

At F8, Zuckerberg Explains Facebook's Shift Toward Privacy | WIRED

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Mark Zuckerberg once promised Facebook would move fast and break things. Now, Zuckerberg says Facebook is trying to fix the things it broke.

Standing on stage before an audience of developers at the annual F8 Conference on Tuesday, Zuckerberg—the same guy who spent years convincing billions of people to share their every thought and action with the world—explained all the ways Facebook is going to help people keep that same information under wraps.

“I believe the future is private,” Zuckerberg said, almost as soon as he began, setting the tone for a day of product announcements across Facebook, Instagram, Messenger, and WhatsApp.

In his much-anticipated keynote address, Zuckerberg readily admitted he's an odd champion for the cause of privacy, particularly after the [year Facebook has had](#). The social networking giant now faces more than a dozen international investigations into its history of privacy violations, from its years of willy-nilly data sharing to several recent data breaches.

[...]

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