



Privacy Policy

Based on feedback from regulators, we're delaying our change to the use of your information to develop and improve [AI at Meta](#). We've reflected this change in our Privacy Policy update on June 26, 2024. We'll let you know before we start using your information, and how you can exercise your right to object. [View our previous policy.](#)

What is the Privacy Policy and what does it cover?

Effective June 26, 2024 | [View printable version](#) | [See previous versions](#)

Highlights

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](#) 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?](#) >

[Learn more in Privacy Center about managing your privacy](#) >

What information do we collect?

Highlights

0:00 / 1:43

The information we collect and process about you depends on how you use our [Products](#). 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](#).

Here's the information we collect:

[Your activity and information you provide](#) >

[Friends, followers and other connections](#) >

[App, browser and device information](#) >

[Information from partners, vendors and other third parties](#) >

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 >](#)

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

In some cases information is de-identified, aggregated, or anonymized 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 we collect about you
Privacy Center >

How do we use your information?

Highlights

0:00 / 1:34

We use **information we collect** to provide a personalized experience to you, including ads (if we show you ads on Meta Products), along with the other purposes we explain in detail below.

For some of these purposes, we use information **across our Products** from the accounts you choose to add to your Accounts Center, and **across your devices**. The information we use for these purposes is automatically processed by our systems. But in some cases, we also use **manual review** 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 anonymize 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, personalize and improve our Products

We use information we have to provide and improve our **Products**. This includes personalizing features, content and **recommendations** [🔗](#), such as your **Facebook Feed**, **Instagram feed** [🔗](#), Stories and ads (if we show you ads on Meta Products). We use **information with special protections** you choose to provide for these purposes, but not to show you ads.

Read more about how we use information to provide, personalize and improve our **Products**:



How we show ads (if we show you ads on Meta Products) >



How we use information to improve our Products >



How we use location-related information >

To promote safety, security and integrity

We use 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, like contact information you've entered on your profile.

[Learn more >](#)

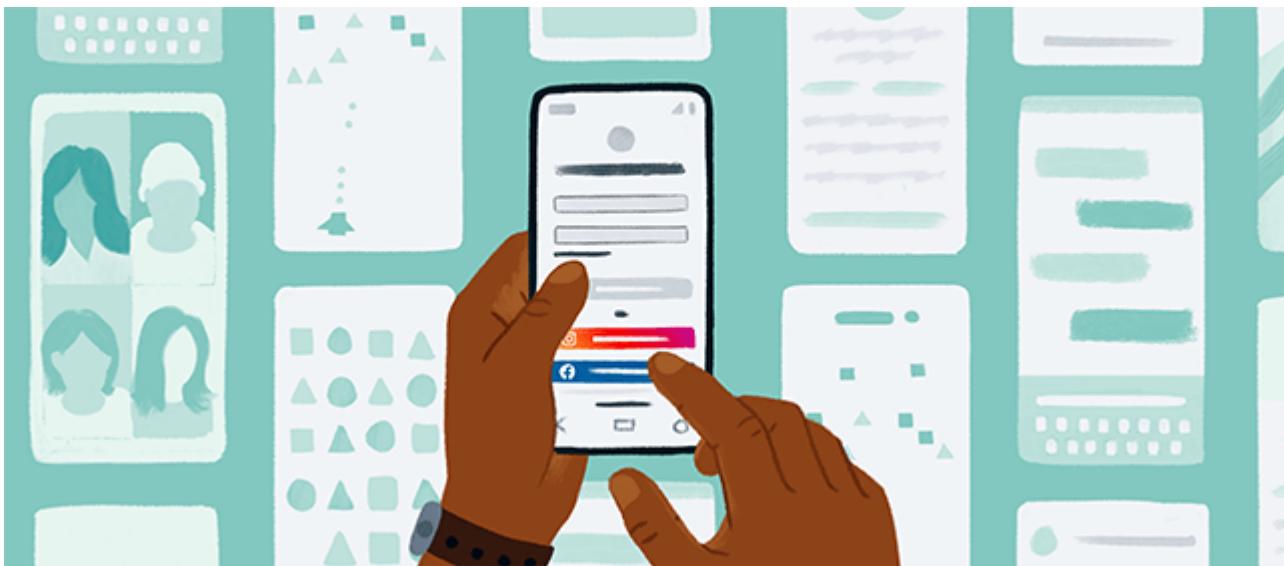
To research and innovate for social good

