

Facebook Legal
Facebook Ireland LTD
Grand Canal Square
Grand Canal Harbour
Dublin 2, Ireland

Hjørring, March 7th, 2022

I am writing to you because, we haven't had full access to my company Lieto's (DK33037867) Business and Ads account (473248866439616) on Facebook since January 6th 2022. We have repeatedly since 6th of January 2022 contacted Facebook Support but without Facebook being able to restore our full access.

I consider the fact that Facebook haven't been able to restore our full access in a timely matter, and other actions from Facebook in this case, negligent behavior and therefore punishable if presented in court.

I have been advised by my legal advisor to write to you directly on this matter before raising any legal claims with the courts as the cost of doing so, would be in disproportion to the loss that we have incurred so far due to Facebook's negligent behavior.

Background

On January 6th, 2022, Lieto's Facebook Business and Ad account was compromised.

We take full responsibility for the cause of the compromise as it was caused by a compromise of an employee's email and beyond the control of Facebook.

We were very happy with Facebooks initial response in quickly securing our account and assets within Facebooks services.

Through our Facebook account manager, we raised a support case (286109863499303) to ensure that we could regain full access to our Facebook account and assets. The support case was raised on the 6th of January 2022.

We then went through Facebooks process for getting the account and assets secured and Facebook support reported back to us on the 17th of January that our Ad account had been reactivated.

But the Ad account was still compromised as there had been added a user with full access to the Business and Ad account while the "hackers" had access. This issue was not found by Facebook during the process of securing the account and assets, even

Svanelundsvej 4
9800 Hjørring
+4520126141
jens@lieto.dk
www.lieto.dk
CVR 30337867

thou it was quite simple to identify users added after the account had been compromised.

After the account was reactivated the "Hackers" took control of the Business and Ad account and removed all our privileges and added an ad to an existing campaign. This ad accrued spendings of 658.60 DKK on the 17th of January.

We reported these issues to Facebook on the 17th of January and Facebook reversed on the 18th of February stating that Facebook had reviewed and recovered our Business Manager and restored access to our account and reinstated advertising.

On the 18th of February we reported the issue that we did not have full access to our assets in Business Manager. This includes access to our Business pages, Catalogs, Pixels etc. The consequences have for instance been that we are not able to communicate with our +100.000 followers on our business pages, as we do not have access to these pages. For Facebook ads we have been able to run our ads from the 18th of January 2022, but not to make any changes to our ad account that requires access to Business assets from Business Manager.

Since February 18th we have enquired frequently on when Facebook would be able to restore our full access to our assets on Facebooks services.

As per March 7th, 2022, Facebook has not been able to restore our full access to our assets on Facebooks services.

Facebooks liability.

It is our understanding that Facebook on two accounts has acted with negligent behavior.

- By not identifying a user added to our Business account after the account was compromised in the process of securing the account, thereby giving the "hackers" the possibility of taking control of the account and running ads.
- By not resolving the issue regarding the missing full access reported on 18th of January 2022 in a timely matter, despite Facebook stating on the 18th of January 2022 that Facebook had reviewed and recovered our Business Manager and restored access to our account and reinstated advertising.

We therefore find Facebook liable for our losses due to negligent behavior as follows,

- Ad spending on 17th of January 2022: 658.60 DKK
- Daily loss from "organic" traffic from 18th of January 2022 from our Business Pages estimated at : 500 DKK per day (as per March 7th 2022 accrued to 49 days = 24500 DKK)

We have been a business customer of Facebook for more than 7 years. We have invested and put confidence and trust into using Facebook to grow our business and use it to interact with our customers.

It pains me to spend time writing a letter like this to Facebook, as I could have spent this time growing my business interacting with our customers through Facebooks services.

I find it incomprehensible to understand why Facebook treats a customer that month by month have paid its bills on time in this way. My confidence in Facebook as a trustworthy business partner has vanished.

The only way you can regain that trust is by taking responsibility for your negligent behavior and compensate us for our losses and restore full access to our account and assets on Facebooks services now.

Best Regards

Jens Andersen

Founder, Lieto International