

PRESS RELEASE

Expert Witness Testimony a Key Element of Fraley v Facebook Class Action Suit

The Fraley et al v Facebook class action lawsuit used the expert testimony of David Taber to establish that Sponsored Stories were advertising. The case was recently settled, yielding several million dollars for class members and internet privacy organizations.

Palo Alto, CA, March 25, 2018 --([PR.com](#))-- SalesLogistix Corporation, the CRM Management Consultancy and certified Salesforce.com integrator, today announced that David Taber, the company's CEO, was engaged as an expert witness in the Fraley v Facebook class action suit regarding "sponsored stories." Sponsored Stories were a form of advertising that typically contained posts which appeared on Facebook.com. The class action claimed that Facebook used the names, profile pictures, photographs, likenesses, and identities of Facebook users, including minors, to advertise or sell products and services through Sponsored Stories without obtaining those users' consent. The class comprised more than 140 million Facebook users in the US. Facebook denies any wrongdoing and any liability whatsoever, and no court or other entity has made any judgment or other determination of any liability in this matter.

"Mr. Taber's testimony was critical to our establishing that Sponsored Stories were, in fact, advertising. This was a cornerstone of our case," said Kevin Osborne, a litigator at the Arns Law Firm, a leader in class action lawsuits. "As a former VP of marketing at publicly traded companies, he was able to bring the credibility of a practitioner to his discussion and comparison of the standards and practices surrounding advertising in internet communities."

The settlement paid several million dollars to the class and to certain organizations involved in internet privacy issues. It also required a number of internal changes to Facebook's terms of service and profile settings to allow users to better understand and control their association with sponsored stories. The settlement became final in October 2016.

In related news, the second edition of Mr. Taber's book, "Salesforce.com Secrets of Success" (ISBN 978-0133517392), recently went into its second printing by Prentice Hall. Mr. Taber has also published more than 200 articles on CIO, the go-to site for IT professionals, and 100 others on marketing websites and news sources.

About SalesLogistix Corporation

Since 2005, SalesLogistix Corporation has improved its clients' sales, marketing, and customer service business processes that are the foundation of their profitable growth. SalesLogistix is a CRM management consultancy and certified salesforce.com integrator that configures, extends, and integrates salesforce.com systems with the rest of its clients' Cloud infrastructure. Using a proprietary Agile methodology and best practices derived from years of executive experience, the firm molds salesforce.com to clients' business processes, providing a true 360-degree operational view of customer relationships. Headquartered in California, SalesLogistix has over 125 clients in Europe, Asia, and North America.