

July 26, 2019

VIA EMAIL AND CERTIFIED MAIL:

Facebook, Inc.
Ltd. 4 Grand Square Square, Grand Canal Harbour
Dublin 2
Ireland

Re: Secret Hopper, LLC v. Facebook

To Whom It May Concern:

It has come to my attention that my client, Secret Hopper, LLC (“Secret Hopper”), has had its most recent job posting, and effectively its entire presence on Facebook “unpublished” because of recent changes to Facebook’s Terms of Service, Data Policy and Community Standards, as applicable, in connection with an effort by Facebook to restrict sales and limit content related to alcohol and tobacco products, including e-cigarettes. As I contend below, as it relates to my client Secret Hopper, their Facebook page should be republished immediately to prevent further diminution of value to their customer base.

Specifically, Secret Hopper was notified that it was promoting the services that it violates Section 5, Subsection 11 of the Pages, Groups and Events Policies which states: “Pages promoting the private sale of regulated goods or services (including firearms, alcohol, tobacco, or adult products) must restrict access to a minimum age of 18.”

Secret Hopper does not sell any alcohol, nor do they promote any business’s sale of alcohol. Secret Hopper is a business to business service service that allows breweries within the craft beer industry to be provided customer feedback on how their workers and managers treat their customers when customers attend their local breweries. A “secret hopper” is not necessarily someone to whom regulated goods or services are promoted, rather, a “secret hopper” is someone who goes to brewing establishment and provides an honest assessment of how they were treated while there, and then the assessment is provided to the brewing company to let them know where it likely needs to improve their business operations.

To overgeneralize Secret Hopper’s services to be promoting the sale of alcohol simply because the service is connected to the craft brewing industry, would be to conflate selling a product with selling a service that is simply in the same industry as the product. The service that Secret Hopper offers is a business-facing service, designed for businesses to address

customer service issues in their breweries. It is in no way an advertisement or promotion for a customer to go buy alcohol from brewing companies.

Most importantly, the denial of access to Facebook is causing damage to Secret Hopper's established business-to-business relationships and prohibiting Secret Hopper from engaging with its customer base and its "secret hoppers" who regularly engage with the Company via Facebook

Secret Hopper therefore requests that Facebook immediately reinstate its Facebook Page so that it may continue to promote its business-facing services.

Thank you for your assistance with this matter. If you have any questions or need additional information, please do not hesitate to contact me.

Best Regards,

A handwritten signature in black ink, appearing to read "Nathaniel R. Pierce". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Nathaniel R. Pierce, Esq.

NRP/cms

Enclosures: **None.**

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