디자이너: 죽거나 혹은 변화하거나

Designers: *adapt or die*

데이터야놀자 2018
김진영 Jinyoungkim0828@gmail.com 010 8061 0828

디자이너의 역할

The role of a graphic designer

데이타의 시각화 + 프로그래밍

Data visualization + Programming

데이터야 놀자에서

datayanolja

How to make a visualization more interesting and effective with technical tools?

개인정보 취급방침의 시각화

Visualization of Terms and Conditions

**Visualization of Terms and Conditions representing the ways of the information control system**
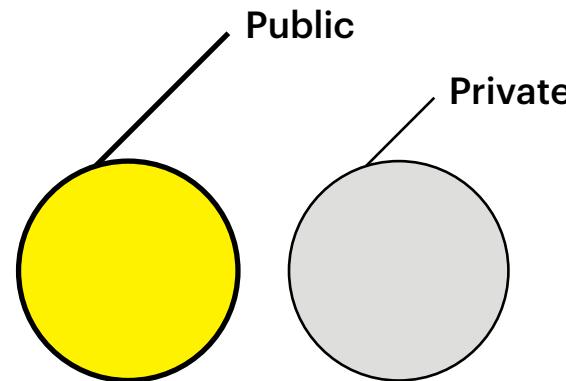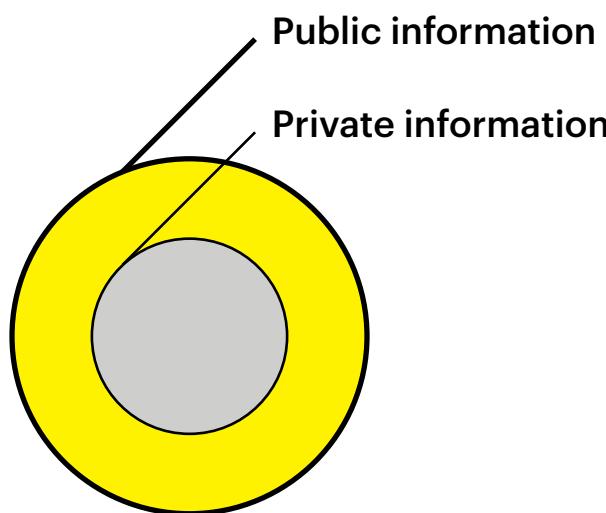
Personally identifiable information,
as used in US privacy law and information
security, is information that can be used
on its own or with other information to identify,
contact, or locate a single person,
or <mark>to identify an individual in context.</mark>

Hypothesis
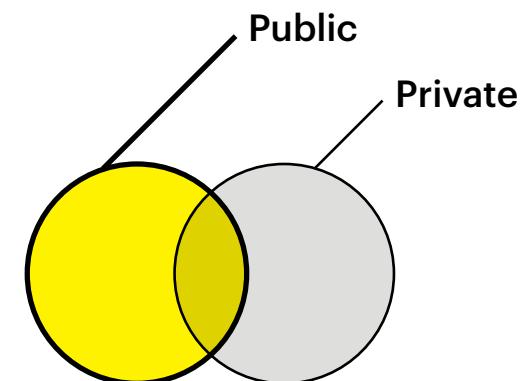
A situation is getting more complex

»

Is there **a specific border** between private and public information?

Public information

Private information

Public

Private

or
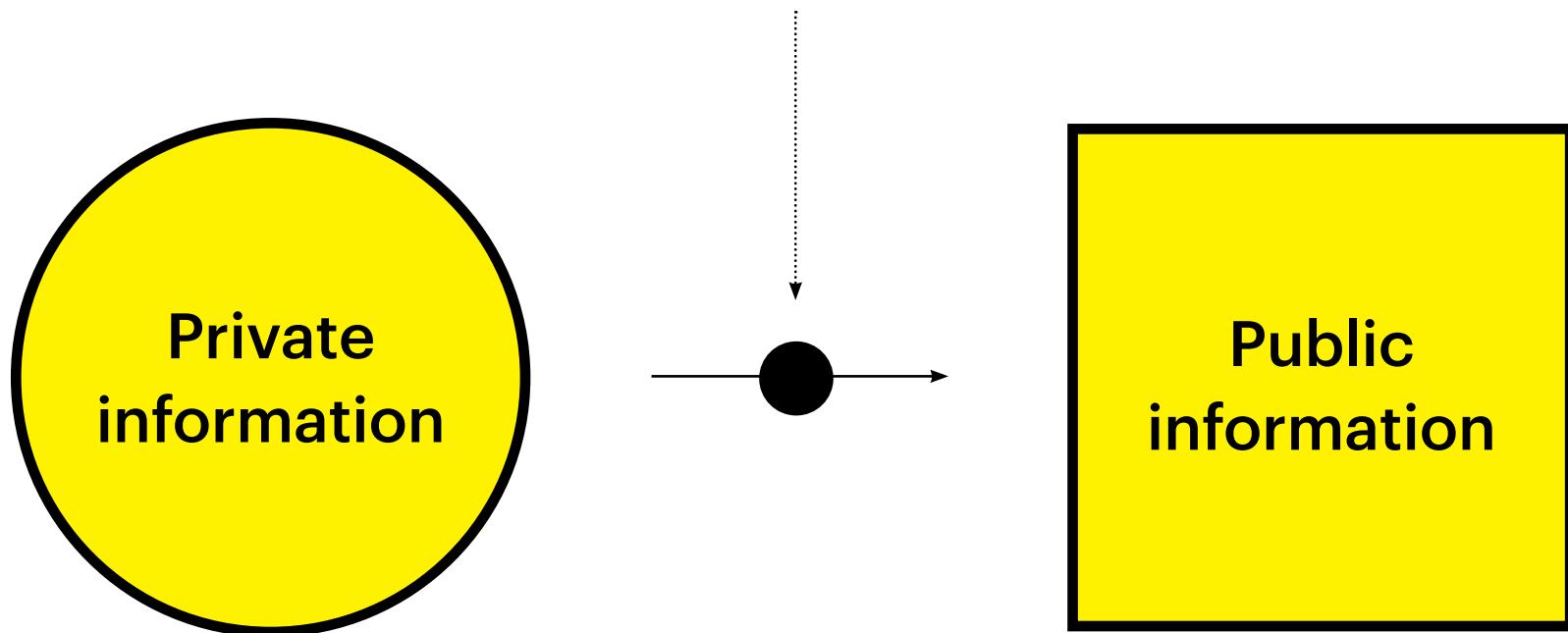
Public

Private

BREAK POINT

The subject I was doing research in
is **quite abstract**.
Therefore, I **need an object to symbolize
the private and public information**.

What is the stage
between private and public information?

Private
information

Public
information

Terms and conditions are rules which one
must agree to abide by in order to use a service.
Terms of service can also be
merely a disclaimer, especially regarding
the use of websites.

4/13/2014

Legal

Apple - Legal - Privacy Policy

Hardware   Software   Sales & Support   Internet Services   Intellectual Property   More Resources

Privacy Policy

Your privacy is important to Apple. So we've developed a Privacy Policy
that covers how we collect, use, disclose, transfer, and store your information.
Please take a moment to familiarize yourself with our privacy practices and
let us know if you have any questions.

I investigated

my **Internet history** to figure out

which website I used most

Page 1 (left):

4/13/2014 — Apple - Legal - Privacy Policy

Legal

Hardware Software Sales & Support Internet Services Intellectual Property More Resources

Privacy Policy

Your privacy is important to Apple. So we've developed a Privacy Policy that covers how we collect, use, disclose, transfer, and store your information. Please take a moment to familiarize yourself with our privacy practices and let us know if you have any questions.

California Do Not Track Disclosure

Collection and Use of Personal Information

Personal information is data that can be used to identify or contact a single person.

What personal information we collect

How we use your personal information

Collection and Use of Non-Personal Information

Cookies and Other Technologies

http://www.apple.com/legal/privacy/en-ww/ — 1/5

Page 2 (middle):

4/13/2014 — Apple - Legal - Privacy Policy

Disclosure to Third Parties

Service Providers

Others

Protection of Personal Information

Integrity and Retention of Personal Information

http://www.apple.com/legal/privacy/en-ww/ — 2/5

Page 3 (right):

4/13/2014 — Apple - Legal - Privacy Policy

Access to Personal Information

Children

Location-Based Services

Third-Party Sites and Services

International Users

Our Companywide Commitment to Your Privacy

Privacy Questions

Apple Inc., 1 Infinite Loop, Cupertino, California, USA, 95014

TRUSTe

Last updated: 1 March, 2014

http://www.apple.com/legal/privacy/en-ww/ — 3/5

Google

Privacy & Terms

Privacy Policy

- Information that we collect
- How we use information that we collect
- Transparency and choice
- Information that you share
- Accessing and updating your personal information
- Information that we share
- Information security
- When this Privacy Policy applies
- Compliance and cooperation with regulatory authorities
- Changes
- Specific product practices
- Other useful privacy and security-related materials

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Information that we collect

How we use information that we collect

Information that you share

Accessing and updating your personal information

Information that we share

Information security

When this Privacy Policy applies

Compliance and cooperation with regulatory authorities

Changes

Specific product practices

Other useful privacy and security-related materials

If Google is involved in a merger, acquisition or asset sale, we will continue to ensure the confidentiality of any personal information and give affected users notice before personal information is transferred or becomes subject to a different privacy policy.

Information security

We work hard to protect Google and our users from unauthorised access to or unauthorised alteration, disclosure or destruction of information that we hold. In particular:

- We encrypt many of our services using SSL.
- We offer you two-step verification when you access your Google Account and a Safe Browsing feature in Google
- We review our information collection, storage and processing practices, including physical security measures, to guard against unauthorised access to systems.
- We restrict access to personal information to Google employees, contractors and agents who need to know that information in order to process it for us and who are subject to strict contractual confidentiality obligations, disciplined or their contract terminated if they fail to meet these obligations.

When this Privacy Policy applies

Our Privacy Policy applies to all of the services offered by Google Inc. and its affiliates, including services offered on other sites (such as our advertising services), but excludes services with separate privacy policies that do not incorporate this Privacy Policy.

Our Privacy Policy does not apply to services offered by other companies or individuals, including products or services that may include Google services or other sites linked from our services. Our Privacy Policy does not cover the information practices of other companies and organisations that advertise our services and that may use cookies, pixel tags and other technologies to serve and offer relevant ads.

Compliance and cooperation with regulatory authorities

We regularly review our compliance with our Privacy Policy. We also adhere to several self-regulatory frameworks. When we receive formal written complaints, we will contact the person who made the complaint to follow up. We work with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal data that we cannot resolve with our users directly.

Visualization of the terms and conditions,
helps people to better unterstand them

Legal

Privacy Policy

Your privacy is important to Apple. So we've developed a Privacy Policy that covers how we collect, use, disclose, transfer, and store your information. Please take a moment to familiarize yourself with our privacy practices and let us know if you have any questions.

California Do Not Track Disclosure

Collection and Use of Personal Information

Personal information is data that can be used to identify or contact a single person.

You may be asked to provide your personal information anytime you are in contact with Apple or an Apple affiliated company. Apple and its affiliates may share this personal information with each other and use it consistent with this Privacy Policy. They may also combine it with other information to provide and improve our products, services, content, and advertising. You are not required to provide the personal information that we have requested, but, if you chose not to do so, in many cases we will not be able to provide you with our products or services or respond to any queries you may have.

Here are some examples of the types of personal information Apple may collect and how we may use it.

What personal information we collect

- When you create an Apple ID, register your products, apply for commercial credit, purchase a product, download a software update, register for a class at an Apple Retail Store, contact us or participate in an online survey, we may collect a variety of information, including your name, mailing address, phone number, email address, contact preferences, and credit card information.
- When you share your content with family and friends using Apple products, send gift certificates and products, or invite others to join us on Apple forums, Apple may collect the information you provide about those people such as name, mailing address, email address, and phone number.
- In the U.S., we may ask for your Social Security number (SSN) but only in limited circumstances such as when setting up a wireless account and activating your iPhone or when determining whether to extend commercial credit.

How we use your personal information

- The personal information we collect allows us to keep you posted on Apple's latest product announcements, software updates, and upcoming events. If you don't want to be on our mailing list, you can opt out anytime by updating your preferences.
- We also use personal information to help us create, develop, operate, deliver, and improve our products, services, content and advertising, and for loss prevention and anti-fraud purposes.
- From time to time, we may use your personal information to send important notices, such as communications about purchases and changes to our terms, conditions, and policies. Because this information is important to your interaction with Apple, you may not opt out of receiving these communications.
- We may also use personal information for internal purposes such as auditing, data analysis, and research to improve Apple's products, services, and customer communications.
- If you enter into a sweepstake, contest, or similar promotion we may use the information you provide to administer those programs.

Collection and Use of Non-Personal Information

We also collect data in a form that does not, on its own, permit direct association with any specific individual. We may collect, use, transfer, and disclose non-personal information for any purpose. The following are some examples of non-personal information that we collect and how we may use it:

- We may collect information such as occupation, language, zip code, area code, unique device identifier, location, and the time zone where an Apple product is used so that we can better understand customer behavior and improve our products, services, and advertising.
- We may collect information regarding customer activities on our website, iCloud services, and iTunes Store and from our other products and services. This information is aggregated and used to help us provide more useful information to our customers and to understand which parts of our website, products, and services are of most interest. Aggregated data is considered non-personal information for the purposes of this Privacy Policy.

If we do combine non-personal information with personal information the combined information will be treated as personal information for as long as it remains combined.

Cookies and Other Technologies

Apple's website, online services, interactive applications, email messages, and advertisements may use "cookies" and other technologies such as pixel tags and web beacons. These technologies help us better understand user behavior, tell us which parts of our website people have visited, and facilitate and measure the effectiveness of advertisements and web searches. We treat information collected by cookies and other technologies as non-personal information. However, to the extent that Internet Protocol (IP) addresses or similar identifiers are considered personal information by local law, we also treat these identifiers as personal information. Similarly, to the extent that non-personal information

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is combined with personal information, we treat the combined information as personal information for the purposes of this Privacy Policy.

Apple and its partners use cookies and other technologies in mobile advertising services to control the number of times you see a given ad, deliver ads that relate to your interests, and measure the effectiveness of ad campaigns. If you do not want to receive ads with this level of relevance on your mobile device, you can opt out by accessing the following link on your device: http://oo.apple.com. Alternatively, if you are using iOS 6 or above operating system on your mobile device, you may opt-out by electing Limit Ad Tracking (Learn More). If you opt out, you will continue to receive the same number of mobile ads, but they may be less relevant because they will not be based on your interests. You may still see ads related to the content on a web page or in an application or based on other non-personal information. Opting out through oo.apple.com applies only to Apple advertising services and does not affect interest-based advertising from other advertising networks. However, if you select Limit Ad Tracking on your mobile device, third party apps are not permitted by contract to use the Advertising Identifier, a non-personal device identifier to serve you targeted ads.

Apple and our partners also use cookies and other technologies to remember personal information when you use our website, online services, and applications. Our goal in these cases is to make your experience with Apple more convenient and personal. For example, knowing your first name lets us welcome you the next time you visit the Apple Online Store. Knowing your country and language – and if you are an educator, your school – helps us provide a customized and more useful shopping experience. Knowing someone using your computer or device has shopped for a certain product or used a particular service helps us make our advertising and email communications more relevant to your interests. And knowing your contact information, product serial numbers, and information about your computer or device helps us register your products, personalize your operating system, set up your iCloud service, and provide you with better customer service.

If you want to disable cookies and you're using the Safari web browser, go to Safari preferences and then to the privacy pane to disable cookies. On your Apple mobile device, go to Settings, then Safari, and then to the Cookies section. For other browsers, check with your provider to find out how to disable cookies. Please note that certain features of the Apple website will not be available once cookies are disabled.

As is true of most websites, we gather some information automatically and store it in log files. This information includes Internet Protocol (IP) addresses, browser type and language, Internet service provider (ISP), referring and exit pages, operating system, date/time stamp, and clickstream data.

We use this information to understand and analyze trends, to administer the site, to learn about user behavior on the site, and to gather demographic information about our user base as a whole. Apple may use this information in our marketing and advertising services.

In some of our email messages, we use a "click-through URL" linked to content on the Apple website. When customers click one of these URLs, they pass through a separate web server before arriving at the destination page on our website. We track this click-through data to help us determine interest in particular topics and measure the effectiveness of our customer communications. If you prefer not to be tracked in this way, you should not click text or graphic links in the email messages.

Pixel tags enable us to send email messages in a format customers can read, and they tell us whether mail has been opened. We may use this information to reduce or eliminate messages sent to customers.

Disclosure to Third Parties

At times Apple may make certain personal information available to strategic partners that work with Apple to provide products and services, or that help Apple market to customers. For example, when you purchase and activate your iPhone, you authorize Apple and your carrier to exchange the information you provide during the activation process to carry out service. If you are approved for service, your account will be governed by Apple and your carrier's respective privacy policies. Personal information will only be shared by Apple to provide or improve our products, services and advertising; it will not be shared with third parties for their marketing purposes.

Service Providers

Apple shares personal information with companies who provide services such as information processing, extending credit, fulfilling customer orders, delivering products to you, managing and enhancing customer data, providing customer service, assessing your interest in our products and services, and conducting customer research or satisfaction surveys. These companies are obligated to protect your information and may be located wherever Apple operates.

Others

It may be necessary – by law, legal process, litigation, and/or requests from public and governmental authorities within or outside your country of residence – for Apple to disclose your personal information. We may also disclose information about you if we determine that for purposes of national security, law enforcement, or other issues of public importance, disclosure is necessary or appropriate.

We may also disclose information about you if we determine that disclosure is reasonably necessary to enforce our terms and conditions or protect our operations or users. Additionally, in the event of a reorganization, merger, or sale we may transfer any and all personal information we collect to the relevant third party.

Protection of Personal Information

Apple takes the security of your personal information very seriously. Apple online services such as the Apple Online Store and iTunes Store protect your personal information during transit using encryption such as Transport Layer Security (TLS). When your personal data is stored by Apple, we use computer systems with limited access housed in facilities using physical security measures. iCloud data is stored in encrypted form including when we utilize third party storage.

When you use some Apple products, services, or applications or post on an Apple forum, chat room, or social networking service, the personal information you share is visible to other users and can be read, collected, or used by them. You are responsible for the personal information you choose to submit in these instances. For example, if you list your name and email address in a forum posting, that information is public. Please take care when using these features.

Integrity and Retention of Personal Information

Apple makes it easy for you to keep your personal information accurate, complete, and up to date. We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

Access to Personal Information

You can help ensure that your contact information and preferences are accurate, complete, and up to date by logging in to your account at https://appleid.apple.com/. For other personal information we hold, we will provide you with access for any purpose including to request that we correct the data if it is inaccurate or delete the data if Apple is not required to retain it by law or for legitimate business purposes. We may decline to process requests that are frivolous/vexatious, jeopardize the privacy of others, are extremely impractical, or for which access is not otherwise required by local law. Access, correction, or deletion requests can be made through the regional Privacy Contact Form.

Children

We do not knowingly collect personal information from children under 13 except where a parent has set up an Apple ID for their child through the Apple ID for Students program and provided Apple with verified parental consent. Learn more about the Apple ID for Students program and device parental controls. If we learn that we have collected the personal information of a child under 13 without first receiving verifiable parental consent we will take steps to delete the information as soon as possible.

Location-Based Services

To provide location-based services on Apple products, Apple and our partners and licensees may collect, use, and share precise location data including the real-time geographic location of your Apple computer or device. This location data is collected anonymously in a form that does not personally identify you and is used by Apple and our partners and licensees to provide and improve location-based products and services. For example, we may share geographic location with application providers when you opt in to their location services.

Some location-based services offered by Apple, such as the "Find My iPhone" feature, require your personal information for the feature to work.

Third-Party Sites and Services

Apple websites, products, applications, and services may contain links to third-party websites, products, and services. Our products and services may also use or offer products or services from third parties — for example, a third-party iPhone app. Information collected by third parties, which may include such things as location data or contact details, is governed by their privacy practices. We encourage you to learn about the privacy practices of those third parties.

International Users

All the information you provide may be transferred or accessed by entities around the world as described in this Privacy Policy. Apple abides by the "safe harbor" frameworks set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information collected by organizations in the European Economic Area and Switzerland. Learn more about the U.S. Department of Commerce Safe Harbor Program.

Please note that personal information, including the information provided when using iCloud, regarding individuals who reside in a member state of the European Economic Area (EEA) and Switzerland is controlled by Apple Distribution International in Cork, Ireland, and processed on its behalf by Apple Inc. Personal information collected in the EEA and Switzerland when using iTunes is controlled by iTunes SARL in Luxembourg and processed on its behalf by Apple Inc.

Our Companywide Commitment to Your Privacy

To make sure your personal information is secure, we communicate our privacy and security guidelines to Apple employees and strictly enforce privacy safeguards within the company.

Privacy Questions

If you have any questions or concerns about Apple's Privacy Policy or data processing or if you would like to make a complaint about a possible breach of local privacy laws, please contact us. You can always contact us by phone at the relevant Apple Support number for your country.