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

[Learn more >](#)

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

Highlights



On Meta Products

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

[People and accounts you share and communicate with](#) >

[Content others share or reshare about you](#) >

[Public content](#) >

With integrated partners

You can choose to connect with [integrated partners](#) 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](#) >

[When you interact with someone else's content on an integrated partner's product or service](#) >

[How integrated partners handle your information](#) >

Take control

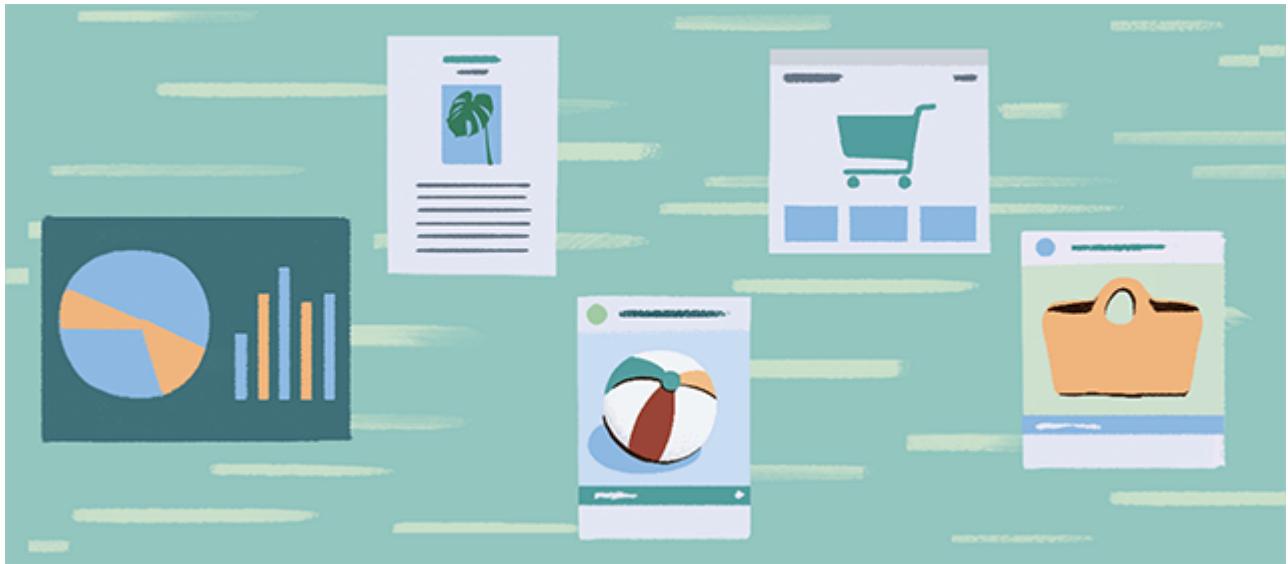


[Learn more about audiences](#)
[Privacy Center](#) >

[Manage apps and websites](#)

How do we share information with third parties?

