Meta

Privacy Policy

Explore the policy

What is the Privacy Policy and what does it cover? ⌄

What information do we collect? ⌄

How do we use your information? ⌄

How is your information shared on Meta Products or with integrated partners? ⌄

How do we share information with third parties? ⌄

How do the Meta Companies work together? ⌄

How can you manage or delete your information and exercise your rights? ⌄

What is our legal basis for processing your information, and what are your rights? ⌄

How long do we keep your information for? ⌄

How do we transfer information? ⌄

How do we respond to legal requests, comply with applicable law and prevent harm? ⌄

How will you know the policy has changed? ⌄

How to contact Meta with questions ⌄

Legal basis information ⌄

Other policies

Terms of Service ⧉

Cookies policy ⧉

What is the Privacy Policy and what does it cover?

Effective from 15 June 2023

Highlights

- This Privacy Policy explains how we collect, use and share your information. It also describes how long we keep your information for and how we keep it safe when we transfer it.

- The Privacy Policy also lets you know your rights

- This policy applies to what we call Meta Products, or Products. Our Products include Facebook, Instagram, Messenger and Portal.

- It also applies to Meta Quest if you log in with a Facebook or Meta account

We at Meta want you to understand what information we collect, and how we use and share it. That's why we encourage you to read our Privacy Policy. This helps you use Meta Products[1] in the way that's right for you.

In the Privacy Policy, we explain how we collect, use, share, retain and transfer information. We also let you know your rights. Each section of the Policy includes helpful examples and simpler language to make our practices easier to understand. We've also added links to resources where you can learn more about the privacy topics that interest you.

It's important to us that you know how to control your privacy, so we also show you where you can manage your information in the settings of the Meta Products you use. You can update these settings to shape your experience.

Read the full policy below.

What Products does this policy cover? [1] ›

Learn more in Privacy Centre about managing your privacy ›

1

What products does this policy cover?

This policy describes the information that we, Meta Platforms, Inc., process to provide Meta Products. Meta Products, which we also call "products", include:

- Facebook

- Messenger

- Instagram (including apps such as Boomerang and Threads)

- Facebook Portal products

- Meta Platforms Technologies Products, such as Meta Horizon Worlds or Meta Quest (when using a Facebook or Meta account)

- Shops

- Marketplace

- Spark AR

- Meta Business Tools

- Meta Audience Network

- Facebook View

- Meta Pay

- Meta checkout experiences

Some of our products also have a supplemental privacy policy[2] that adds to the information provided in this policy.

2

Supplemental policies

Facebook Portal products	↗
Facebook View	↗
Free Basics	↗
Meta Platforms Technologies Products	↗
Oversight Board	↗

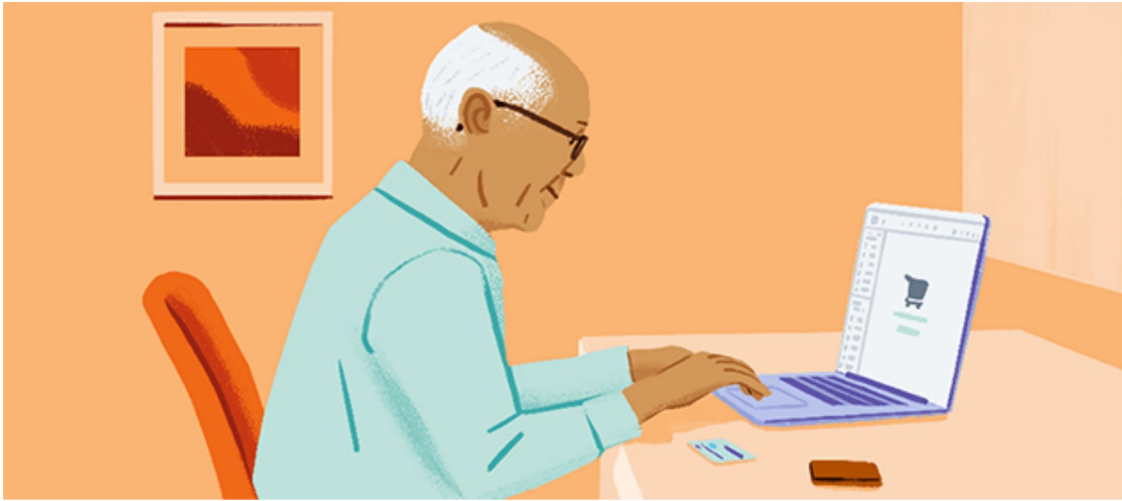## What information do we collect?

Highlights

In this policy, we list the kinds of information that we collect. Here are some important ones. We collect:

- The information that you give us when you sign up for our Products and create a profile, such as your email address or phone number

- What you do on our Products. This includes what you click on or like, your posts and photos and messages that you send. If you use end-to-end encrypted messaging, we can't read those messages unless users report them to us for review.

- Who your friends or followers are, and what they do on our Products

- Information from the phone, computer or tablet that you use our Products on, like what kind it is and what version of our app you're using

- Information from partners[3] about things you do both on and off our Products. This could include other websites you visit, apps you use or online games you play.

The information that we collect and process about you depends on how you use our Products[4]. For example, we collect different information if you sell furniture on Marketplace than if you post a reel on Instagram. When you use our products, we collect some information about you even if you don't have an account[5].

Here's the information we collect:

Your activity and information that you provide

On our Products[4], you can send messages, take photos and videos, buy or sell things and much more. We call all of the things you can do on our products "activity". We collect your activity across our products and information that you provide[6], such as:

- Content that you create, such as posts, comments or audio[7]

- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features. Learn more[8] about what we collect from these features, and how we use information from the camera for masks, filters, avatars and effects.

- Messages you send and receive, including their content, subject to applicable law. We can't see the content of end-to-end encrypted messages unless users report them to us for review. Learn more.

- Metadata[9] about content and messages, subject to applicable law

- Types of content, including ads, that you view or interact with, and how you interact with it

- Apps and features you use, and what actions you take in them. See examples[10].

- Purchases or other transactions that you make, such as through Meta checkout experiences, including credit card information. Learn more[11].

- Hashtags you use

- The time, frequency and duration of your activities on our Products

- Views of and interactions with a Facebook Page and its content, to provide the Page admin with aggregated information about how people use their Page and its content. Meta is jointly responsible with Page admins. Learn more about the joint processing for Page Insights.

Information with special protections

You might choose to provide information about your religious views, your sexual

orientation, political views, health, racial or ethnic origin, philosophical beliefs or trade union membership. These types of information have special protections under the laws of your country.

Friends, followers and other connections

Information we collect about your friends, followers and other connections

We collect information about friends, followers, groups, accounts, Facebook Pages and other users and communities that you're connected to and interact with. This includes how you interact with them across our products and which ones you interact with the most.

Information we collect about contacts

We also collect your contacts' information, such as their name and email address or phone number, if you choose to upload or import it from a device[12], such as by syncing an address book.

If you don't use Meta Products, or use them without an account, your information might still be collected. Learn more about how Meta uses contact information uploaded by account holders.

Learn how to upload and delete contacts on Facebook and Messenger, or how to connect your device's contact list on Instagram.

Information we collect or infer about you based on others' activity

We collect information about you based on others' activity. See some examples[13].

We also infer things about you based on others' activity. For example:

- We may suggest a friend to you through Facebook's People you may know feature if you both appear on a contact list that someone uploads.

- We take into account whether your friends belong to a group when we suggest you join it.

App, browser and device information

We collect and receive information from and about the different devices[12] you use and how you use them.

Device information we collect and receive includes:

- The device and software you're using, and other device characteristics. See examples[14].

- What you're doing on your device, such as whether our app is in the fore-

ground or if your mouse is moving (which can help tell humans from bots)

- Identifiers that tell your device apart from other users' devices, including Family device IDs. See examples[15].

- Signals from your device. See examples[16].

- Information you've shared with us through device settings, such as GPS location, camera access, photos and related metadata[17]

- Information about the network that you connect your device to and your connection, including your IP address[18]. See more examples[19].

- Some location-related information, even if location services is turned off in your device settings. This includes using IP addresses to estimate your general location.

- Information about our products' performance on your device. Learn more[20].

- Information from cookies and similar technologies. Learn more.[21]

Information from partners, vendors and other third parties

What kinds of information do we collect or receive?

We collect and receive information from partners[22], measurement vendors, marketing vendors and other third parties[23] about a variety of your information and activities on and off our Products[4].

Here are some examples of information that we receive about you:

- Your device[12] information

- Websites that you visit and cookie data, such as through Social plugins or the Meta pixel

- Apps you use

- Games you play

- Purchases and transactions you make off of our Products using non-Meta checkout experiences

- The ads you see and how you interact with them

- How you use our partners' products and services, online or in person

Partners[3] also share information such as your email address, cookies[21] and advertising device ID with us. This helps us match your activities with your account, if you have one.

We receive this information whether or not you're logged in or have an account on our Products. Learn more about how we connect information from partners to your account.

Partners also share with us their communications with you if they instruct us to provide services to their business, such as helping them manage their communications. To learn how a business processes or shares your information, read their Privacy Policy or contact them directly.

Take control

⊞ Off-Facebook activity	ⓕ	›
↺ Cookie settings		›

How do we collect or receive this information from partners?

Partners use our business tools, integrations and Meta Audience Network technologies to share information with us.

These partners collect your information when you visit their site or app or use their services, or through other businesses or organisations they work with. We require partners to have the right to collect, use and share your information before giving it to us.

We process certain information that we receive from partners as a joint controller with them. Learn more about our arrangements with these partners.

What if you don't let us collect certain information?

Some information is required for our products to work. Other information is optional, but without it, the quality of your experience might be affected.

Learn more[24] ›

What if the information that we collect doesn't identify individuals?

In some cases information is de-identified, aggregated or anonymised by third parties so that it no longer identifies individuals before it's made available to us. We use this information as described below without trying to re-identify individuals.

Take control

🖼 Manage the information that we collect about you Privacy Centre	›

3

Partner

A person, business, organisation or body using or integrating our Products to advertise, market or support their products and services

What products does this policy cover?

This policy describes the information that we, Meta Platforms, Inc., process to provide Meta Products. Meta Products, which we also call "products", include:

- Facebook

- Messenger

- Instagram (including apps such as Boomerang and Threads)

- Facebook Portal products

- Meta Platforms Technologies Products, such as Meta Horizon Worlds or Meta Quest (when using a Facebook or Meta account)

- Shops

- Marketplace

- Spark AR

- Meta Business Tools

- Meta Audience Network

- Facebook View

- Meta Pay

- Meta checkout experiences

Some of our products also have a supplemental privacy policy[25] that adds to the information provided in this policy.

Information that we collect and receive if you use or interact with our Products but don't have an account

Even if you don't have an account, you may interact with or use Meta Products[4]. Then we collect things such as:

- Browser and app logs of your visits to public content, such as Facebook Pages, videos and rooms

- Basic information about devices[12] that downloaded our apps, such as device model and OS

We also receive information using cookies and similar technologies, such as the Meta pixel or Social plugins, when you visit other websites and apps that use our business tools or other Meta Products. Read more about information that we receive from partners, vendors and other third parties in this policy and in our cookies policy.

Examples of why we collect and receive information

Security of our products

For example, we collect information to monitor attempted attacks on our systems, such as overloading our servers with traffic. Also, if we see someone without an account trying to load too many pages, they could be trying to scrape our site in violation of our terms. Then we can take action to prevent it.

Safety and integrity

For example, if someone without an account joins a room and shares a harmful video, we can take action according to our Community Standards. We can remove content that violates our terms and policies, or share information with law enforcement when we believe there is a genuine risk of death or imminent bodily harm.

Performance

For example, we collect information when people use our Products, even if they don't have an account, to measure how fast our pages load in different countries and whether they're working properly. This helps us identify and fix issues with local networks.

6

Information you provide

For example, when you create a Facebook account, you must provide some information, such as a password and your email address or phone number. You might choose to add other details to your account, such as a profile photo or payment information.

We also collect information you provide when you:

- Create your avatar

- Fill in a form

- Contact us

7

Audio content you create

You can create audio content, such as if you're a host or speaker in an audio-only broadcast. Anyone in the audience for the broadcast can listen to this audio content.

8

### What we collect from our camera feature

José likes using Instagram's Camera feature to take pictures of his flower garden. We collect information about how José uses the Camera feature. For example, if he chooses a background effect for the photo that he's about to take, we collect information from the camera so we can apply the effect to his photo.

How filters, effects, masks and avatars work

If you use our camera or allow access to photos and videos, on certain Meta Products you can add filters, effects, masks or avatars. Some of these features process parts of faces or bodies within the camera frame, photo or video. Then they can do things such as fit a mask correctly over the eyes, nose and mouth. The information we use for this process is used to create the feature. It's not used to identify you.

What we collect from voice-enabled features
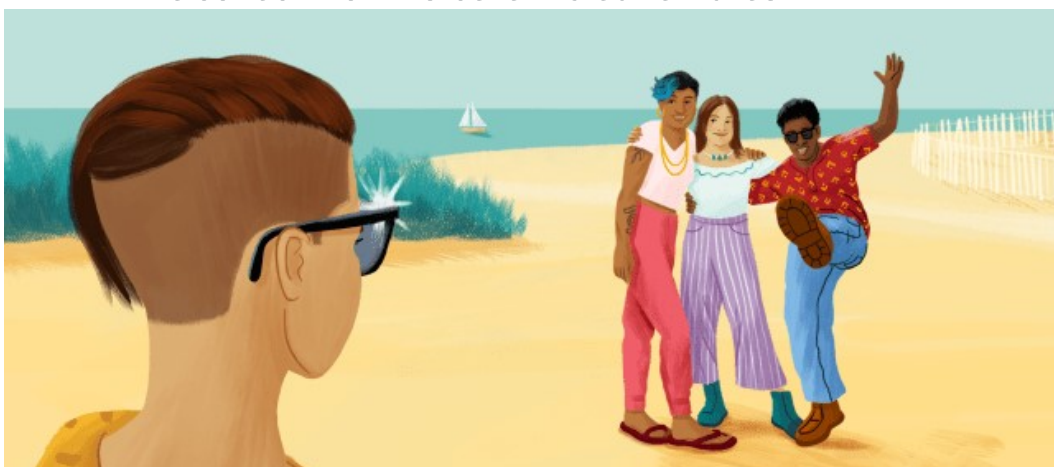
Ren tells Meta's voice-enabled Assistant to take a photo on Ray-Ban Stories. A visual indicator shows that Assistant is activated and listening for Ren's command. We collect this voice interaction, which includes any background sound that occurs when Ren says the command. Collecting Ren's voice interactions lets us provide and, depending on Ren's settings, improve the Assistant feature.

Metadata

- Information about the content itself, such as the location where a photo was taken or the date that a file was created

- Information about the message itself, such as the type of message or the date and time it was sent

10

Apps and features you use, and how you use them

For example, we log:

- What apps, posts, videos, ads, games, shops and other content you view or interact with on our products

- What features you access from our messaging products

- When you use Social plugins, Facebook Login, in-app browser link history or auto-fill

- Information about websites that you visit or interact with when you use our in-app browser. Learn more.

11

Purchases or other transactions

We collect information when you use our products to buy or sell things or make other financial transactions.

Some examples are:

- Purchases within an online game

- Donations to a friend's fundraiser

- Purchases in Marketplace, Shops or groups

- Purchases made using Meta Pay or other Meta checkout experiences

- Money transfers to friends and family (where available)

What we collect from transactions

When you buy things or make other payments in Marketplace, Shops or groups, or use other Meta checkout experiences, we collect information about your purchase or other financial transactions, such as:

- Credit or debit card number and other card information

- Billing, delivery and contact details

- Items you bought and how many

- Other account and authentication information

Why we collect this information

We collect and store this information to personalise your experience on our Products, for advertising and to allow you to access and view your payment and transaction history, where available.

And, depending on your choices, you can use it the next time you shop to give you easier, faster shopping experiences.

More in the Privacy Policy

How do we use your information? >

How do we respond to legal requests, comply with applicable law and prevent harm? >

12

Device

Devices include computers, phones, hardware, connected TVs, Portal devices and other web-connected devices.

13

When we collect information based on others' activity

For example, we collect information about you on Meta Products when others:

- Share or comment on a photo you're tagged in

- Send you a message

- Invite you to join a conversation

- Upload their address book that has your contact information in it

- Invite you to play a game

14

What device you're using and other device characteristics

We collect device information such as:

- The type of device

- Details about its operating system

- Details about its hardware and software

- Brand and model

- Battery level

- Signal strength

- Available storage

- Browser type

- App and file names, and types

- Plugins

15

Identifiers that tell your device apart from other users'

Identifiers we collect include device IDs, mobile advertiser ID or IDs from games, apps or accounts you use. We also collect Family device IDs or other identifiers unique to Meta Company Products associated with the same device or account.

16

Device signals

Device signals include GPS, Bluetooth signals, nearby Wi-Fi access points, beacons and cell towers.

17

Related metadata

For example, if you give us permission to access your device's camera roll, we collect metadata. This metadata is from and about your photos and videos, and includes the date and time they were made. We use this to do things such as remind you when you have new photos to upload.

18

IP address

Stands for "Internet protocol address". It's a unique number assigned to a device, such as a phone or computer, which allows it to communicate over the Internet. Numbers are assigned according to standard guidelines, or protocols.