All such communications are examined and replies issued where appropriate as soon as possible. If you are unsatisfied with the reply received, you may refer your complaint to the relevant regulator in your jurisdiction. If you ask us, we will endeavor to provide you with information about relevant complaint avenues which may be applicable to your circumstances.
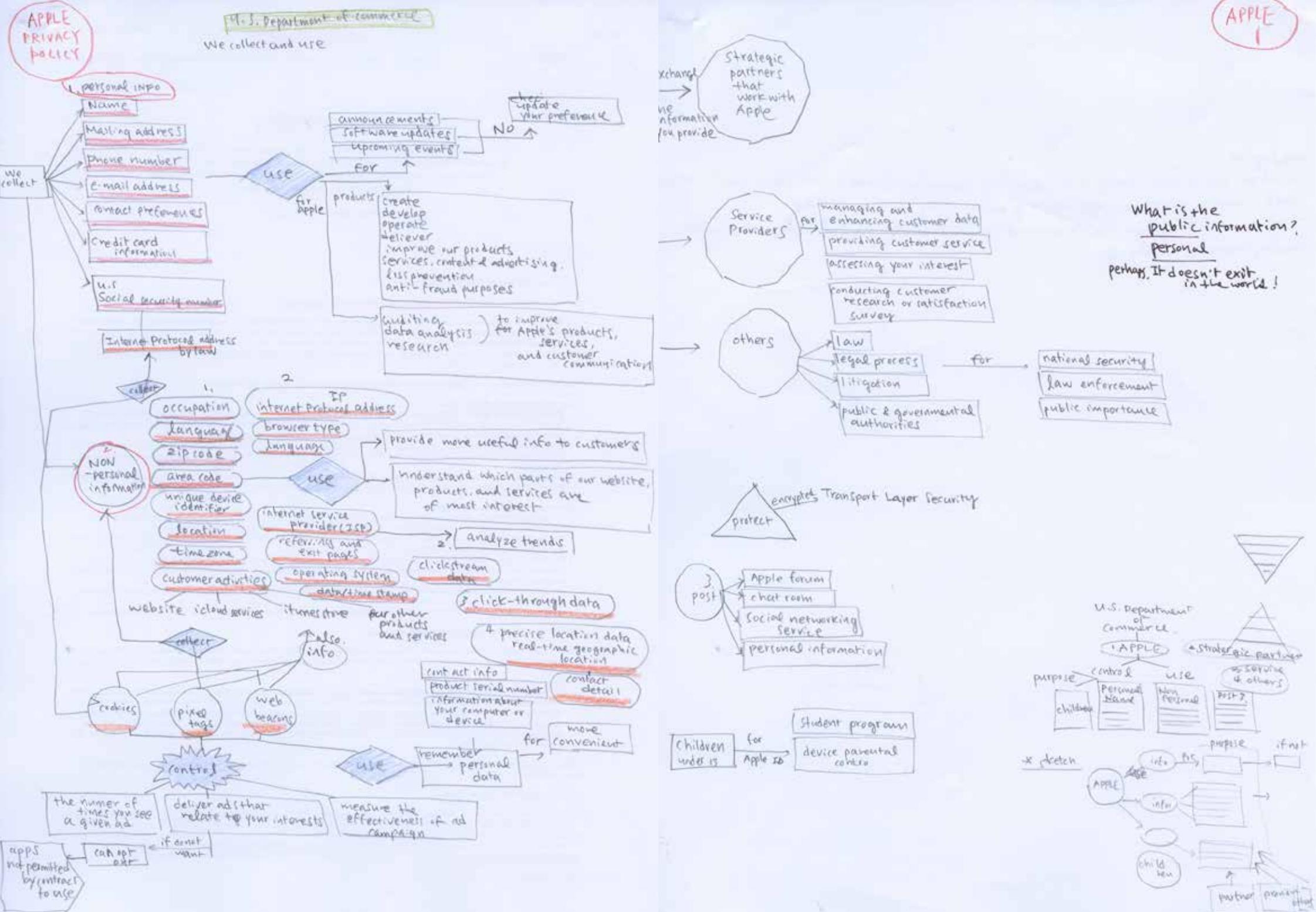
Apple may update its Privacy Policy from time to time. When we change the policy in a material way, a notice will be posted on our website along with the updated Privacy Policy.
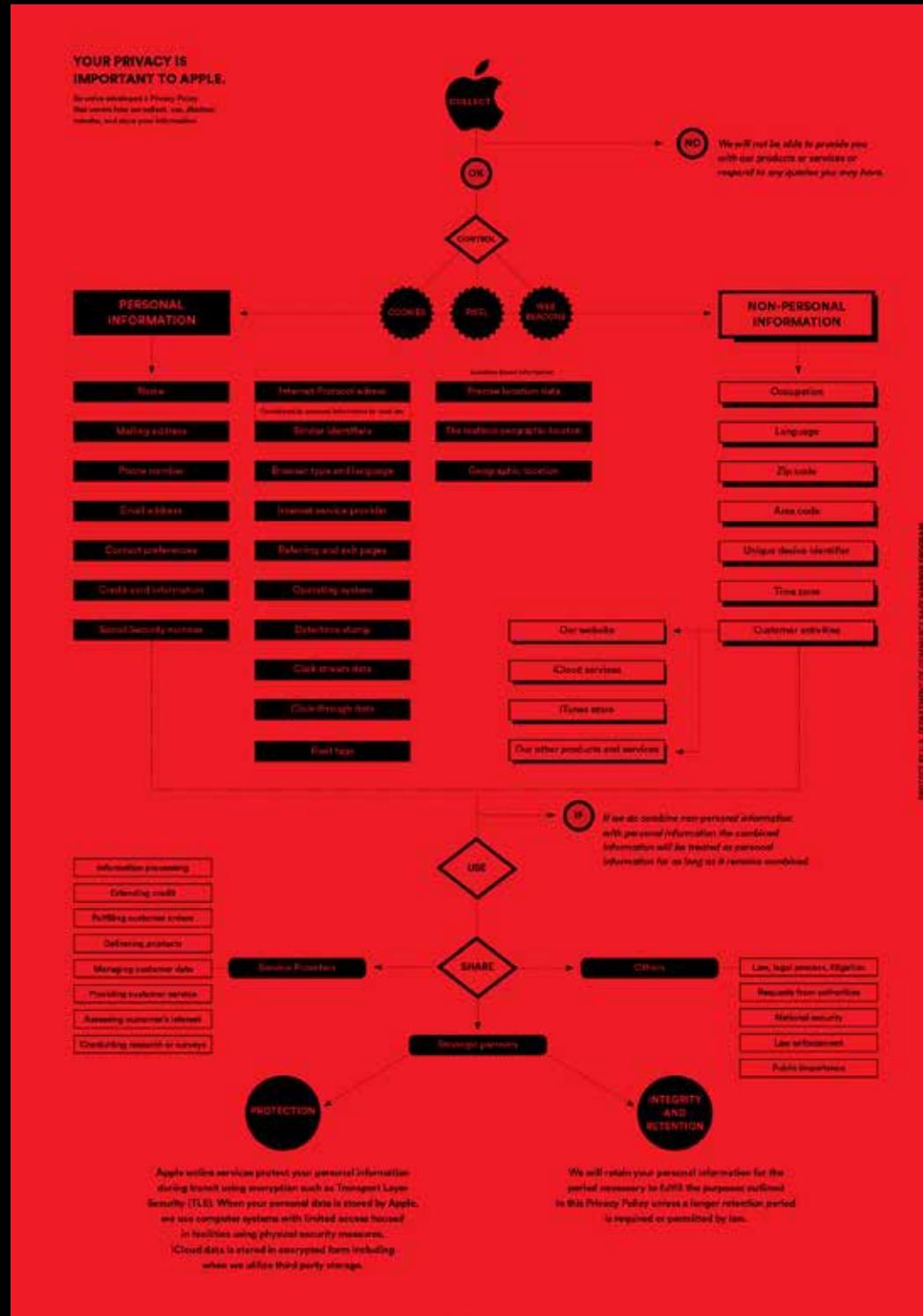
Apple Inc. 1 Infinite Loop, Cupertino, California, USA, 95014
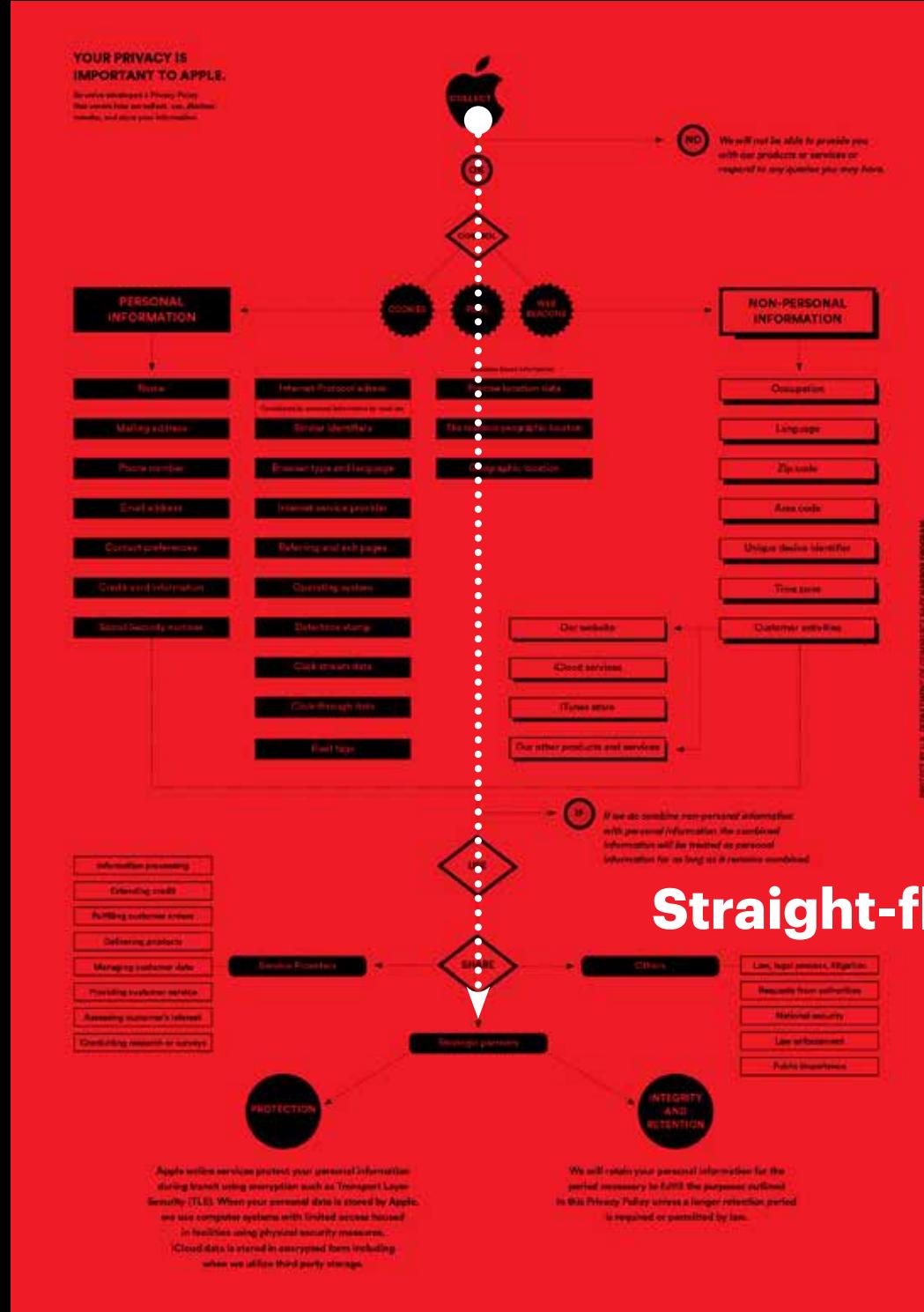
TRUSTe

Apple Inc. has been awarded TRUSTe's Privacy Seal signifying that this Privacy Policy and practices have been reviewed by TRUSTe for compliance with TRUSTe's program requirements including transparency, accountability, and choice regarding the collection and use of your personal information. The TRUSTe program does not cover information that may be collected through downloadable software. If you have questions or complaints regarding our Privacy Policy or practices, please contact us. If you are not satisfied with our response, you can contact TRUSTe.

Last updated: 1 March, 2014

APPLE PRIVACY POLICY

APPLE

We collect and use

We collect → personal info:
- Name
- Mailing address
- Phone number
- e-mail address
- contact preferences
- Credit card information
- U.S. Social security number
- Internet Protocol address by law

use for →
- announcements
- software updates
- upcoming events

NO → update your preference

use For ↑

for apple products:
- create
- develop
- operate
- deliever
- improve our products, services, content & advertising
- loss prevention
- anti-fraud purposes

auditing, data analysis, research) to improve for Apple's products, services, and customer communication

1. collect
- occupation
- language
- zip code
- area code
- unique device identifier
- location
- time zone
- customer activities

IP internet Protocol address
- browser type
- language

NON-personal information

use →
- provide more useful info to customers
- understand which parts of our website, products, and services are of most interest

- Internet service provider (ISP)
- referring and exit pages
- operating system
- date/time stamp

2. analyze trends

clickstream data

3 click-through data

4 precise location data real-time geographic location

website icloud services itunes store for other products and services

collect also info.
- cookies
- pixel tags
- web beacons

- contact info
- product serial number
- information about your computer or device

contact detail

control

use → remember personal data for → more convenient

- the number of times you see a given ad
- deliver ads that relate to your interests
- measure the effectiveness of ad campaign

apps not permitted by contract to use ← can opt out ← if donot want

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APPLE

exchange → Strategic partners that work with Apple

...the information you provide

Service Providers for →
- managing and enhancing customer data
- providing customer service
- assessing your interest
- conducting customer research or satisfaction survey

others →
- law
- legal process
- litigation
- public & governmental authorities

for →
- national security
- law enforcement
- public importance

What is the public information? personal

perhaps. It doesn't exit in the world!

protect → encrypted Transport Layer Security

3. post →
- Apple forum
- chat room
- Social networking service
- personal information

Children under 15 for Apple ID →
- Student program
- device parental control

U.S. Department of commerce

APPLE strategic partners

purpose control use serving & others

children Personal Name Non personal post?

x stretch

APPLE → info DS

info

child hen

purpose if not

partner parent hen

Apple

Apple

A systematic approach

YOUR PRIVACY IS IMPORTANT TO APPLE.

So we've developed a Privacy Policy that covers how we collect, use, disclose transfer, and store your information.

COLLECT

NO — We will not be able to provide you with our products or services or respond to any queries you may have.

OK

CONTROL

A strong distinction between personal and non-personal information

COOKIES · **PIXEL** · **WEB BEACONS**

PERSONAL INFORMATION

Name	Internet Protocol adress
	Considered by personal information by local law
Mailing address	Similar identifiers
Phone number	Browser type and language
Email address	Internet service provider
Contact preferences	Referring and exit pages
Credit card information	Operating system
Social Security number	Date/time stamp
	Click stream data

Location-based information

- Precise location data
- The realtime geographic location
- Geographic location

NON-PERSONAL INFORMATION

- Occupation
- Language
- Zip code
- Area code
- Unique device identifier
- Time zone
- Customer activities

- Our website
- iCloud services

Name

Mailing address

Phone number

Email address

Contact preferences

Credit card information

Social Security number

Internet Protocol adress

Considered by personal information by local law

Similar identifiers

Browser type and language

Internet service provider

Referring and exit pages

Operating system

Date/time stamp

Click stream data

Click-through data

Pixel tags

Location-based information

Precise location data

The realtime geographic location

Geographic location

Occupation

Language

Zip code

Area code

Unique device identifier

Time zone

Customer activities

Our website

iCloud services

iTunes store

Our other products and services

IF

If we do combine non-personal information with personal information the combined information will be treated as personal information for as long as it remains combined.

USE

Information processing

Extending credit

Fulfilling customer orders

Delivering products

Managing customer data

Providing customer service

Service Providers

SHARE
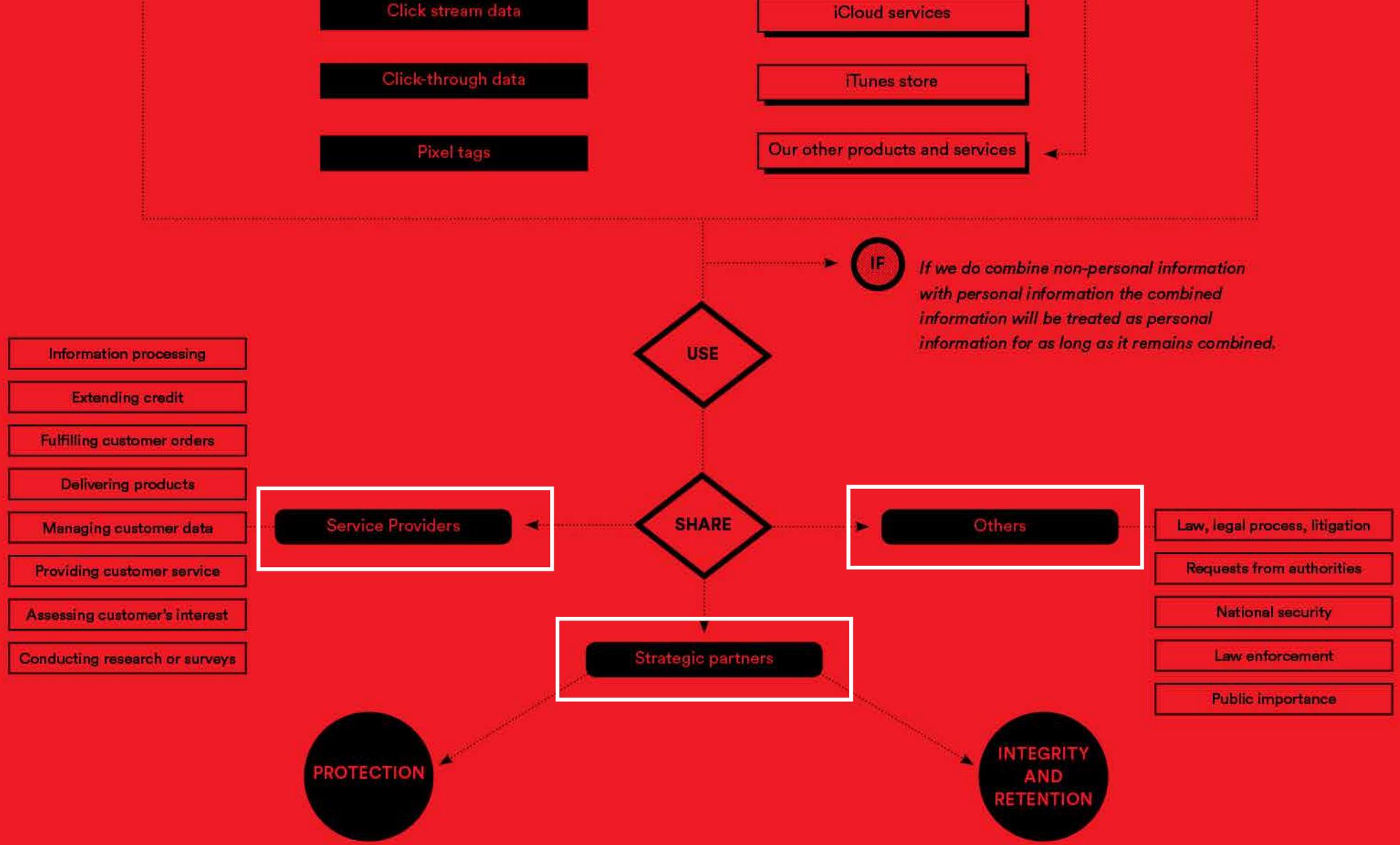
Others

Law, legal process, litigation

Requests from authorities

Click stream data

Click-through data

Pixel tags

iCloud services

iTunes store

Our other products and services

IF

If we do combine non-personal information with personal information the combined information will be treated as personal information for as long as it remains combined.

USE

Information processing

Extending credit

Fulfilling customer orders

Delivering products

Managing customer data

Providing customer service

Assessing customer's interest

Conducting research or surveys

SHARE

Service Providers

Others

Strategic partners

Law, legal process, litigation

Requests from authorities

National security

Law enforcement

Public importance

PROTECTION

INTEGRITY AND RETENTION

Apple online services protect your personal information during transit using encryption such as Transport Layer Security (TLS). When your personal data is stored by Apple, we use computer systems with limited access housed in facilities using physical security measures. iCloud data is stored in encrypted form including when we utilize third party storage.

We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

Google

Privacy & Terms

Privacy Policy

Information that we collect

How we use information that we collect

Transparency and choice

Information that you share

Accessing and updating your personal information

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There are many different ways that you can use our services – to search for and share information, to communicate with other people or to create new content. When you share information with us, for example by creating a Google Account, we can make those services even better – to show you more relevant search results and ads, to help you connect with people or to make sharing with others quicker and easier. As you use our services, we want you to be clear how we're using information and the ways in which you can protect your privacy.

Our Privacy Policy explains:

- What information we collect and why we collect it.
- How we use that information.
- The choices we offer, including how to access and update information.

We've tried to keep it as simple as possible, but if you're not familiar with terms like cookies, IP addresses, pixel tags and browsers, then read about these key terms first. Your privacy matters to Google so whether you are new to Google or a long-time user, please do take the time to get to know our practices – and if you have any questions, consult this page.

