

HOUSING DISCRIMINATION COMPLAINT

CASE NAME: Assistant Secretary for Fair Housing & Equal Opportunity v. Facebook, Inc.

CASE NUMBER:

1. Complainant:

Assistant Secretary for Fair Housing & Equal Opportunity
U.S. Department of Housing and Urban Development
451 Seventh Street, SW, Suite 5100
Washington, DC 20410

2. Other Aggrieved Persons:

Undetermined at this time.

3. The following is alleged to have occurred or is about to occur:

Discriminatory advertising, statement and notices.

4. The alleged violation occurred because of:

Race
Color
Religion
Sex
Familial Status
National Origin
Disability

5. Address and location of the property in question (or if no property is involved, the city and state where the discrimination occurred):

Throughout the United States.

6. Respondents:

Facebook, Inc.
Mark Zuckerberg, CEO
1601 Willow Road
Menlo Park, CA 94025

7. The following is a brief and concise statement of the facts regarding the alleged violation:

The Assistant Secretary for Fair Housing and Equal Opportunity, on behalf of the Secretary of the U.S. Department of Housing and Urban Development, files this

Secretary-initiated complaint of housing discrimination as authorized by the Fair Housing Act at 42 U.S.C. § 3610(a)(1)(A)(i).

Facebook unlawfully discriminates by enabling advertisers to restrict which Facebook users receive housing-related ads based on race, color, religion, sex, familial status, national origin and disability. Facebook mines extensive user data and classifies its users based on protected characteristics. Facebook's ad targeting tools then invite advertisers to express unlawful preferences by suggesting discriminatory options, and Facebook effectuates the delivery of housing-related ads to certain users and not others based on those users' actual or imputed protected traits.

As of July 24, 2018, Facebook's ad targeting tools enable advertisers of housing and housing-related services to discriminate in the following non-exhaustive list of ways:

- Facebook enables advertisers to discriminate based on sex by showing ads only to men or only to women.
- Facebook enables advertisers to discriminate based on disability by not showing ads to users whom Facebook categorizes as interested in "assistance dog," "mobility scooter," "accessibility" or "deaf culture."
- Facebook enables advertisers to discriminate based on familial status by not showing ads to users whom Facebook categorizes as interested in "child care" or "parenting," or by showing ads only to users with children above a specified age.
- Facebook enables advertisers to discriminate based on religion by showing ads only to users whom Facebook categorizes as interested in the "Christian Church," "Jesus," "Christ" or the "Bible."
- Facebook enables advertisers to discriminate based on national origin by not showing ads to users whom Facebook categorizes as interested in "Latin America," "Southeast Asia," "China," "Honduras," "Somalia," the "Hispanic National Bar Association" or "Mundo Hispánico."
- Facebook enables advertisers to discriminate based on race and color by drawing a red line around majority-minority zip codes and not showing ads to users who live in those zip codes.

Facebook markets its ad targeting platform as a useful tool for providers of housing-related services. For example, Facebook promotes its ad targeting platform with "success stories" for finding "the perfect homeowners," "reaching home buyers," "attracting renters" and "personalizing property ads." See www.facebook.com/business/success/quadrant-homes (visited Aug. 8, 2018); www.facebook.com/business/success/homesnap (visited Aug. 8, 2018); www.facebook.com/business/success/apartment-list (visited Aug. 8, 2018).

The alleged policies and practices of Facebook violate the Fair Housing Act based on race, color, religion, sex, familial status, national origin and disability.

8. The most recent date on which the alleged discrimination occurred:

Ongoing.

9. Types of Federal Funds identified:

None.

10. The acts alleged in this complaint, if proven, may constitute a violation of the following:

Subsections 804(a), 804(b), 804(c) and 804(f) of Title VIII of the Civil Rights Act of 1968, as amended.

I declare under penalty of perjury that I have read this complaint (including any attachments) and that it is true and correct.

Anna Maria Santos

Assistant Secretary for Fair Housing and
Equal Opportunity

08/13/2018

Date