Just like you need a postal address to receive a letter from a friend, your device needs an IP address to receive information on the Internet.

19

Information about the network that you connect your device to and your Internet connection

Information about your network and connection includes:

- The name of your mobile operator or Internet service provider (ISP)

- Language

- Time zone

- Mobile phone number

- IP address

- Connection and download speed

- Network capability

- Information about other devices that are nearby or on your network

- Wi-Fi hotspots you connect to using our products

One reason why we collect this information is to make your experience better. For example, if we know that your phone and TV are connected to the same network, we can help you use your phone to control a video stream on your TV.

More in the Privacy Policy

How do we use your information?　　　　　　　　　>

20

Information about our products' performance on your device

We collect device information to prevent, diagnose, troubleshoot and fix errors and bugs. This includes how long the app was running, what model of device you were using and other performance and diagnostic information.

21

Information from cookies and similar technologies

Cookies are small pieces of text used to store information in web browsers. We use cookies and similar technologies, including data that we store on your web browser or device, identifiers associated with your device and other software, Social plugins and the Meta pixel. They help us provide, protect and improve our products, such as by personalising content, tailoring and measuring ads and providing a safer experience.

We collect information from cookies stored on your device, including cookie IDs and settings.

Read our cookie policies:

- Meta cookies policy

- Instagram Cookies Policy

22

Types of partners

Partners

Our partners[3] use our Products, including our business tools and other technologies that allow businesses to advertise or support their products. Business tools also help our partners understand and measure how people are using their products and services and how well their ads are working. For example, they might put one of our business tools, the Meta pixel, on their website. Or

they might use Meta Audience Network tools to monetise their apps by showing ads from businesses that advertise on Facebook.

Integrated partners

Integrated partners[26] also use our Products, specifically the technologies that help you make a connection to them. For example, you might log in to their app or website using Facebook Login. Or you might play their game on Facebook, which we call an integration because you can play without leaving our app.

Who are our partners and integrated partners?

Here are some examples:

- Advertisers

- Businesses and people who use our products to sell or offer goods and services

- Publishers (e.g. a website or app) and their measurement vendors

- App developers

- Game developers

- Device manufacturers, Internet service providers and mobile network operators

- E-commerce platforms

23

Other third parties that we get information from

Some people, businesses, organisations and bodies share information with Meta but don't necessarily use our Products. We collect and receive information from these other third parties[27], including:

- Publicly available sources, such as academic papers and public forums

- Industry peers, such as other online platforms and technology companies

- Marketing and advertising vendors and data providers, who have the rights to provide us with your information

- Companies or organisations that provide content, including videos, photos and audio

- Law enforcement

- Government authorities

- Professional and charitable groups, such as NGOs, and charities

- Academic and research institutions, such as universities, charitable research groups and think tanks

Third-party public sources

For example, we get datasets from publicly available sources, research institutions and professional and charitable groups. We use these datasets to:

- Detect and stop scraping in violation of our terms

- Take other actions to promote the safety, security and integrity of our products, our users, the public and our personnel and property

- Improve our AI technologies and support AI research and product development, such as translations, computer vision, content understanding, natural language processing and tools for people and businesses to create content

- Engage with research survey respondents who choose to participate in additional conversations

More in the Privacy Policy

How do we use your information? >

24

What happens if you don't let us collect certain information

For example, if you don't provide an email address or phone number, we won't be able to create an account for you to use our products.

Or you can choose not to add Facebook friends, but then your Facebook Feed won't show friends' photos and status updates.

25

Supplemental policies

Facebook Portal products ⧉

Facebook View

Free Basics

Meta Platforms Technologies Products

Oversight Board

26

Integrated partner

A partner who uses technologies that help you make a connection to them through our Products, including plugins, login, checkout experiences, Instant Games and other such integrations

27

Third party

A person, business, organisation or body that is not part of the Meta Companies

How do we use your information?

Highlights

Here are some of the ways we use your information:

- We personalise your experience, for instance by suggesting reels to watch or communities to join

- We improve our Products by applying information about what you use them to do, and what else is happening on your device when our app crashes

- We work to prevent harmful behaviour and keep people safe on our Products

- We send you messages about the Products that you use or ones you might like, if you let us

- We research for the good of people around the world, for instance to advance technology or to help out in a crisis

We use information we collect to provide a personalised experience to you, including ads, along with the other purposes that we explain in detail below.

For some of these purposes, we use information across our products[28] and across your devices[29]. The information that we use for these purposes is automatically processed by our systems. But in some cases, we also use manual review[30] to access and review your information.

To use less information that's connected to individual users, in some cases we de-identify or aggregate information or anonymise it so that it no longer identifies you. We use this information in the same ways we use your information as described in this section.

Here are the ways we use your information:

To provide, personalise and improve our products

We use information we have to provide and improve our Products[31]. This includes personalising features, content and recommendations, such as your Facebook Feed[32], Instagram feed, Stories and ads. We use information with special protections that you choose to provide for these purposes, but not to show you ads.

Read more about how we use information to provide, personalise and improve our products:

How we show ads and other sponsored or commercial content

When you use our products, you see ads and sponsored or commercial con-

tent, such as product listings in Shops. You also see ads shown through Meta Audience Network when you visit other apps. We want everything you see to be interesting and useful to you.

To decide what to show you and others, we use information that we have about you, including:

- Your profile information

- Your activity on and off our products, including information that we receive through cookies and similar technologies, according to your settings

- Content that you create or interact with across Facebook and Instagram

- Things we infer about you, such as topics that we think you may be interested in

- Information about your friends, followers or other connections, including their activity or interests

See some examples.[33]

Learn more about some of the ways we show you ads that we think may be interesting to you, including using machine learning.

Take control

Learn more about how ads work
Privacy Centre   >

Manage ad preferences

How we use information to improve our products

We're always trying to make our products better and create new ones with the features you want. Information we collect from you helps us learn how.

We use information we collect to:

- See if a product is working correctly

- Troubleshoot and fix it when it's not

- Try out new products and features to see if they work

- Get feedback on our ideas for products or features

- Conduct surveys and other research about what you like about our Products and brands, and what we can do better

How we use location-related information

We use location-related information that you allow us to receive if you turn on the Location Services device setting. This includes things such as your GPS location and, depending on the operating system you're using, other device signals[34].

We also receive and use some location-related information even if location services is turned off. This includes:

- IP addresses[35], which we use to estimate your general location. We can use IP addresses to estimate your specific location if it's necessary to protect the safety and security of you or others.

- Your and others' activity on our products, such as check-ins and events

- Information that you give us directly, such as if you enter your current city on your profile, or provide your address in Marketplace

We use location-related information, such as your current location, where you live, the places you like to go and the businesses and people you're near, to do the things described in the "How do we use your information?" section of the Policy, such as:

- Provide, personalise and improve our products, including ads, for you and others. See an example[36].

- Detect suspicious activity and help keep your account secure. Learn how.[37]

Take control

How to manage Facebook location settings
Facebook Help Centre ⧉

How to turn Instagram location services on or off
Instagram Help Centre ⧉

Manage location settings

To promote safety, security and integrity

We use the information we collect to help protect people from harm and provide safe, secure products.

Learn more ⟩

To provide measurement, analytics and business services

Lots of people rely on our products to run or promote their businesses. We help them measure how well their ads and other content, products and services are

working.

Learn more >

To communicate with you

We communicate with you using information you've given us, such as contact information you've entered on your profile.

Learn more >

To research and innovate for social good

We use information we have, information from researchers and datasets from publicly available sources, professional groups and charitable groups to conduct and support research.

Learn more >

Promoting safety, security and integrity

Here are some ways that we promote safety, security and integrity. We work to:

- Verify accounts and activity

- Find and address violations of our terms or policies. In some cases, the decisions we make about violations are reviewed by the Oversight Board. They may use the information we have when they review our decisions. Learn more about how the Oversight Board processes information.

- Investigate suspicious activity

- Detect, prevent and combat harmful or unlawful behaviour

- Detect and prevent spam and other bad experiences

- Detect when someone needs help and provide support

- Detect and stop threats to our personnel and property

- Maintain the integrity of our products

Learn more about how we work to keep Meta a safe place for everyone.

Take control

🔒 Account security   >

Providing measurement, analytics and business services

To provide measurement and analytics services, we use the information we collect about you across your accounts on our products.

Our measurement and analytics services help our partners[38] understand things such as:

- How many people see and interact with their products, services or content, including posts, videos, Facebook Pages, listings, Shops and ads (including those shown through apps using Meta Audience Network)

- How people interact with their content, websites, apps and services

- What types of people[39] interact with their content or use their services

- How people use our partners' products and services to connect to Meta Products, the performance of their connection and networks and users' experience with them

We also use the information that we collect to provide business services.

More in the Privacy Policy

How do we share information with partners, vendors, service providers and other third parties? 〉

Communicating with you

We communicate with you in a few different ways. For example:

- We send messages about the products that we know you use, using the email address that you register to your account

- Depending on your settings, we send marketing communications about products that you might like

- We ask you to participate in research based on things such as how you use our products

- We let you know about our policies and terms of service

- When you contact us with any questions, we reply to your email

- We facilitate customer support communications with you when you've told us, either directly or through a third party[40], that you have questions or concerns about our Products

Take control

✉ Communication preferences 〉

Researching and innovating for social good

We research and innovate to help people around the world. Our goals include:

- Contributing to social good and areas of public interest

- Advancing technology

- Improving safety, health and well-being

Here are some examples of our research:

- We analyse information about where groups of people go during crises. This helps relief organisations get aid to the right places.

- We work with independent researchers to better understand the impact that social media might have on elections and democratic processes

- We've collaborated with academics and industry experts to help improve Internet access and quality in rural areas

- We support research in areas such as artificial intelligence and machine learning to do things such as create COVID-19 forecasting models

Learn more about our research programmes

28

Using information across our products

We use information across your accounts on our products to:

- Personalise ads for you and others. Learn more.

- Measure the performance of those ads. Learn more.

- Provide more personalised features, content and suggestions across our products. See examples[41].

- More accurately count people and understand how they use our products

- Help keep you and others safe. Learn more.

If you add accounts to the same Accounts Centre, we also use your information to offer connected experiences and improve your experiences across accounts. See an example.[42]

Take control

How to add or delete accounts in your Accounts Centre
Facebook Help Centre ⧉

Manage accounts

29

Why we use information across devices

One reason why we use your information across devices[43] is to help us give you a more personalised experience. For example, we might show you an ad on your phone, and later you might use your laptop to click on the ad and buy the product. By combining that information across your devices, we can understand what ads are relevant to you and help businesses measure how well their ad performed.

30

Manual review

Examples of when we use manual review

- Our reviewers help us promote safety, security and integrity across our products. For example, reviewers can look for and remove content that violates our terms and policies, and keep content that doesn't break our terms and policies available. Their work supplements our technology that detects violations.

- When our algorithms detect that someone might need help, a reviewer can review their post and offer support if needed.

- We also use manual review to analyse content to train our algorithms to review content the same way a person would. This improves our automatic processing, which in turn helps us improve our products.

Who reviews this information

Our reviewers work at Meta, for Meta Companies or for a trusted service provider[44]. We require every reviewer who's allowed access to your information to meet privacy and security standards.

Learn more about how Meta prioritises content for manual review.

31

What products does this policy cover?

This policy describes the information that we, Meta Platforms, Inc., process to provide Meta Products. Meta Products, which we also call "products", include:

- Facebook

- Messenger

- Instagram (including apps such as Boomerang and Threads)

- Facebook Portal products

- Meta Platforms Technologies Products, such as Meta Horizon Worlds or Meta Quest (when using a Facebook or Meta account)

- Shops

- Marketplace

- Spark AR

- Meta Business Tools

- Meta Audience Network

- Facebook View

- Meta Pay

- Meta checkout experiences

Some of our products also have a supplemental privacy policy[45] that adds to the information provided in this policy.

How we personalise your Facebook Feed

Your Facebook Feed is unique to you. We order (or "rank") the content that you can see in your Feed, and you can learn more about the different types of signals we use to rank it. We also suggest content that's relevant to you.

Many things influence the content that you see in your Feed.

For example:

- If your friends, connections or people you may know interact with a Facebook Page, post or certain topic, we can suggest similar content to you. So if your friend Ahmad comments on a post about national parks, we can suggest the national parks post to you.

- If you and others interact with the same group, Facebook Page or post, we can suggest another group, Page or post that they interact with for you. So if you and Sharmila are in the same cat lovers group and Sharmila likes a Page that sells scarves, we might suggest the scarves Page to you.

- If you've recently engaged with a certain topic on Facebook, we might then suggest other posts that are related to that topic. So if you recently liked or commented on a post from a basketball Page, we could suggest other posts about basketball.

- You might see posts based on where you are and what people near you are interacting with on Facebook. So if you're near a sports stadium, we can suggest games or events occurring at the stadium. Learn more about how we use location-related information.

Take control
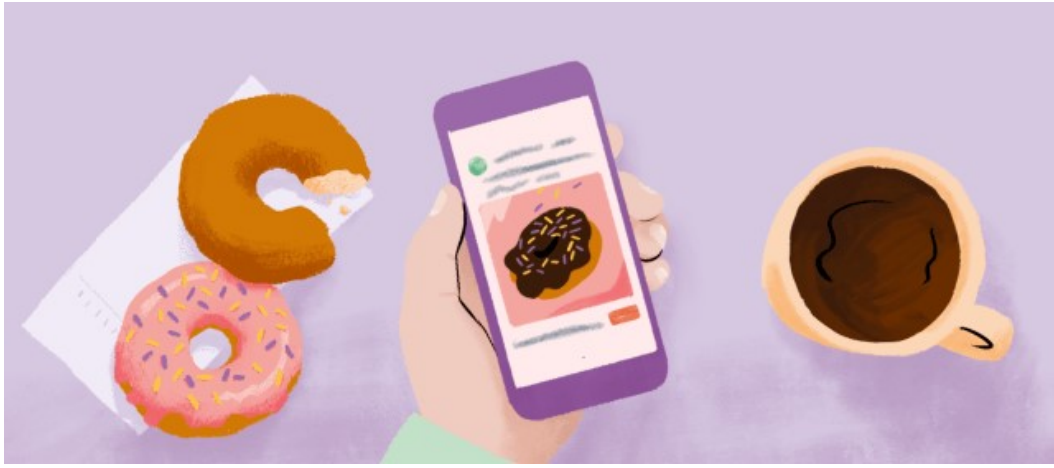
How to manage your Facebook Feed
Facebook Help Centre ⎋

How to manage your Instagram Feed
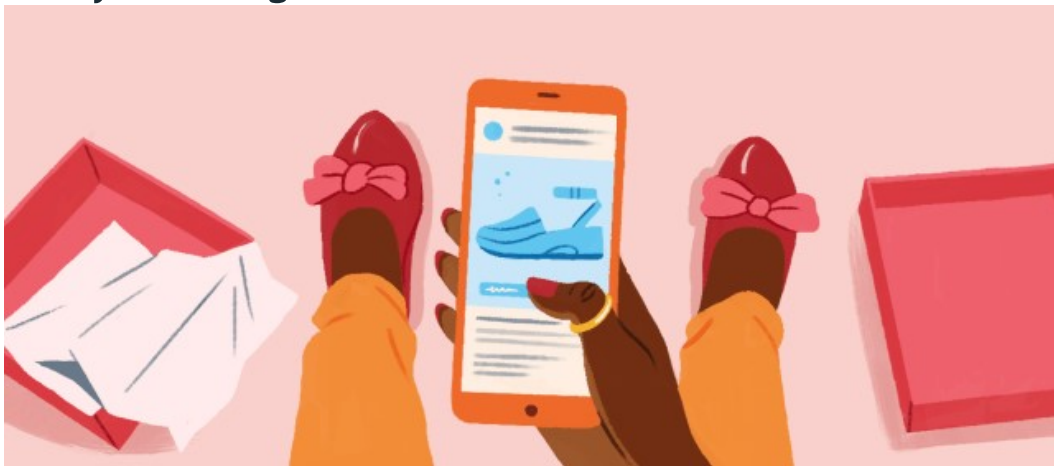Instagram Help Centre ⎋

Manage Facebook Feed

33

Your activity on our products

For example, William checks in to a local bakery on Facebook, so later we might show him ads on Instagram for other local bakeries.

Your activity on third-party websites and apps, depending on your settings


For example, Jane buys a pair of shoes from an online shoe shop or in an online chat with a shoe seller. The seller shares Jane's activity with us using our business tools, subject to our Business Tools Terms.

Later, Jane sees an ad on Instagram for a discount on her next shoe purchase from the online shop.

If she doesn't want to see ads from this shoe shop again, she can hide them in her Advertisers setting. Or if she doesn't want us to show her any ads based on her activity on other websites and apps, she can make sure that this setting is turned off in her ad preferences.