Information that we collect

We collect information to provide better services to all of our users – from figuring out basic stuff, like which language you speak, to more complex things like which **ads you'll find most useful** or **the people who matter most to you online**.

We collect information in two ways:

- **Information that you give us.** For example, many of our services require you to sign up for a Google Account. When you do, we'll ask for personal information, like your name, email address, telephone number or **credit card**. If you want to take full advantage of the sharing features we offer, we might also ask you to create a publicly visible Google Profile, which may include your name and photo.

- **Information that we obtain from your use of our services.** We may **collect** information about the services that you use and how you use them, like when you visit a website that uses our advertising services or you **view and interact with our ads** and content. This information includes:

  - **Device information**

    We may collect **device-specific information** (such as your hardware model, operating system version, unique device identifiers and mobile network information including phone number). Google may associate your **device identifiers** or **phone number** with your Google Account.

  - **Log information**

    When you use our services or view content provided by Google, we may automatically collect and store certain information in server logs. This may include:

    - details of how you used our service, such as your search queries.
    - telephony log information, such as your phone number, calling-party

number, forwarding numbers, time and date of calls, duration of calls, SMS routing information and types of calls.

- Internet protocol address.
- device event information, such as crashes, system activity, hardware settings, browser type, browser language, the date and time of your request and referral URL.
- cookies that may uniquely identify your browser or your Google Account.

- **Location information**

  When you use a location-enabled Google service, we **may collect and process** information about **your actual location**, like GPS signals sent by a mobile device. We may also use various technologies to determine location, such as sensor data from your device that may, for example, provide information on nearby Wi-Fi access points and mobile towers.

- **Unique application numbers**

  Certain services include a unique application number. This number and information about your installation (for example, the operating system type and application version number) may be sent to Google when you install or uninstall that service or when that service periodically contacts our servers, such as for automatic updates.

- **Local storage**

  We may collect and store information (including personal information) locally on your device using mechanisms such as browser web storage (including HTML 5) and application data caches.

- **Cookies and anonymous identifiers**

  We and our partners use various technologies to collect and store information when you visit a Google service, and this may include sending one or more cookies or anonymous identifiers to your device. We also use cookies and anonymous identifiers when you interact with services that we offer to our partners, such as **advertising services** or Google features that may appear on other sites.

How we use information that we collect

We use the information that we collect from all of our services to provide, maintain, protect and improve them, to **develop new ones** and to **protect Google and our users**. We also

use this information to offer you tailored content – like giving you more relevant search results and ads.

We may use the name that you provide for your Google Profile across all of the services we offer that require a Google Account. In addition, we may replace past names associated with your Google Account, so that you are represented consistently across all our services. If other users already have your email or other information that identifies you, we may show them your publicly visible Google Profile information, such as your name and photo.

When you contact Google, we may keep a record of your communication to help resolve any issues that you might be facing. We may use your email address to inform you about our services, such as letting you know about upcoming changes or improvements.

We use information collected from cookies and other technologies, like pixel tags, to **improve your user experience** and the overall quality of our services. For example, by saving your language preferences, we'll be able to have our services appear in the language you prefer. When showing you tailored ads, we will not associate a cookie or anonymous identifier with sensitive categories, such as those based on race, religion, sexual orientation or health.

We may **combine personal information from one service with information, including personal information, from other Google services** – for example, **to make it easier to share things with people you know**. We will not combine DoubleClick cookie information with personally identifiable information unless we have your opt-in consent.

We will ask for your consent before using information for a purpose other than those set out in this Privacy Policy.

Google processes personal information on our servers in many countries around the world. We may process your personal information on a server located outside the country where you live.

Transparency and choice

People have different privacy concerns. Our goal is to be clear about what information we collect, so that you can make meaningful choices about how it is used. For example, you can:

- Review and control certain types of information tied to your Google Account by using Google Dashboard.
- View and edit your ads preferences about the ads shown to you on Google and across the web, such as which categories might interest you, using Ads Settings. You can also opt out of certain Google advertising services here.
- Use our editor to see and adjust how your Google Profile appears to particular individuals.

- Control who you share information with.
- Take information out of many of our services.

You may also set your browser to block all cookies, including cookies associated with our services or to indicate when a cookie is being set by us. However, it's important to remember that many of our services **may not function properly** if your cookies are disabled. For example, we may not remember your language preferences.

Information that you share

Many of our services let you share information with others. Remember that when you share information publicly, it may be indexable by search engines, including Google. Our services provide you with different options on **sharing** and **removing your content**.

Accessing and updating your personal information

Whenever you use our services, we aim to provide you with **access to your personal information**. If that information is wrong, we strive to give you ways to update it quickly or to delete it – unless we have to keep that information for legitimate business or legal purposes. When updating your personal information, we may ask you to verify your identity before we can act on your request.

We may reject requests that are unreasonably repetitive, require disproportionate technical effort (for example, developing a new system or fundamentally changing an existing practice), risk the privacy of others, or would be extremely impractical (for instance, requests concerning information residing on backup systems).

Where we can provide information access and correction, we will do so free of charge, except where it would require a disproportionate effort. We aim to maintain our services in a manner that protects information from accidental or malicious destruction. Because of this, after you delete information from our services, we may not immediately delete residual copies from our active servers and may not remove information from our backup systems.

Information that we share

We do not share personal information with companies, organizations and individuals outside of Google unless one of the following circumstances applies:

- **With your consent**

  We will share personal information with companies, organisations or individuals outside Google when we have your consent to do so. We require opt-in consent for the

sharing of any sensitive personal information.

- **With domain administrators**

  If your Google Account is managed for you by a domain administrator (for example, for Google Apps users) then your domain administrator and resellers who provide user support to your organisation will have access to your Google Account information (including your emails and other data). Your domain administrator may be able to:

  - view statistics regarding your account, such as statistics regarding applications that you install.
  - change your account password.
  - suspend or terminate your account access.
  - access or retain information stored as part of your account.
  - receive your account information in order to satisfy applicable law, regulation, **legal process or enforceable governmental request**.
  - restrict your ability to delete or edit information or privacy settings.

  Please refer to your domain administrator's privacy policy for more information.

- **For external processing**

  We provide personal information to our affiliates or other trusted businesses or persons to process it for us, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures.

- **For legal reasons**

  We will share personal information with companies, organisations or individuals outside Google if we have a belief in good faith that access, use, preservation or disclosure of the information is reasonably necessary to:

  - meet any applicable law, regulation, legal process or enforceable governmental request.
  - enforce applicable Terms of Service, including investigation of potential violations.
  - detect, prevent or otherwise address fraud, security or technical issues.
  - protect against harm to the rights, property or safety of Google, our users or the public, as required or permitted by law.

We may share aggregated, non-personally identifiable information publicly and with our partners – like publishers, advertisers or connected sites. For example, we may share information publicly **to show trends** about the general use of our services.

If Google is involved in a merger, acquisition or asset sale, we will continue to ensure the confidentiality of any personal information and give affected users notice before personal information is transferred or becomes subject to a different privacy policy.

Information security

We work hard to protect Google and our users from unauthorised access to or unauthorised alteration, disclosure or destruction of information that we hold. In particular:

- We encrypt many of our services using SSL.
- We offer you two-step verification when you access your Google Account and a Safe Browsing feature in Google Chrome.
- We review our information collection, storage and processing practices, including physical security measures, to guard against unauthorised access to systems.
- We restrict access to personal information to Google employees, contractors and agents who need to know that information in order to process it for us and who are subject to strict contractual confidentiality obligations. They may be disciplined or their contract terminated if they fail to meet these obligations.

When this Privacy Policy applies

Our Privacy Policy applies to all of the services offered by Google Inc. and its affiliates, including services offered on other sites (such as our advertising services), but excludes services with separate privacy policies that do not incorporate this Privacy Policy.

Our Privacy Policy does not apply to services offered by other companies or individuals, including products or sites that may be displayed to you in search results, sites that may include Google services or other sites linked from our services. Our Privacy Policy does not cover the information practices of other companies and organisations that advertise our services and that may use cookies, pixel tags and other technologies to serve and offer relevant ads.

Compliance and cooperation with regulatory authorities

We regularly review our compliance with our Privacy Policy. We also adhere to several self-regulatory frameworks. When we receive formal written complaints, we will contact the person who made the complaint to follow up. We work with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal data that we cannot resolve with our users directly.

Changes

Our Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy without your explicit consent. We will post any Privacy Policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including, for certain services, email notification of Privacy Policy changes). We will also keep prior versions of this Privacy Policy in an archive for your review.

Specific product practices
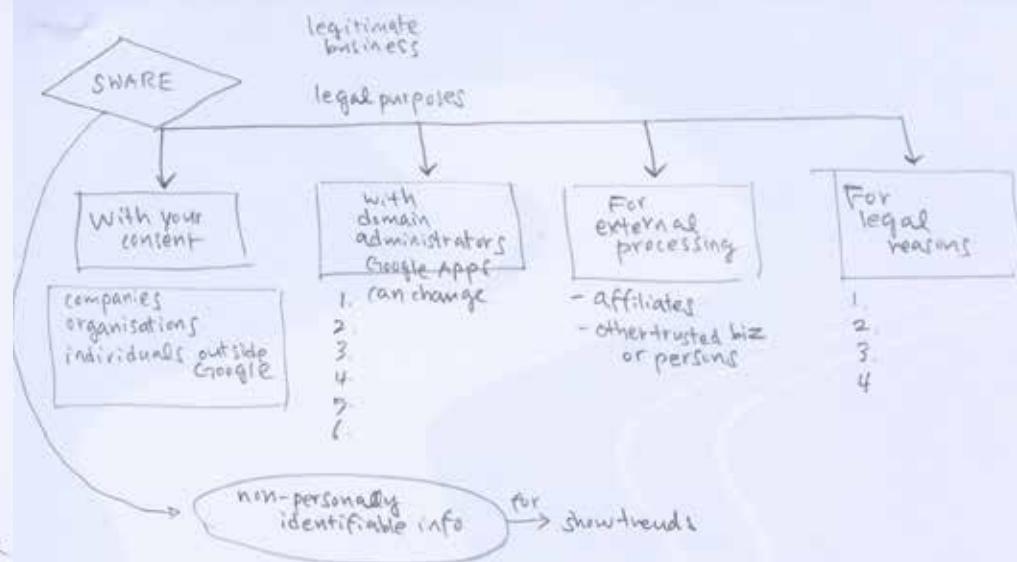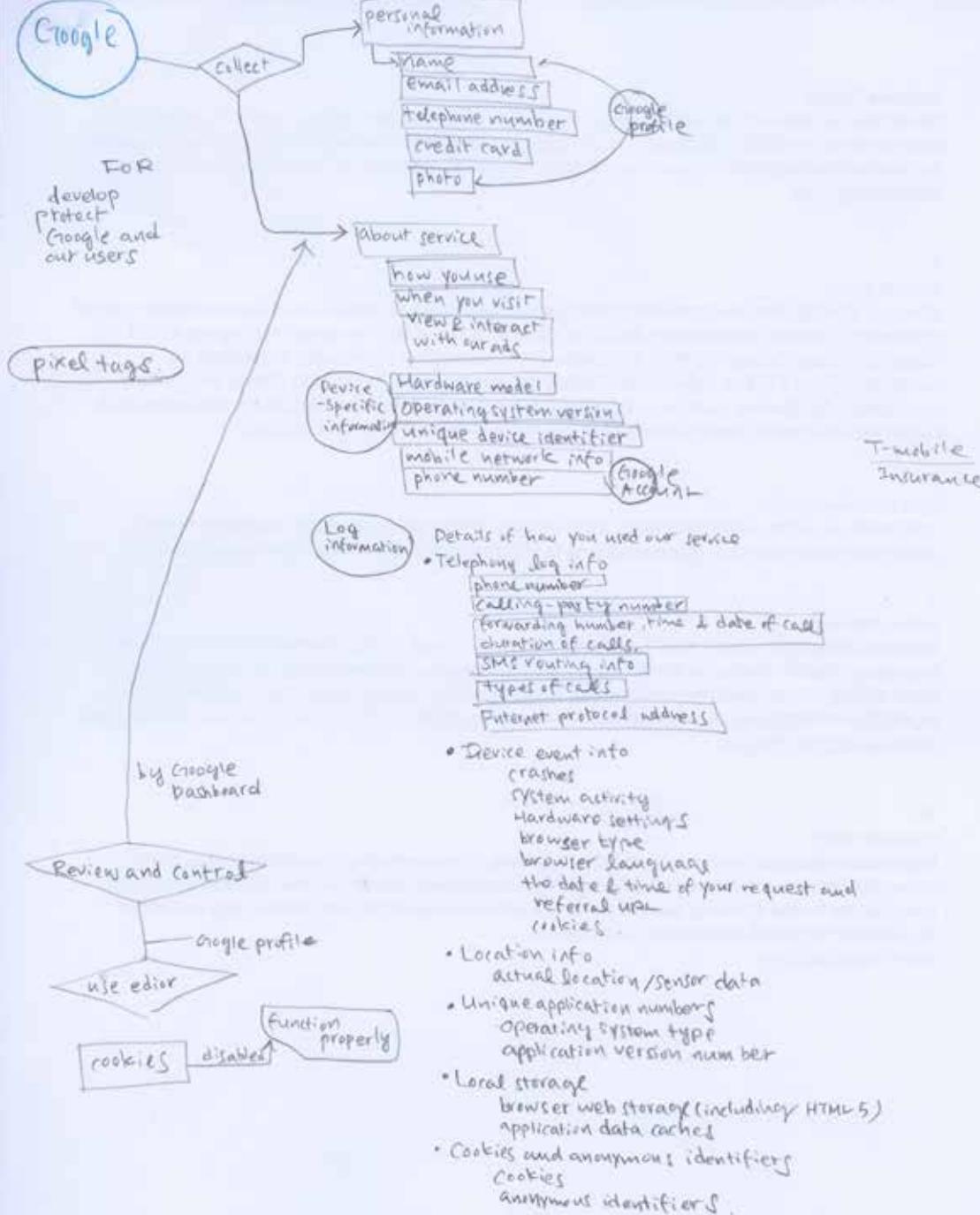
The following notices explain specific privacy practices with respect to certain Google products and services that you may use:

- Chrome and Chrome OS
- Books
- Wallet
- Fiber
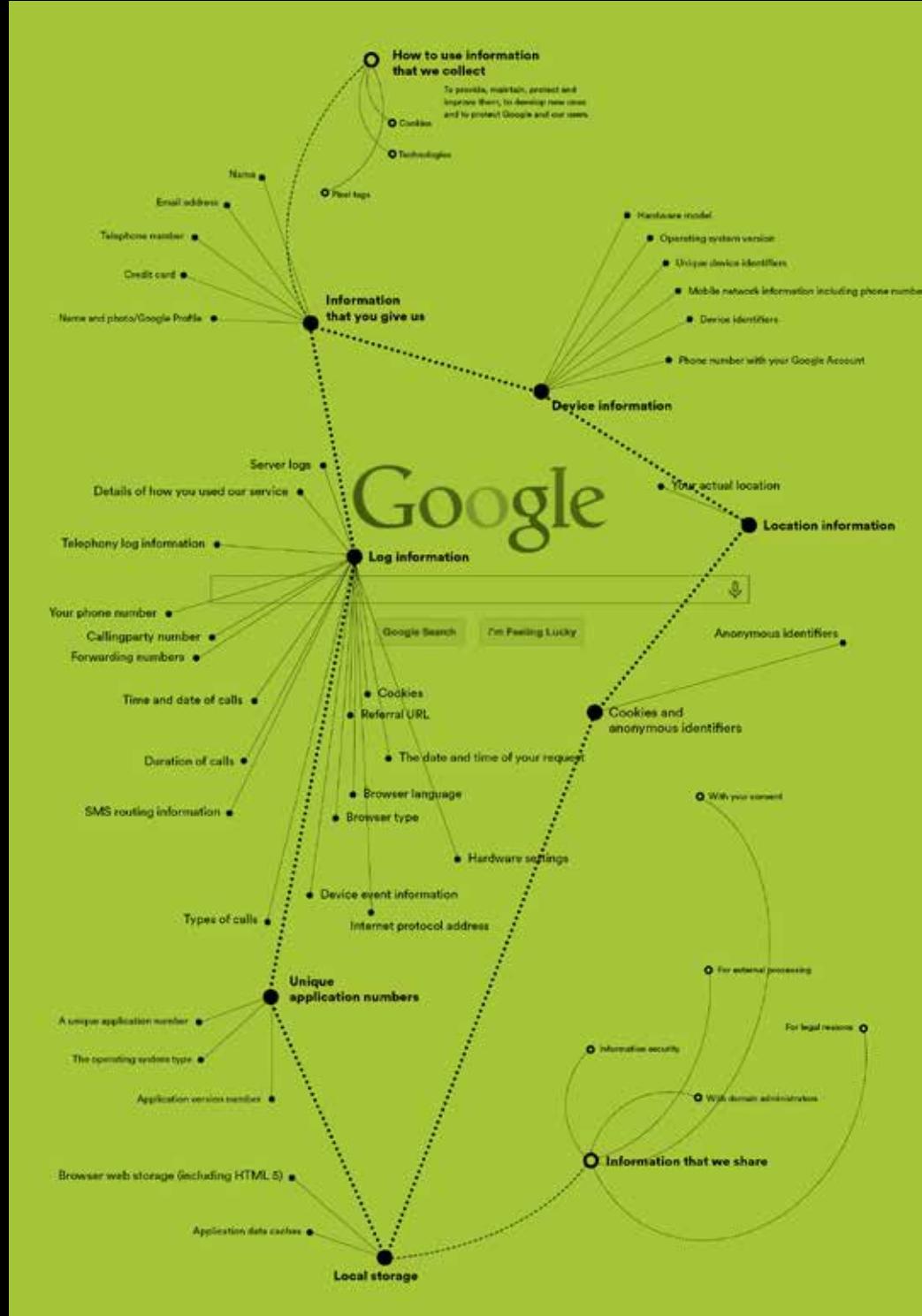
Other useful privacy and security-related materials
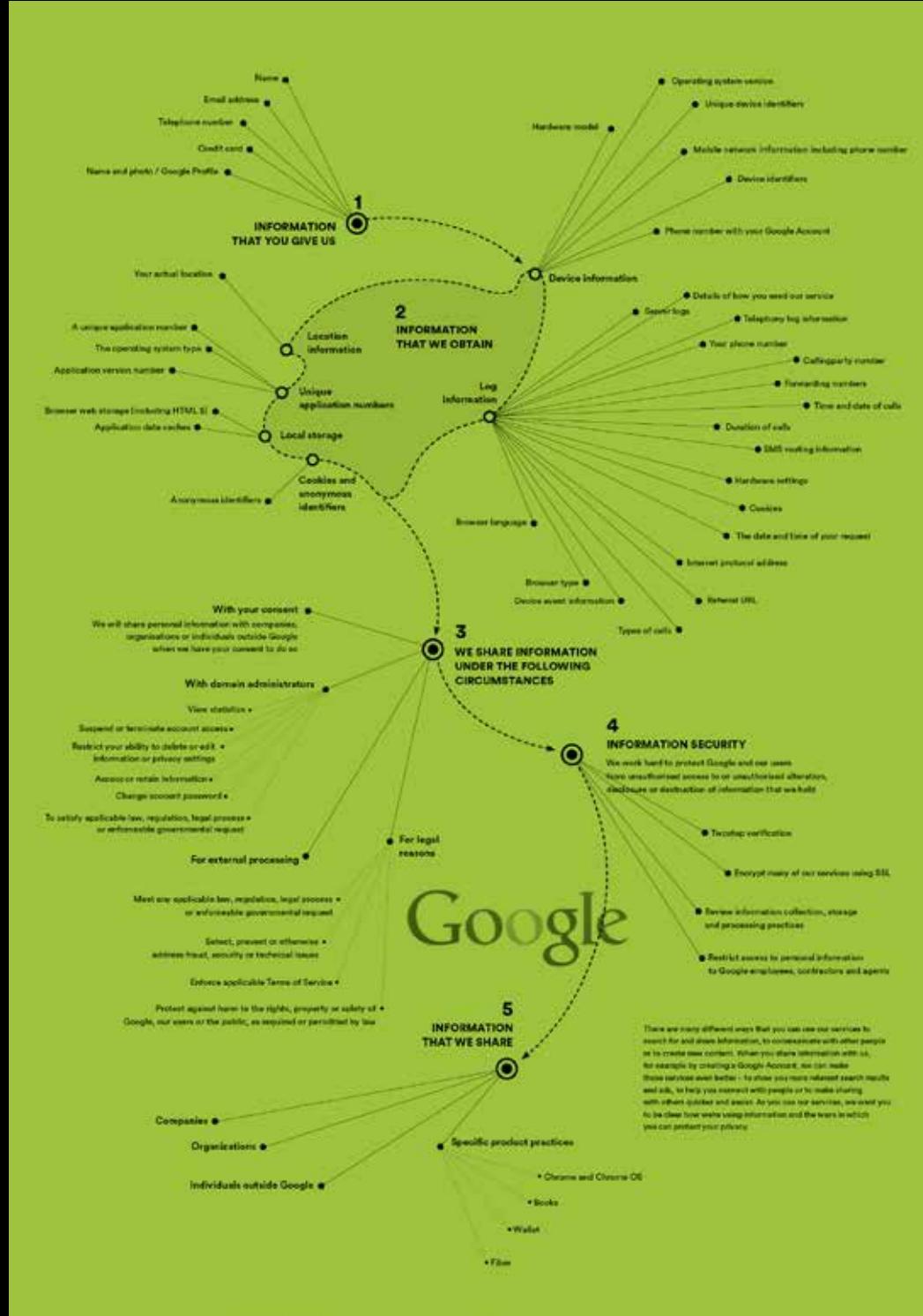
Further useful privacy and security-related materials can be found through Google's policies and principles pages, including:

- Information about our technologies and principles, which includes, among other things, more information on
    - how Google uses cookies.
    - technologies we use for advertising.
    - how we recognise patterns like faces.
- A page that explains what data is shared with Google when you visit websites that use our advertising, analytics and social products.
- Google's safety centre, which provides information on how to stay safe and secure online.