Highlights



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

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

Partners

[Advertisers and Audience Network publishers \(if we show you ads on Meta Products\)](#) >

[Partners who use our analytics services](#) >

[Partners who offer goods or services on our Products and commerce services platforms](#) >

[Integrated partners](#) >

Vendors

[Measurement vendors](#) >

[Marketing vendors](#) >

Service providers

Service providers >

Third parties

External researchers >

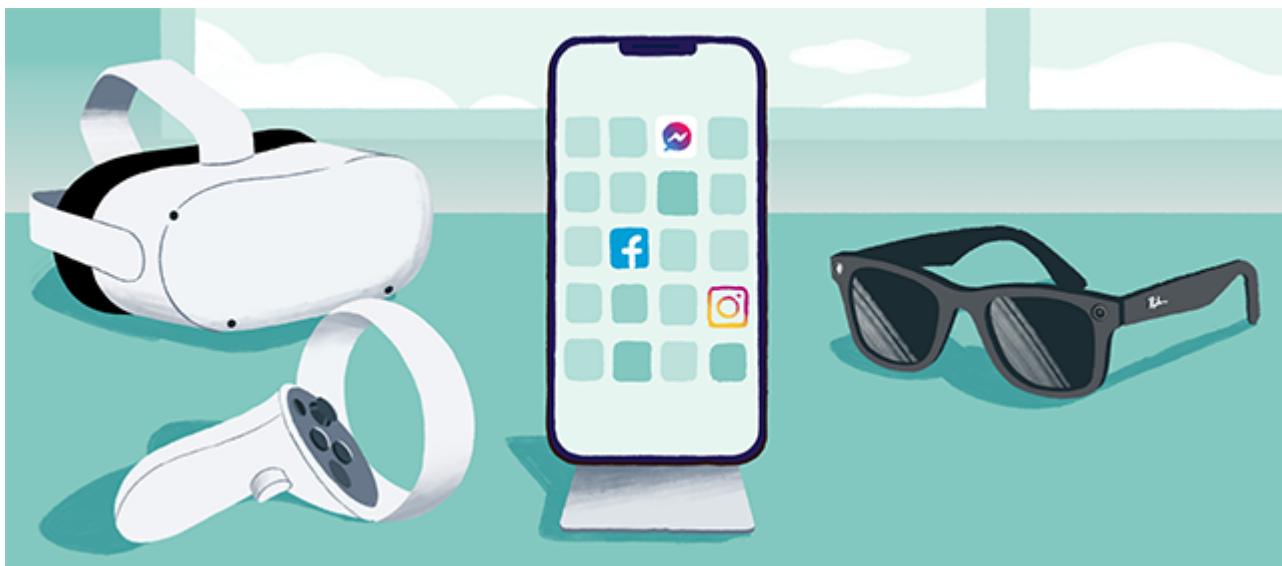
Other third parties

We also share information with other [third parties](#) 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.

How do the Meta Companies work together?

Highlights



We are part of the [Meta Companies](#) that provide Meta Company Products. [Meta Company Products](#) include all the [Meta Products](#) covered by this Policy, plus other products like WhatsApp, Novi and more.

We share 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](#) 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 provide optional features and integrations
- To understand how people use and interact with Meta Company Products

[See some examples](#) of why we share.

More resources

[Review the privacy policies of the other Meta Companies](#)

[Facebook Help Center](#)



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

Highlights

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?](#)



You have the following rights under GDPR and other relevant data protection laws:



[Access and correct information](#)



[Withdraw consent](#)



[Port your information](#)



[Download your information](#)



[Erase information](#)





Object >



Make a complaint >

How long do we keep your information?

Highlights

We keep information as long as we need it to provide our Products, comply with legal obligations or 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.](#)
- The feature 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.](#)
- How long we need to retain the information to comply with certain legal obligations. [See some examples.](#)
- 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](#) about when we may preserve your information.

How do we transfer information?

Highlights

Why is information transferred to other countries? >

Where is information transferred? >

How do we safeguard your information? >

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

Highlights

We access, preserve, use and share your information:

- In response to legal requests, like search warrants, court orders, production orders or subpoenas. These requests come from [third parties](#) such as civil litigants, law enforcement and other government authorities. [Learn more](#) about when we respond to legal requests.
- In accordance with applicable law
- To promote the safety, security and integrity of [Meta Products](#), users, employees, property and the public. [Learn more](#).

