

In many respects, Facebook's incredible reach is why we're here today. We're here because of what you, Mr. Zuckerberg, have described as a breach of trust.

A quiz app used by approximately 300,000 people led to information about 87 million Facebook users being obtained by the company Cambridge Analytica.

THUNE: You've promised that when Facebook discovers other apps that had access to large amounts of user data, you will ban them and tell those affected. And that's appropriate, but it's unlikely to be enough for the 2 billion Facebook users.

One reason that so many people are worried about this incident is what it says about how Facebook works. The idea that for every person who decided to try an app, information about nearly 300 other people was scraped from your service is, to put it mildly, disturbing.

And the fact that those 87 million people may have technically consented to making their data available doesn't make those people feel any better.

The recent revelation that malicious actors were able to utilize Facebook's default privacy settings to match email addresses and phone numbers found on the so-called Dark Web to public Facebook profiles potentially affecting all Facebook users only adds fuel to the fire.