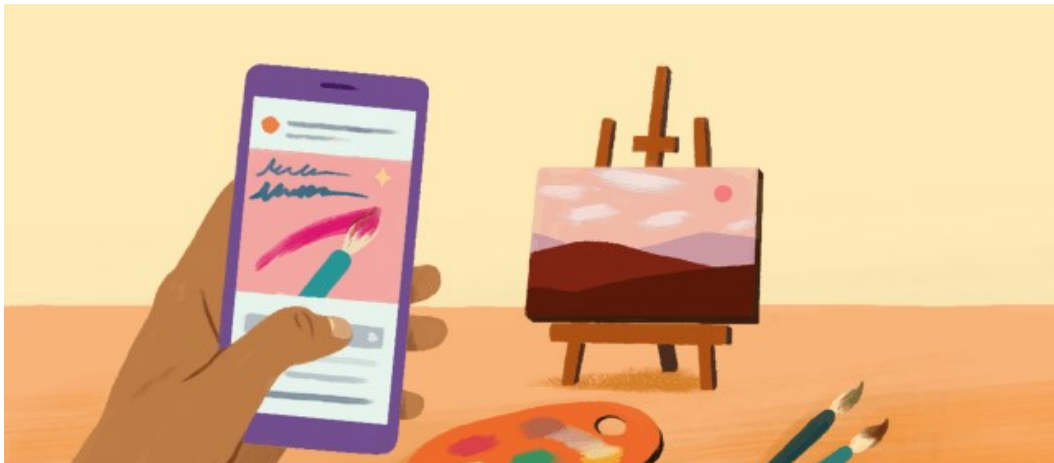## Topics we think you might be interested in
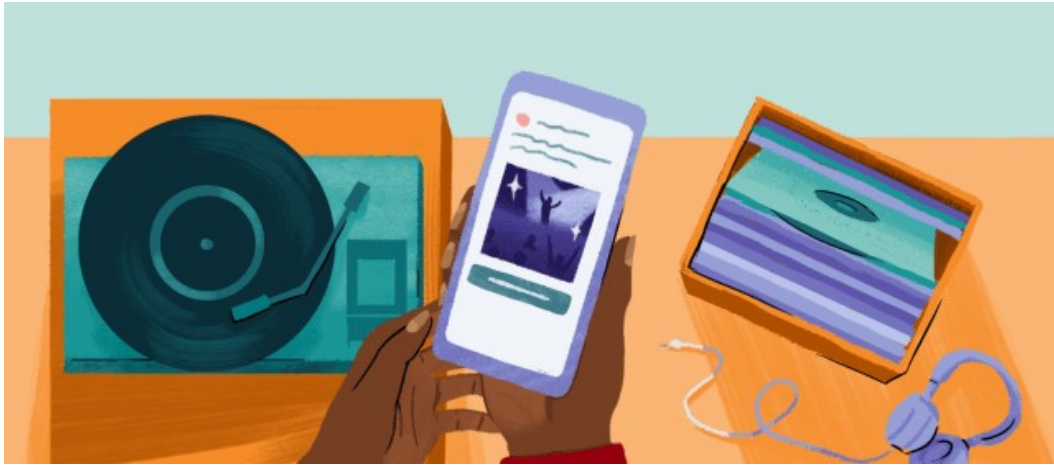
For example, Jon likes several Facebook Pages about famous musicians, so we think he has an interest in "music".

Based on this interest, we might show him an ad for a local record shop or an online music publication.

Jon can manage his interests in his ad topics.

Your connections

For example, Fiona's friend likes an Instagram account for a local art fair. Based on her friend's activity, we might show Fiona an ad for the art fair.

34

Other device signals we receive

We receive different types of device signals from different operating systems. They include things such as nearby Bluetooth or Wi-Fi connections.

IP address

Stands for "Internet protocol address". It's a unique number assigned to a device, such as a phone or computer, which allows it to communicate over the Internet. Numbers are assigned according to standard guidelines, or protocols.

Just like you need a postal address to receive a letter from a friend, your device needs an IP address to receive information on the Internet.

Personalising ads for you and others
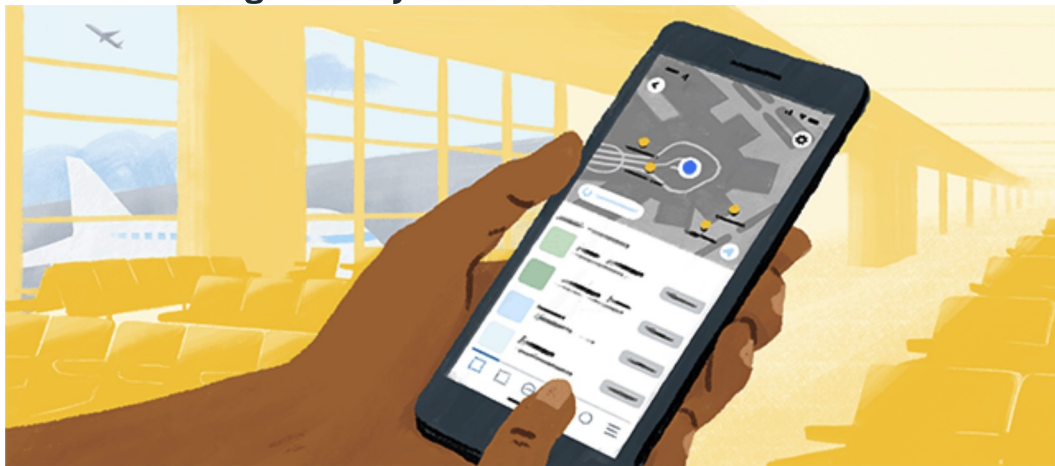
For example, Marcus is going on a trip and wants to use Find Wi-Fi to find free, public Wi-Fi at the airport. He has turned on Location services on his device and allowed location access in the Facebook app, so we can use his GPS information to help him find the most relevant public Wi-Fi networks. We'll also use this information to show him ads for local businesses near the airport.

Later, Marcus turns off Location services before he lands, so we don't collect his GPS information anymore. Later on his trip, he opens the Facebook app, and we can use the IP address that we receive to estimate Marcus' general location and show him ads for businesses nearby.

Helping to keep your account secure

For example, we use information about the locations that you normally log in

from, combined with other information, to detect suspicious activity. So if we detect an attempt to log in to your account from a new location, we can check that it's really you.

38

Partner

A person, business, organisation or body using or integrating our Products to advertise, market or support their products and services

39

Information we provide about different types of people

For example, we might tell an advertiser that their ad was seen by women aged 25-34 who live in Madrid and like software engineering.

40

Third party

A person, business, organisation or body that is not part of the Meta Companies

41

Providing more personalised features, content and suggestions across our products

For example we can:

- Automatically fill in registration information, such as your phone number, from one Meta Product when you sign up for an account on a different Product

- Let others see and search your name and profile photo across our products and communicate with you

- Show all interactions in one place for content you've crossposted to different products

42

Using your information if you add accounts to the same Accounts Centre

For example, if you follow your favourite team on Instagram, we can more easily suggest that you follow that team's Page on Facebook.

Learn more about how we use information across accounts if you add accounts to the same Accounts Centre.

43

Device

Devices include computers, phones, hardware, connected TVs, Portal devices and other web-connected devices.

44

Service provider

A person, business, organisation or body that provides services to Meta or to our users on behalf of Meta. For example, our service providers do things such as investigate suspicious activity and provide customer support.

45

Supplemental policies

Facebook Portal products ↗

Facebook View ↗

Free Basics ↗

Meta Platforms Technologies Products ↗

Oversight Board ↗

How is your information shared on Meta

Products or with integrated partners?

Highlights

- You can choose to share information on our Products or with integrated partners

- Remember to share only with people you trust

- You might decide to use a product that integrates with one of ours, such as if you use Facebook Login to log in to a music service or a shopping site

- If you do, that organisation will ask you to receive some information about you, such as your email address or date of birth
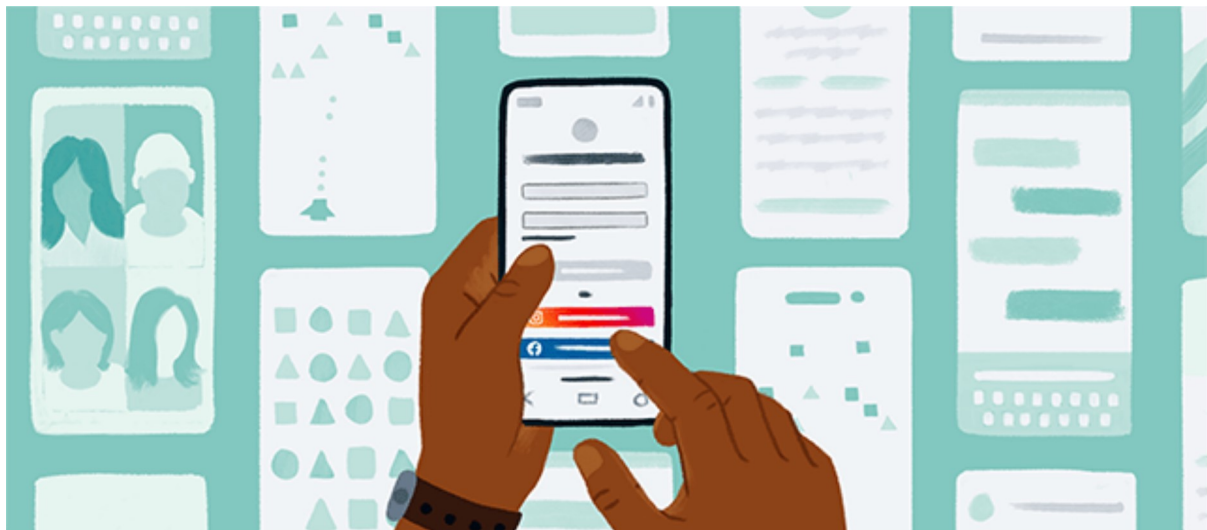
On Meta Products

Learn more about the different cases when your information can be shared on our Products[46]:

People and accounts that you share and communicate with

When you share and communicate using our products, you can sometimes choose the audience[47] for what you share.

When you interact with people or businesses, they can see:

What you share with them

For example, the audience you choose who can see when you:

- Share a post that you've written

- Share a photo or video

- Create a story

- Share a news article

- Add information to your profile

What you communicate with them

People you interact with can see what you send to them. So if you send a person or a business a message on Messenger or Instagram, that person or business can read your message.

Some of your activity

People and businesses can also see some of your activity on our products. This includes when you:

- Comment on or react to others' posts

- Engage with ads or other sponsored or commercial content, such as by commenting or liking

- Allow content that you've shared about a product in a shop to be shared across our products

- View their story on Facebook or Instagram

- Connect a new Meta device, such as Portal or Ray-Ban Stories, to your account

When you're active

Some of our products might provide you with settings that allow others to see when you're active on our products, such as "active status". In some cases, we also offer settings that allow others to see when you're active in a particular section of one of our products, such as a message thread, game or event, or when you last used one of our products.

Learn how to update your Active status on Facebook and Messenger, or how to update your activity status on Instagram.

Content that others share or reshare about you.

Who can see or reshare your content

People in your audience can view your content and can choose to share it with others outside your audience, on and off our products. For example, when you share a post or send a message to specific friends, they can download, screenshot or reshare it with anyone, on, across or off our products.

When you comment on a post or react to a photo, your comment or reaction can be seen by anyone who can see the post or photo. This can include people who you aren't connected to. The person who shared the post can also change their audience at any time after you've interacted with it.

How information about you can be shared

People who use our products can share information about you with the audience they choose. For example, they can:

- Share a photo or video of you in a post, comment, story, reel or message

- Mention you in a post or story

- Tag you in a post, comment, story or location

- Share details about you in a post, story or message

If you're uncomfortable with what others have shared about you on our products, you can always choose to report posts and stories.

Take control

Remove a tag from a photo or post on Facebook
Facebook Help Centre ⧉

Remove a tag from a photo or video on Instagram
Instagram Help Centre ⧉

Manage tags

Public content

What content is public?

Some of your information and activity are always public. This includes your name, Facebook and Instagram username, profile picture and activity on public Facebook Pages and groups.

Other content you can choose to set to Public, such as posts, photos and videos you post to your profile, stories or reels.

Who can see public content?

When content is public, it can be seen by anyone on or across our products, and in some cases off our products, even if they don't have an account.

For example, if you comment on Marketplace, a public Facebook Page or a public Instagram account, or if you leave a rating or review, your comment, rating or review will be visible to anyone. It could appear in any of our products or be seen by anyone, including off our products.

Where can public content be shared?

We, you and people using our products can send public content (e.g. your profile photo or information that you share on a Facebook Page or public Instagram account) to anyone on, across or off our products. For example, users can share it in a public forum, or it can appear in search results on the

Internet.

Public content can also be seen, accessed, reshared or downloaded through third-party services, such as:

- Search engines. Learn more[48].

- APIs

- The media, like TV

- Other apps and websites connected to our products

Take control

Public information on Facebook
Facebook Help Centre   ⬈

How to make a public account private on Instagram
Instagram Help Centre   ⬈

Manage public information

With integrated partners

You can choose to connect with integrated partners[49] who use our Products. If you do, these integrated partners receive information about you and your activity.

These integrated partners can always access information that's public on our Products. Learn more about other information they receive and how they handle your information:

When you use an integrated partner's product or service

Information they receive automatically

When you use an integrated partner's products or services, they can access:

- What you post or share from these products or services

- What you use their services to do

- Information from and about the device you're using

- The language setting that you've chosen on our Products

See examples[50] of when an integrated partner might receive your information.

Information they receive with your permission

Sometimes these integrated partners ask you for permission to access certain

additional information from your Facebook, Instagram or Messenger account. In their request, they'll explain what information they'd like to access and let you choose whether to share it.

On Facebook, this includes things such as your email address, home town or birthday. On Instagram, this includes content such as photos and videos that you've shared from your account when the account was set to private.

Learn what happens if you choose to share your friends list, or if your friends choose to share their friends list.[51]

We automatically log when you receive a request from an integrated partner to access your information. These requests to access information are separate from the apps and websites access that you manage in your Facebook or Instagram ad settings or in your mobile device settings.

How long they can access your information

Apps or websites that you've logged in to using Facebook Login or connected to your Instagram account can access your non-public information on Meta Products unless it appears to us that you haven't used the app or website in 90 days. Note that even if an app's access to your information has expired, it can still retain information that you shared with it previously.

We encourage you to visit your apps and websites settings from time to time to review which apps and websites continue to have access to your information through Facebook Login or Instagram.

Take control

How to manage apps and websites on Facebook
Facebook Help Centre   ↗

How to manage apps and websites on Instagram
Instagram Help Centre   ↗

Manage apps and websites

When you interact with someone else's content on an integrated partner's product or service

Integrated partners receive information about your activity when you interact with other Facebook, Instagram or Messenger users while they're using the integrated partner's product or service.

For example, a gamer livestreams to Facebook using a partner app. Then you comment on that live-stream. The app developer will receive information about your comment.

How integrated partners handle your information

Integrated partners handle the information that you share with them according to their own terms and policies, not Meta's. You can review their Privacy Policy on their website or app to learn how they receive and process your information. In some cases, they use a separate service provider to receive and process your information.

More resources

How Meta reviews apps that integrate with our products
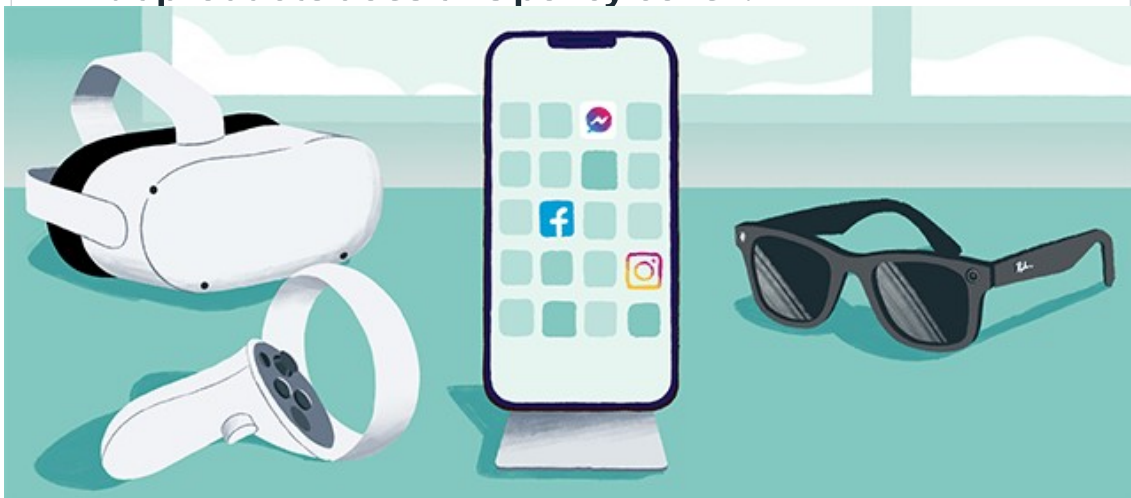Facebook developers   ⧉

Take control

Learn more about audiences
Privacy Centre   ›

Manage apps and websites

46

What products does this policy cover?

This policy describes the information that we, Meta Platforms, Inc., process to provide Meta Products. Meta Products, which we also call "products", include:

- Facebook

- Messenger

- Instagram (including apps such as Boomerang and Threads)

- Facebook Portal products

- Meta Platforms Technologies Products, such as Meta Horizon Worlds or

Meta Quest (when using a Facebook or Meta account)

- Shops

- Marketplace

- Spark AR

- Meta Business Tools

- Meta Audience Network

- Facebook View

- Meta Pay

- Meta checkout experiences

Some of our products also have a supplemental privacy policy[52] that adds to the information provided in this policy.

