feature, it can be used for product and advertising purposes as set out in our Data Policy. However, in response to feedback we've received we have recently revised our systems so that *new* phone numbers added directly through the two-factor authentication flow are *not* used to match Custom Audiences or deliver ads.

Separately, the "Who can look me up?" settings have been in place for many years and are distinct from the two-factor authentication feature. In April 2018, we removed the ability to enter another person's phone number or email address into the Facebook search bar to help find someone's profile. Today, the "Who can look me up?" settings control how your phone number or email address can be used to look you up in other, more limited ways, such as when someone uploads your contact info to Facebook from their mobile phone or when a friend searches for you in the Messenger app. From hereafter we'll refer to this feature as "Who can look me up?"

In sum:

- From the perspective of a Facebook user, they can choose (1) whether to add a phone number to their Facebook account at all, and (2) whether to use that number (or add another number to their account) to

enable two-factor authentication. They can also choose to use an authentication app such as Google Authenticator or Duo instead of a phone number.

- Once a user adds their phone number to their Facebook account and then later chooses to use this phone number to enable two-factor authentication, (1) the number can be used used for the purposes set out in the phone number flow and in our Data Policy, including product and advertising purposes and (2) will be searchable to a minimum audience of "friends"— although no longer through the Facebook search bar. However, as noted above, we have recently revised our systems so that *new* phone numbers added through the two-factor authentication flow are not used to match Custom Audiences or deliver ads.

In more detail:

"Who can look me up" setting

The "who can look me up" setting has been in place for many years. It controls *searchability* of emails/phone numbers as opposed to *visibility*. We believe this provides value to people: you may want people who already have your phone number, like your friends, to be able to find you using your phone number (e.g., in the Messenger app), while not wanting those without your phone number to be able to get it from your profile.

Visibility

The audience setting for visibility of phone numbers added directly by users to their Facebook account is set to "Only me" by default, so no one else can view your phone number. People can change this setting at any time to allow broader audiences to view their phone number on their profile.

"Who can look me up"/Searchability

The "who can look me up" setting applies to all phone numbers you have added to Facebook and defaults to "everyone." Currently, the minimum audience you can change it to is friends. This is to enable people *who already have your phone number* (for example in their contact book) to find you on Facebook.

In April 2018, we *removed* the ability to enter another person's phone number or email address into the Facebook search bar to help find someone's profile. Today, the setting called "Who can look me up" controls how people's phone numbers or email addresses can be used to match to their profile *in other ways*, such as when someone uploads their contact books to Facebook from their mobile phone or when they search for the person in the Messenger app. But to be clear, people can no longer look someone up via the Facebook search bar. We explain this in our Help Centre here: https://www.facebook.com/help/131297846947406.

How two-factor authentication works on Facebook
Two-factor authentication is an important security feature, and last year we added the option to set it up for your account without registering a phone number. *To be clear, the way two-factor authentication works on Facebook has not changed recently.*

When setting up two-factor authentication on Facebook, people have two choices: (1) to use a phone number for two-factor authentication or (2) to use a software-based solution such as Google Authenticator or Duo. Software solutions do not require a phone number. For people who do want to use a phone number, the more common behavior is to use a phone number they previously added to their account.