

Restricted Uses of LinkedIn Marketing APIs and Data

⚠ Warning

Deprecation Notice The Marketing Version 202411 (Marketing November 2024) has been sunset. We recommend that you migrate to the latest [versioned APIs](#) to avoid disruptions. See the [Migration](#) page for more details. If you haven't yet migrated and have questions, submit a request on the [LinkedIn Developer Support Portal](#).

Use of the LinkedIn Marketing API Platform requires you to comply with [LinkedIn's API Terms](#) and [Marketing API Platform Terms](#), as well as LinkedIn's [Data Storage Requirements](#). Failure to comply with the terms will result in loss of API access. In addition, we're providing the following information in response to some of the questions we have received. We may update this page as we receive additional questions and suggest that you revisit it in the future.

Restrictions on Member Data

You'll have access to member data, such as: (1) Portions of members' profiles and identifiers for members, and (2) Member activity on LinkedIn (e.g. posts, comments, and reactions.)

This member data (including any derivatives thereof) is subject to a number of restrictions under our terms, such as:

- **Data Usage Limitations:** Accessing, using, or storing member data for any use case other than to manage LinkedIn Pages or Profiles via your application is a violation of our Marketing API Terms. In particular, member data shouldn't be used for advertising, sales, or recruiting use cases (including to identify sales or marketing prospects or prospective talent for hire, for lead creation, to enhance customer data in a CRM or marketing automation platform, to build an audience list, or for ad targeting purposes)..
- **No Transfer/Exporting Member Data:** Member data can only be displayed via your application. Member data can't be exported, distributed, or otherwise transferred from your application (including to your customers).
- **No Combining Member Data with Other Data:** Member data can't be combined with your data, any other LinkedIn data, or any third party data to create, supplement, verify,

or append to user profiles, leads, reference tables, or portions thereof..

- **No Data Storage in Excess of 48 hours:** Under our [Data Storage Requirements](#), member social activity data can only be stored for 48 hours, and most member profile data can only be stored for 24 hours.
- **Data Minimization:** You shouldn't request more member data than is required by your application.
- **Limited Audience:** If member data is obtained for the purpose of managing a specific LinkedIn Page or Profile, it may only be displayed to individuals associated with that Page or Profile.

Unapproved Use Cases

Additional use cases we don't permit:

- **No Social Feeds:** Under our [Marketing API Terms](#), none of the data provided via our Community Management APIs can be used in a social feed use case (e.g. to display a feed of LinkedIn company updates on the company's website or intranet).
- **No advertising, sales, or recruiting use cases:** Member data can't be used for advertising, sales, or recruiting use cases (including to identify sales or marketing prospects or prospective talent for hire, to create leads, to enhance customer data in a CRM or marketing automation platform, to build an audience list, for ad targeting, for account-based marketing, or for sending mass messages). For these use cases, please take a look at our [advertising APIs](#).

Restrictions on LinkedIn Profiles

- **No Headless or Fake Accounts:** Do not create fake profiles to manage ad accounts or use individual profiles to manage multiple customers' accounts.

Please see Section 3 (Use of Marketing APIs and Marketing Data) of our [Marketing API Terms](#) for additional details relating to our Marketing APIs and data restrictions.