



# Board of Directors Meeting

Lynn E. Calkins  
Holland & Knight LLP

*May 17, 2019*

# *National Fair Housing Alliance v. Facebook (S.D.N.Y.)*



March 2019 settlement agreement

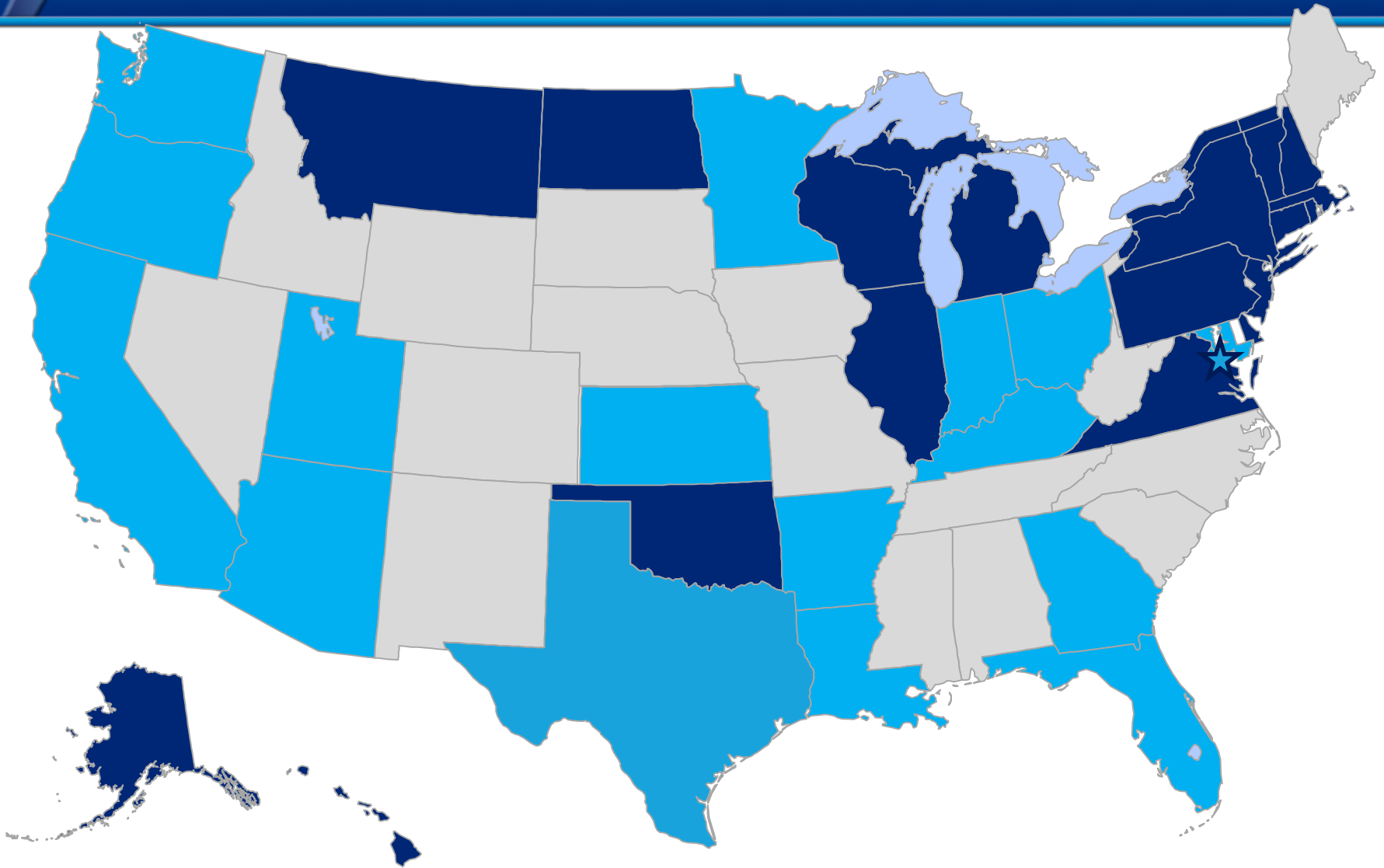
Facebook must:

- Restrict targeting by age, gender, address
- Modify “look-alike” targeting feature
- Create portal to search and view housing advertisements
- Require all advertisers certify compliance with policies prohibiting discrimination
- Study its algorithm for unintended bias

## Housing Rights Initiative



# Age Is A Protected Class In Many Jurisdictions



## Key Take-Aways

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- » Check in with your digital marketing teams about use of targeting tools;
- » Avoid targeting that excludes users based on protected characteristics;
- » Review any statements by digital platform (i.e. “Why this ad?”);
- » Ensure overall portfolio reaches a diverse audience.



## Other Fair Housing Issues

### » Criminal Background Screenings

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- » Co-Living



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