Facebook因掃描用戶訊息而面臨訴訟



2013年,Facebook用戶Matthew Campbell指控Facebook違反聯邦電子通訊隱私法及加州法律,並提出集體訴訟,要求Facebook必須支付每位受侵害的用戶最高一萬美元的賠償。原因是Facebook掃瞄用戶之私人對話內容中的網站連結,並計入網站的按「讚」總數,再將這些「讚」彙整入用戶的個人檔案後對用戶進行行為分析,最後針對該用戶的行為模式發送客製化的廣告, 造成用戶的困擾。

對此,Facebook辯稱其掃描用戶的訊息是很普遍的商業行為,因此屬於聯邦電子通訊隱私法例外條款的範疇,而且Facebook在2012年即已停止傳送客製化廣告,故Facebook要求撤銷此訴訟。

然而,2014年12月23日,美國加州奧克蘭地方法官 Phyllis Hamilton認為,雖然Facebook已經在2012年10月停止傳送客製化廣告,但Facebook同時並承認仍會持續分析用戶之訊息(理由是為了防止電腦病毒以及垃圾郵件),而且Facebook不願意提供任何有關目標式廣告手法的細節,使法院無法判斷這是否為普遍的商業行為而屬於聯邦電子通訊隱私法例外條款的範疇,因此,法院裁定駁回Facebook的撤銷申請,本案將繼續進行審理程序。

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