Google

Collect → personal information
- name
- email address
- telephone number
- credit card
- photo

Google profile

FOR
develop
protect
Google and
our users

pixel tags

About service
- how you use
- when you visit
- view & interact with our ads

Device -specific information
- Hardware model
- Operating system version
- unique device identifier
- mobile network info
- phone number

Google Account

T-mobile Insurance

Log information — Details of how you used our service
- Telephony log info
  - phone number
  - calling-party number
  - forwarding number, time & date of call
  - duration of calls
  - SMS routing info
  - types of calls
  - Internet protocol address
- Device event info
  - crashes
  - system activity
  - Hardware settings
  - browser type
  - browser language
  - the date & time of your request and referral URL
  - cookies
- Location info
  - actual location / sensor data
- Unique application numbers
  - Operating system type
  - application version number
- Local storage
  - browser web storage (including HTML 5)
  - application data caches
- Cookies and anonymous identifiers
  - Cookies
  - anonymous identifiers

by Google Dashboard

Review and Control → Google profile → use editor

cookies — disabled — Function properly

---

legitimate business

SHARE
legal purposes

With your consent
- companies
- organisations
- individuals outside Google

with domain administrators
Google Apps
1. can change
2.
3.
4.
5.
6.

For external processing
- affiliates
- other trusted biz or persons

For legal reasons
1.
2.
3.
4

non-personally identifiable info → for → show trends

Draft

Google

Google

Spread out

Flexible / organic

Name ●

Email address ●

Telephone number ●

Credit card ●

Name and photo / Google Profile ●

1

**INFORMATION
THAT YOU GIVE US**

● Operating system version

● Unique device identifiers

Hardware model ●

● Mobile network information including phone number

● Device identifiers

● Phone number with your Google Account

○ Device information

Your actual location ●

2

**INFORMATION
THAT WE OBTAIN**

● Details of how you used our service

● Server logs

● Telephony log information

Location
information

● Your phone number

A unique application number ●

● Callingparty number

The operating system type ●

● Forwarding numbers

Application version number ●

Unique
application numbers

Log
information

● Time and date of calls

● Duration of calls

Browser web storage (including HTML 5) ●

● SMS routing information

Application data caches ●

Local storage

● Hardware settings

● Cookies

Anonymous identifiers ●

Cookies and
anonymous
identifiers

● The date and time of your request

Browser language ●

● Internet protocol address

Browser type ●

Device event information ●

● Referral URL

Types of calls ●

With your consent ●

We will share personal information with companies,
organisations or individuals outside Google
when we have your consent to do so

3

**WE SHARE INFORMATION
UNDER THE FOLLOWING
CIRCUMSTANCES**

With domain administrators

Your actual location

Device information

2
INFORMATION THAT WE OBTAIN

A unique application number

The operating system type

Application version number

Location information

Details of how you used our service

Server logs

Telephony log information

Your phone number

Callingparty number

Forwarding numbers

Time and date of calls

Unique application numbers

Log information

Duration of calls

Browser web storage (including HTML 5)

Application data caches

Local storage

SMS routing information

Hardware settings

Cookies

Anonymous identifiers

Cookies and anonymous identifiers

Browser language

The date and time of your request

Internet protocol address

Browser type

Device event information

Referral URL

Types of calls

With your consent

We will share personal information with companies, organisations or individuals outside Google when we have your consent to do so

3
WE SHARE INFORMATION UNDER THE FOLLOWING CIRCUMSTANCES

With domain administrators

View statistics

Suspend or terminate account access

Restrict your ability to delete or edit information or privacy settings

Access or retain information

Change account password

To satisfy applicable law, regulation, legal process or enforceable governmental request

4
INFORMATION SECURITY

We work hard to protect Google and our users from unauthorised access to or unauthorised alteration, disclosure or destruction of information that we hold

For external processing

For legal reasons

Twostep verification

Encrypt many of our services using SSL

Meet any applicable law, regulation, legal process or enforceable governmental request

Google

Review information collection, storage and processing practices

Organisations or individuals outside Google
when we have your consent to do so

**WE SHARE INFORMATION
UNDER THE FOLLOWING
CIRCUMSTANCES**

With domain administrators

View statistics •

Suspend or terminate account access •

Restrict your ability to delete or edit •
information or privacy settings

Access or retain information •

Change account password •

To satisfy applicable law, regulation, legal process •
or enforceable governmental request

For external processing

• **For legal
reasons**

Meet any applicable law, regulation, legal process •
or enforceable governmental request

Eetect, prevent or otherwise •
address fraud, security or technical issues

Enforce applicable Terms of Service •

Protect against harm to the rights, property or safety of •
Google, our users or the public, as required or permitted by law

4
INFORMATION SECURITY

We work hard to protect Google and our users
from unauthorised access to or unauthorised alteration,
disclosure or destruction of information that we hold

• Twostep verification

• Encrypt many of our services using SSL

• Review information collection, storage
and processing practices

• Restrict access to personal information
to Google employees, contractors and agents

5
INFORMATION
THAT WE SHARE

There are many different ways that you can use our services to
search for and share information, to communicate with other people
or to create new content. When you share information with us,
for example by creating a Google Account, we can make
those services even better – to show you more relevant search results
and ads, to help you connect with people or to make sharing
with others quicker and easier. As you use our services, we want you
to be clear how we're using information and the ways in which
you can protect your privacy.

Companies •

Organizations •

Individuals outside Google •

Specific product practices

• Chrome and Chrome OS

• Books

• Wallet

• Fiber

Data Use Policy

Date of Last Revision: November 15, 2013

Information we receive and how it is used
- Information we receive about you
  - Public information
  - Usernames and User IDs
  - How we use the information we receive
  - Deleting and deactivating your account
- Sharing and finding you on Facebook
  - Control each time you post
  - Control over your timeline
  - Finding you on Facebook
  - Access on phones and other devices
  - Activity log
  - What your friends and others share about you
  - Groups
  - Pages

Other websites and applications
- About Facebook Platform
- Controlling what information you share with applications
- Controlling what is shared when the people you share with use applications
- Logging in to another site using Facebook
- About social plugins
- About instant personalization
- Public search engines

Advertising and Facebook content
- Advertising
- Facebook content

Cookies, pixels and other similar technologies
Some other things you need to know

I. Information we receive and how it is used

Information we receive about you

We receive a number of different types of information about you, including:

Your information
Your information is the information that's required when you sign up for the site, as well as the information you choose to share.

- Registration information: When you sign up for Facebook, you are required to provide information such as your name, email address, birthday, and gender. In some cases you may be able to register using other information, like your telephone number.

- Information you choose to share: Your information also includes the information you choose to share on Facebook, such as when you post a status update, upload a photo, or comment on a friend's story.

It also includes the information you choose to share when you communicate with us, such as when you contact us using an email address, or when you take an action, such as when you add a friend, like a Page or a website, add a place to your story, use our contact importer, or indicate you are in a relationship.

Your name, profile pictures, cover photos, gender, networks, username and User ID are treated just like information you choose to make public.

Your birthday allows us to do things like show you age-appropriate content and advertisements.

Information others share about you
We receive information about you from your friends and others, such as when they upload your contact information, post a photo of you, tag you in a photo or status update, or at a location, or add you to a group.

When people use Facebook, they may store and share information about you and others that they have, such as when they upload and manage their invites and contacts.

Other information we receive about you
We also receive other types of information about you:
- We receive data about you whenever you use or are running Facebook, such as when you look at another person's timeline, send or receive a message, search for a friend or a Page, click on, view or otherwise interact with things, use a Facebook mobile app, or make purchases through Facebook.
- When you post things like photos or videos on Facebook, we may receive additional related data (or metadata), such as the time, date, and place you took the photo or video.
- We receive data from or about the computer, mobile phone, or other devices you use to install Facebook apps or to access Facebook, including when multiple users log in from the same device. This may include network and communication information, such as your IP address or mobile phone number, and other information about things like your internet service, operating system, location, the type (including identifiers) of the device or browser you use, or the pages you visit. For example, we may get your GPS or other location information so we can tell you if any of your friends are nearby, or we could request device information to improve how our apps work on your device.
- We receive data whenever you visit a game, application, or website that uses Facebook Platform or visit a site with a Facebook feature (such as a social plugin), sometimes through cookies. This may include the date and time you visit the site; the web address, or URL, you're on; technical information about the IP address, browser and the operating system you use; and, if you are logged in to Facebook, your User ID.
- Sometimes we get data from our affiliates or our advertising partners, customers and other third parties that helps us (or them) deliver ads, understand online activity, and generally make Facebook better. For example, an advertiser may tell us information about you (like how you responded to an ad on Facebook or on another site) in order to measure the effectiveness of - and improve the quality of - ads.

As described in "How we use the information we receive," we also put together data from the information we already have about you, your friends and others, so we can offer and suggest a variety of services and features. For example, we may make friend suggestions, pick stories for your News Feed, or suggest people to tag in photos. We may put together your current city with GPS and other location information we have about you to, for example, tell you and your friends about people or events nearby, or offer deals to you in which you might be interested. We may also put together data about you to serve you ads or other content that might be more relevant to you.

When we get your GPS location, we put it together with other location information we have about you (like your current city). But we only keep it until it is no longer useful to provide you services, like keeping your last GPS coordinates to send you relevant notifications.

We only provide data to our advertising partners or customers after we have removed your name and any other personally identifying information from it, or have combined it with other people's data in a way that it no longer personally identifies you.

Public information

When we use the phrase "public information" (which we sometimes refer to as "Everyone information") we mean the information you choose to make public, as well as information that is always publicly available.

Information you choose to make public
Choosing to make your information public is exactly what it sounds like: anyone, including people off Facebook, will be able to see it. Learn more.

Choosing to make your information public also means that this information:
- can be associated with you (i.e. your name, profile pictures, cover photos, timeline, User ID, username, etc.) even off Facebook;
- can show up when someone does a search on Facebook or on a public search engine;

- will be accessible to the Facebook-integrated games, applications, and websites you and your friends use; and
- will be accessible to anyone who uses our APIs such as our Graph API.

Sometimes you will not be able to select an audience when you post something (like when you write on a Page's wall or comment on a news article that uses our comments plugin). This is because some types of stories are always public stories. As a general rule, you should assume that if you do not see a sharing icon, the information will be publicly available.

When others share information about you, they can also choose to make it public.

Information that is always publicly available
The types of information listed below are always publicly available, and they are treated just like information you decided to make public:

- Name: This helps your friends and family find you. If you are uncomfortable sharing your real name, you can always delete your account.

- Profile Pictures and Cover Photos: These help your friends and family recognize you. If you are uncomfortable making any of these photos public, you can always delete them. Unless you delete them, when you add a new profile picture or cover photo, the previous photo will remain public in your profile picture or cover photo album.

- Networks: This helps you see who you will be sharing information with before you choose "Friends and Networks" as a custom audience. If you are uncomfortable making your network public, you can leave the network.

- Gender: This allows us to refer to you properly.

- Username and User ID: These allow you to give out a custom link to your timeline or Page, receive email at your Facebook email address, and help make Facebook Platform possible.

Usernames and User IDs

Usernames and User IDs are the same thing — a way to identify you on Facebook. A User ID is a string of numbers and a username generally is some variation of your name. With your username, you get a custom link (a Facebook URL, such as www.facebook.com/username) to your timeline that you can give out to people or post on external websites.

If someone has your Username or User ID, they can use it to access information about you through the facebook.com website. For example, if someone has your Username, they can type facebook.com/Username into their browser and see your public information as well as anything else you've let them see. Similarly, someone with your Username or User ID can access information about you through our APIs, such as our Graph API. Specifically, they can access your public information, along with your age range, language and country.

If you do not want your information to be accessible to Platform applications, you can turn off all Platform applications from your Privacy Settings. If you turn off Platform you will no longer be able to use any games or other applications until you turn Platform back on. For more information about the information that apps receive when you visit them, see Other websites and applications.

If you want to see information available about you through our Graph API, just type https://graph.facebook.com/[User ID or Username]?metadata=1 into your browser.

Your Facebook email address includes your public username like so: username@facebook.com. People can use your Facebook email address to send you messages and anyone in a message conversation can reply to it.

How we use the information we receive

We use the information we receive about you in connection with the services and features we provide to you and other users like your friends, our partners, the advertisers that purchase ads on the site, and the developers that build the games, applications, and websites you use. For example, in addition to helping people see and find things that you do and share, we may use the information we receive about you:
- as part of our efforts to keep Facebook products, services and integrations safe and secure;
- to protect Facebook's or others' rights or property;
- to provide you with location features and services, like telling you and your friends when something is going on nearby;
- to measure or understand the effectiveness of ads and where they're shown, including to deliver relevant ads to you;
- to make suggestions to you and other users on Facebook, such as: suggesting that your friend use our contact importer because you found friends using it, suggesting that another user add you as a friend because the user imported the same email address as you did or suggesting that your friend tag you in a picture they have uploaded with you in it; and
- for internal operations, including troubleshooting, data analysis, testing, research and service improvement.

Granting us permission to use your information not only allows us to provide Facebook as it exists today, but it also allows us to provide you with innovative features and services we develop in the future that use the information we receive about you in new ways.

While you are allowing us to use the information we receive about you, you always own all of your information. Your trust is important to us, which is why we don't share information we receive about you with others unless we have:
- received your permission;
- given you notice, such as by telling you about it in this policy; or
- removed your name and any other personally identifying information from it.

Of course, for information others share about you, they control how it is shared.

We store data for as long as it is necessary to provide products and services to you and others, including those described above. Typically, information associated with your account will be kept until your account is deleted. For certain categories of data, we may also tell you about specific data retention practices.

We may enable access to public information that has been shared through our services.

We may allow service providers to access information so they can help us provide services.

We are able to suggest that your friend tag you in a picture by scanning and comparing your friend's pictures to information we've put together from your profile pictures and the other photos in which you've been tagged. If this feature is enabled for you, you can control whether we suggest that another user tag you in a photo using the "Timeline and Tagging" settings. Learn more at https://www.facebook.com/help/tag-suggestions.

Deleting and deactivating your account

If you want to stop using your account, you can either deactivate or delete it.

Deactivate
Deactivating your account puts your account on hold. Other users will no longer see your timeline, but we do not delete any of your information. Deactivating an account is the same as you telling us not to delete any information because you might want to reactivate your account at some point in the future. You can deactivate your account at: https://www.facebook.com/settings?tab=security

Your friends will still see you listed in their list of friends while your account is deactivated.

Deletion
When you delete your account, it is permanently deleted from Facebook. It typically takes about one month to delete an account, but some information may remain in backup copies and logs for up to 90 days. You should only delete your account if you are sure you never want to reactivate it. You can delete your account at: https://www.facebook.com/help/contact.php?show_form=delete_account
Learn more at https://www.facebook.com/help?faq=356107595084109F
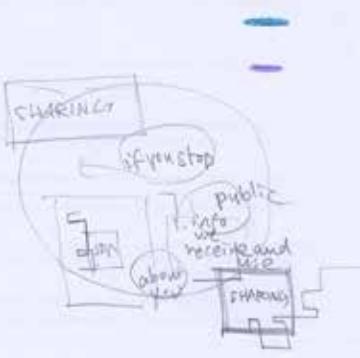
Certain information is needed to provide you with services, so we only delete this information after you delete your account. Some of the things you do on Facebook aren't stored in your account, like posting to a group or sending someone a message (where your friend may still have a message you sent, even after you delete your account). That information remains after you delete your account.

II. Sharing and finding you on Facebook

Control each time you post

Whenever you post content (like a status update, photo or check-in), you can select a specific audience, or even customize your audience. To do this, simply click on the sharing icon and choose who can see it.

tag

Choose this icon if you want to make something **Public**. Choosing to make something public is exactly what it sounds like. It means that anyone, including people off Facebook, will be able to see or access it.

Choose this icon if you want to share with your Facebook **Friends**.

Choose this icon if you want to **Customize** your audience. You can also use this to hide your story from specific people.

If you tag someone, that person and their friends can see your story no matter what audience you selected. The same is true when you approve a tag someone else adds to your story.

Always think before you post. Just like anything else you post on the web or send in an email, information you share on Facebook can be copied or re-shared by anyone who can see it.

who *KEEP* ↓ *Public* *or* *share* *or* *not*

When you comment on or "like" someone else's story, or write on their timeline, that person gets to select the audience. For example, if a friend posts a Public story and you comment on it, your comment will be Public. Often, you can see the audience someone selected for their story before you post a comment; however, the person who posted the story may later change their audience. So, if you comment on a story, and the story's audience changes, the new audience can see your comment.

You can control who can see the Facebook Pages you've "liked" by visiting your timeline, clicking on the Likes box on your timeline, and then clicking "Edit."

Sometimes you will not see a sharing icon when you post something (like when you write on a Page's wall or comment on a news article that uses our comments plugin). This is because some types of stories are always public stories. As a general rule, you should assume that if you do not see a sharing icon, the information will be publicly available.

Control over your timeline

Whenever you add things to your timeline you can select a specific audience, or even customize your audience. To do this, simply click on the sharing icon and choose who can see it.

Choose this icon if you want to make something **Public**. Choosing to make something public is exactly what it sounds like. It means that anyone, including people off Facebook, will be able to see or access it.

Choose this icon if you want to share with your Facebook **Friends**.

Choose this icon if you want to **Customize** your audience. You can also use this to hide the item on your timeline from specific people.

When you select an audience for your friend list, you are only controlling who can see the entire list of your friends on your timeline. We call this a timeline visibility control. This is because your friend list is always available to the games, applications and websites you use, and your friendships may be visible elsewhere (such as on your friends' timelines or in searches). For example, if you select "Only Me" as the audience for your friend list, but your friend sets her friend list to "Public," anyone will be able to see your connection on your friend's timeline.

Similarly, if you choose to hide your gender, it only hides it on your timeline. This is because we, just like the applications you and your friends use, need to use your gender to refer to you properly on the site.

When someone tags you in a story (such as a photo, status update or check-in), you can choose whether you want that story to appear on your timeline. You can either approve each story individually or approve all stories by your friends. If you approve a story and later change your mind, you can remove it from your timeline.

When you hide things on your timeline, like posts or connections, it means those things will not appear on your timeline. But remember, anyone in the audience of those posts or who can see a connection may still see it elsewhere, like on someone else's timeline or in search results. You can also delete your posts or change the audience of content you post, which means you can remove it from or add people to the audience of the content.

People on Facebook may be able to see mutual friends, even if they cannot see your entire list of friends.

Some things (like your name, profile pictures and cover photos) do not have sharing icons because they are always publicly available. As a general rule, you should assume that if you do not see a sharing icon, the information will be publicly available.

Finding you on Facebook

To make it easier for your friends to find you, we allow anyone with your contact information (such as email address or telephone number) to find you through the Facebook search bar at the top of most pages, as well as other tools we provide, such as contact importers - even if you have not shared your contact information with them on Facebook.

You can choose who can look up your timeline using the email address or telephone number you added to your timeline through your Privacy Settings. But remember that people can still find you or a link to your timeline on Facebook through other people and the things they share about you or through other posts, like if you are tagged in a friend's photo or post something to a public page.

Your settings do not control whether people can find you or a link to your timeline when they search for content they have permission to see, like a photo or other story in which you've been tagged.

devices

Access on phones and other devices

 # my info could store my friend's phone

Once you share information with your friends and others, they may be able to sync it with or access it via their mobile phones and other devices. For example, if you share a photo on Facebook, someone viewing that photo could save it using Facebook tools or by other methods offered by their device or browser. Similarly, if you share your contact information with someone or invite someone to an event, they may be able to use Facebook or third party applications or devices to sync that information. Or, if one of your friends has a Facebook application or one of their devices, your information (such as the things you post or photos you share) may be stored on or accessed by their device.

You should only share information with people you trust because they will be able to save it or re-share it with others, including when they sync the information to a device.

Activity log

Your activity log is a place where you can go to view most of your information on Facebook, including things you've hidden from your timeline. You can use this log to manage your content. For example, you can do things like delete stories, change the audience of your stories or stop an application from publishing to your timeline on your behalf.

When you hide something from your timeline, you are not deleting it. This means that the story may be visible elsewhere, like in your friends' News Feed. If you want to delete a story you posted, choose the delete option.