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

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 Center](#). If you have questions about this policy, or have questions, complaints or requests regarding your information, you can contact us as described below.

The data controller responsible for your information is Meta Platforms Ireland Limited, which you can [contact online](#), or by mail at:

Meta Platforms Ireland Limited

ATTN: Privacy Operations

Merrion Road

Dublin 4

D04 X2K5, Ireland

[Contact the Data Protection Officer](#) for Meta Platforms Ireland Limited.

You also have the right to lodge a complaint with Meta Platforms Ireland's lead supervisory authority, the Irish Data Protection Commission, or your local supervisory authority.

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:

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category)

Why and how we process your information

Processing information with special protections that you provide so 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.

The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information 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

Personalizing ads on the Meta Products:

If we show you ads on Meta Products, including Meta Audience Network, depending on your [settings](#), we will use your information across the account(s) in your Accounts Centre to show you ads, including using cookies, to personalize your ads and measure how those ads perform.

If we show you ads on Meta Products, our ads system automatically processes information that we've collected and stored associated with you. Our ads system uses this information to understand your interests and your preferences and personalize your ads across the Meta Products.

Our ads system prioritizes what ad to show you based on what audience advertisers want to reach. Then we match the ad to people who might be interested. [Learn more](#) about how our ads system works.

[Learn more](#) about 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, including ads, 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

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category)

Why and how we process your information

You can change your choice at any time in your "Ad Preferences".

The actual information we use depends on your factual circumstances, but could include any of the following:

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)
- Information about the network that you connect your device to
- Location-related information
- Reports about our Products' performance on your device
- Information from cookies and similar technologies

Using information from partners, vendors and other third parties to tailor the ads you see: If we show you ads on Meta Products, with your consent we'll use information that partners, vendors and other third parties provide us about activity off the Meta Products and that we have associated with you to personalize ads that we show you on the Meta Products, and on websites,

Information from partners, vendors and third parties

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category)

Why and how we process your information

apps and devices that use our advertising services. 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.

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.

Your activity and information you provide:

- Content you create, like your contact, profile or other information, like posts or comments

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 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 Centers.

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 we use and how information is processed are set out below:

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category)

Why and how we process your information

Personalising the Meta Products (other than ads): Our systems automatically process information we have collected and stored associated with you and others to assess and understand your interests and your preferences and provide you 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); 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.

The actual information we use depends on your factual circumstances, but could include any of the following:

[Your activity and information you provide:](#)

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Metadata about content
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions 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, like 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 you've shared through your device settings (like GPS location)
- Location-related information
- Information about the network 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

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 and curate **artificial intelligence technology** in our Products, enabling the creation of content like text, audio, images and videos, including by understanding and recognising your use of content in the features,
- Undertake analytics, and

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Your public information (including your name, username and profile picture)
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Messages you send and receive, including their content, subject to **applicable law**
- Metadata about content and messages
- Types of content you view or interact with, and how you interact with it

- Facilitate your purchases and payments on Meta
Pay or other Meta checkout experiences.

We also use 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
- Test 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

- Apps and features you use, and what actions you take in them
- Purchases or other transactions 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, like 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 you've shared through your device settings
- Location-related information
- Information about the network 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

Your activity and information you provide:

- Content you create, like posts, comments or audio

process information 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 behavior, 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 Center](#) and [Instagram Security Tips](#).

- Content 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 you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions 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, like 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 you've shared through your device settings
- Location-related information
- Information about the network 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 information you've given us (like contact information on your profile) to send you a communication, like an e-mail 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 like your e-mail address to respond when you contact us.

Your activity and information you provide:

- Contact information on your profile and your communications with us
- Content you create, like posts, comments or audio
- Content 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, like 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 you've shared through your device settings
- Location-related information
- Information about the network 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 we collect globally,

Your activity and information you provide:

both internally across our offices and data centers and externally with our partners, third parties and service providers. Because 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) 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, analyze and improve our Products.

