Beat: Entertainment

Statement from PLAYBOY ENTERPRISES, Inc. regarding FACEBOOK

Strict Content & Policy Guidelines

PARIS - HOLLYWOOD - LOS ANGELES, 29.03.2018, 07:04 Time

USPA NEWS - "For Years, it has been Difficult for Playboy to express Our Values on Facebook due to its Strict Content and Policy Guidelines. We have been faced with the Only Alternative being to alter Playboy's Voice in order to meet Facebook's Views of what is and is not appropriate on its Platform."

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"While that has challenged our Business Objectives and the Ability to reach our Audience in an Authentic Way, the Recent News about Facebook's Alleged Mismanagement of Users' Data has solidified our Decision to suspend our Activity on the Platform at this Time. There are more than 25 Million Fans who engage with Playboy via our various Facebook Pages, and we do not want to be Complicit in exposing them to the Reported Practices. That is why we have announced that we will be leaving Facebook's Platform, deactivating the Playboy Accounts that Playboy Enterprises manages directly."

"Playboy has always stood for Personal Freedom and the Celebration of Sex. Today we take Another Step in that ongoing Fight."

Source : Playboy Enterprises, Inc.

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Article online:
https://www.uspa24.com/bericht-12993/statement-from-playboy-enterprises-inc-regarding-facebook.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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Official Federal Reg. No. 7442619