Choosing an audience

On Facebook, the audience can be made up of:

- The public, including people on and off Facebook

- Your friends and other connections, such as the friends of people you tag

- A customised list of people

- Yourself

- The members of a single community, such as a group

On Instagram, you can set the audience for what you share by choosing between a private or public account. With a private account, only followers you approve can see what you share. With a public account, your posts and other content on Instagram can be seen by anyone, on or off our products, including if they don't have an account. You can restrict the audience for your content by blocking individual accounts from viewing them. You can also create a close friends list for certain types of content that only the people on that list can see.

Take control

Audience settings
Manage your audience settings on Facebook or Instagram.   >

Audience settings are different from app permissions

Your audience settings are different from the permissions that you give to individual apps and websites to access your information. Read our policy about how you may share information with integrated partners.

48

Search engines

You can visit your privacy settings to control whether search engines outside Facebook can link to your profile. But other public content – such as if you post with your audience set to Public, or post on public Pages or accounts – might still be accessible through search engines, depending on the settings of that account.

49

Integrated partner

A partner who uses technologies that help you make a connection to them through our Products, including plugins, login, checkout experiences, Instant Games and other such integrations

50

When an integrated partner might receive your information

For example, you might use your Facebook login to play an online game with your Facebook friends. The game developer automatically receives information about your activities in the game.

When an integrated partner might receive your information

Or you might use the Facebook Like button on an article posted on a news website. The website developer automatically receives information about your "like" on their article.

51

Sharing friend lists

When you share your friend list

If you use Facebook Login to log in to an app, the app developer might request access to your list of Facebook friends. Here's what happens if you give the app developer permission to view these lists:

- They can view and access a list of your Facebook friends who use the same app and have given the app permission to access their list of friends. They can't access non-public information about your friends or followers through this process. Note that the app developer will receive more information about your friends if your friends choose to share it themselves. They can share it by providing the information directly or giving the developer permission to access information from their account.

- You'll appear on friends lists that your Facebook friends can choose to share with the same app. You can remove this permission, or the app entirely, if you later decide that you don't want to share your friends list with an app, or don't want to appear on other friends lists shared with that app.

When your friends share their friend list

Your friends might choose to share their friends lists with app developers through Facebook Login. But your friends can't use Facebook Login to share non-public information about you.

Supplemental policies

Facebook Portal products ⬈

Facebook View ⬈

Free Basics ⬈

Meta Platforms Technologies Products ⬈

Oversight Board ⬈

How do we share information with third parties?

Highlights

We share certain information with:

- Advertisers who show ads on our Products

- Businesses we hire to market our Products for us

- Businesses we hire to do things such as offer customer service or conduct surveys

- Researchers who use it to do things such as innovate, advance technology or improve people's safety

We don't sell your information and we never will.
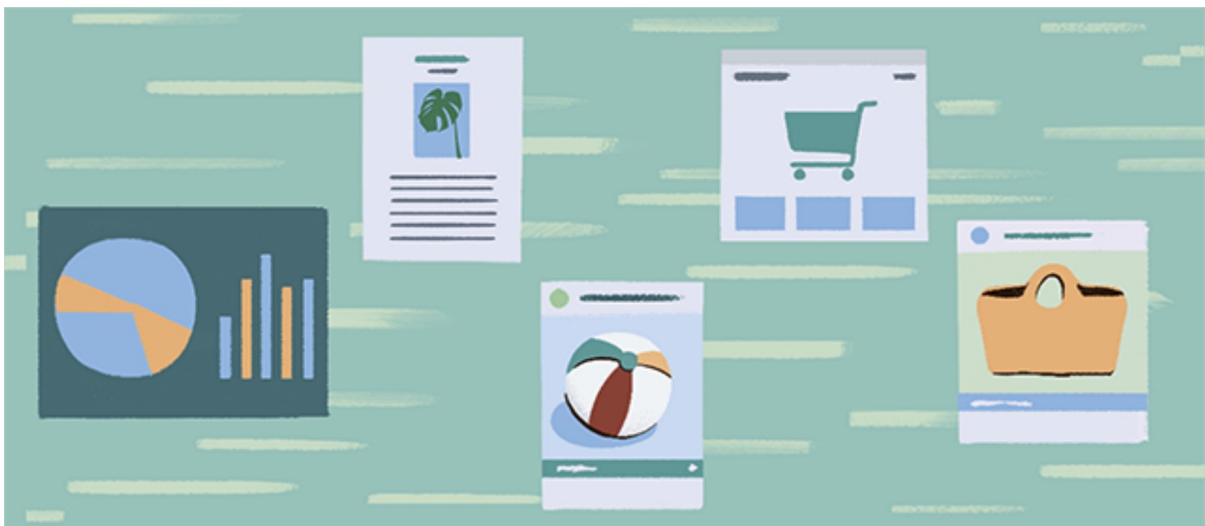
We don't sell any of your information to anyone and we never will. We also require partners[53] and other third parties[54] to follow rules about how they can and cannot use and disclose the information that we provide.

Here's more detail about who we share information with:

Partners

Advertisers and Audience Network publishers

Advertisers

We provide advertisers with reports about the number and kinds of people who see and engage with their ads. These reports include information about the general demographics and interests of people who engaged with an advertiser's ad. Then advertisers can better understand their audience. See an example[55].

Meta also provides advertisers and their vendors with information about:

- Ads that people engaged with, if any

- When people engaged with ads

- Where that ad was shown (e.g. on Instagram or Facebook)

We also confirm which ads you viewed that led you to take an action with an advertiser, such as downloading an advertiser's app. But we don't share information with these advertisers and their vendors that by itself can be used to contact or identify you, such as your name or email address, unless you give us permission.[56]

Audience Network publishers and their vendors

Meta Audience Network lets advertisers place ads with us that will be published on other apps and websites outside of Meta.

To help show you ads on their apps and websites, we share information with publishers who use Audience Network, as well as vendors who facilitate that use. For example, we share:

- How many people see and engage with ads on publisher apps

- Information related to or in response to a publisher's request to serve an ad on its app.

But we don't share information with these publishers and their vendors that by itself can be used to contact or identify you, such as your name or email address, unless you give us permission[56].

Partners who use our analytics services

People rely on our Products[57], such as business accounts, professional tools and Facebook Pages, to run and promote their businesses. Businesses use our analytics services to understand more about how people are using their content, features, products and services.

To provide these services, we use the information that we collect about you. We put this information into aggregate reports so that partners can see how well their content, features, products and services are performing and are able to understand things like users' experience with such content, products and services.

These reports aggregate information such as:

- How many people interacted with our partners' content, products or services

- The general demographics and interests[55] of the people who interacted with it

- How people use our partners' products and services to connect to Meta Products and the performance of their connection and networks

Advertisers also receive other information. Read our policy about how we share information with advertisers.

Partners who offer goods or services on our products and commerce services platforms

When you choose to make a transaction[58], or otherwise choose to share information with a seller, creator, fundraiser, charity, payment services provider or commerce services platform[59], we share information with them and with any providers acting on their behalf.

Depending on how you interact with them, they receive:

- Information to complete your transaction, such as order, payment, contact and delivery information

- Information to help ensure the security of the transaction, such as information about your device or connection

- Any information required by applicable regulation

- Other information that you choose to share with them

For example, if you make a purchase from an Instagram shop using checkout, the shop will receive information to complete your transaction. This may include your order items, your contact details and delivery information. If the shop uses a payment services provider, such as PayPal, to facilitate the transaction, the provider will receive the transaction amount, a transaction description (to ap-

pear on your credit card statement) and your payment card information, such as cardholder name, card number, expiry date and billing address. Learn more about payments on Instagram.

Integrated partners

When you choose to use integrated partners' products or services, they may receive information about you and your activity. Read the policy.

Vendors

Measurement vendors

We don't create every measurement and analytics report ourselves.

We share information (such as whether people saw an ad or engaged with it) with our measurement vendors[60], who aggregate it to provide their reports.

For example, an advertiser might ask a measurement vendor to help work out the impact that its ads on Facebook have had on sales. The measurement vendor compares information from us about clicks on the advertiser's Facebook ads with information from the advertiser about product purchases. Then the measurement vendor creates and provides aggregated reports that show the advertiser how its ads are performing.

Marketing vendors

We share information about you with marketing vendors[61]. For example, we share your device identifier or other identifiers with marketing vendors to help us serve you ads most relevant to your interests.

Marketing vendors support our marketing and advertising efforts by:

- Serving our advertisements across the internet, including on mobile, desktop and connected television devices

- Tracking and categorising your online and mobile app activity

- Providing us information about your interests and community and advertising interactions

These marketing vendors help us understand who might find our advertising most relevant to their interests, and which of our Products might interest you. This information can be used to personalise which of our ads are shown to you. Marketing vendors also use this information to measure response to our marketing efforts and the effectiveness of our advertising.

Service providers

Service providers

Service providers provide services to us that help us provide our products to you. We share the information we have about you to receive these services, which include:

- Investigating suspicious activity

- Detecting and stopping threats to our personnel and property

- Facilitating payments

- Providing customer support

- Improving the functionality of our products

- Providing technical infrastructure services

- Analysing how our products are used

- Conducting research and surveys

- Marketing and promoting our products

Third parties

External researchers

We provide information to external researchers. They use it to conduct research that advances scholarship and innovation, and to promote safety, security and integrity.

Research goals include supporting:

- Our business or mission

- Social good. Learn more.

- Technological advancement

- Safety and security on our products

- Public interest

- Health and well-being

When sharing information with external researchers, we ensure that the privacy of our users is protected. Learn more about the privacy-safe research that we support.

Other third parties

We also share information with other third parties[54] in response to legal requests, to comply with applicable law or to prevent harm. Read the policy.

And if we sell or transfer all or part of our business to someone else, in some cases we'll give the new owner your information as part of that transaction, but only as the law allows.

53

Partner

A person, business, organisation or body using or integrating our Products to advertise, market or support their products and services

---

54

Third party

A person, business, organisation or body that is not part of the Meta Companies

---

55

General demographics and interests

For example, a bike shop creates a Page on Facebook and wants to place an ad to reach an audience of people in Atlanta interested in cycling. We determine whether someone fits in this audience based on, for example, whether they liked a Page about bikes. Then people in that audience could see the bike shop's ad.

You can see the "interests" assigned to you in your ad preferences and remove them if you want.

The bike shop can then see reports showing aggregated statistics about the audience seeing their ads and how their ads are performing. The reports would show statistics to the advertiser that, for example, most of the people who saw or clicked on their ad:

- Were women

- Were between the ages of 25 and 34

- Clicked on the ad from their phone

56

When you might give us permission

For example, you might request more information from a business by clicking their ad in your Facebook Feed and submitting a form with your name and contact information. Then the advertiser would receive the information that you provided.

57

What products does this policy cover?
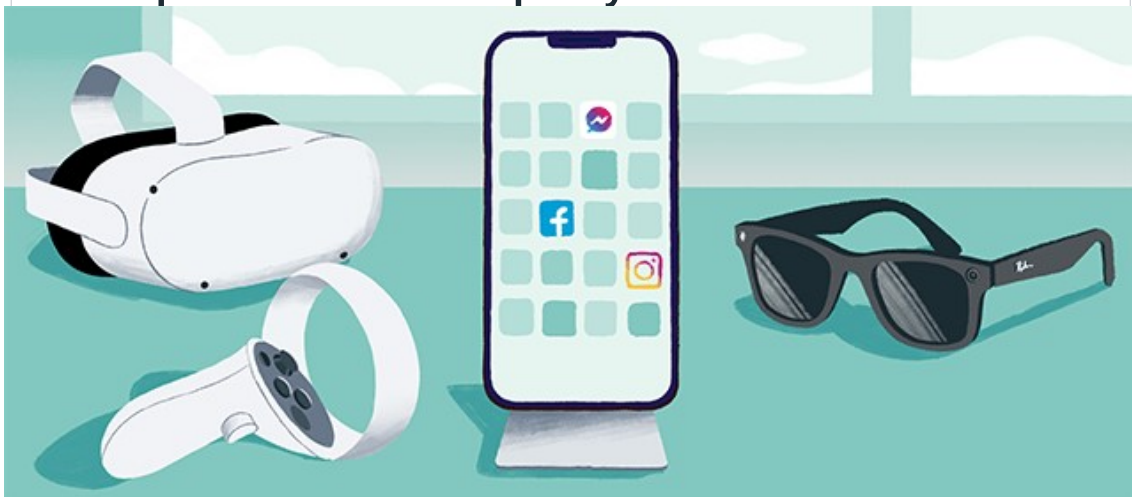
This policy describes the information that we, Meta Platforms, Inc., process to provide Meta Products. Meta Products, which we also call "products", include:

- Facebook

- Messenger

- Instagram (including apps such as Boomerang and Threads)

- Facebook Portal products

- Meta Platforms Technologies Products, such as Meta Horizon Worlds or Meta Quest (when using a Facebook or Meta account)

- Shops

- Marketplace

- Spark AR

- Meta Business Tools

- Meta Audience Network

- Facebook View

- Meta Pay

- Meta checkout experiences

Some of our products also have a supplemental privacy policy[62] that adds to the information provided in this policy.

58

Transactions you might make

- Subscribing to premium content

- Buying, selling or using products

- Buying, selling or using services

- Donating to charities

59

Commerce services platforms

Commerce services platforms provide a range of commerce services, including:

- Payments

- Marketing

- Delivery

- Customer engagement tools

60

Measurement vendor

A third party that creates reports to help advertisers understand how their content and ads are performing. These reports also measure whether people took an action after seeing an ad.

61

Marketing vendor

A third party that helps market or advertise Meta and our Products, measures the effectiveness of our own marketing campaigns and performs advertising research

---

62

Supplemental policies

Facebook Portal products ⧉

Facebook View ⧉

Free Basics ⧉

Meta Platforms Technologies Products ⧉

Oversight Board ⧉

How do the Meta Companies work together?

Highlights

- Meta owns Facebook, Instagram, Messenger, Portal and the other Products covered by this policy

- Meta also owns the Meta Companies, which include WhatsApp

- Sometimes we share information within these Companies

- We do this to make new features or shared experiences between different products. Then you can do things such as use WhatsApp to chat on Portal.

- We also share information, such as your name and email address, to help verify your accounts and monitor suspicious activities. This helps us keep your accounts safe.
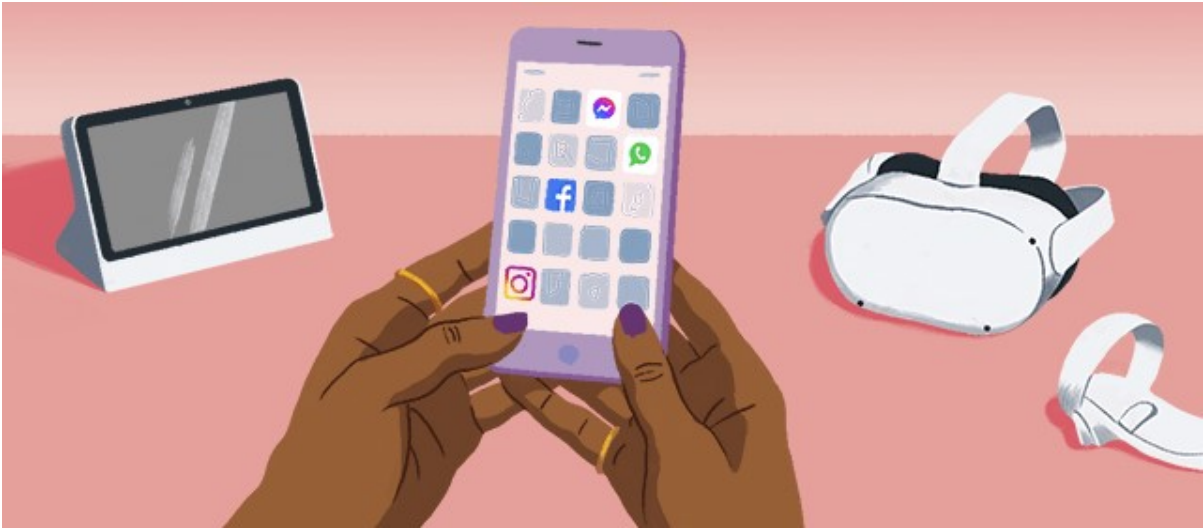
We are part of the Meta Companies that provide Meta Company Products. Meta Company Products include all the Meta Products[63] covered by this Policy, plus other products such as WhatsApp, Novi and more.

We share the information we collect, infrastructure, systems and technology with the other Meta Companies. Learn more about how we transfer information to other countries.

We also process information that we receive about you from other Meta Companies, according to their terms and policies and as permitted by applicable law. In some cases, Meta acts as a service provider[64] for other Meta Companies. We act on their behalf and in accordance with their instructions and terms.

Why we share across the Meta Companies

Meta Products share information with other Meta Companies:

- To promote safety, security and integrity and comply with applicable laws

- To personalise offers, ads and other sponsored or commercial content

- To develop and provide features and integrations

- To understand how people use and interact with Meta Company Products

See some examples[65] of why we share.