- Content you create, like posts, comments or audio
- Content 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 you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions 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, like 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 you've shared through your device settings
- Location-related information

- Information about the network 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 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 under the GDPR. To exercise your rights, visit the Facebook settings and Instagram settings, or learn more in our Help Centers.

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

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 an Irish 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.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category)

The actual information we use depends on your factual circumstances, but could include any of the following:

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 you provide:](#)

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll

Why and how we process your information

Information for Law Enforcement Authorities [🔗](#)

provides information on the operational guidelines law enforcement needs to follow.

Examples of Irish and EU laws enforceable in Ireland that could give rise to an obligation requiring us to process the information we hold about you are:

- Civil and commercial matters: where we are in receipt of a court order or otherwise required to disclose information for the purposes of court proceedings, such as under Regulation (EU) No 1215/2012 on jurisdiction and the recognition and enforcement of judgments in civil and commercial matters.
- Criminal matters: to comply with requests from Irish law enforcement to provide information in relation to an investigation, such as under Section 10 of the Criminal Justice (Miscellaneous Provisions) Act 1997 as amended by 6(1)(a) of the Criminal Justice Act 2006, or to take steps to report information to law enforcement where required.
- Consumer matters: to comply with our obligations under consumer law such as the Competition and Consumer Protection Act 2014.
- Corporate and taxation matters: to comply with our obligations such as the Companies Act 2014.
- Regulatory matters: to comply with our obligations to engage with regulators, such as the Data

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category)

The actual information we use depends on your factual circumstances, but could include any of the following:

settings, or through our voice-enabled features

- Messages you send and receive, including their content, subject to applicable law [🔗](#)
- Metadata about content and messages
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions 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, like 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 you've shared through your device settings
- Location-related information
- Information about the network you connect your device to, including your IP address
- Information from cookies and similar technologies

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category)

Why and how we process your information

Protection Commission under the General Data Protection Regulation and the Data Protection Act 2018.

- Financial matters: to comply with our obligations under applicable financial services law such as the European Union (Payment Services) Regulations 2018

View the [current list of laws](#) which are enforceable in Ireland that give rise to a legal obligation for Meta which results in the processing of information. New laws may be enacted or other obligations may become binding on our processing of your information which may require us to process your information and we will update this list from time to time.

The actual information we use depends on your factual circumstances, but could include any of the following:

[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 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 we use (see '[What Information do we collect?](#)' for more detail on each information category)

The actual information 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 we have collected and stored associated with you and others to assess and understand your interests and your preferences and provide you 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),
- 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.

- 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, personalize and improve the Meta Products in a consistent manner while ensuring additional safeguards for those under their Member State's age of consent.

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Metadata about content
- Types of content you view or interact with, and how you interact with it

[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.

- The legitimate interest of our users in being able to access the Meta Products and those Products being personalised to each user.
- Apps and features you use, and what actions you take in them
- Purchases or other transactions 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, like 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 you've shared through your device settings (like GPS location)

- Location-related information
- Information about the network 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 or share your information,
- Facilitate the sharing of content and status,
- Provide and curate features,
- Provide messaging services, the ability to

- 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 majority to use and connect to the Meta Products in an easy and intuitive manner.
- To provide, personalize and improve the Meta Products in a consistent manner while ensuring additional safeguards for those under their Member State's age of consent.

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Your public profile information (including your name, username and profile picture)
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Messages you send and receive, including their

- make voice and video calls and connect with others,
- Provide advertising products,
- Provide and curate **artificial intelligence technology** in our Products, enabling the creation of content like text, audio, images and videos, including by understanding and recognising your use of content in the features, and
- Undertake analytics.

We also use 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
- Test 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

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

- content, subject to **applicable law**
- Metadata about content and messages
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions 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, like 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 you've shared through your device settings
- Location-related information
- Information about the network 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 information 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,

- 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 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 harms to which such individuals may be particularly vulnerable.
- In the interests of our users and the public at large, to prevent bad experiences

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Messages you send and receive, including their content, subject to applicable law ☐

- Investigate suspicious activity,
- Detect, prevent and combat harmful or unlawful behavior, 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 Center and Instagram Security Tips.

and promote safety, integrity and security.