What your friends and others share about you

friends

Links and Tags

Anyone can add a link to a story. Links are references to something on the Internet, anything from a website to a Page or timeline on Facebook. For example, if you are writing a story you might include a link to a blog you are referencing or a link to the blogger's Facebook timeline. If someone clicks on a link to another person's timeline, they'll only see the things that they are allowed to see.

A tag is a special type of link to someone's timeline that suggests that the tagged person add your story to their timeline. In cases where the tagged person isn't included in the audience of the story, it will add them so they can see it. Anyone can tag you in anything. Once you are tagged, you and your friends will be able to see it (such as in News Feed or in search).

You can choose whether a story you've been tagged in appears on your timeline. You can either approve each story individually or approve all stories by your friends. If you approve a story and later change your mind, you can always remove it from your timeline.

If you do not want someone to tag you, we encourage you to reach out to them and give them that feedback. If that does not work, you can block them. This will prevent them from tagging you going forward.

Social reporting is a way for people to quickly and easily ask for help from someone they trust. Learn more at https://www.facebook.com/note.php? note_id=196124027050345 _ attr3&_ attr4anie

If you are linked to in a private space (such as a message or a group) only the people who can see the private space can see the link. Similarly, if you are linked to in a comment, only the people who can see the comment can see the link.

Open information

As described in the "what your friends and others share about you" section of this policy, your friends and others may share information about you. They may share photos or other information about you and tag you in their posts. If you do not like a particular post, tell them or report the post.

Groups

Once you are in a Group, anyone in that Group can add you to a subgroup. When someone adds you to a Group, you will be listed as "invited" until you visit the Group. You can always leave a Group, which will prevent others from adding you to it again.

Pages

Facebook Pages are public pages. Companies use Pages to share information about their products. Celebrities use Pages to talk about their latest projects. And communities use Pages to discuss topics of interest, everything from baseball to the opera.

Because Pages are public, information you share with a Page is public information. This means, for example, that if you post a comment on a Page, that comment may be used by the Page owner or Facebook, and anyone can see it.

When you "like" a Page, you create a connection to that Page. The connection is added to your timeline and your friends may see it in their News Feeds. You may be contacted by or receive updates from the Page, such as in your News Feed and your messages. You can remove the Pages you've "liked" through your timeline or on the Page.

Some Pages contain content that comes directly from the Page owner. Page owners can do this through online plugins, such as an iframe, and it works just like the games and other applications you use through Facebook. Because this content comes directly from the Page owner, that Page may be able to collect information about you, just like any website.

Page administrators may have access to insights data, which will tell them generally about the people that visit their Page (as opposed to information about specific people). They may also know when you've made a connection to their Page because you've liked their Page or posted a comment.

To control who can see the Facebook Pages you've liked, visit our Help Center.

III. Other websites and applications

About Facebook Platform

Facebook Platform (or simply Platform) refers to the way we help you share your information with the games, applications, and websites you and your friends use. Facebook Platform also lets you bring your friends with you, so you can connect with them off Facebook. In these two ways, Facebook Platform helps you make your experiences on the web more personalized and social.

Remember that these games, applications and websites are created and maintained by other businesses and developers who are not part of, or controlled by, Facebook, so you should always make sure to read their terms of service and privacy policies to understand how they treat your data.

WHAT?

Controlling what information you share with applications

When you connect with a game, application or website - such as by going to a game, logging in to a website using your Facebook account, or adding an app to your timeline - we give the game, application, or website (sometimes referred to as just "applications" or "apps") your basic info (we sometimes call this your "public profile"), which includes your User ID and your public information. We also give them your friends' User IDs (also called your friend list) as part of your basic info.

Your friend list helps the application make your experience more social because it lets you find your friends on that application. Your User ID helps the application personalize your experience because it can connect your account on that application with your Facebook account, and it can access your basic info, which includes your public information and friend list. This includes the information you choose to make public, as well as information that is always publicly available. If the application needs any additional information, such as your stories, photos or likes, it will have to ask you for specific permission.

The "Apps" setting lets you control the applications you use. You can see the permissions you have given these applications, the last time an application accessed your information, and the audience on Facebook for timeline stories and activity the application posts on your behalf. You can also remove applications you no longer want, or turn off all Platform applications. When you turn all Platform applications off, your User ID is no longer given to applications, even when your friends use those applications. But you will no longer be able to use any games, applications or websites through Facebook.

When you first visit an app, Facebook lets the app know your language, your country, and whether you are in an age group, for instance, under 18, between 18-20, or 21 and over. Age range lets apps provide you with age-appropriate content. If you install the app, it can access, store and update the information you've shared. Apps you've installed can update their records of your basic info, age range, language and country. If you haven't used an app in a while, you should consider removing it. Once you remove an app, it won't be able to continue to update the additional information you've given them permission to access, but it may still hold the information you have already shared. You always can contact the app directly and request that they delete your data. Learn more at: https://www.facebook.com/help/how-apps-work.

Sometimes a game console, mobile phone, or other device might ask for permission to share specific information with the games and applications you use on that device. If you say okay, those applications will not be able to access any information about you without asking specific permission from you or your friends.

Sites and apps that use Instant Personalization receive your User ID and friend list when you visit them.

You always can remove apps you've installed by using your app settings at: https://www.facebook.com/settings?tab=applications. But remember, apps may still be able to access your information when the people you share with use them. And, if you've removed an application and want it to delete the information you've already shared with it, you should contact the application. Visit the application's page on Facebook or its own website to learn more about the app. For example, Apps may have reasons (e.g. legal obligations) to retain some data that you share with them.

Controlling what is shared when the people you share with use applications

Just like when you share information by email or elsewhere on the web, information you share on Facebook can be re-shared. This means that if you share something on Facebook, anyone who can see it can share it with others, including the games, applications, and websites they use.

Your friends and the other people you share information with often want to share your information with applications to make their experiences on those applications more personalized and social. For example, one of your friends might want to use a music application that allows them to see what their friends are listening to. To get the full benefit of that application, your friend would want to give the application her friend list - which includes your User ID - so the application knows which of her friends is also using it. Your friend might also want to share the music you "like" on Facebook. If you have made that information public, then the application can access it just like anyone else. But if you've shared your likes with just your friends, the application could ask your friend for permission to share them.

You can control most of the information other people can share with applications they use from the "App" settings page. But these controls do not let you limit access to your public information and friend list.

If you want to completely block applications from getting your information when your friends and others use them, you will need to turn off all Platform applications. This means that you will no longer be able to use any third-party Facebook-integrated games, applications or websites.

If an application asks permission from someone else to access your information, the application will be allowed to use that information only in connection with the person that gave the permission, and no one else.

For example, some apps use information such as your friends list to personalize your experience or show you which of your friends use that particular app.

Logging in to another site using Facebook

Facebook Platform lets you log into other applications and websites using your Facebook account. When you log in using Facebook, we give the site your User ID (just like when you connect with any other application), but we do not share your email address or password with that website through this process without your permission.

If you already have an account on that website, the site may also be able to connect that account with your Facebook account. Sometimes it does this using what is called an "email hash," which is similar to searching for someone on Facebook using an email address. Only the email addresses in this case are hashed so no email addresses are actually shared between Facebook and the website.

How it works

The website sends over a hashed version of your email address, and we match it with a database of email addresses that we have also hashed. If there is a match, then we tell the website the User ID associated with the email address. This way, when you log into the website using Facebook, the website can link your Facebook account to your account on that website.

About social plugins

Sketch

Social plugins are buttons, boxes, and stories (such as the Like button) that other websites can use to present Facebook content to you and create more social and personal experiences for you. While you view these buttons, boxes and stories on other sites, the content comes directly from Facebook.

Sometimes plugins act just like applications. You can spot one of these plugins because it will ask you for permission to access your information or to publish information back to Facebook. For example, if you use a registration plugin on a website, the plugin will ask your permission to share your basic info with the website to make it easier for you to register. If you use an "Add To Timeline" plugin, the plugin will ask for your permission to publish stories about your activities on that website to Facebook.

If you make something public using a plugin, such as posting a public comment on a newspaper's website, then that website can access your comment (along with your User ID) just like everyone else.

If you post something using a social plugin and you do not see a sharing icon, you should assume that story is Public. For example, if you post a comment through a Facebook comment plugin on a site, your story is Public and everyone, including the website, can see your story.

Websites that use social plugins can sometimes tell that you have engaged with the social plugin. For example, they may know that you clicked on a Like button in a social plugin.

We receive data when you visit a site with a social plugin. We keep this data for a maximum of 90 days. After that, we remove your name and any other personally identifying information from the data, or combine it with other people's data in a way that it is no longer associated with you. Learn more at:
https://www.facebook.com/help/social-plugins

About instant personalization

Instant personalization (sometimes also referred to as "Start now") is a way for Facebook to help partners (such as Bing and Rotten Tomatoes) on and off Facebook to create a more personalized and social experience for logged in users than a social plugin can offer. When you visit a site or app using instant personalization, it will know some information about you and your friends the moment you arrive. This is because sites and apps using instant personalization can access your UserID, your friend list, and your public information.

The first time you visit a site or app using instant personalization, you will see a notification letting you know that the site or app has partnered with Facebook to provide a personalized experience.

The notification will give you the ability to disable or turn off instant personalization for that site or app. If you do that, that site or app is required to delete all of the information about you it received from Facebook as part of the instant personalization program. In addition, we will prevent that site from accessing your information in the future, even when your friends use that site.

If you decide that you do not want to experience instant personalization for all partner sites and apps, you can disable instant personalization from the "Apps" settings page.

If you turn off instant personalization, these partner third party sites and apps will not be able to access your public information, even when your friends visit those sites.

If you turn off an instant personalization site or app after you have been using it or visited it a few times (or after you have given it specific permission to access your data), it will not automatically delete information about you it received through Facebook. Like all other apps, the site is required by our policies to delete information about you if you ask it to do so.

How it works

To join the instant personalization program, a potential partner must enter into an agreement with us designed to protect your privacy. For example, this agreement requires that the partner delete information about you if you turn off instant personalization when you first visit the site or app. It also prevents the partner from accessing any information about you until you or your friends visit its site.

Instant personalization partners sometimes use an email hash process to see if any of their users are on Facebook and get those users' User IDs. This process is similar to searching for someone on Facebook using an email address, except in this case, the email addresses are hashed so no actual email addresses are exchanged. The partner is also contractually required not to use your User ID for any purpose (other than associating it with your account) until you or your friends visit the site.

When you visit a site or app using instant personalization, we provide the site or app with your User ID and your friend list (as well as your age range, locale, and gender). The site or app can then connect your account with your friends' accounts to make the site or app instantly social. The site can also access public information associated with any of the User IDs it receives, which it can use to make them instantly personalized. For example, if the site is a music site, it can access your music interests to suggest songs you may like, and access your friends' music interests to let you know what they are listening to. Of course it can only access your or your friends' music interests if they are public. If the site or app wants any additional information, it will have to get your specific permission.

Public search engines

Your public search setting controls whether people who enter your name on a public search engine may see your public timeline (including in sponsored results). You can find your public search setting on the "Privacy Settings and Tools" settings page.

This setting does not apply to search engines that access your information as an application using Facebook Platform.

If you turn your public search setting off and then search for yourself on a public search engine, you may still see a preview of your timeline. This is because some search engines cache information for a period of time. You can learn more about how to request a search engine to remove you from cached information at:
https://www.facebook.com/help/?faq=13323

IV. Advertising and Facebook content

Advertising

Facebook offers a range of products that allow advertisers to reach people on and off Facebook. In addition to the information we provide in this section, you can also learn more about advertising products, how they work, our partnerships, and the controls you have, by visiting our "Advertising on Facebook" page.

When we deliver ads, we do not share your information (information that personally identifies you, such as your name or contact information) with advertisers unless you give us permission. We may provide advertisers with information when we have removed your name and other personally identifying information from it, or combined it with other information so that it no longer personally identifies you. For example, we may tell an advertiser how its ads perform or how many people viewed or clicked on their ads or install an app after seeing an ad.

So we can show you content that you may find interesting, we may use all of the information we receive about you to serve ads that are more relevant to you. For example, this includes:

- information you provide at registration or add to your account or timeline;
- things you share and do on Facebook, such as what you like, and your interactions with advertisements, partners, or apps;
- keywords from your stories; and
- things we infer from your use of Facebook.

For many ads we serve, advertisers may choose their audience by location, demographics, likes, keywords, and any other information we receive or infer about users. Here are some of the ways advertisers may target relevant ads:

- demographics and interests, for example, 18 to 35 year old women who live in the United States and like basketball;
- topics or keywords, for example, "music" or people who like a particular song or artist;
- Page likes (including topics such as products, brands, religion, health status or political views); for example, if you like a Page about gluten-free food, you may receive ads about relevant food products; or
- categories (including things like "moviegoer" or a "sci-fi fan") for example, if a person "likes" the "Star Trek" Page and mentions "Star Wars" when they check into a movie theater, we may infer that this person is likely to be a sci-fi fan and advertisers of sci-fi movies could ask us to target that category.

In addition to delivering relevant ads, Facebook sometimes pairs ads with social context, meaning stories about social actions that you or your friends have taken. For example, an ad for a sushi restaurant's Facebook Page may be paired with a News Feed story that one of your friends likes that Page.

We also sometimes serve these same types of ads on other sites or may serve just the social content (such as with ads served by others), so that the ads are more relevant to you. Just like any other content you share on Facebook, only people who you're already sharing with on Facebook would see it when it is paired with an ad. We also allow advertisers to reach people on Facebook using the information they already have about you (such as email addresses or whether you have visited their websites previously). You can learn more about ads, social context, and our partnerships, including the relevant settings and controls available to you, by visiting the Advertising on Facebook page.

If an advertiser chooses to run ads, we serve the ads to people who meet criteria the advertiser selects. So, if someone views or otherwise interacts with the ad, the advertiser might assume that the person meets the criteria they selected (for example, that the person is an 18-to-35-year-old woman who lives in the U.S. and likes basketball). We require advertisers to comply with our Advertising Guidelines, including provisions relating to the use of sensitive data.

Advertisers and their partners sometimes use cookies or other similar technologies in order to serve and measure ads and to make their ads more effective. Learn more about cookies, pixels and similar technologies.

When you post a story on Facebook and an advertiser sponsors it, nothing changes about the audience of the post. Only the people who could originally see the post (the people you shared it with) are eligible to see it.

Facebook content

We like to tell you about some of the features and tools your friends and others use on Facebook, to help you have a better experience. For example, if your friend uses our friend finder tool to find more friends on Facebook, we may tell you about it to encourage you to use it as well. This of course means your friend may similarly see suggestions based on the things you do. But we will try to only show to friends that could benefit from your experience.

V. Cookies, pixels and other similar technologies

Cookies are small pieces of data that are stored on your computer, mobile phone or other device. Pixels are small blocks of code on webpages that do things like allow another server to measure viewing of a webpage and often are used in connection with cookies.

We use technologies like cookies, pixels, and local storage (like on your browser or device, which is similar to a cookie but holds more information) to provide and understand a range of products and services. Learn more at: https://www.facebook.com/help/cookies

purpose

We use these technologies to do things like:

- make Facebook easier or faster to use;
- enable features and store information about you (including on your device or in your browser cache) and your use of Facebook;
- deliver, understand and improve advertising;
- monitor and understand the use of our products and services; and
- protect you, others and Facebook.

For example, we may use these tools to know you are logged in to Facebook, to help you use social plugins and share buttons, or to know when you are interacting with our advertising or Platform partners.

We may ask advertisers or other partners to serve ads or services to computers, mobile phones or other devices, which may use a cookie, pixel or other similar technology placed by Facebook or the third party (although we would not share information that personally identifies you with an advertiser).

Most companies on the web use cookies (or other similar technological tools), including our advertising and Platform partners. For example, our Platform partners, advertisers or Page administrators may use cookies or similar technologies when you access their apps, ads, Pages or other content.

Cookies and things like local storage help make Facebook work, like allowing pages to load faster because certain content is stored on your browser or by helping us authenticate you to deliver personalized content.

To learn more about how advertisers generally use cookies and the choices advertisers provide, visit the Network Advertising Initiative at http://www.networkadvertising.org/managing/opt_out.asp, the Digital Advertising Alliance at http://www.aboutads.info/, the Internet Advertising Bureau (US) at http://www.iab.net or the Internet Advertising Bureau (EU) at http://youronlinechoices.eu/.

Refer to your browser or device's help material to learn what controls you can often use to remove or block cookies or other similar technologies or block or remove other data stored on your computer or device (such as by using the various settings in your browser). If you do this, it may affect your ability to use Facebook or other websites and apps.

VI. Some other things you need to know

Safe harbor

Facebook complies with the U.S.-EU and U.S.-Swiss Safe Harbor frameworks as set forth by the Department of Commerce regarding the collection, use, and retention of data from the European Union. To view our certification, visit the U.S. Department of Commerce's Safe Harbor website at: https://safeharbor.export.gov/list.aspx. As part of our participation in the Safe Harbor program, we agree to resolve disputes you have with us in connection with our policies and practices through TRUSTe. If you would like to contact TRUSTe, visit https://feedback-form.truste.com/watchdog/request.

Contact us with questions or disputes

If you have questions or complaints regarding our Data Use Policy or practices, please contact us by mail at 1601 Willow Road, Menlo Park, CA 94025 if you reside in the U.S or Canada, or at Facebook Ireland Ltd., Hanover Reach, 5-7 Hanover Quay, Dublin 2 Ireland if you live outside the U.S. or Canada. Anyone may also contact us through this help page: https://www.facebook.com/help/contact_us.php?id=173545232710000

Responding to legal requests and preventing harm

We may access, preserve and share your information in response to a legal request (like a search warrant, court order or subpoena) if we have a good faith belief that the law requires us to do so. This may include responding to legal requests from jurisdictions outside of the United States where we have a good faith belief that the response is required by law in that jurisdiction, affects users in that jurisdiction, and is consistent with internationally recognized standards. We may also access, preserve and share information when we have a good faith belief it is necessary to: detect, prevent and address fraud and other illegal activity; to protect ourselves, you and others, including as part of investigations; or to prevent death or imminent bodily harm.

Information we receive about you, including financial transaction data related to purchases made with Facebook, may be accessed, processed and retained for an extended period of time when it is the subject of a legal request or obligation, governmental investigation, or investigations concerning possible violations of our terms or policies, or otherwise to prevent harm. We also may retain information from accounts disabled for violations of our terms for at least a year to prevent repeat abuse or other violations of our terms.

Access requests

✪ CHECK!

You can access and correct most of your personal data stored by Facebook by logging into your account and viewing your timeline and activity log. You can also download a copy of your personal data by visiting your "Settings" (General Account Settings page), clicking on "Download a copy of your Facebook data" and then clicking on the link for your expanded archive. Learn more at: https://www.facebook.com/help/?faq=405183546225581

Notifications and Other Messages

We may send you notifications and other messages using the contact information we have for you, like your email address. You can control most of the notifications you receive, including ones from Pages you like and applications you use, using controls we provide, such as a control included in the email you receive or in your "Notifications" settings.

Friend Finder

We offer tools to help you upload your friends' contact information so that you and others can find friends on Facebook, and invite friends who do not use Facebook to join, and so we can offer you and others better experiences on Facebook through suggestions and other customized experiences. If you do not want us to store this information, visit this help page at: https://www.facebook.com/contact_importer/remove_uploads.php.

If you give us your password, we will delete it after you upload your friends' contact information.

Invitations

When you invite a friend to join Facebook, we send a message on your behalf using your name, and we may also include names and pictures of other people your friend might know on Facebook. We'll also send a few reminders to those you invite, but the invitation will also give your friend the opportunity to opt out of receiving other invitations to join Facebook.

Memorializing accounts

We may memorialize the account of a deceased person. When we memorialize an account we keep the timeline on Facebook, but limit access and some features. You can report a deceased person's timeline at: https://www.facebook.com/help/contact.php?show_form_login=deceased

We also may close an account if we receive a formal request that satisfies certain criteria.

Affiliates

We may share information we receive with businesses that are legally part of the same group of companies that Facebook is part of, or that become part of that group (often these companies are called affiliates). Likewise, our affiliates may share information with us as well. This sharing is done in compliance with applicable laws including where such applicable laws require consent. We and our affiliates may use shared information to help provide, understand, and improve our services and their own services.

Service Providers

We give your information to the people and companies that help us provide, understand and improve the services we offer. For example, we may use outside vendors to help host our website, serve photos and videos, process payments, analyze data, conduct and publish research, measure the effectiveness of ads, or provide search results. In some cases we provide the service jointly with another company, such as the Facebook Marketplace. In all of these cases our partners must agree to only use your information consistent with the agreement we enter into with them, as well as this Data Use Policy.

Security and bugs

We do our best to keep your information secure, but we need your help. For more detailed information about staying safe on Facebook, visit the Facebook Security Page. We try to keep Facebook up, bug-free and safe, but can't make guarantees about any part of our services or products.

Change of Control

If the ownership of our business changes, we may transfer your information to the new owner so they can continue to operate the service. But they will still have to honor the commitments we have made in this Data Use Policy.

