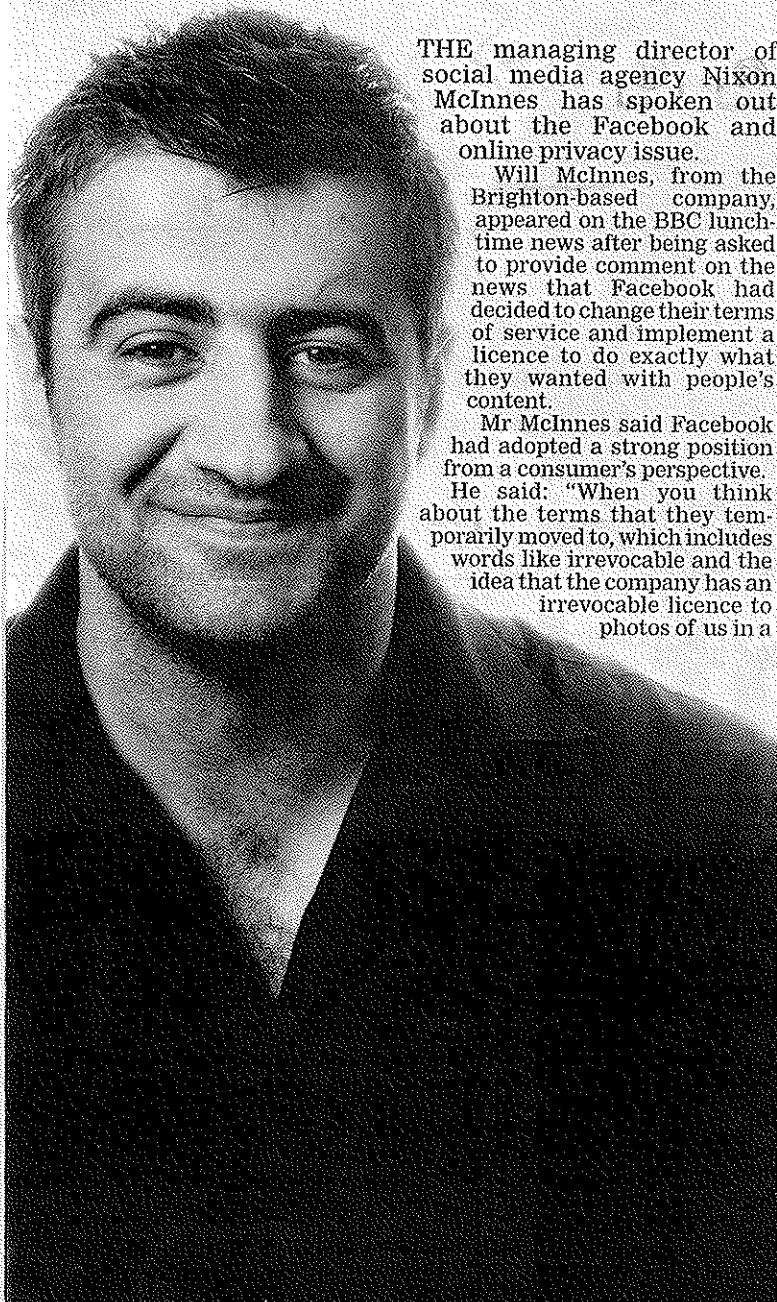


Media mogul speaks on privacy issue

Facebook will die without us



THE managing director of social media agency Nixon McInnes has spoken out about the Facebook and online privacy issue.

Will McInnes, from the Brighton-based company, appeared on the BBC lunch-time news after being asked to provide comment on the news that Facebook had decided to change their terms of service and implement a licence to do exactly what they wanted with people's content.

Mr McInnes said Facebook had adopted a strong position from a consumer's perspective. He said: "When you think about the terms that they temporarily moved to, which includes words like irrevocable and the idea that the company has an irrevocable licence to photos of us in a

by **RUTH LUMLEY**

compromising position at parties when we are growing up, is a slightly crazy view of the future.

"There are some really interesting studies into young people and their perceptions of privacy, and effectively, the young people's definition of privacy has changed enormously."

"It's almost as if the young people are now growing up with a different expectation of what will happen."

More than two weeks ago, the site altered its terms of service so that it continued to retain a copy of all a user's messages, actions and updates - even if they left the network.

Until the change, Facebook's policy was to delete all traces of a user if they chose to quit the site.

After the potential scope of the new legal wording became clear, thousands of outraged Facebook users and privacy campaigners lobbied for the world's largest social network to revert to its old terms of service.

Mr McInnes said: "There is a gap between the consumers' awareness of the position they are putting themselves in and the company, so I really hope that one good thing which comes out of this is the UK public wake up to the implications of moaning about their job or photos of themselves drunk. It would be great if we could develop a sophisticated awareness of privacy."

"To stay the leader, I think they want to control as much of the assets that they have. We are Facebook. Facebook is the shell and the vehicle and without us - the users - they have nothing."