- Metadata about content and messages
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions 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, like 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 you've shared through your device settings
- Location-related information
- Information about the network 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 information you have given us (like contact information you've entered on your profile) to send you a communication, like an e-mail 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 like 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 you provide:

- Contact information on your profile and your communications with us
- Content you create, like posts, comments or audio
- Content 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, like 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 you've shared through your device settings
- Location-related information
- Information about the network you connect your device to, including your IP address
- Information from cookies and similar technologies

For all people, including those under the age of majority

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

Our systems automatically, as well as with some manual (human) processing, process

- In our interest to provide accurate and reliable reporting to our businesses, and other partners, to ensure accurate pricing and statistics on performance

Your activity and information you provide:

- Content you create, like posts, comments or audio

information we have collected and stored about you and others. We use this information to:

- Provide insights and measurement reports to businesses, and other partners to help them measure the effectiveness and distribution of their, or their client's content and services, to understand the kinds of people who are seeing their content and how their content is performing on and off the Meta Products, and
- Provide aggregated user analytics and insights reports that help businesses, and other partners better understand things like 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.

and to demonstrate the value that our partners realise using Meta Company Products, and to provide suitable payment and billing options to our other partners; and

- In the interests of developers and other partners to help them understand their customers and improve their businesses, validate our pricing models and evaluate the effectiveness of their products, services, online content on and off the Meta Company Products.

- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions 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, like 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 you've shared through your device settings
- Location-related information
- Information about the network 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

If we show you ads on Meta Products:

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 we have collected and stored about you and others. We use this information to:

- 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 realize using Meta Company Products, and to provide suitable payment and billing options to our advertisers and other partners; and

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our

- 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
- Provide aggregated user analytics and insights reports that help businesses, advertisers and other partners better understand things like 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.
- 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 their products, services, online content and advertising on and off the Meta Company Products.
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions 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, like 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 you've shared through your device settings
- Location-related information
- Information about the network 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 and richer, 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 and richer, innovative communication, engagement and sharing experiences across Meta Company Products.

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Metadata about content
- Types of content you view or interact with,

and how you interact with it

- Apps and features you use, and what actions you take in them
- Purchases or other transactions 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, like 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 you've shared through your device settings

- Location-related information
- Information about the network 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 count the people who interact with our Products in order to inform and improve product direction and development and to enable provision of accurate and reliable reporting.

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content 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 you view or interact with, and how you interact with it
- Apps and features you use,

and what actions
you take in them

- Purchases or other transactions 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, like 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 information
- Information you've shared through your device settings
- Information about the network 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:

- 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, like an e-mail.

In our interest to promote Meta Company Products and send our direct marketing.

Your activity and information you provide:

- Information and content you provide, including your contact information like e-mail address

App, browser and device information:

- Device identifiers

Research and innovate for social good:

- We carry out surveys and use information (including from researchers 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 organizations get aid to the right places.

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 you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Metadata about content and messages

- We collect, store, combine, analyse and apply automatic processing techniques like 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 support research in areas like artificial intelligence and machine learning.

[Learn more](#) about our research programmes.

- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions 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, like 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 you've shared

through your device settings

- Information about the network 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 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 ads delivery and Meta Products;
- In the interests of advertisers to help them to reach relevant audiences who may be interested in their information, products or services;
- In the interests of users that Meta practice data minimisation and privacy by design in respect of their information

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Metadata about content
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them

- Purchases or other transactions 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, like 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 you've shared through your device settings
- Location-related information
- Information about the network 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 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** 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 you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Metadata about content
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions you make

- 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.

- Hashtags you use

Friends, followers 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 you've shared through your device settings
- Information about the network 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 Meta Company Products free of harmful or inappropriate content, and

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content 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, maintain the integrity of our Products, 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 needs help.