Notice of Changes

If we make changes to this Data Use Policy we will notify you (for example, by publication here and on the Facebook Site Governance Page). If the changes are material, we will provide you additional, prominent notice as appropriate under the circumstances. You can make sure that you receive notice directly by liking the Facebook Site Governance Page.

Opportunity to comment

Unless we make a change for legal or administrative reasons, or to correct an inaccurate statement, we will give you seven (7) days to provide us with comments on the change. After the comment period, if we adopt any changes, we will provide notice (for example, on the Facebook Site Governance Page or in this policy) of the effective date.

Information for users outside of the United States and Canada

Company Information: The website under www.facebook.com and the services on these pages are being offered to users outside of the U.S. and Canada by Facebook Ireland Ltd., Hanover Reach, 5-7 Hanover Quay, Dublin 2 Ireland. The company Facebook Ireland Ltd. has been established and registered in Ireland as a private limited company, Company Number: 462932, and is the data controller responsible for your personal information.
Directors: Sonia Flynn (Irish), Shane Crehan (Irish).

Your California privacy rights

California law permits residents of California to request certain details about what personal information a company shares with third parties for the third parties' direct marketing purposes. Facebook does not share your information with third parties for the third parties' own and independent direct marketing purposes unless we receive your permission. Learn more about the information we receive and how it is used and other websites and applications. If you have questions about our sharing practices or your rights under California law, please write us at 1601 Willow Road, Menlo Park, CA 94025 or contact us through this help page: https://www.facebook.com/help/contact_us.php?id=173545232710000

FACEBOOK

1. Information we receive

① information we receive about you

Your info

- registration info
    name
    e-mail
    birthday
    gender
    telephone number
- info you choose to share

    status update
    upd upload a photo/coment
        on friend's story

- treated like info you choose to make public
    name
    profile pictures
    cover photos
    gender
    networks
    username x
    user ID

Info others share about you

    Contract info
    post a photo
    tag you in a photo/status update
    location
    add you to a group

Other info we receive about you

- look at another person's timeline
    send or receive a message
    search for a friend/a page
    Click on
    view or interact with things
    use a facebook mobile app
    make purchase through Facebook.
- When post a
    Photos or video/metadata
        time
        date
        place

- Data from or about the computer/mobile/other device
    IP address
    mobile phone number
    Internet service
    operating system
    location
    the type (including identifiers) of the device or browser
    page you visit

- through cookies
    the date
    time
    website you visit or URL
        address

technical info about IP address, browser

and
how it used
    provide you
        other users like friends
        partners
        the advertisers
        the developers

→ purpose:

→ unless we have { receive your permission
                   given your notice
                   remove your name...

Deleting and deactivating

Deactivate - hold
    We didn't do not delete info
    on Your friend will still see you
        listed in their list

Deletion
    permanently deleted from Facebook
    1 month to delete
    but some info remain in backup
    copies and logs for up to 90d.

me   friend   off
     Facebook Facebook

operating system
user ID
- from our affiliates or partners
    how to you responded to an ad or on another site.
purpose
    offer and suggest a variety of services and features
* We only provide data
    remove name and any other personal identifying info

2 public information
    = Everyone info = you choose to make public

- info you choose to make public
    → Anyone including people off Facebook
        name
        profile pictures   always publicly available
        cover photos
        timeline   } even off Facebook
        User ID   when someone does a
        username   research on Facebook or a
                            public search engine
    Public stories
- Page's wall or comment on a news article
    → always public
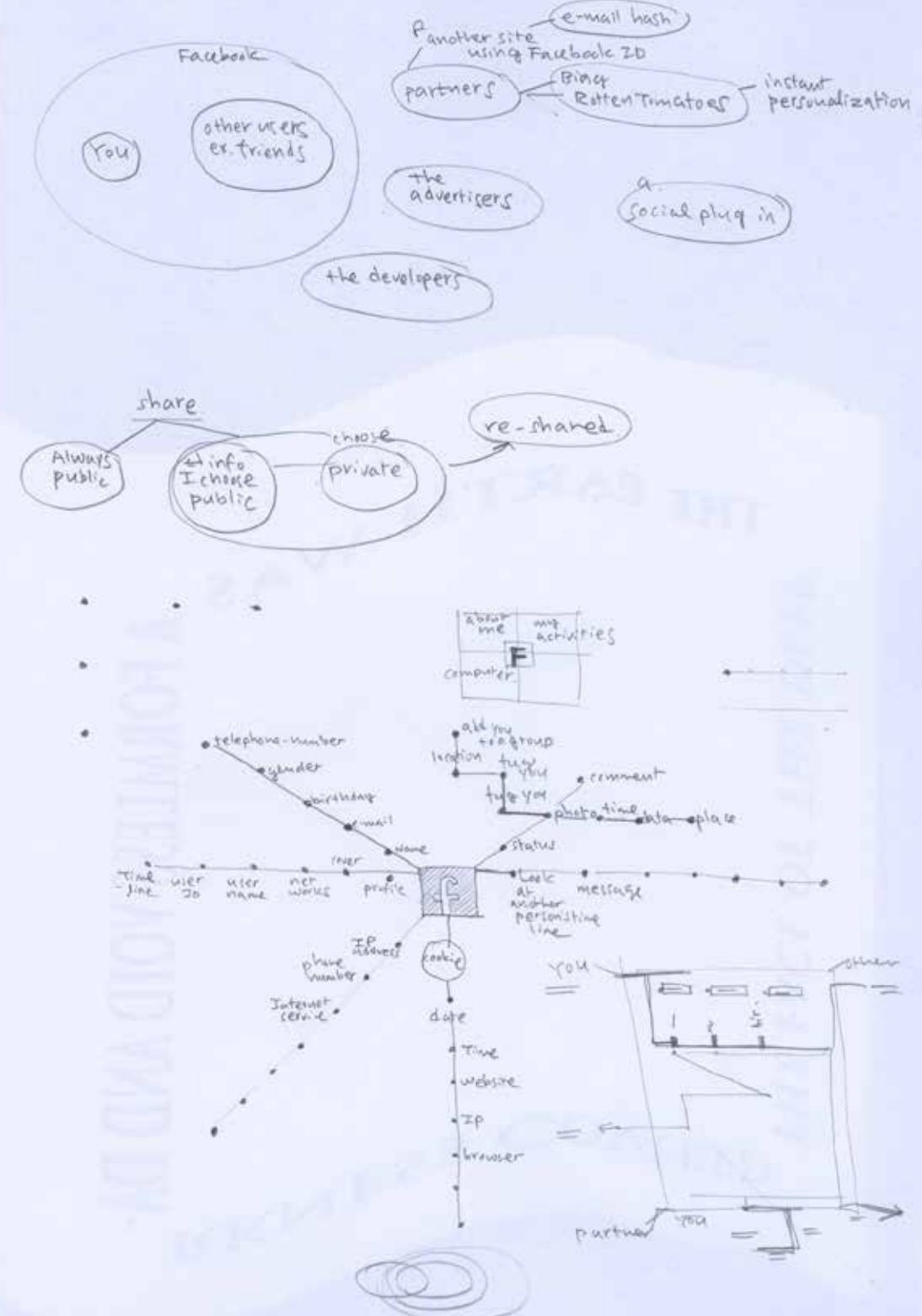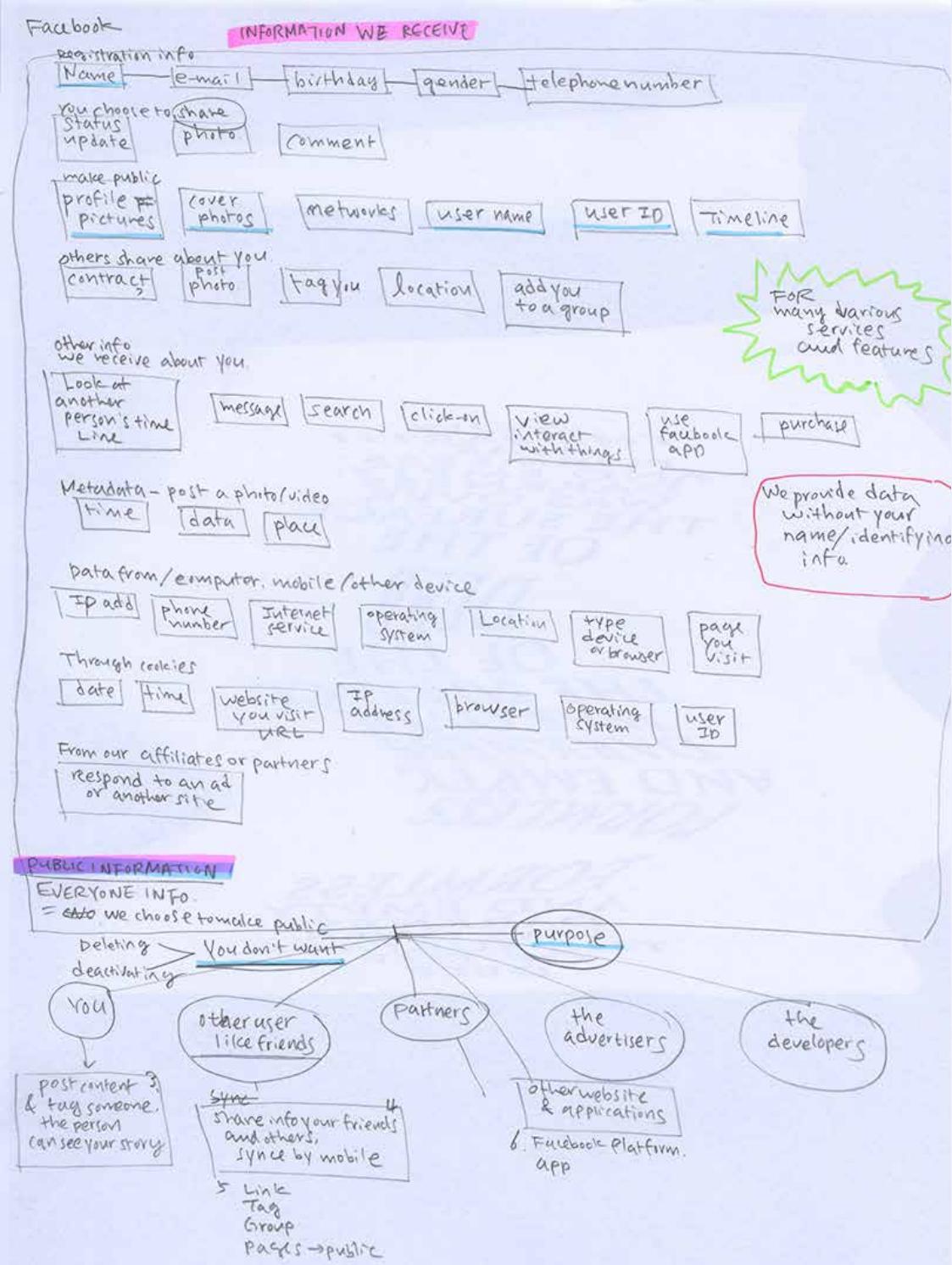
- Usernames
    User IDs

    Someone can see your public info
    → If you do not want ⟹ turn off all platform
        from your privacy settings.
            but no longer be able to use any games/application
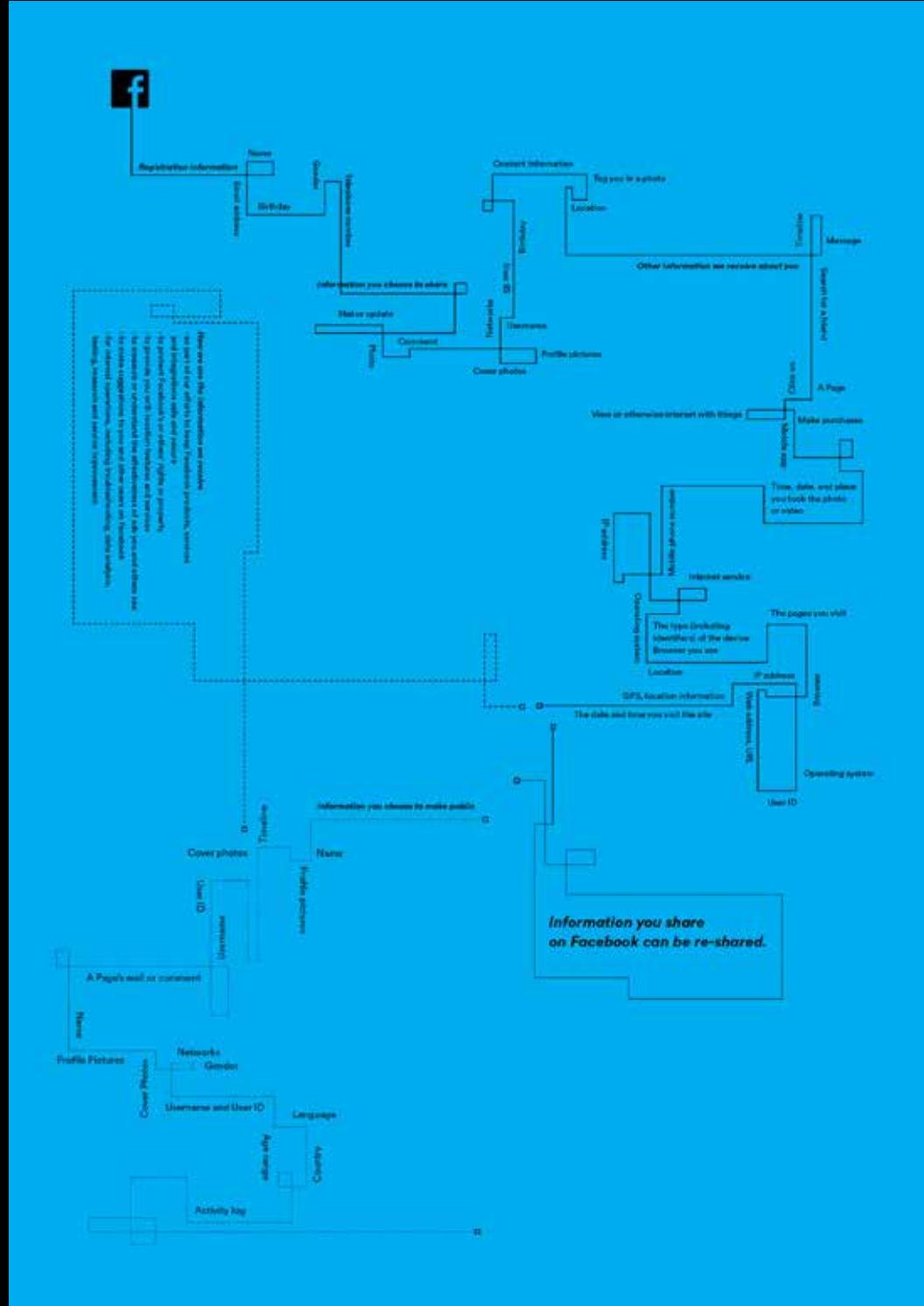
Facebook

Registration info.
Name — e-mail — birthday — gender — telephone number

you choose to share
status update · photo · Comment

make public
profile pictures · cover photos · networks · user name · user ID · Timeline

others share about you
contract? · post photo · tag you · location · add you to a group

FOR many various services and features

other info we receive about you.
Look at another person's time line · message · search · click-on · view interact with things · use facebook app · purchase

Metadata — post a photo/video
time · data · place

We provide data without your name/identifying info

Data from/computer, mobile/other device
IP add · phone number · Internet service · operating system · Location · type device or browser · page you visit

Through cookies
date · time · website you visit URL · IP address · browser · operating system · user ID

From our affiliates or partners
Respond to an ad or another site

PUBLIC INFORMATION

EVERYONE INFO.
= who we choose to make public

Deleting deactivating → You don't want → purpose

YOU
post content & tag someone. the person can see your story

other user like friends
sync
share info your friends and others, sync by mobile
5 Link Tag Group Pages → public

Partners
other website & applications
6 Facebook platform. app

the advertisers

the developers

Facebook
You · other users ex. friends

another site using Facebook ID
partners · Bing Rotten Tomatoes · instant personalization
e-mail hash

the advertisers

a. social plug in

the developers

share
Always public · info I chose public · choose private → re-shared

about me · my activities
computer · F

telephone number · gender · birthday · e-mail · name · cover · profile · networks · user name · user ID · time line

add you to a group · location · tag you · tag you · comment · photo · time · data · place · status

F · Look at another person time line · message

IP address · phone number · cookie · Internet service · date · Time · website · IP · browser

YOU · other

partner · YOU

Draft

Facebook

Facebook

A complex structure

Shaing system

Browser Location IP address Operating system

Information from devices you use

Your internet service Mobile phone number The type of the device

Metadata: additional related data

Pages you visit

Place Date Time

To keep Facebook products, services and integrations safe and secure

To offer and suggest a variety of services and features

To protect Facebook's or others' rights or property

Make purchases Use a Facebook mobile app Search for a friend or a Page View or interact Click on

User ID

To provide you with location features and services

Information you choose to make public

Networks Cover photos Profile pictures User name

Look at another person's timeline

Messages Comments

To measure or understand the effectiveness of ads you and others see

Information that is always publicly available

Name Email

Registration information

Status update Information you choose to share Uploaded photos

To make suggestions to you and other users on Facebook

Advertisements Birthday Gender

Date Time

From facebook platform

web address or URL

Age-appropriate content

Telephone number

For internal operations, including troubleshooting, data analysis, testing, research and service improvement

Remember that these gam and maintained by other b controlled by, Facebook, s terms of service and priva

features and services

*Information that is always
publicly available*

Name   **Email**

Registration information

To measure or understand
the effectiveness of ads you
and others see

Advertisements   **Birthday**   **Gender**

Status update

Uploaded photos   **Comments**

Information you choose to share

Date   **Time**

From facebook platform

web address or URL

To make suggestions to you
and other users on Facebook

Age-appropriate
content

Telephone number

For internal operations,
including troubleshooting,
data analysis, testing, research
and service improvement

*Information others
share about you*

Photo of you   **Contract information**

Tag   *What your friends and
others share about you*   **Group**   **Pages**

Tag you   **Location**   **Group**

Remember that these games, applications and websites are created
and maintained by other businesses and developers who are not part of, or
controlled by, Facebook, so you should always make sure to read their
terms of service and privacy policies to understand how they treat your data.

Cookies

Sharing and finding you on Facebook

Whenever you post content,
you can select a specific audience

Once you share information
with your friends and others,
they may be able to sync it
with or access it via their mobile phones
and other devices

You should only share information
with people you trust because
they will be able to save it
or re-share it with others

Technologies

**Received
your permission**

Pixels

**Removed
identifying
information**

Age-appropriate content

Telephone number

For internal operations, including troubleshooting, data analysis, testing, research and service improvement

Remember that these games, applications and websites are created and maintained by other businesses and developers who are not part of, or controlled by, Facebook, so you should always make sure to read their terms of service and privacy policies to understand how they treat your data.