More resources

Review the privacy policies of the other Meta Companies
Facebook Help Centre 🔗

63

What products does this policy cover?

This policy describes the information that we, Meta Platforms, Inc., process to provide Meta Products. Meta Products, which we also call "products", include:

- Facebook

- Messenger

- Instagram (including apps such as Boomerang and Threads)

- Facebook Portal products

- Meta Platforms Technologies Products, such as Meta Horizon Worlds or Meta Quest (when using a Facebook or Meta account)

- Shops

- Marketplace

- Spark AR

- Meta Business Tools

- Meta Audience Network

- Facebook View

- Meta Pay

- Meta checkout experiences

Some of our products also have a supplemental privacy policy[66] that adds to the information provided in this policy.

64

Service provider

A person, business, organisation or body that provides services to Meta or to our users on behalf of Meta. For example, our service providers do things such as investigate suspicious activity and provide customer support.

Why we share across the Meta Companies

Promoting safety, security and integrity, and complying with applicable law

For example, we share information with Meta Companies that provide financial products and services to help them promote safety, security and integrity and comply with applicable law. This includes:

- Complying with their legal obligations

- Helping keep you and others safe

- Performing account verification

- Investigating suspicious activities

- Creating analytics

For these purposes, we might share your name, email address, who you're friends with and other account information within the Meta Companies.

Developing and providing features and integrations

For example, where available in your country, you can choose to use certain integrations that connect your WhatsApp experiences with other Meta Company Products. These integrations let you do things such as:

- Use your Meta Pay account to pay for things on WhatsApp

- Chat with your friends on other Meta Company Products, such as Portal, by connecting your WhatsApp account

We also share information with Meta Companies to support innovation. For example, your videos can help train our products to recognise objects, such as trees, or activities, such as when a dog chases a ball. They can also help train tools that let people and businesses create content such as images and videos. This technology is used to help us offer new products or features in the future.

Understanding how people use our products

We count the number of unique users, monthly active users and daily active users on our products. This information helps us to understand the community

using our products and publicly share important trends about how our products are used.

66

Supplemental policies

Facebook Portal products ⎘

Facebook View ⎘

Free Basics ⎘

Meta Platforms Technologies Products ⎘

Oversight Board ⎘

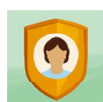# How can you manage or delete your information and exercise your rights?

Highlights

- You have rights to view and download the information that we have about you

- You can use the settings in this section to manage your privacy

- You also can delete your account or specific account information, if you want to

We offer you a variety of tools to view, manage, download and delete your information below. You can also manage your information by visiting the settings of the Products you use. You may also have other privacy rights under applicable laws.

To exercise your rights, visit our Help Centres, your settings for Facebook and Instagram and your device-based settings.

Take a Privacy Checkup

Take a Privacy Checkup
Be guided through Facebook privacy settings ⎘

View and manage your information

☷ Access your information		>
↺ Off-Facebook activity	ⓕ	>
📢 Ad preferences [67]		>
☷ Manage your data		⎆

Port, download or delete your information

☷ Port your information [68]		>
⬇ Download your information		>
🗑 Delete your information or account [69]		>

You can learn more about how privacy works on Facebook and on Instagram, and in the Facebook Help Centre. If you have any questions about this policy, you can contact us as described below. In some countries, you may also be able to contact the Data Protection Officer for Meta Platforms, Inc., and depending on your jurisdiction, you may also contact your local Data Protection Authority ("DPA") directly.

67

Manage the ads that you see on our Products

Visit your ad preferences.

Manage Meta ads that you see off our Products

We advertise our own products and services on non-Meta ad platforms. We use marketing vendors to deliver these ads. Here's how to opt out of our tailored ads that you see off our Products:

- **Cookie-based opt out:** If applicable and available in your jurisdiction, you may use the Digital Advertising Alliance industry opt-out platform, available in English and Spanish. Residents of Canada may use the Digital Advertising Alliance of Canada industry opt-out platform. If you apply certain ad blockers and tools to restrict cookies, it may interfere with your ability to opt out.

- **Mobile phone-based opt-out:** Check your mobile device settings. Different manufacturers provide different ways to opt out of advertisements.

- **Other online identifiers:** You may use the NAI industry opt-out platform.

68

Port your information

In certain cases and subject to applicable law, you have the right to port your information.

69

Delete your information or account

To delete your information, you can:

- **Find and delete specific information.** We offer tools that you can use to delete certain information. For example, you can use Delete buttons to delete content that you've posted to your account. You can also use tools such as activity log on Facebook to send content to the recycle bin in bulk. When you delete content, it's no longer visible to other users. Visit the Facebook Help Centre or Instagram Help Centre to learn what happens when you delete your content or move it to the recycle bin.

- **Permanently delete your account.** If you delete your account on Facebook or Instagram, we delete your information, including the things you've posted, such as your photos and status updates, unless we need to keep it as described in "How long do we keep your information?" Once your account is permanently deleted, you won't be able to reactivate it, and you won't be able to retrieve information, including content you've posted.

How long does it take to delete your information?

If you request that we delete your account or content, it may take up to 90 days to delete your information after we begin the account deletion process or receive a content deletion request. After the information is deleted, it may take us up to another 90 days to remove it from backups and disaster recovery.

If you leave your deleted content in your recycle bin on Facebook or your Recently deleted folder on Instagram, the deletion process will begin automatically in 30 days. Or you can start the deletion process straight away by deleting the content from your recycle bin or Recently Deleted folder.

What is our legal basis for processing your information, and what are your rights?

Highlights

- You have rights to view and download the information that we have about you

- You can use the settings in this section to manage your privacy

- You also can delete your account or specific account information, if you want to

Under applicable data protection law, companies must have a legal basis to process personal data. When we talk about "processing personal data", we mean the ways we collect, use and share your information, as we described in the other sections of this Policy above.

What is our legal basis?

We rely on different legal bases to process your information for the purposes described in this Privacy Policy. Depending on the circumstances, we rely on different legal bases when processing your same information for different purposes. For each legal basis below, we describe why we process your information.

You also have particular rights available to you depending on which legal basis we use, and we've explained these here. No matter what legal basis applies, you always have the right to request access to, rectification of and deletion of your information. To exercise your rights, see the "What are your rights?" section.

We process information for the following legal bases:

Performance of a contract

We process your information that's necessary to fulfil our contracts with you. This means providing the services laid out in the Facebook Terms of Service, the Instagram Terms of Use, the Supplemental Meta Platforms Technologies Terms of Service, the Supplemental Portal Terms of Service and the Supplemental Facebook View Terms of Service, together, the "terms".

Learn more ❯

Consent

We process your information if you give your consent. For example, you can allow us to show you personalised ads based on information that advertisers and other partners[70] provide to us. This includes information about your activity on their websites and apps, and certain offline interactions, such as purchases. You can withdraw consent at any time.

Learn more ❯

Legitimate interests

We process your information as necessary for our or others' legitimate interests. Our interests include providing an innovative, personalised, safe and prof-

itable service to our users and partners, and responding to legal requests. But we won't process your information if your interests, or your fundamental rights and freedoms, override ours.

Learn more >

Vital interest

We process information if it will protect you or prevent harm, such as saving your life or someone else's.

Learn more >

Legal obligation

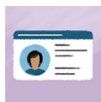We process information as necessary for us to comply with a legal obligation.

Learn more >

Public interest

We process information as necessary for the public interest, such as conducting research or promoting safety, security and integrity.

Learn more >

You have the following rights under relevant data protection laws:

	Access and correct information	>
	Withdraw consent	>
	Port your information	>
	Download your information	>
	Erase information	>
	Object	>
	Make a complaint	>
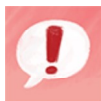
Access and correct information

You have the right to access and correct your information, subject to applicable law.

View and manage your information

📇 Access your information	>
🕐 Off-Facebook activity	ⓕ >
📣 Ad preferences	ⓕ >
🍪 Cookie settings	>
📇 Manage your data	⧉

Withdraw consent

Where we rely on your consent to process your information, you can withdraw your consent at any time. If you choose to withdraw your consent, this will not affect the lawfulness of processing based on consent before its withdrawal.

To exercise your rights, visit our Help Centres, your settings for Facebook and Instagram and your device-based settings.

Port your information

In certain cases and subject to applicable law, you have the right to port your information.

Erase your information

You have the right to request that we erase your information, if there are valid grounds for doing so and subject to applicable law.

Also, to delete your information, you can:

- **Find and delete specific information using provided deletion controls** For certain specific information that you can view in our Products[71], we offer tools that you can use to request deletion. For example, you can use Delete buttons to delete content that you've posted to your account. You can also use tools such as activity log on Facebook to send content to the recycle bin in bulk. When you delete content, it's no longer visible to other users. Visit the Facebook Help Centre or Instagram Help Centre to learn what happens when you delete your content or move it to the recycle bin.

- **Permanently delete your account** If you delete your account on Facebook or Instagram, we delete your information, including the things that you've posted, such as your photos and status updates, unless we need to retain this information as described in How long do we keep your information?". Please note that once your account is permanently deleted, you won't be able to reactivate it and you won't be able to retrieve information that you've added, including content you've posted.

How long does it take to delete your information?

If you request that we delete your account or content, it may take up to 90 days to delete your information after we begin the account deletion process or receive a content deletion request. After the information is deleted, it may take us up to another 90 days to remove it from backups and disaster recovery.

If you leave your deleted content in your recycle bin on Facebook or your Recently deleted folder on Instagram, the deletion process will begin automatically in 30 days. Or you can start the deletion process straight away by deleting the content from your recycle bin or Recently Deleted folder.

Object

You have the right to object to and restrict certain processing of your information.

Unsubscribe

You can use the "unsubscribe" link in our marketing communications to stop us from using your information for that direct marketing.

Object

You can object to our processing of your information when we rely on legitimate interests or perform a task in the public interest. We will consider several factors when assessing an objection, including:

- Our users' reasonable expectations

- The benefits and risks to you, us, other users or third parties[72]

- Other available means to achieve the same purpose that may be less invasive and do not require disproportionate effort

Unless we find that we have compelling legitimate grounds for this processing which are not outweighed by your interests or fundamental rights and freedoms, or the processing is needed for legal reasons, your objection will be upheld. In that case, we will cease processing your information. To learn more about the circumstances in which an objection may be successful, please visit the Help Centre.

Make a complaint

You also can lodge a complaint with the Information Commissioner's Office.

70

Partner

A person, business, organisation or body using or integrating our Products to advertise, market or support their products and services

---

71

What products does this policy cover?
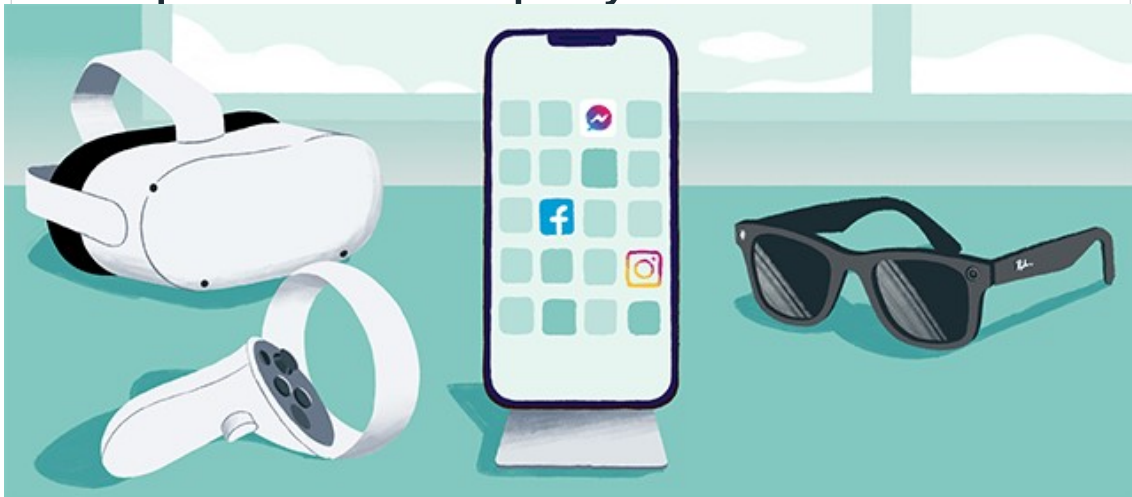
This policy describes the information that we, Meta Platforms, Inc., process to provide Meta Products. Meta Products, which we also call "products", include:

- Facebook

- Messenger

- Instagram (including apps such as Boomerang and Threads)

- Facebook Portal products

- Meta Platforms Technologies Products, such as Meta Horizon Worlds or Meta Quest (when using a Facebook or Meta account)

- Shops

- Marketplace

- Spark AR

- Meta Business Tools

- Meta Audience Network

- Facebook View

- Meta Pay

- Meta checkout experiences

Some of our products also have a supplemental privacy policy[73] that adds to the information provided in this policy.

72

Third party

A person, business, organisation or body that is not part of the Meta Companies

---

73

Supplemental policies

Facebook Portal products ↗

Facebook View ↗

Free Basics ↗

Meta Platforms Technologies Products ↗

Oversight Board ↗

How long do we keep your information for?

Highlights

- We keep information for as long as we need it to provide a feature or service

- But you can request that we delete your information

- We'll delete that information unless we have to keep it for something else, for instance for legal reasons

We keep information for as long as we need it to provide our products, comply with legal obligations or to protect our or other's interests. We decide how long we need information on a case-by-case basis. Here's what we consider when we decide:

- If we need it to operate or provide our products. For example, we need to keep some of your information to maintain your account. Learn more[74].

- The feature that we use it for and how that feature works. For example, messages sent using Messenger's vanish mode are retained for less time than regular messages. Learn more[75].

- How long we need to retain the information for to comply with certain legal obligations. See some examples[76].

- If we need it for other legitimate purposes, such as to prevent harm; investigate possible violations of our terms or policies; promote safety, security and integrity; or protect ourselves, including our rights, property or products

In some instances and for specific reasons, we'll keep information for an extended period of time. Read our policy[77] about when we may preserve your information.

74

If we need it to operate or provide our products

For example, we keep profile information, photos you've posted (and not deleted) and security information for the lifetime of your account.

And when you search for something on Facebook, we keep your search history until you clear the search in your activity log or delete your account. Once you clear a search or delete your account, it will no longer be visible to you, and it will be deleted[78].

But even if you don't clear your search or delete your account, within six months of your search, we delete information about that search that isn't necessary to show you your search history, such as information about the device you were using, or your location.

75

The feature we use it for, and how that feature works

For example, May is planning a surprise party for Yang. She sends Cynthia the party details in Messenger using vanish mode so that the message will disappear. The message will no longer be visible to May once she leaves the chat, and Cynthia will only see the message the first time she opens the chat thread.

After Cynthia reads the message, the content is deleted after one hour. If Cynthia never reads it, it's deleted after 14 days.

76

How long we need to retain the information to comply with certain legal obligations

For example, we retain information for as long as we need it for:

- A legal request or obligation, including obligations of Meta Companies or to comply with applicable law

- A governmental investigation

- A legal claim, complaint, litigation or regulatory proceedings

77

Why we may preserve your information longer

Your information, including financial transaction data related to purchases or money transfers made on our products, may be preserved and accessed for a longer time period if it's related to any of the following:

- A legal request or obligation, including obligations of Meta Companies or to comply with applicable law

- A governmental investigation

- An investigation of possible violations of our terms or policies

- To prevent harm

- For safety, security and integrity purposes

- To protect ourselves, including our rights, property or products

- If it's needed in relation to a legal claim, complaint, litigation or regulatory proceedings

See some examples[79].

In some cases, we may preserve your information based on the above reasons even after you request deletion of your account or some of your content. We may also preserve information from accounts that have been disabled and content that has been removed for violations of our terms and policies.

78

Delete your information or account

To delete your information, you can:

- **Find and delete specific information.** We offer tools that you can use to delete certain information. For example, you can use Delete buttons to delete content that you've posted to your account. You can also use tools such as activity log on Facebook to send content to the recycle bin in bulk. When you delete content, it's no longer visible to other users. Visit the Facebook Help Centre or Instagram Help Centre to learn what happens when you delete your content or move it to the recycle bin.

- **Permanently delete your account.** If you delete your account on Facebook or Instagram, we delete your information, including the things you've posted, such as your photos and status updates, unless we need to keep it as described in "How long do we keep your information?" Once your account is permanently deleted, you won't be able to reactivate it, and you won't be able to retrieve information, including content you've posted.

How long does it take to delete your information?

If you request that we delete your account or content, it may take up to 90 days to delete your information after we begin the account deletion process or receive a content deletion request. After the information is deleted, it may take us up to another 90 days to remove it from backups and disaster recovery.

If you leave your deleted content in your recycle bin on Facebook or your Recently deleted folder on Instagram, the deletion process will begin automatically in 30 days. Or you can start the deletion process straight away by deleting the content from your recycle bin or Recently Deleted folder.

79

Examples of why we might preserve your information

To respond to a legal request

For example, we might preserve your information after you've deleted your account when we receive a valid legal request, such as a preservation order or search warrant, related to your account.

To comply with applicable law

For example, we preserve certain information about purchases or transactions associated with an account, in line with Meta's accounting obligations.