To learn more, visit the [Facebook Security Help Centre](#) and [Instagram Security Tips](#).

- 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 you view or interact with, and how you interact with it
 - Apps and features you use, and what actions you take in them
 - Purchases or other transactions 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, like 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 you've shared through your device settings
- Location-related information
- Information about the network 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 features 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, birthday, friends list, hometown or other information with a partner if you choose to connect your

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

Information you provide (for example, your email address, birthday, friends' list and hometown).

Facebook account to their app.

If you are using a device we cannot 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 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, maintain the integrity of our Products, and 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 needs help.

To learn more, visit the [Facebook Security Help Centre](#) and [Instagram Security Tips](#).

- 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 you provide:

- Types of content you view or interact with, and how you interact with it
- Apps and features 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, like 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 you've shared

through your device settings

- Location-related information
- Information about the network 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, like an e-mail address.

In our interest to promote Meta Company Products and send our direct marketing.

Your activity and information you provide:

- Information and content you provide including your contact information like your e-mail 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 like aggregation to information

In our interest and in the interest 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 you provide:

- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- The time, frequency and duration of your activities on our Products

- as well as manual (human) review as necessary to research and innovate for social good in this way.
- We support research in areas like artificial intelligence and machine learning.

[Learn more](#) about our research programs.

App, browser and device information:

- Device characteristics and device software
- What you're doing on your device, like 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 you've shared through your device settings
- Location-related information
- Information about the network 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](#).

In our interest and the interest of the general public to prevent and address fraud, unauthorised use of the Meta Company Products, violations

Your activity and information you provide:

- Types of content you view or

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 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](#) 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.

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.

interact with, and how you interact with it

- Apps and features 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, like 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 you've shared through your device settings
- Location-related information
- Information about the network you connect your device to, including your IP address

Provide and improve our Products:

We use information we collect to:

- Provide products and curate features
- See if a product is working correctly
- Troubleshoot and fix it when it's not
- Test 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

To improve the Meta Company Products in a consistent manner, to correct technical glitches, and to optimise functionality.

Information from partners, vendors and third parties

App, browser and device information:

- Information from cookies and similar technologies
- Information from partners, vendors and third parties
- Device characteristics and device software
- What you're doing on your device, like 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 you've shared through your device settings
- Location-related information
- Information about the network 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 Center](#) 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 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, and we will cease processing your information. To learn more about the circumstances in which an objection may be successful, please visit the [Help Center](#).

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 we use is set out below:

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category)

The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Content you create, like posts, comments or audio

Why and how we process your information

Undertaking research for social good: We collect, store, combine, analyse and apply automatic processing techniques like 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 like

international organisations and academics both in and outside the EEA. The public interest is required to be laid down in Union law or Member State law or other applicable law to which we are subject. In this case, we rely on Articles 168 and 179 of the Treaty on the Functioning of the European Union.

- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Metadata about content
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions 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, like 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 you've shared through your device settings
- Location-related information

- Information about the network 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 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 Union law or Member State law or other applicable law to which we are subject. In this case, we rely on Section 53 of the Data Protection Act 2018 and Regulation (EU) 2021/1232.

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Metadata about content
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions 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, like 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 you've shared through your device settings
- Location-related information
- Information about the network 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 Center](#) 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 which 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 Center](#).

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

Information categories we use
(see '[What Information do we collect?](#)' for more detail on each information category)

The actual information we use depends on your factual circumstances, but could include any of the following:

[Your activity and information you provide:](#)

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Messages you send and receive, including their content, [subject to applicable law](#)
- Metadata about content and messages
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what

Why and how we process your information

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, wellbeing 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.

actions you take in them

- Purchases or other transactions 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
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- Information you've shared through your device settings
- Location-related information
- Information about the network you connect your device to, including your IP address
- Information from cookies and similar technologies

Information from partners, vendors and