Information others share about you

Photo of you

Contract information

Tag

What your friends and others share about you

Group

Pages

Tag you

Location

Group

Sharing and finding you on Facebook

Whenever you post content, you can select a specific audience

Once you share information with your friends and others, they may be able to sync it with or access it via their mobile phones and other devices

You should only share information with people you trust because they will be able to save it or re-share it with others

Cookies

Technologies

Received your permission

Pixels

Removed identifying information

Local storage

Given you notice

Deactivate

Deletion

Safe habor
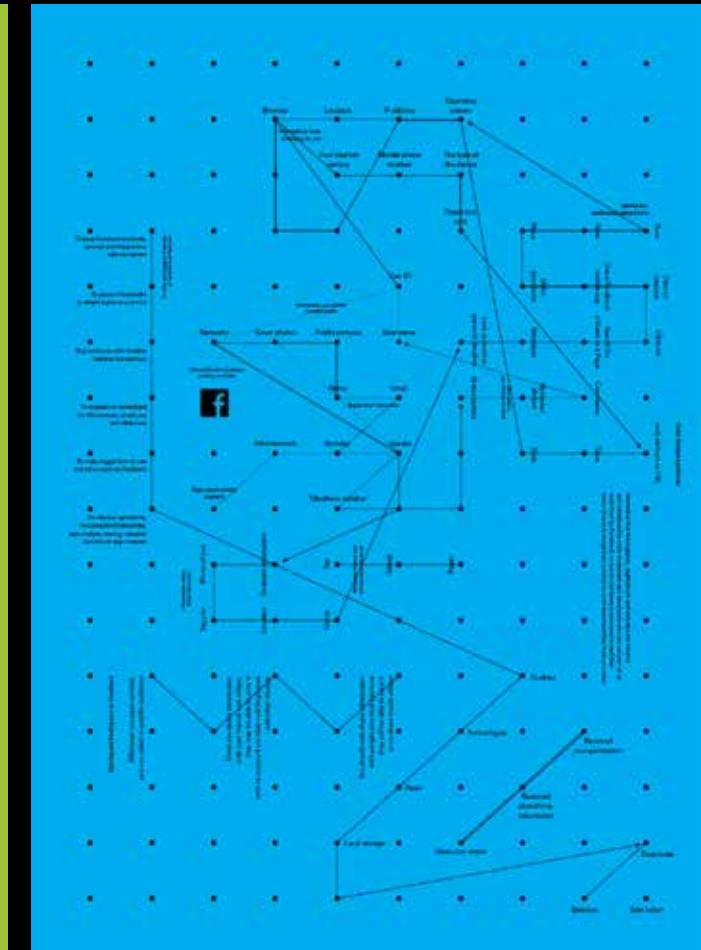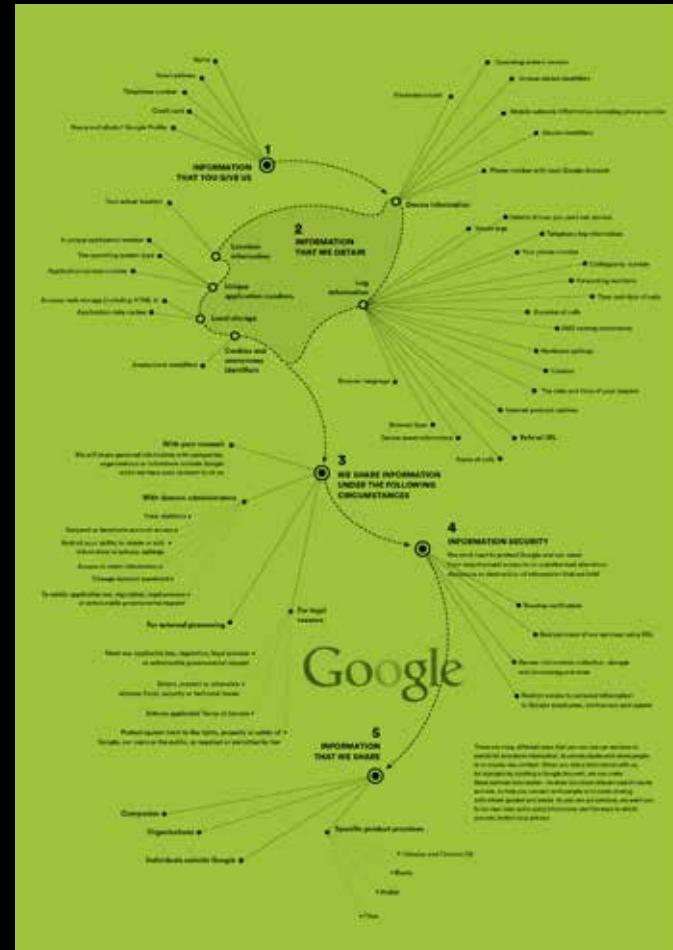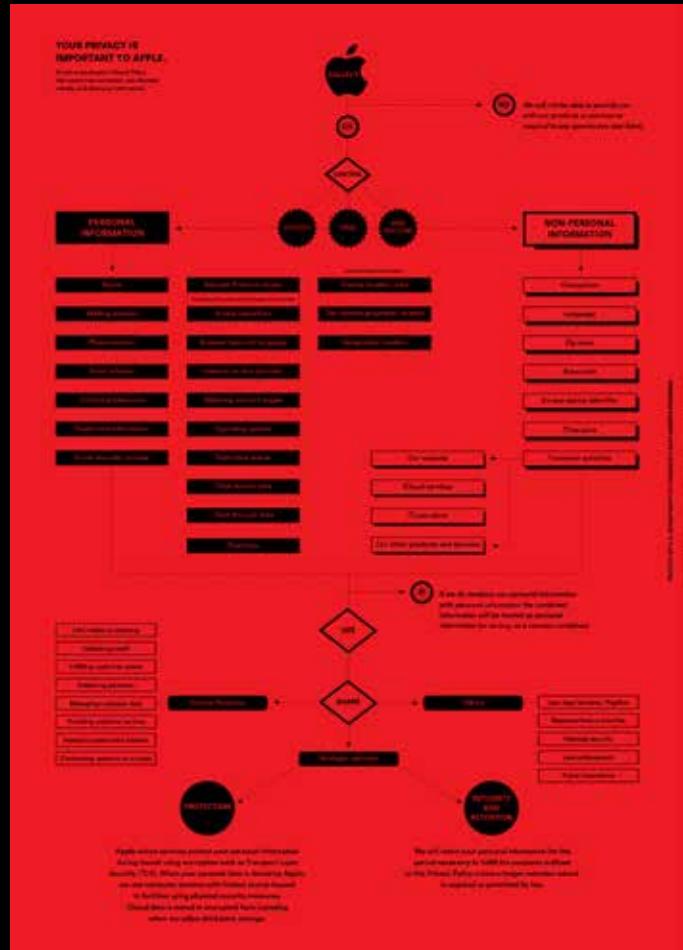
Results

BREAK POINT

So, what is my statement?
People focus too much on the fact that
their private information might be used
in a bad way through public space.

**What is the meaning of information
to the company?**

**Information
as core assets**

"**Businesses will often treat
such information as assets**,"
said Marc Rotenberg,

executive director of the Electronic Privacy Information Center, an advocacy group.
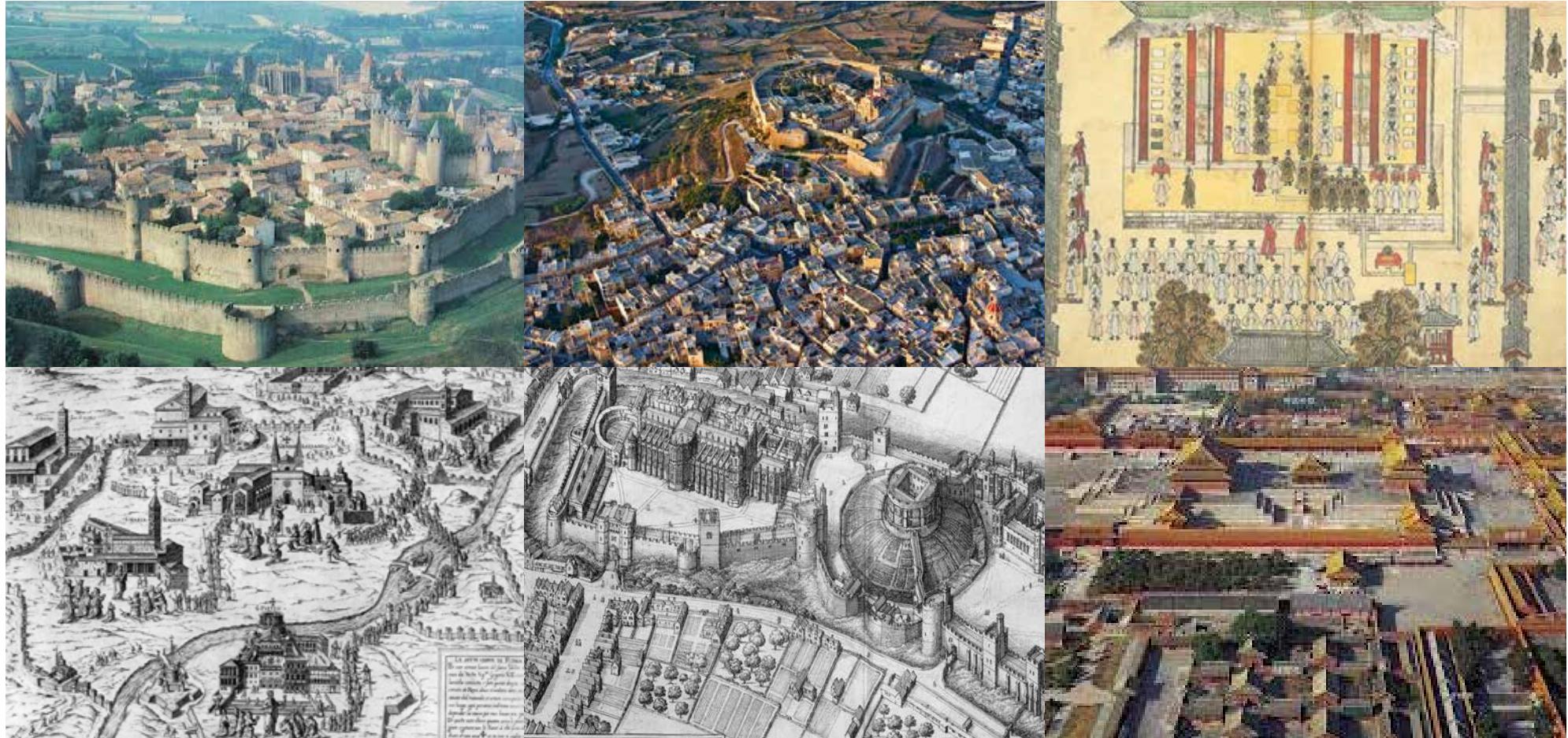
"**For many businesses,
it's their primary asset.**"

The company makes most of its money from ads that target its more than
845 million users based on the personal information they divulge on the site.
Facebook earned a profit of $668 million last year and could be valued
at $100 billion or more when it goes public next month.

Companies are protecting people's private information as their crucial assets.

How can I improve my visualization of the terms and conditions in order to present this message?

The structure, for instance a castle or a city, represents the concept of protection

Christian Norberg-Schulz
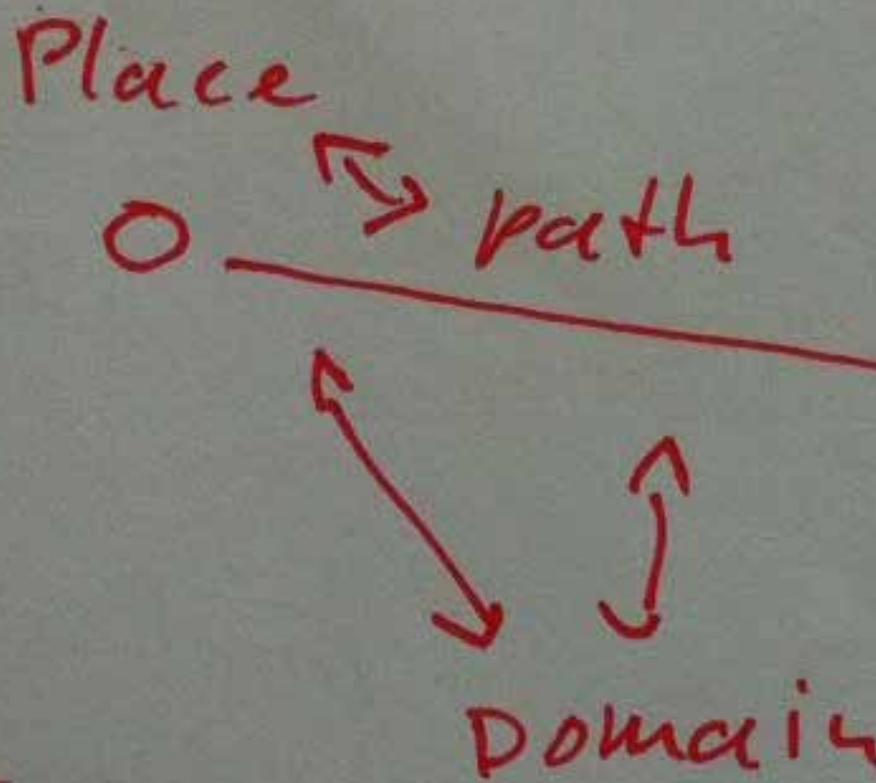
Norwegian architect
Architectural historian and theorist
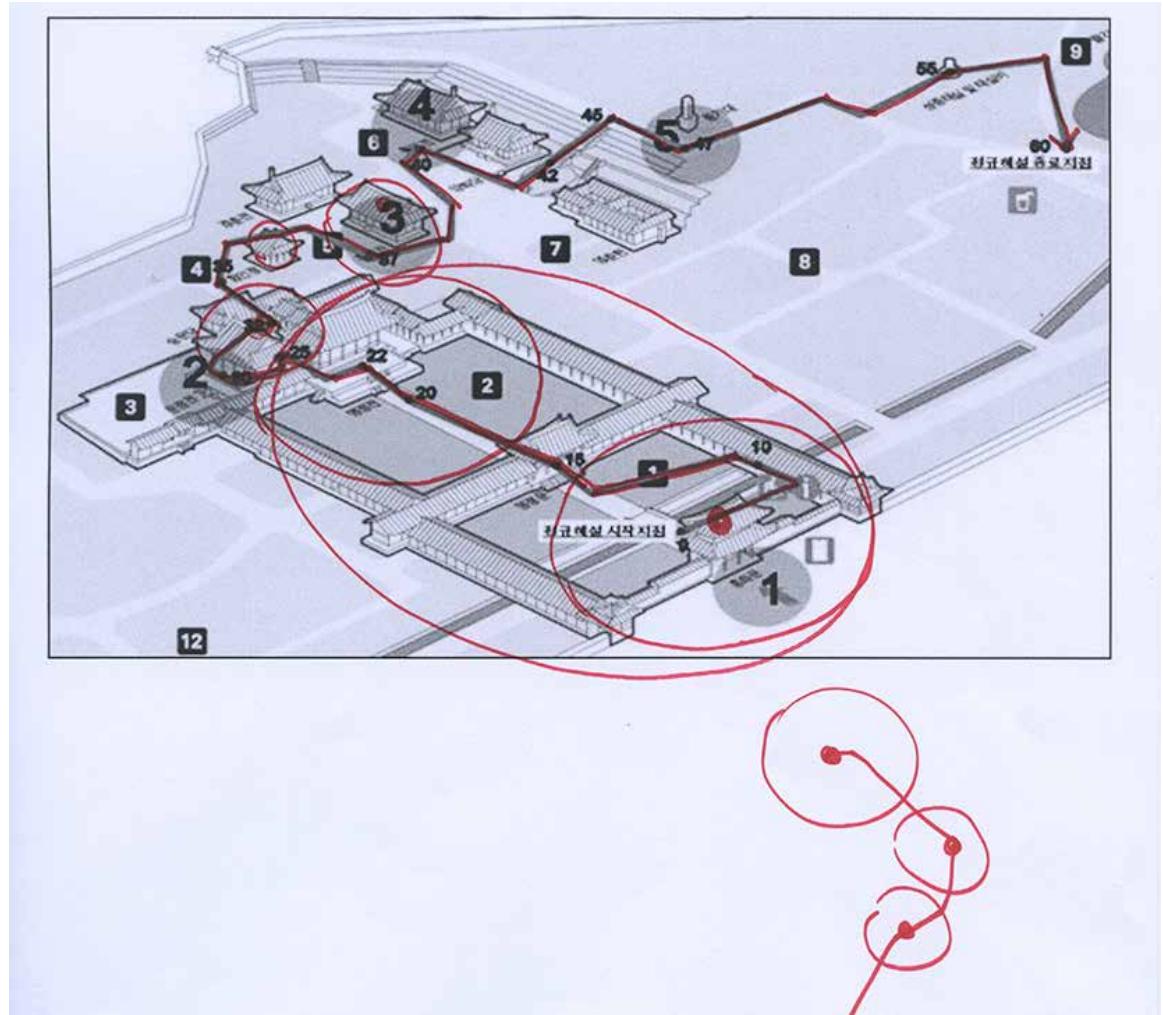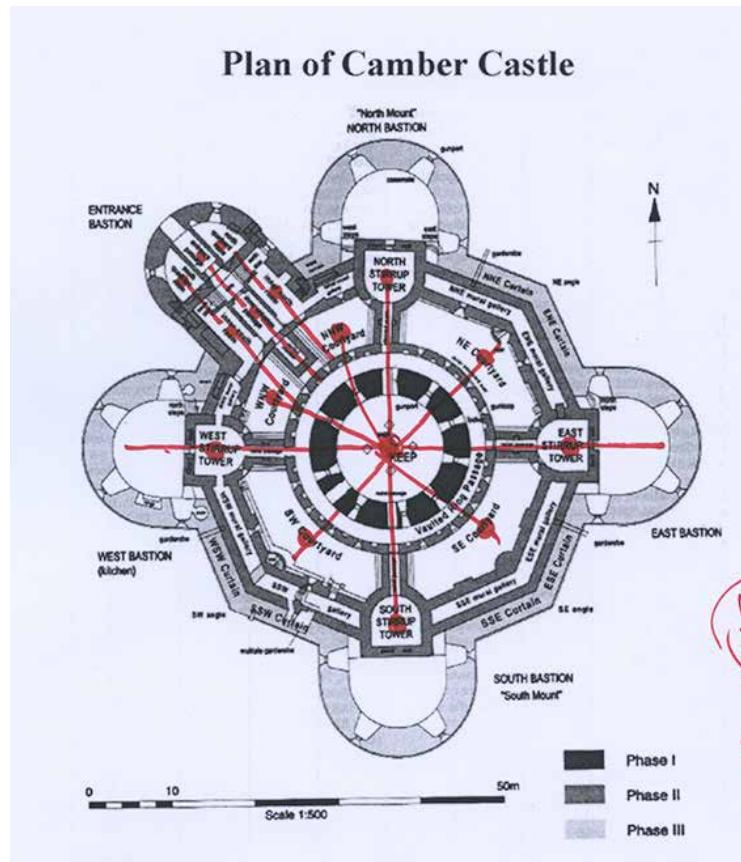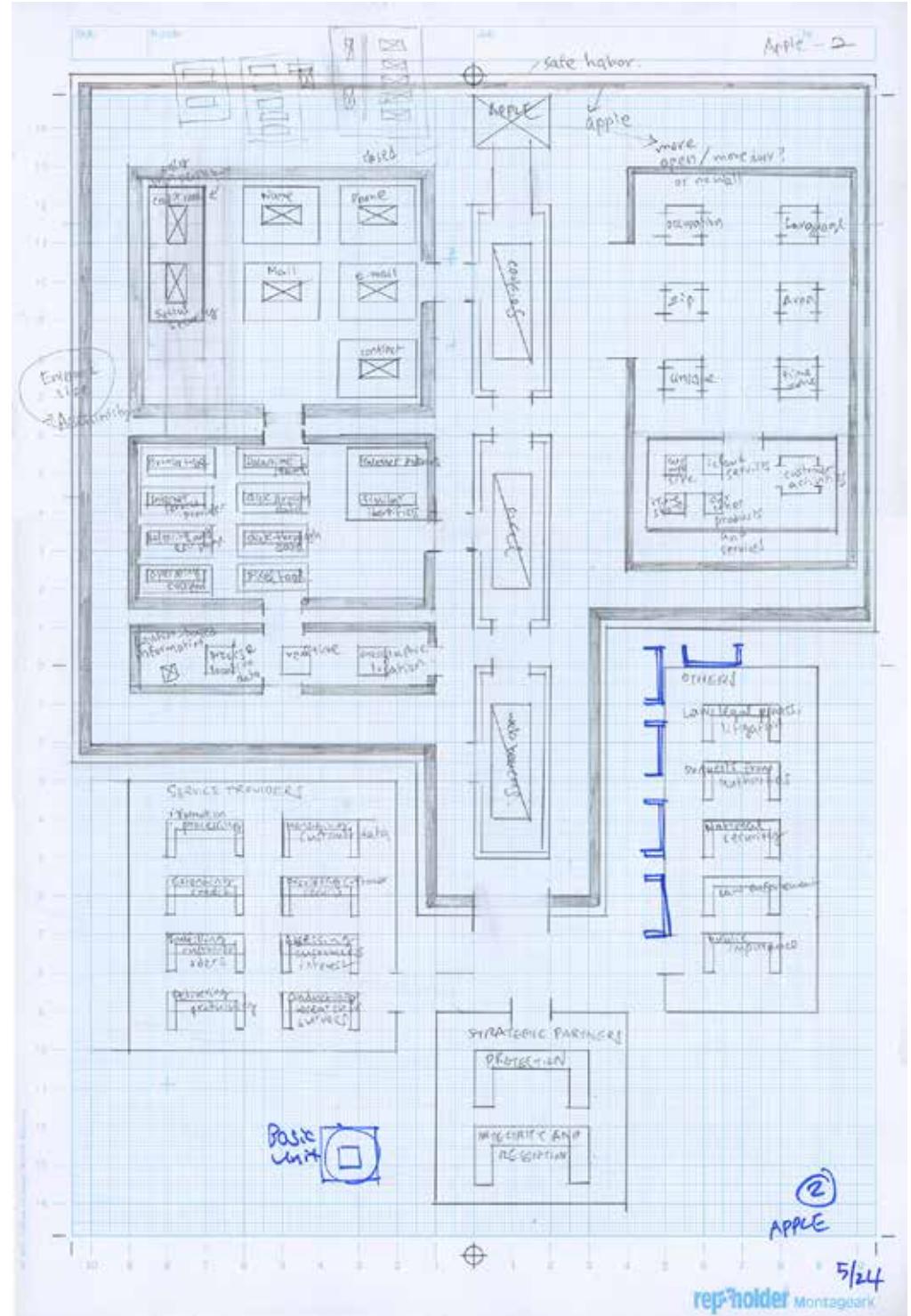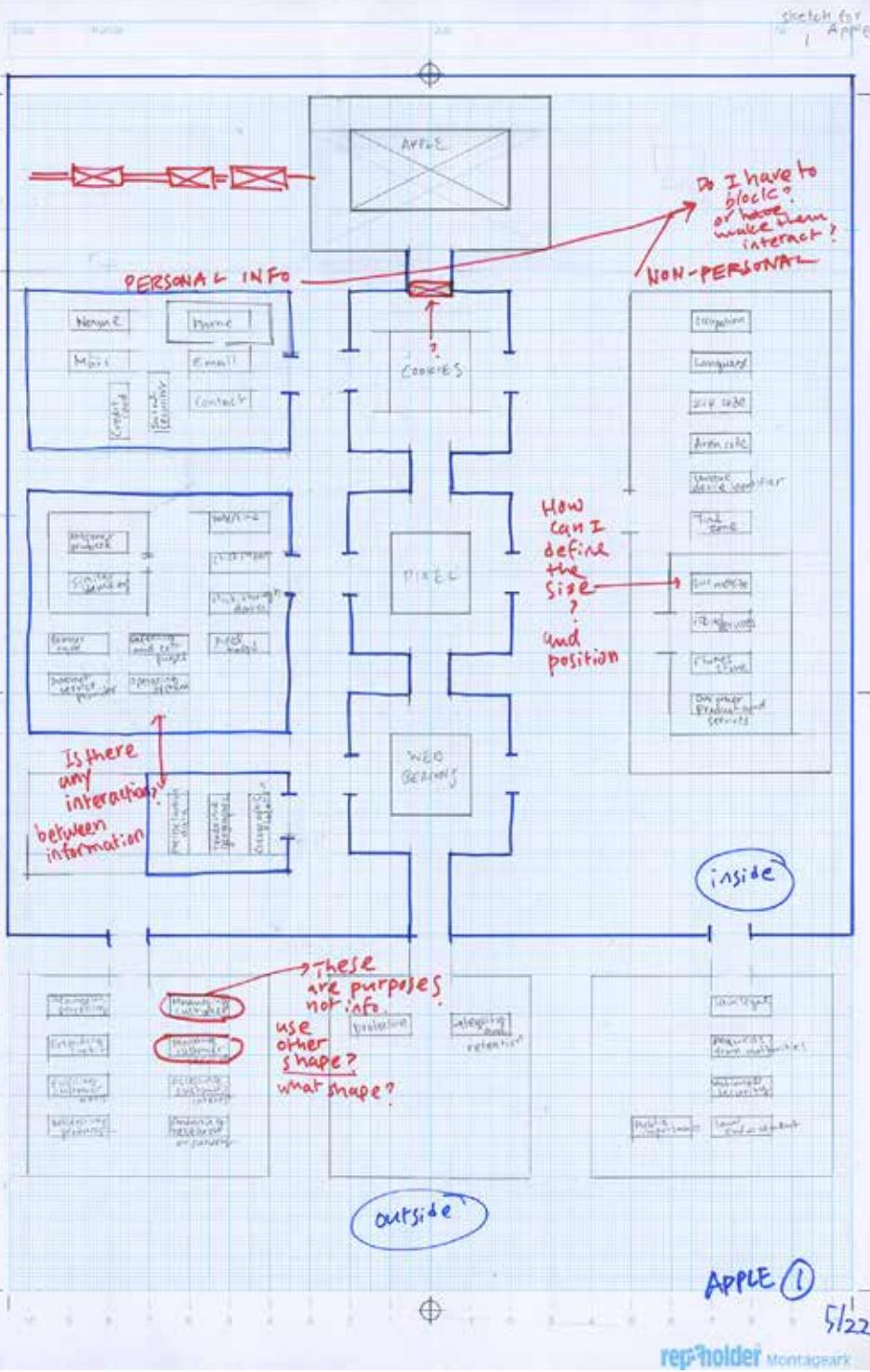
Existence, Space and Architecture Praeger Publishers, London, 1971