For safety, security and integrity purposes

For example, if we disable an account for violating our terms or policies, we preserve information about that user to prevent them from opening a new account.

We might also preserve some of your account information as part of our re-

view of suspicious activity. This includes any suspicious activity associated with our financial products, such as suspected money laundering or terrorist funding.

For litigation

We may preserve your information where we deem it necessary for reasons related to a legal claim or complaint. For example, we may be required to defend ourselves in legal proceedings in a claim related to your information.

How do we transfer information?

Highlights

* Because we connect people all around the world, we need to transfer information all around the world too

* When we do this, we follow international regulations to keep your information safe

Why is information transferred to other countries?

We share the information that we collect globally, both internally across our offices and data centres, and externally with our partners[80], measurement vendors[81], service providers[82] and other third parties[83]. Because Meta is global, with users, partners and employees around the world, transfers are necessary for a variety of reasons, including:

* So we can operate and provide the services stated in the terms of the Meta Product[84] that you're using and this policy. This includes allowing you to share information and connect with your family and friends around the globe.

* So we can fix, analyse and improve our products

Where is information transferred?

Information controlled by Meta Platforms, Inc., will be transferred or transmitted to, or stored and processed in:

* Places we have infrastructure or data centres, including the United States, Ireland, Denmark and Sweden, amongst others

* Countries where Meta Company Products are available

* Other countries where our partners, vendors, service providers and other third parties are located outside of the country where you live, for purposes

as described in this policy

How do we safeguard your information?

We rely on appropriate mechanisms[85] for international data transfers.

We also make sure that appropriate safeguards are in place whenever we transfer your information. For example, we encrypt your information when it's in transit over public networks to protect it from unauthorised access.

80

Partner

A person, business, organisation or body using or integrating our Products to advertise, market or support their products and services

---

81

Measurement vendor

A third party that creates reports to help advertisers understand how their content and ads are performing. These reports also measure whether people took an action after seeing an ad.

82

Service provider

A person, business, organisation or body that provides services to Meta or to our users on behalf of Meta. For example, our service providers do things such as investigate suspicious activity and provide customer support.

83

Third party

A person, business, organisation or body that is not part of the Meta Companies

What products does this policy cover?

This policy describes the information that we, Meta Platforms, Inc., process to provide Meta Products. Meta Products, which we also call "products", include:

- Facebook

- Messenger

- Instagram (including apps such as Boomerang and Threads)

- Facebook Portal products

- Meta Platforms Technologies Products, such as Meta Horizon Worlds or Meta Quest (when using a Facebook or Meta account)

- Shops

- Marketplace

- Spark AR

- Meta Business Tools

- Meta Audience Network

- Facebook View

- Meta Pay

- Meta checkout experiences

Some of our products also have a supplemental privacy policy[86] that adds to the information provided in this policy.

Mechanisms we use for global data transfers

We rely on appropriate mechanisms for international data transfers. For example, for information we collect:

- We rely on relevant "adequacy regulations" from the UK Government by which they recognise that certain countries and territories outside the UK ensure an adequate level of protection for personal data. We transfer the information we collect from the UK from Meta Platforms, Inc., to countries such as member states of the European Economic Area, Israel, Japan, New Zealand and Switzerland. Learn more about the countries or territories for which there are adequacy regulations.

- In other circumstances, we use the UK standard contractual transfer mechanisms approved by the UK Parliament (the International Data Transfer Agreement and the International Data Transfer Addendum) or rely on derogations provided for under applicable law to transfer information to a third country.

- In addition to the UK standard contractual transfer mechanisms, we also apply supplemental measures to ensure equivalent protection of your data when transferred.

If you have any questions about Meta's international data transfers, you can contact us.

86

Supplemental policies

Facebook Portal products ⬀

Facebook View ⬀

Free Basics ⬀

Meta Platforms Technologies Products ⬀

Oversight Board ⬀

How do we respond to legal requests, comply with applicable law and prevent harm?

Highlights

- Sometimes we have to provide information to respond to legal requests when necessary

- If there's a law that says we need to keep your information for some reason, we need to comply with it. So we'll keep information to obey that law.

- We also sometimes keep information that we think will help prevent or stop bad activity, either on our Products or in the world

We access, preserve, use and share your information:

- In response to legal requests, such as search warrants, court orders, production orders or subpoenas. These requests come from third parties[87] such as civil litigants, law enforcement and other government authorities. Learn more[88] about when we respond to legal requests.

- In accordance with applicable law

- To promote the safety, security and integrity of Meta Products[89], users, employees, property and the public. Learn more[90].

We may access or preserve your information for an extended amount of time. Learn more[91].

87

Third party

A person, business, organisation or body that is not part of the Meta Companies

---

88

When we respond to legal requests

We respond to legal requests where we're required by law to do so, and at times where we're not compelled by law, but a response:

- May affect users in that jurisdiction, and

- Is consistent with internationally recognised standards including, for example, our Corporate Human Rights Policy.

Learn more about government requests and how we've responded.

What products does this policy cover?

This policy describes the information that we, Meta Platforms, Inc., process to provide Meta Products. Meta Products, which we also call "products", include:

- Facebook

- Messenger

- Instagram (including apps such as Boomerang and Threads)

- Facebook Portal products

- Meta Platforms Technologies Products, such as Meta Horizon Worlds or Meta Quest (when using a Facebook or Meta account)

- Shops

- Marketplace

- Spark AR

- Meta Business Tools

- Meta Audience Network

- Facebook View

- Meta Pay

- Meta checkout experiences

Some of our products also have a supplemental privacy policy[92] that adds to the information provided in this policy.

90

How we promote safety, security and integrity

We share your information with law enforcement, government authorities, Meta Companies and other third parties (including industry peers) when we have a good faith belief that it's necessary to detect, prevent and address a variety of situations, such as:

- Unauthorised use of our products. See an example.[93]

- Violations of our terms and policies. See an example.[94]

- Investigating suspicious activity

- Protecting ourselves, including our rights, property, personnel or products

- Preventing abuse, fraud or other harmful or illegal activity, on and off our products

- Protecting you or others, including as part of investigations or regulatory enquiries

- Emergency situations, such as risk of death or imminent bodily harm

91

Why we may preserve your information longer

Your information, including financial transaction data related to purchases or money transfers made on our products, may be preserved and accessed for a longer time period if it's related to any of the following:

- A legal request or obligation, including obligations of Meta Companies or to comply with applicable law

- A governmental investigation

- An investigation of possible violations of our terms or policies

- To prevent harm

- For safety, security and integrity purposes

- To protect ourselves, including our rights, property or products

- If it's needed in relation to a legal claim, complaint, litigation or regulatory proceedings

See some examples[95].

In some cases, we may preserve your information based on the above reasons even after you request deletion of your account or some of your content. We may also preserve information from accounts that have been disabled and content that has been removed for violations of our terms and policies.

92

Supplemental policies

Facebook Portal products ⎋

Facebook View ⎋

Free Basics ⎋

Meta Platforms Technologies Products ⎋

Oversight Board ⎋

93

Unauthorised use of our products

For example, if you unlawfully collect and use Facebook user data, we may share your information to defend ourselves against claims or in litigation.

94

Violations of our terms and policies

For example, if you post threatening or harmful content, we may share your information across the Meta Companies to protect ourselves and others. This can include blocking your access to certain features or disabling your account across the Meta Companies.

95

Examples of why we might preserve your information

To respond to a legal request

For example, we might preserve your information after you've deleted your account when we receive a valid legal request, such as a preservation order or search warrant, related to your account.

To comply with applicable law

For example, we preserve certain information about purchases or transactions associated with an account, in line with Meta's accounting obligations.

For safety, security and integrity purposes

For example, if we disable an account for violating our terms or policies, we preserve information about that user to prevent them from opening a new account.

We might also preserve some of your account information as part of our review of suspicious activity. This includes any suspicious activity associated with our financial products, such as suspected money laundering or terrorist funding.

For litigation

We may preserve your information where we deem it necessary for reasons related to a legal claim or complaint. For example, we may be required to defend ourselves in legal proceedings in a claim related to your information.

How will you know the policy has changed?

We'll notify you before we make material changes to this Policy. You'll have the opportunity to review the revised Policy before you choose to continue using our products.

How to contact Meta with questions

You can learn more about how privacy works on Facebook and on Instagram, and in the Facebook Help Centre. If you have any questions about this policy, or have any questions, complaints or requests regarding your information, you can contact us as described below.

The data controller responsible for your information is Meta Platforms, Inc., which you can contact online, or by writing to:

Meta Platforms, Inc.
FAO: Privacy Operations
1601 Willow Road
Menlo Park, CA 94025, USA

Contact the Data Protection Officer for Meta Platforms, Inc. here.

You also have the right to lodge a complaint with the Information Commissioner's Office.

Legal basis information

Consent

We process information as described below when you have given us your consent to do so, which we may ask through in-product experiences, to enable particular features or to enable device-based settings. The categories of information we use, and why and how they are processed are set out below:

Why and how we process your information	Information categories that we use (see "What Information do we collect?" for more details on each information category). The actual information that we use depends on your factual circumstances, but could include any of the following:
Processing information with special protections that you provide so that we can share it with those you choose, to provide, personalise and improve our Products and to undertake analytics. We'll collect, store, publish and apply automated, or sometimes manual, processing for these purposes.	Your activity and information that you provide: • Any information with special protections that you choose to provide, such as your religious views, your sexual orientation, political views, health, racial or ethnic origin, philosophical beliefs or trade union membership, or as part of surveys you choose to participate in, and where you have given your explicit consent
Using information from third parties to tailor the ads you see: We'll use information that partners provide us about activity off the Meta Products and that we have associated with you to personalise ads that we show you on the Meta Products, on websites, apps and devices that use our advertising services.	Information from partners, vendors and third parties

We receive this information whether or not you're logged in or have an account on our Products, see the Cookies Policy for more information.	
Sharing your contact, profile or other information with third parties upon your request when you use some of our Products. For example, when you direct us, we share your email address or other information that you might choose to share with an advertiser so that they can contact you with additional information about a promoted product. The type of third party and categories of information shared depend on the circumstances of what you ask us to share.	Your activity and information that you provide: • Content you create, such as your contact, profile or other information, such as posts or comments
Collecting information that you allow us to receive through the device-based settings you enable (such as access to your GPS location, camera or photos) which we use to provide the features or services described when you enable the setting.	App, browser and device information: • Information from device settings

When we process information that you provide to us based on your consent, you have the right to withdraw your consent at any time without affecting the lawfulness of processing based on consent before its withdrawal. You also have the right to port that information that you provide to us based on your consent. To exercise your rights, visit your device-based settings, and visit the Facebook settings and Instagram settings and our Help Centres.

Performance of a contract

For all people who have the legal capacity to enter into an enforceable contract (for example, by being the age of majority or above in their country of residence), we process information as necessary to conclude and perform our contracts with you (the Meta Terms and Instagram Terms, the Supplemental Meta Platforms Technologies Terms of Service, the Supplemental Portal Terms of Service and the Supplemental Meta View Terms of Service, together, the "terms"). The purposes for which we process information for our contracts, the categories of information that we use and how information is processed are set out below:

Why and how we process your information	Information categories that we use (see "What Information do we collect?" for more details on each information category). The actual information that we use depends on your factual circumstances, but could include any of the following:
Personalising the Meta Products: Our systems automatically process information that we've collected and stored associated with you and others to assess and understand your interests and preferences, and to provide you with personalised experiences across the Meta Products in accordance with our terms. This is how we: • Personalise features and content (such as your News Feed, Instagram feed and Stories); • Personalise the ads that people see, and • Make suggestions for you (such as people you may know, groups or events that you may be interested in or topics that you may want to follow) on and off our Products. Learn more about how we use information about you to personalise your experience on and across Meta Products, and how we choose the ads that you see.	Your activity and information that you provide: • Content that you create, such as posts, comments or audio • Content that you provide through our camera feature or your camera roll settings, or through our voice-enabled features • Metadata about content • Types of content that you view or interact with, and how you interact with it • Apps and features that you use and what actions you take in them • Purchases or other transactions that you make • Hashtags you use • The time, frequency and duration of your activities on our Products Friends, followers and other connections App, browser and device information: • Device characteristics and device software

	- What you're doing on your device, such as whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots) - Identifiers that tell your device apart from other users' - Device signals - Information that you've shared through your device settings (e.g. GPS location) - Location-related information - Information about the network that you connect your device to - Reports about our Products' performance on your device - Information from cookies and similar technologies Information from partners, vendors and third parties (excluding using Partner data to tailor ads to you)

Providing ads on the Meta Products: Our systems automatically process limited categories of information that we've collected and stored to provide you with ads on the Meta Products in accordance with our terms.	Your activity and information that you provide: • Age • The gender that you provide • Information about ads that we show you and how you engage with those ads App, browser and device information: • Location information • Device characteristics and device software
Providing and improving our Meta Products: The provision of the Meta Products includes collecting, storing and, where relevant, sharing, profiling, reviewing and curating, and in some instances not only automated processing but also manual (human) reviewing, to: • Create and maintain your account and profile, • Connect your Meta Products account, including your public profile information, to an integrated partner to sign in or share your information, • Facilitate the sharing of content and status, • Provide and curate features, • Provide messaging services, the ability to make voice and video calls and connect with others, • Provide advertising products, • Understand and enable creation of content such as text, images and videos, and	Your activity and information that you provide: • Content that you create, such as posts, comments or audio • Your public information (including your name, username and profile picture) • Content that you provide through our camera feature or your camera roll settings, or through our voice-enabled features • Messages that you send and receive, including their content, subject to applicable law • Metadata about content and messages • Types of content that you view or interact with, and how you interact with it • Apps and features that you use and what actions you

- Undertake analytics.

We also use the information we have to develop, research and test improvements to our Products. We use information we collect to:

- See if a product is working correctly

- Troubleshoot and fix it when it's not

- Try out new products and features to see if they work

- Get feedback on our ideas for products or features

- Conduct surveys and other research about what you like about our Products and brands, and what we can do better

take in them

- Purchases or other transactions that you make, including truncated credit card information

- Hashtags you use

- The time, frequency and duration of your activities on our Products

Friends, followers and other connections

App, browser and device information:

- Device characteristics and device software

- What you're doing on your device, such as whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)

- Identifiers that tell your device apart from other users'

- Device signals

- Information that you've shared through your device settings

- Location-related information

- Information about the network that you connect your device to, including your IP address

- Information from cookies and similar technologies

Information from partners, vendors and third parties

Promoting safety, integrity and security on and across the Meta Products: The Meta Products are designed to help ensure the safety, integrity and security of those services and those people who enjoy them. We process the information that we have associated with you and apply automated processing techniques and, in some instances, conduct manual (human) review to:

- Verify accounts and activity,

- Find and address violations of our terms or policies. In some cases, the decisions we make about violations are reviewed by the Oversight Board,

- Investigate suspicious activity,

- Detect, prevent and combat harmful or unlawful behaviour, such as to review and, in some cases, remove content reported to us,

- Detect and prevent spam and other bad experiences,

- Detect and stop threats to our personnel and property, and

- Maintain the integrity of our Products.

For more information on safety, integrity and security generally on Meta Products, visit the Facebook Security Help Centre and Instagram Security Tips.

Your activity and information that you provide:

- Content that you create, such as posts, comments or audio

- Content that you provide through our camera feature or your camera roll settings, or through our voice-enabled features

- Metadata about content and messages

- Types of content that you view or interact with, and how you interact with it

- Apps and features that you use and what actions you take in them

- Purchases or other transactions that you make, including truncated credit card information

- Hashtags you use

- The time, frequency and duration of your activities on our Products

Friends, followers and other connections

App, browser and device information:

- Device characteristics and device software

- What you're doing on your device, such as whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)

	- Identifiers that tell your device apart from other users' - Device signals - Information that you've shared through your device settings - Location-related information - Information about the network that you connect your device to, including your IP address - Information from cookies and similar technologies Information from partners, vendors and third parties
To communicate with you: We use the information you've given us (e.g. contact information on your profile) to send you a communication, such as an email or in-product notice, for example: - We'll contact you via email or in-product notifications in relation to the Meta Products, product-related issues, research or to let you know about our terms and policies. We also use contact information such as your email address to respond when you contact us.	Your activity and information that you provide: - Contact information on your profile and your communications with us - Content that you create, such as posts, comments or audio - Content that you provide through our camera feature or your camera roll settings, or through our voice-enabled features App, browser and device information: - Device characteristics and device software - What you're doing on your device, such as whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)

	- Identifiers that tell your device apart from other users' - Device signals - Information that you've shared through your device settings - Location-related information - Information about the network that you connect your device to, including your IP address - Information from cookies and similar technologies
Transferring, storing or processing your information globally: We share information that we collect globally, both internally across our offices and data centres and externally with our Partners, third parties and service providers. As Meta is global, with users, partners and employees around the world, transfers are necessary to: - Operate and provide the services described in the terms that apply to the Meta Product(s) that you are using. This includes allowing you to share information and connect with your family and friends around the globe; and - So, we can fix, analyse and improve our Products.	**Your activity and information that you provide:** - Content that you create, such as posts, comments or audio - Content that you provide through our camera feature or your camera roll settings, or through our voice-enabled features - Metadata about content and messages - Types of content that you view or interact with, and how you interact with it - Apps and features that you use and what actions you take in them - Purchases or other transactions that you make, including truncated credit card information - Hashtags you use - The time, frequency and duration of your activities on

	our Products
	Friends, followers and other connections
	App, browser and device information:
	• Device characteristics and device software
	• What you're doing on your device, such as whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
	• Identifiers that tell your advice apart from other users'
	• Device signals
	• Information that you've shared through your device settings
	• Location-related information
	• Information about the network that you connect your device to, including your IP address
	• Information from cookies and similar technologies
	Information from partners, vendors and third parties

We'll use the information that we have to provide these services; if you choose not to provide certain information (other than limited account information, which is necessary to create a Facebook account or an Instagram account), your experience using the Meta Products may be affected. For example, you may see less relevant recommendations on the Products, or your use of the Products may be restricted.

When we process information that you provide to us as necessary for concluding or performing our contracts with you, you have the right to port it. To exercise your rights, visit the Facebook settings and Instagram settings, or learn more in our Help Centre.

Compliance with a legal obligation

The categories of information we use, why we process your information based on compliance with a legal obligation and how it's processed are set out below:

Why and how we process your information	Information categories that we use (see "What Information do we collect?" for more details on each information category). The actual information that we use depends on your factual circumstances, but could include any of the following:
For processing information when the law requires it: Where we are under an obligation to disclose information such as, for example, if we receive a valid legal request for certain information (such as a search warrant), we will access, preserve and/or share your information with regulators, law enforcement or others. The way in which the information will be processed depends on the specific circumstances, see How do we respond to legal requests, prevent harm and promote safety and integrity? for more details. Information for Law Enforcement Authorities provides information on the operational guidelines that law enforcement needs to follow.	The categories of information depend on the specific circumstances of each mandatory request or obligation. Only the information necessary to comply with the relevant legal obligation will be processed. For example, for civil matters, this will typically include limited information (such as contact details and login information). However, depending on the circumstances, it could include the following: Your activity and information that you provide: • Content that you create, such as posts, comments or audio • Content that you provide through our camera feature or your camera roll settings, or through our voice-enabled features • Messages that you send and receive, including their content, subject to applicable law • Metadata about content and messages • Types of content that you view or interact with, and how you interact with it • Apps and features that you use and what actions you take in them

- Purchases or other transactions that you make, including truncated credit card information

- Hashtags you use

- The time, frequency and duration of your activities on our Products

Friends, followers and other connections

App, browser and device information:

- Device characteristics and device software

- What you're doing on your device, such as whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)

- Identifiers that tell your device apart from other users'

- Device signals

- Information that you've shared through your device settings

- Location-related information

- Information about the network that you connect your device to, including your IP address

- Information from cookies and similar technologies

Information from partners, vendors and third parties

Legitimate interests

We rely on our legitimate interests or the legitimate interests of a third party, where they are not outweighed by your interests or fundamental rights and freedoms ("legitimate interests"). The categories of information that we use, the legitimate interests relied on and why and how it's processed are set out below:

Why and how we process your information	Legitimate interests relied on	Information categories that we use (see "What Information do we collect?" for more details on each information category). The actual information that we use depends on your factual circumstances, but could include any of the following:
If you are a registered user of the Meta Products		
For people under the age of majority (under 18, in most applicable countries) who have a limited ability to enter into an enforceable contract only, where we may be unable to process your information on the grounds of contractual necessity.		
Personalising the Meta Products: Our systems automatically process information that we've collected and stored associated with you and others to assess and understand your interests and preferences, and to provide you with personalised experiences across the Meta Products in accordance with our terms. This is how we: • Personalise features and content (such as your News Feed, Instagram feed and Stories), • Personalise the ads that people see, and • Make suggestions for you (such as people you may know, groups or events	• To create, provide, support and maintain innovative products and features that enable people under the age of majority to express themselves, communicate, discover and engage with information and communities relevant to their interests, build community and utilise tools and features that promote their well-being. • To share meaningful updates with our users under the age of majority about our Products and promoting our Products. • To provide, person-	Your activity and information that you provide: • Content that you create, such as posts, comments or audio • Content that you provide through our camera feature or your camera roll settings, or through our voice-enabled features • Metadata about content • Types of content that you view or interact with, and how you in-

that you may be interested in or topics that you may want to follow) on and off our Products.

Learn more about how we use information about you to personalise your experience on and across Meta Products, and how we choose the ads that you see.

alise and improve the Meta Products in a consistent manner while ensuring that additional safeguards for those under the age of consent.

- The legitimate interest of our users in being able to access the Meta Products and those Products being personalised to each user.

teract with it

- Apps and features that you use and what actions you take in them

- Purchases or other transactions that you make

- Hashtags you use

- The time, frequency and duration of your activities on our Products

Friends, followers and other connections

App, browser and device information:

- Device characteristics and device software

- What you're doing on your device, such as whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)

- Identifiers that tell your device apart from other users'

- Device signals

- Information that

		you've shared through your device settings (e.g. GPS location)
		• Location-related information
		• Information about the network that you connect your device to
		• Reports about our Products' performance on your device
		• Information from cookies and similar technologies
		Information from partners, vendors and third parties (other than using partner data to tailor ads to you)
Providing and improving our Meta Products: The provision of the Meta Products includes collecting, storing and, where relevant, sharing, profiling, reviewing and curating, automated processing, and in some instances, manual (human) reviewing, to: • Create and maintain your account and profile, • Connect your Meta Products account, including your public profile information, to an integrated partner to sign in	• To create, provide, support and maintain innovative products and features that enable people under the age of majority to express themselves, communicate, discover and engage with information and communities relevant to their interests, build community and utilise tools and features that promote their well-being. • To enable people under the age of major-	Your activity and information that you provide: • Content that you create, such as posts, comments or audio • Your public profile information (including your name, username and profile picture) • Content that you provide through our camera fea-

or share your information,

- Facilitate the sharing of content and status,

- Provide and curate features,

- Provide messaging services, the ability to make voice and video calls and connect with others,

- Provide advertising products,

- Understand and enable creation of content such as text, images and videos, and

- Undertake analytics.

We also use the information we have to develop, research and test improvements to our Products. We use information we collect to:

- See if a product is working correctly

- Troubleshoot and fix it when it's not

- Try out new products and features to see if they work

- Get feedback on our ideas for products or features

- Conduct surveys and other research about what you like about our Products and brands, and what we can do better

ity to use and connect to the Meta Products in an easy and intuitive manner.

- To provide, personalise and improve the Meta Products in a consistent manner while ensuring that additional safeguards for those under the age of consent.

- The legitimate interest of our users in being able to access the Meta Products and those Products being personalised to each user.

ture or your camera roll settings, or through our voice-enabled features

- Messages that you send and receive, including their content, subject to applicable law

- Metadata about content and messages

- Types of content that you view or interact with, and how you interact with it

- Apps and features that you use and what actions you take in them

- Purchases or other transactions that you make, including truncated credit card information

- Hashtags you use

- The time, frequency and duration of your activities on our Products

Friends, followers and other connections

App, browser and device information:

		• Device characteristics and device software
		• What you're doing on your device, such as whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
		• Identifiers that tell your device apart from other users'
		• Device signals
		• Information that you've shared through your device settings
		• Location-related information
		• Information about the network that you connect your device to, including your IP address
		• Information from cookies and similar technologies
		Information from partners, vendors and third parties
Promoting safety, integrity and security on and across the Meta Products: The Meta Products are de-	• To secure our platform and network, to verify accounts and activity, to combat harmful conduct, to	**Your activity and information that you provide:** • Content that you

signed to help ensure the safety, integrity and security of those services and those people who enjoy them. We process the information that we have associated with you and apply automated processing techniques and, in some instances, conduct manual (human) review to:

- Verify accounts and activity,

- Find and address violations of our terms or policies. In some cases, the decisions that we make about violations are reviewed by the Oversight Board,

- Investigate suspicious activity,

- Detect, prevent and combat harmful or unlawful behaviour, such as to review, and in some cases remove, content reported to us,

- Detect and prevent spam and other bad experiences,

- Detect and stop threats to our personnel and property, and

- Maintain the integrity of our Products.

For more information on safety, integrity and security generally on the Meta Products, visit the Facebook Security Help Centre and Instagram Security Tips.

detect, prevent and address spam and other bad experiences, to keep the Meta Products free of harmful or inappropriate content, to investigate suspicious activity or breaches of our terms or policies and to protect the safety of people under the age of majority, including to prevent exploitation or other harm to which such individuals may be particularly vulnerable.

- In the interests of our users and the public at large, to prevent bad experiences and promote safety, integrity and security.

create, such as posts, comments or audio

- Content that you provide through our camera feature or your camera roll settings, or through our voice-enabled features

- Messages that you send and receive, including their content, subject to applicable law

- Metadata about content and messages

- Types of content that you view or interact with, and how you interact with it

- Apps and features that you use and what actions you take in them

- Purchases or other transactions that you make, including truncated credit card information

- Hashtags you use

- The time, frequency and duration of your activities on our Products

| | | Friends, followers and other connections | |
| | | | |

App, browser and device information:

- Device characteristics and device software

- What you're doing on your device, such as whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)

- Identifiers that tell your device apart from other users'

- Device signals

- Information that you've shared through your device settings

- Location-related information

- Information about the network that you connect your device to, including your IP address

- Information from cookies and similar technologies

Information from partners, vendors and third parties

Communicating with you:

We use the information you've given us (e.g. contact information you've entered on your profile) to send you a communication, such as an email or in-product notice, for example:

- we'll contact you via email or in-product notifications in relation to the Meta Products, product-related issues, research or to let you know about our terms and policies.

We also use contact information such as your email address to respond to you when you contact us. | - To share meaningful updates with our users under the age of majority about our Products and promoting our Products. | Your activity and information that you provide:

- Contact information on your profile and your communications with us

- Content that you create, such as posts, comments or audio

- Content that you provide through our camera feature or your camera roll settings, or through our voice-enabled features

App, browser and device information:

- Device characteristics and device software

- What you're doing on your device, such as whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)

- Identifiers that tell your device apart from other users'

- Device signals

- Information that you've shared |

		• through your device settings
		• Location-related information
		• Information about the network that you connect your device to, including your IP address
		• Information from cookies and similar technologies

<table>
<tr><td colspan="3" align="center">For all people, including those under the age of majority</td></tr>
<tr><td>

Providing measurement, analytics and other business services to businesses, advertisers and other partners:

Our systems automatically, as well as with some manual (human) processing, process information that we've collected and stored about you and others. We use this information to:

- Provide insights and measurement reports to businesses, advertisers and other partners to help them measure the effectiveness and distribution of their, or their client's ads, content and services, to understand the kinds of people who are seeing their content and ads, and how their content and ads are performing on and off the Meta Products, and

</td><td>

- In our interest to provide accurate and reliable reporting to our businesses, advertisers and other partners, to ensure accurate pricing and statistics on performance and to demonstrate the value that our partners realise using Meta Company Products, and to provide suitable payment and billing options to our advertisers and other partners; and

- In the interests of advertisers, developers and other partners to help them understand their customers and improve their businesses, validate our pricing models and evaluate the effectiveness of

</td><td>

Your activity and information that you provide:

- Content that you create, such as posts, comments or audio

- Content that you provide through our camera feature or your camera roll settings, or through our voice-enabled features

- Types of content that you view or interact with, and how you interact with it

- Apps and features that you use and what actions you take in them

- Purchases or

</td></tr>
</table>

- Provide aggregated user analytics and insights reports that help businesses, advertisers and other partners better understand things, such as the audiences with whom they may want to connect, as well as the types of people who use their products and services and how people interact with their websites, apps, products and services, including to connect to Meta Products, and the performance of their connection and networks and users' experience with them.

their products, services, online content and advertising on and off the Meta Company Products.

other transactions that you make

- Hashtags you use

- The time, frequency and duration of your activities on our Products

Friends, followers and other connections

App, browser and device information:

- Device characteristics and device software

- What you're doing on your device, such as whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)

- Identifiers that tell your device apart from other users

- Device signals

- Information that you've shared through your device settings

- Location-related information

- Information about the net-

		work that you connect your device to and your connection, including your IP address
		• Reports about our Products' performance on your device
		• Information from cookies and similar technologies
		Information from partners, vendors and third parties
Communicating, engaging and sharing across the Meta Company Products: • To provide a seamless, consistent, richer and innovative experience across the Meta Company Products and to enable cross-app interactions, sharing, viewing and engaging with content, including posts and videos.	In our interest to provide seamless, consistent, richer, innovative communication, engagement and sharing experiences across Meta Company Products.	Your activity and information that you provide: • Content that you create, such as posts, comments or audio • Content that you provide through our camera feature or your camera roll settings, or through our voice-enabled features • Metadata about content • Types of content that you view or interact with, and how you interact with it • Apps and features that you use and what

		actions you take in them
		• Purchases or other transactions that you make
		• Hashtags you use
		• The time, frequency and duration of your activities on our Products
		Friends, followers and other connections
		App, browser and device information:
		• Device characteristics and device software
		• What you're doing on your device, such as whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
		• Identifiers that tell your device apart from other users'
		• Device signals
		• Information that you've shared through your device settings
		• Location-related

		- information
		- Information about the network that you connect your device to and your connection, including your IP address
		- Reports about our Products' performance on your device
		- Information from cookies and similar technologies
		Information from partners, vendors and third parties
Business intelligence and analytics: - To understand, in aggregate, your usage of and across our Products, to accurately count people and businesses; and - Validate metrics directly related to these, in order to inform and improve product direction and development and to adhere to (shareholder/earning) reporting obligations.	In our interest to measure the use of our Products and services, and count the people who interact with our Products and services in order to inform and improve product direction and development and to enable provision of accurate and reliable reporting.	Your activity and information that you provide: - Content that you create, such as posts, comments or audio - Content that you provide through our camera feature or your camera roll settings, or through our voice-enabled features - Metadata about content and messages - Types of content that you view or interact with, and how you in-

		teract with it
		• Apps and features that you use and what actions you take in them
		• Purchases or other transactions that you make
		• Hashtags you use
		• The time, frequency and duration of your activities on our Products
		Friends, followers and other connections
		App, browser and device information:
		• Device characteristics and device software
		• What you're doing on your device, such as whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
		• Identifiers that tell your device apart from other users'
		• Device signals
		• Location-related

<table>
<tr><td></td><td></td><td>

information

- Information that you've shared through your device settings

- Information about the network that you connect your device to, including your IP address

- Information from cookies and similar technologies

Information from partners, vendors and third parties

</td></tr>
<tr><td>

Identifying you as a Meta Product user and personalising the ads that we show you through Meta Audience Network when you visit other apps:

- When we show you ads through Meta Audience Network when you visit other apps, our systems automatically process the information that we have collected and stored about you and others to identify you as a Meta Product user and tailor the ads that you see.

</td><td>

- In our interest to fund our provision of the Meta Products and provide quality personalised advertising to users who visit the websites, apps and devices that use our advertising services;

- In our interest to promote the Meta Products to people who are not registered users of the Meta Products; and

- In the interests of advertisers who wish to reach people who may be interested in their information, products or services.

</td><td>

Your activity and information that you provide:

- Content that you create, such as posts, comments or audio

- Content that you provide through our camera feature or your camera roll settings, or through our voice-enabled features

- Metadata about content

- Types of content that you view or interact with, and how you interact with it

- Apps and fea-

</td></tr>
</table>

		tures that you use and what actions you take in them
		• Purchases or other transactions that you make
		• Hashtags you use
		• The time, frequency and duration of your activities on our Products
		Friends, followers and other connections
		App, browser and device information:
		• Device characteristics and device software
		• What you're doing on your device, such as whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
		• Identifiers that tell your device apart from other users'
		• Device signals
		• Information that you've shared through your device settings

		- Location-related information - Information about the network that you connect your device to, including your IP address - Information from cookies and similar technologies - Information from partners, vendors and third parties
Receiving and using information from a specific business to tailor the ads that you see: - We'll use information from a specific business that has shared a list of individuals or devices with us, if we've matched your profile to information on that list, to tailor ads that we show you on Meta Products, including through Meta Audience Network.	- In our interest to fund our provision of the Meta Products and provide quality personalised advertising to users who visit the websites, apps and devices that use our advertising services; and - In the interests of advertisers who wish to reach people who may be interested in their information, products or services.	Your activity and information that you provide: - Information and content that you provide, such as your name or email address Information from partners, vendors and third parties
Providing marketing communications to you: - Depending on your settings, we'll share marketing communications with you. - We'll collect and store your information and use it to send marketing communications to you, such	In our interest to promote Meta Company Products and send our direct marketing.	Your activity and information that you provide: - Information and content that you provide, including your contact information, such as an email address

as an email.		**App, browser and device information:** • Device identifiers
Research and innovate for social good: • We carry out surveys and use information (including from researchers that we collaborate with) to conduct and support research and innovation on topics of general social welfare, technological advancement, public interest, health and well-being. • For example, we analyse information that we have about migration patterns during crises. This helps relief organisations get aid to the right places. • We collect, store, combine, analyse and apply automatic processing techniques – such as aggregation of information as well as manual (human) review – and share information, as necessary, to research and innovate for social good in this way. We do this to help us create things such as COVID-19 forecasting models. Learn more about our research programmes.	In our interest and those of the general public to further the state-of-the-art or academic understanding on important social issues that affect our society and world in a positive way.	**Your activity and information that you provide:** • Content that you create, such as posts, comments or audio • Content that you provide through our camera feature or your camera roll settings, or through our voice-enabled features • Metadata about content and messages • Types of content that you view or interact with, and how you interact with it • Apps and features that you use and what actions you take in them • Purchases or other transactions that you make • Hashtags you use • The time, frequency and duration of your ac-

		tivities on our Products
		Friends, followers and other connections
		App, browser and device information:
		• Device characteristics and device software
		• What you're doing on your device, such as whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
		• Identifiers that tell your device apart from other users'
		• Device signals
		• Information that you've shared through your device settings
		• Information about the network that you connect your device to, including your IP address
		• Location-related information
		• Information from cookies and similar technologies
		Information from

		partners, vendors and third parties
Anonymising your information In some cases, we anonymise information that we have about you, such as your activity on and off our Products, and use the resulting information, for example, to provide and improve our Meta Products, including ads.	• In our interest to fund our provision of the Meta Products, provide relevant advertising to users, and improve ad delivery and Meta Products; • In the interests of advertisers to help them reach relevant audiences who may be interested in their information, products or services; • In the interests of users that Meta practise data minimisation and privacy by design in respect of their information	Your activity and information that you provide: • Content that you create, such as posts, comments or audio • Content that you provide through our camera feature or your camera roll settings, or through our voice-enabled features • Metadata about content • Types of content that you view or interact with, and how you interact with it • Apps and features that you use and what actions you take in them • Purchases or other transactions that you make • Hashtags you use • The time, frequency and duration of your activities on our Products

		Friends, followers and other connections
		App, browser and device information:
		• Device characteristics and device software
		• What you're doing on your device, such as whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
		• Identifiers that tell your device apart from other users'
		• Device signals
		• Information that you've shared through your device settings
		• Location-related information
		• Information about the network that you connect your device to and your connection, including your IP address
		• Reports about our Products' performance on your device

		- Information from cookies and similar technologies Information from partners, vendors and third parties
Share information with others, including law enforcement and to respond to legal requests. See How do we respond to legal requests, prevent harm and promote safety and security? for information on when we share information with law enforcement and others. The categories of information that we access, preserve, use and share depend on the specific circumstances. For example, responses to legal requests where not compelled by law, will typically include limited information (such as contact details and login information). However, the information we process will depend on the purposes, which could include the following: - In response to legal requests[96] from third parties, such as civil litigants, law enforcement and other government authorities. - To comply with applicable law or legitimate legal purposes.	In our interest and the interest of the general public to prevent and address fraud, unauthorised use of the Meta Company Products, violations of our terms or policies, or other harmful or illegal activity; to protect ourselves (including our rights, Meta personnel and property or Meta Products), our users or others, including as part of investigations or regulatory enquiries; or to prevent death or imminent bodily harm.	Your activity and information that you provide: - Content that you create, such as posts, comments or audio - Content that you provide through our camera feature or your camera roll settings, or through our voice-enabled features - Metadata about content - Types of content that you view or interact with, and how you interact with it - Apps and features that you use and what actions you take in them - Purchases or other transactions that you make - Hashtags you use Friends, followers

- To promote the safety, security and integrity of Meta, Meta Products, Products, users, employees, property and the public. Learn more about how we promote safety, security and integrity.		and other connections App, browser and device information: - Device characteristics and device software - Identifiers that tell your device apart from other users' - Device signals - Information that you've shared through your device settings - Information about the network that you connect your device to, including your IP address - Location-related information - Information from cookies and similar technologies Information from partners, vendors and third parties
Promote safety, integrity and security in limited circumstances outside of the performance of our contracts with you: - Our Meta Products are delivered to ensure the safety, integrity and security of those services	- In our interest to secure our platform and network, to verify accounts and activity, to combat harmful conduct, to detect, prevent and address spam and other bad experiences, to keep the	Your activity and information that you provide: - Content that you create, such as posts, comments or audio - Content that you provide through

and those people who enjoy them.

- We apply automated processing, as well as manual (human) review to verify accounts and activity, combat harmful conduct, detect and prevent spam and other security matters, as well as bad experiences of other types, to maintain the integrity of our Products and to promote safety, integrity and security on and off Meta Products.

- For example, we use information that we have to investigate suspicious activity or breaches of our terms or policies, or to detect when someone needs help.

To learn more, visit the Facebook Security Help Centre and Instagram Security Tips.

Meta Company Products free of harmful or inappropriate content, and to investigate and take action in respect of suspicious activity or breaches of our terms or policies; and

- In the interests of our users and the public at large, to prevent bad experiences and promote safety, integrity and security.

our camera feature or your camera roll settings, or through our voice-enabled features

- Metadata about content

- Types of content that you view or interact with, and how you interact with it

- Apps and features that you use and what actions you take in them

- Purchases or other transactions that you make, including truncated credit card information

- Hashtags you use

- The time, frequency and duration of your activities on our Products

Friends, followers and other connections

App, browser and device information:

- Device characteristics and device software

- What you're doing on your device, such as

		whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots) • Identifiers that tell your device apart from other users' • Device signals • Information that you've shared through your device settings • Location-related information • Information about the network that you connect your device to, including your IP address • Information from cookies and similar technologies Information from partners, vendors and third parties
Sharing your contact, profile or other information with third parties upon your request: You may choose to share your contact information, profile information and other data with our partners: The types of partners with whom information is shared depends on the fea-	• To deliver quality experiences to users who use our partners' apps, in our best interest and in the interest of our users. • To facilitate and improve users' experiences in their apps, in the interests of our	Information that you provide (for example, your email address, date of birth, friends' list and hometown).

tures of our service that you use and the manner in which you choose to use them. For example, you may choose to share your email address, date of birth, friends list, home town or other information with a partner if you choose to connect your Facebook account to their app.

partners who want to facilitate and improve consumers' experiences in their apps.

If you're using a device that we can't associate with a registered user of the Meta Products

Promote safety, integrity and security:

- Our Meta Products are delivered in a manner to ensure the safety, integrity and security of those services and those people who enjoy them.

- We collect and store the information we have for this purpose and apply automated processing and manual (i.e. human) review to verify accounts and activity, combat harmful conduct, detect and prevent spam and other security matters, as well as bad experiences of other types, to maintain the integrity of our Products and to research and promote safety, integrity and security on and off Meta Products.

- For example, we use information that we have to investigate suspicious activity or breaches of our terms or policies, or to detect when someone

- In our interest to secure our platform and network, to verify accounts and activity, to combat harmful conduct, to detect, prevent and address spam and other bad experiences, to keep the Meta Company Products free of harmful or inappropriate content, and to investigate and take action in respect of suspicious activity or breaches of our terms or policies; and

- In the interests of our users generally and the public at large, to prevent bad experiences and promote safety, integrity and security.

Your activity and information that you provide:

- Types of content that you view or interact with, and how you interact with it

- Apps and features that you use and what actions you take in them

- The time, frequency and duration of your activities on our Products

App, browser and device information:

- Device characteristics and device software

- What you're doing on your device, such as whether our app is in the fore-

needs help. To learn more, visit the Facebook Security Help Centre and Instagram Security Tips.		• ground or if your mouse is moving (which can help tell humans from bots) • Identifiers that tell your device apart from other users' • Device signals • Information that you've shared through your device settings • Location-related information • Information about the network that you connect your device to, including your IP address • Information from cookies and similar technologies Information from partners, vendors and third parties
Providing marketing communications to you: We'll collect and store your information and use it to send marketing communications to you, such as an email address.	In our interest to promote Meta Company Products and send our direct marketing.	Your activity and information that you provide: • Information and content you provide, including your contact information such as your email address

Research and innovate for social good:

- We carry out surveys and use information (including from research partners we collaborate with) to conduct and support research and innovation on topics of general social welfare, technological advancement, public interest, health and well-being.

- We collect, store, combine, analyse and apply automatic processing techniques – such as aggregation of information as well as manual (human) review – as necessary, to research and innovate for social good in this way.

Learn more about our research programmes.

In our interest and in the interests of the general public to further the state-of-the-art or academic understanding on important social issues that affect our society and world in a positive way.

Your activity and information that you provide:

- Types of content that you view or interact with, and how you interact with it

- Apps and features that you use and what actions you take in them

- The time, frequency and duration of your activities on our Products

App, browser and device information:

- Device characteristics and device software

- What you're doing on your device, such as whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)

- Identifiers that tell your device apart from other users'

- Device signals

- Information that you've shared through your device settings

		- Location-related information - Information about the network that you connect your device to, including your IP address - Information from cookies and similar technologies Information from partners, vendors and third parties
Share information with others, including law enforcement and to respond to legal requests[96]. See "How do we respond to legal requests, prevent harm and promote safety and security?" for details on when we share information with law enforcement and others. The categories of information that we access, preserve, use and share depend on the specific circumstances. For example, responses to legal requests where not compelled by law, will typically include limited information (such as contact details and login information). However, the information we process will depend on the purposes, which could include the following: - In response to legal re-	In our interest and the interest of the general public to prevent and address fraud, unauthorised use of the Meta Company Products, violations of our terms or policies, or other harmful or illegal activity; to protect ourselves (including our rights, Meta personnel and property or Meta Products), our users or others, including as part of investigations or regulatory enquiries; or to prevent death or imminent bodily harm.	Your activity and information that you provide: - Types of content that you view or interact with, and how you interact with it - Apps and features that you use and what actions you take in them - The time, frequency and duration of your activities on our Products App, browser and device information: - Device characteristics and device software - What you're doing on your device, such as

quests[96] from third parties, such as civil litigants, law enforcement and other government authorities. • To comply with applicable law or legitimate legal purposes. • To promote the safety, security and integrity of Meta, Meta Products, Products, users, employees, property and the public. Learn more about how we promote safety, security and integrity.		whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots) • Identifiers that tell your device apart from other users' • Device signals • Information that you've shared through your device settings • Location-related information • Information about the network that you connect your device to, including your IP address • Information from cookies and similar technologies Information from partners, vendors and third parties
Product improvement: We use information we collect to: • See if a product is working correctly • Troubleshoot and fix it when it's not • Try out new products and	To improve the Meta Company Products in a consistent manner, to correct technical glitches and to optimise functionality.	App, browser and device information: • Device characteristics and device software • What you're doing on your device, such as whether our app is in the fore-

features to see if they work • Get feedback on our ideas for products or features • Conduct surveys and other research about what you like about our Products and brands, and what we can do better		ground or if your mouse is moving (which can help tell humans from bots) • Identifiers that tell your device apart from other users' • Device signals • Information that you've shared through your device settings • Location-related information • Information about the network that you connect your device to, including your IP address • Information from cookies and similar technologies Information from partners, vendors and third parties

When we process your information as necessary to pursue our legitimate interests or those of a third party, you have the right to object to, and seek restriction of, such processing; to exercise your right, visit the Facebook settings and the Help Centre and Instagram settings.

We will consider several factors when assessing an objection, including: our users' reasonable expectations; the benefits and risks to you, us, other users or third parties; and other available means to achieve the same purpose that may be less invasive and do not require disproportionate effort. Unless we find that we have compelling legitimate grounds for this processing that are not outweighed by your interests or fundamental rights and freedoms or the processing is needed for legal reasons, your objection will be upheld and we will cease processing your information. To learn more about the circumstances in which an objection may be successful, please visit the Help Centre.

If you are under the age of majority in your country and there is no enforceable contract in place, we will take particular account of the fact that you are below the age of majority when conducting our assessment of our legitimate interests and the balancing of your interests and rights. We provide specific protections for people below the age of majority to ensure that they are aware of the risks, consequences, safeguards and rights associated with the processing of their information.

Tasks carried out in the public interest

The purposes for which we anticipate processing your information as a task in the public interest, the processing we undertake and the information that we use is set out below:

Why and how we process your information	Information categories that we use (see "What Information do we collect?" for more details on each information category). The actual information that we use depends on your factual circumstances, but could include any of the following:
Undertaking research for social good: We collect, store, combine, analyse and apply automatic processing techniques, such as aggregation to information, as well as manual (human) review as necessary to undertake research and other tasks in the public interest, such as sharing relevant research data with third parties, for example, international organisations and academics both in and outside the UK. The public interest is required to be laid down in UK law or other applicable law to which we are subject.	Your activity and information that you provide: • Content that you create, such as posts, comments or audio • Content that you provide through our camera feature or your camera roll settings, or through our voice-enabled features • Metadata about content • Types of content that you view or interact with, and how you interact with it • Apps and features that you use and what actions you take in them • Purchases or other transactions that you make

	- Hashtags you use - The time, frequency and duration of your activities on our Products Friends, followers and other connections App, browser and device information: - Device characteristics and device software - What you're doing on your device, such as whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots) - Identifiers that tell your device apart from other users' - Device signals - Information that you've shared through your device settings - Location-related information - Information about the network that you connect your device to, including your IP address - Information from cookies and similar technologies Information from partners, vendors and third parties
To promote safety, integrity and security: In limited fact-specific circumstances, we will access, preserve and share your information with regulators, law enforcement or others	Your activity and information that you provide: - Content that you create,

where necessary to perform a task in the public interest. For example, we might share information with others for the purposes of combatting unlawful or harmful behaviour where it is in the public interest to do so and where the public interest is laid down in UK law or other applicable law to which we are subject.

- such as posts, comments or audio

- Content that you provide through our camera feature or your camera roll settings, or through our voice-enabled features

- Metadata about content

- Types of content that you view or interact with, and how you interact with it

- Apps and features that you use and what actions you take in them

- Purchases or other transactions that you make, including truncated credit card information

- Hashtags you use

- The time, frequency and duration of your activities on our Products

Friends, followers and other connections

App, browser and device information:

- Device characteristics and device software

- What you're doing on your device, such as whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)

- Identifiers that tell your device apart from other users'

- Device signals

	- Information that you've shared through your device settings - Location-related information - Information about the network that you connect your device to, including your IP address - Information from cookies and similar technologies Information from Partners, vendors and third parties

When we process your information as necessary for a task carried out in the public interest, you have the right to object to, and seek restriction of, our processing. To exercise your rights, visit the Facebook settings and the Help Centre and Instagram settings. In assessing an objection, we will consider several factors, including: our users' reasonable user expectations; the benefits and risks to you, us, other users or third parties; and other available means to achieve the same purpose that may be less invasive and do not require disproportionate effort.

Your objection will be upheld, and we will cease processing your information, unless we find that we have compelling legitimate grounds for this processing that are not outweighed by your interests or fundamental rights and freedoms or the processing is needed for legal reasons. To learn more about the circumstances in which an objection may be successful, please visit the Help Centre.

Protection of your vital interests or that of another person

The categories of information we use, why we process your information to protect your vital interests or those of another person and how it's processed are set out below

Why and how we process your information	Information categories that we use (see "What Information do we collect?" for more details on each information category). The actual information that we use depends on your factual circumstances, but could include any of the

Protecting the vital interests of you and/or those of another person: We apply automated processing techniques, conduct manual (human) review and share information, including with law enforcement and others, in circumstances where someone's vital interests require protection, such as in the case of emergencies. These vital interests include protection of your life, physical or mental health, well-being or integrity or that of others, and detecting, removing and reporting illegal content. In protecting such vital interests, we aim to combat harmful conduct and promote safety, integrity and security, including, for example, when we are investigating reports of harmful conduct or taking appropriate action, such as sharing information with relevant authorities, when someone needs help.

Your activity and information that you provide:

- Content that you create, such as posts, comments or audio

- Content that you provide through our camera feature or your camera roll settings, or through our voice-enabled features

- Messages that you send and receive, including their content, subject to applicable law

- Metadata about content and messages

- Types of content that you view or interact with, and how you interact with it

- Apps and features that you use and what actions you take in them

- Purchases or other transactions that you make, including truncated credit card information

- Hashtags you use

- The time, frequency and duration of your activities on our Products

Friends, followers and other connections

	App, browser and device information:
	• Device characteristics and device software
	• What you're doing on your device, such as whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
	• Identifiers that tell your device apart from other users'
	• Device signals
	• Information that you've shared through your device settings
	• Location-related information
	• Information about the network that you connect your device to, including your IP address
	• Information from cookies and similar technologies
	Information from partners, vendors and third parties

96

How we promote safety, security and integrity

We share your information with law enforcement, government authorities, Meta Companies and other third parties (including industry peers) when we have a good faith belief that it's necessary to detect, prevent and address a variety of situations, such as:

- Unauthorised use of our products. See an example.[97]

- Violations of our terms and policies. See an example.[98]

- Investigating suspicious activity

- Protecting ourselves, including our rights, property, personnel or products

- Preventing abuse, fraud or other harmful or illegal activity, on and off our products

- Protecting you or others, including as part of investigations or regulatory enquiries

- Emergency situations, such as risk of death or imminent bodily harm

97

Unauthorised use of our products

For example, if you unlawfully collect and use Facebook user data, we may share your information to defend ourselves against claims or in litigation.

98

Violations of our terms and policies

For example, if you post threatening or harmful content, we may share your information across the Meta Companies to protect ourselves and others. This can include blocking your access to certain features or disabling your account across the Meta Companies.