Basic organizational schemes exist in the establish of **centers or places, directions or paths** and **area or domains**

Place

O ⇨ path

Domain

Reference for **Apple**

Plan of Camber Castle
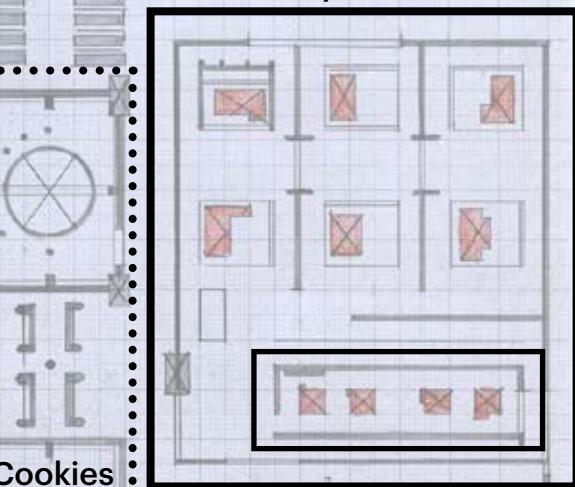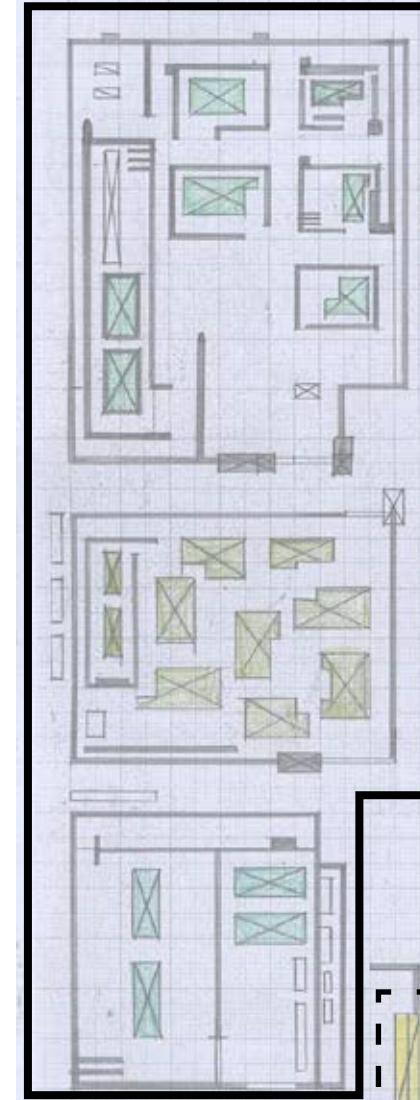
A floor map for **Apple**

APPLE
③
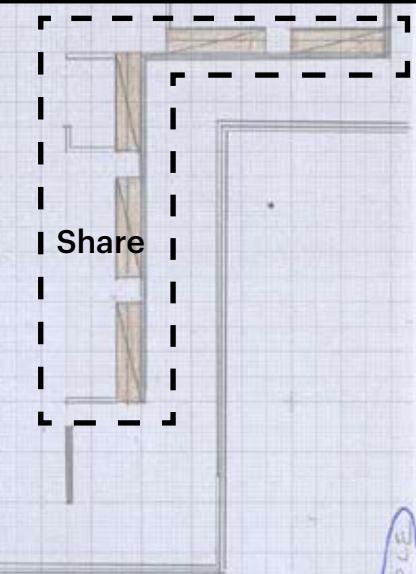
20-MAY-2014/APPLE

A floor map for **Apple**

Personal information
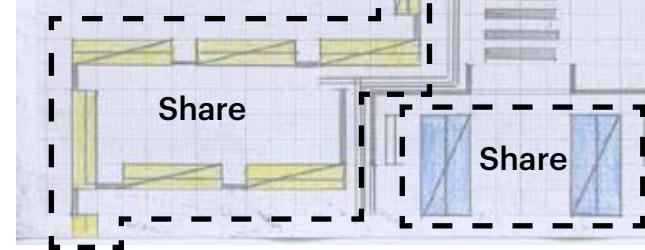
Non-personal information

Cookies
Pixel
Web-
beacons
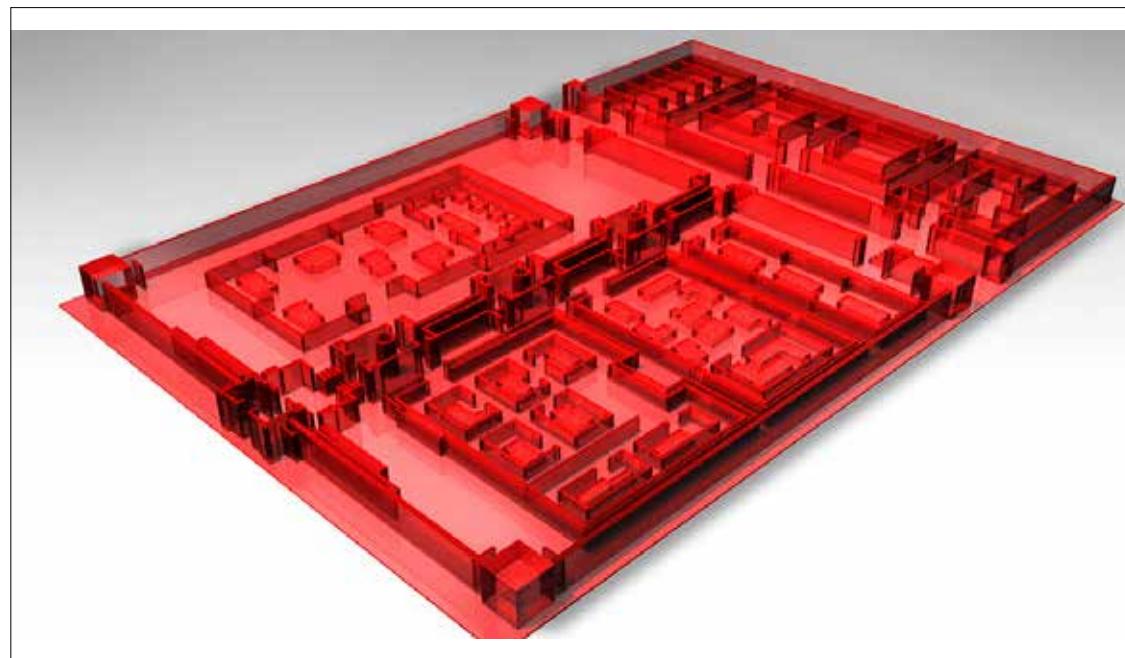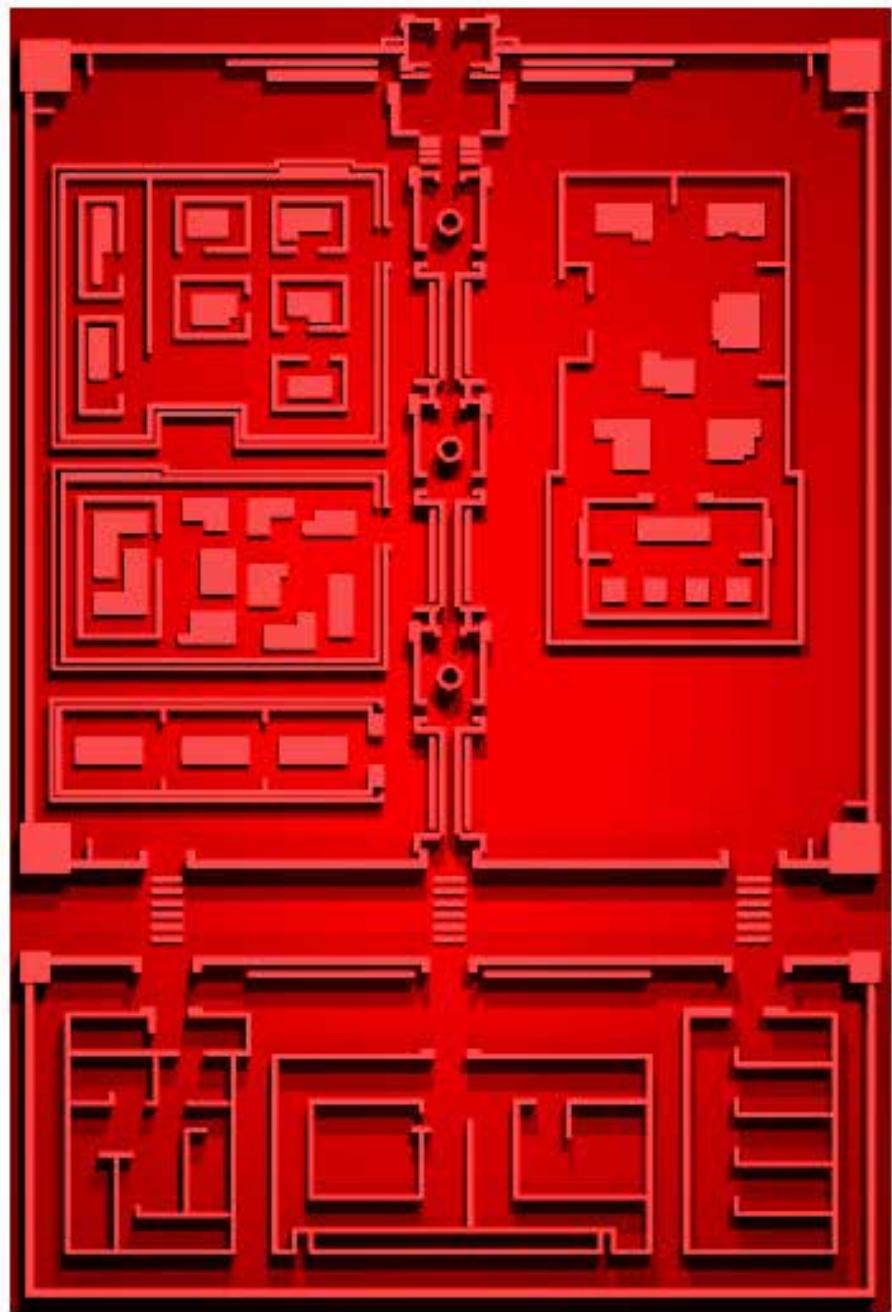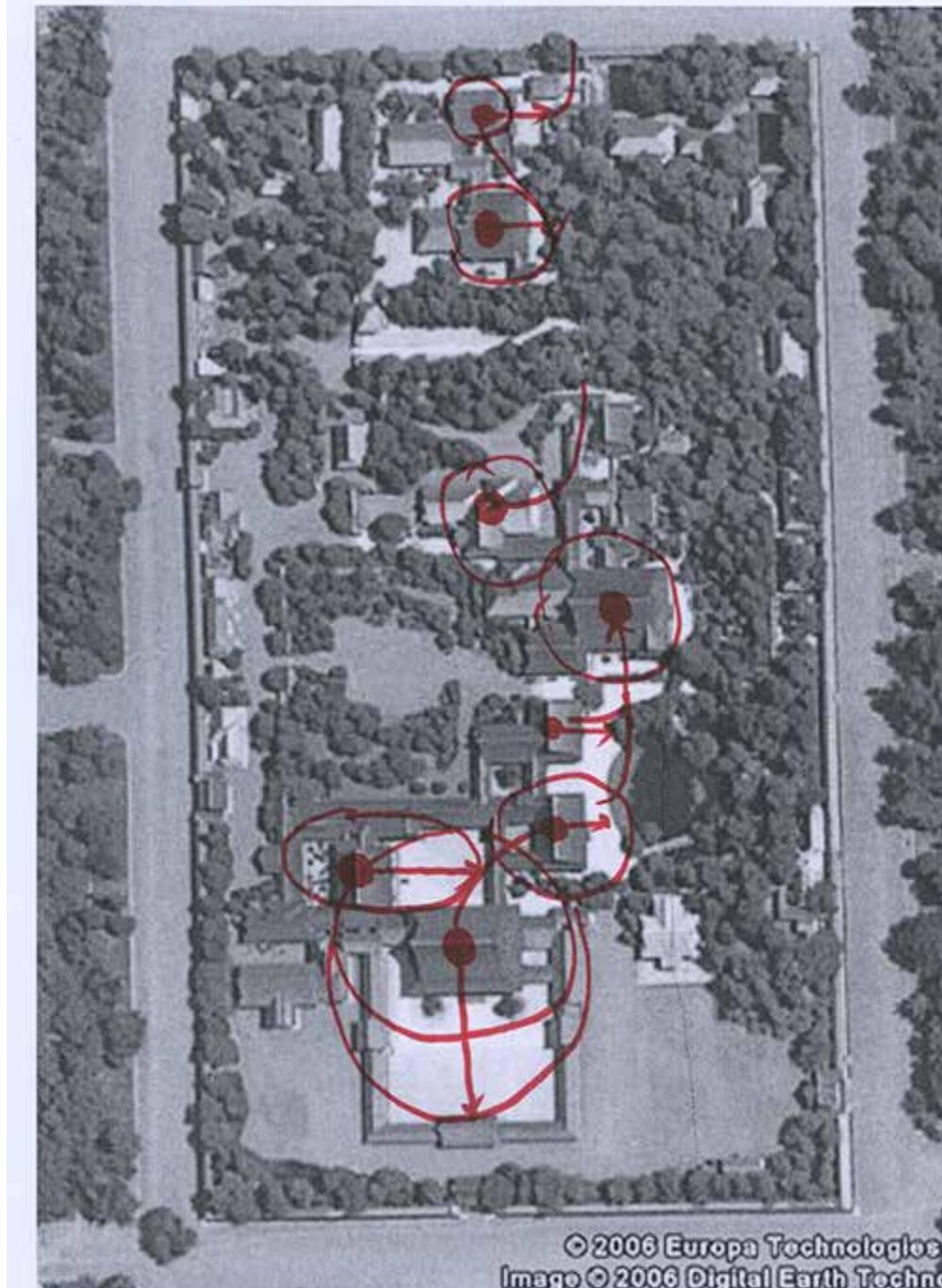
Share

Share

Share

APPLE
3
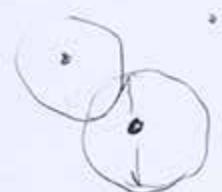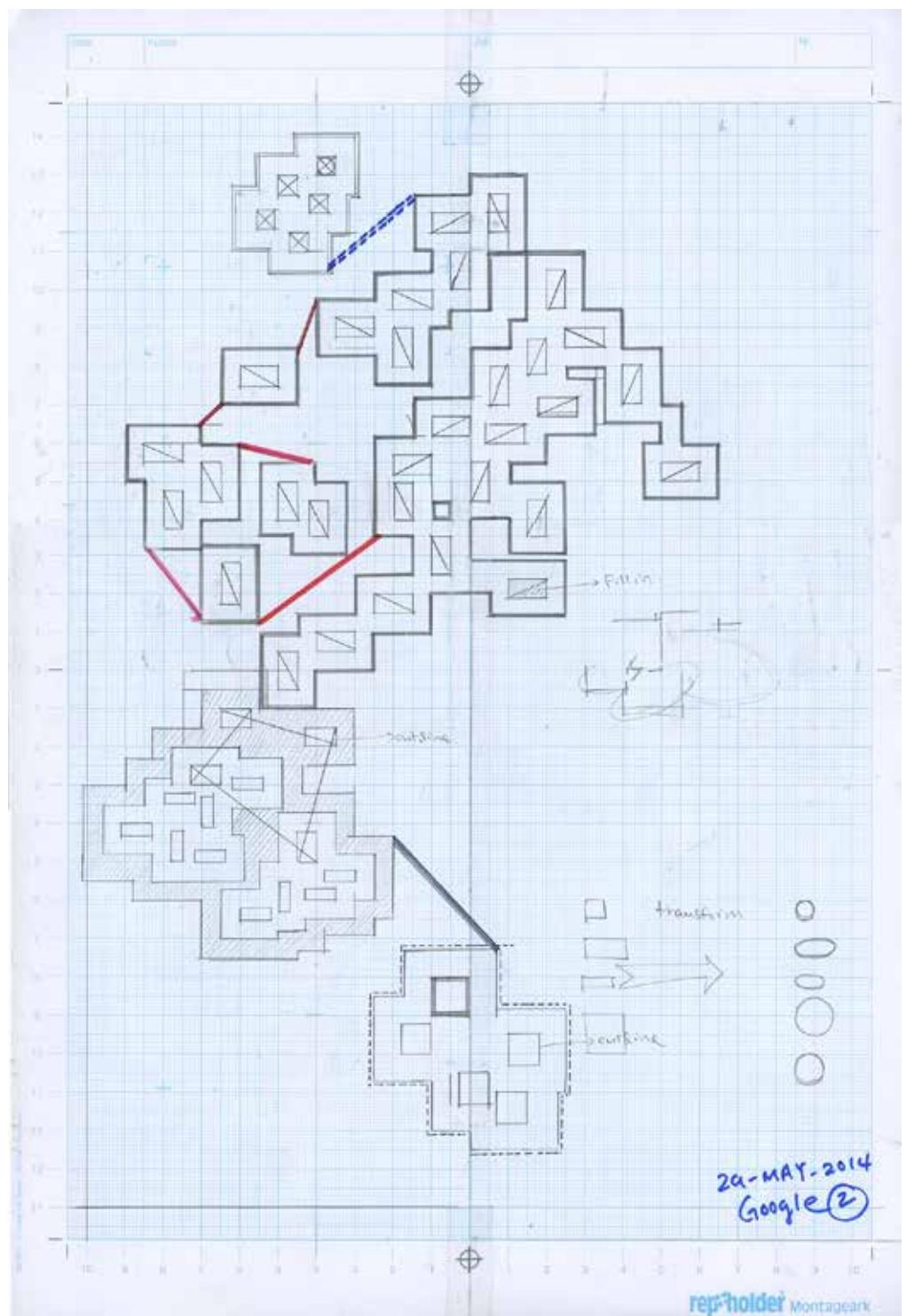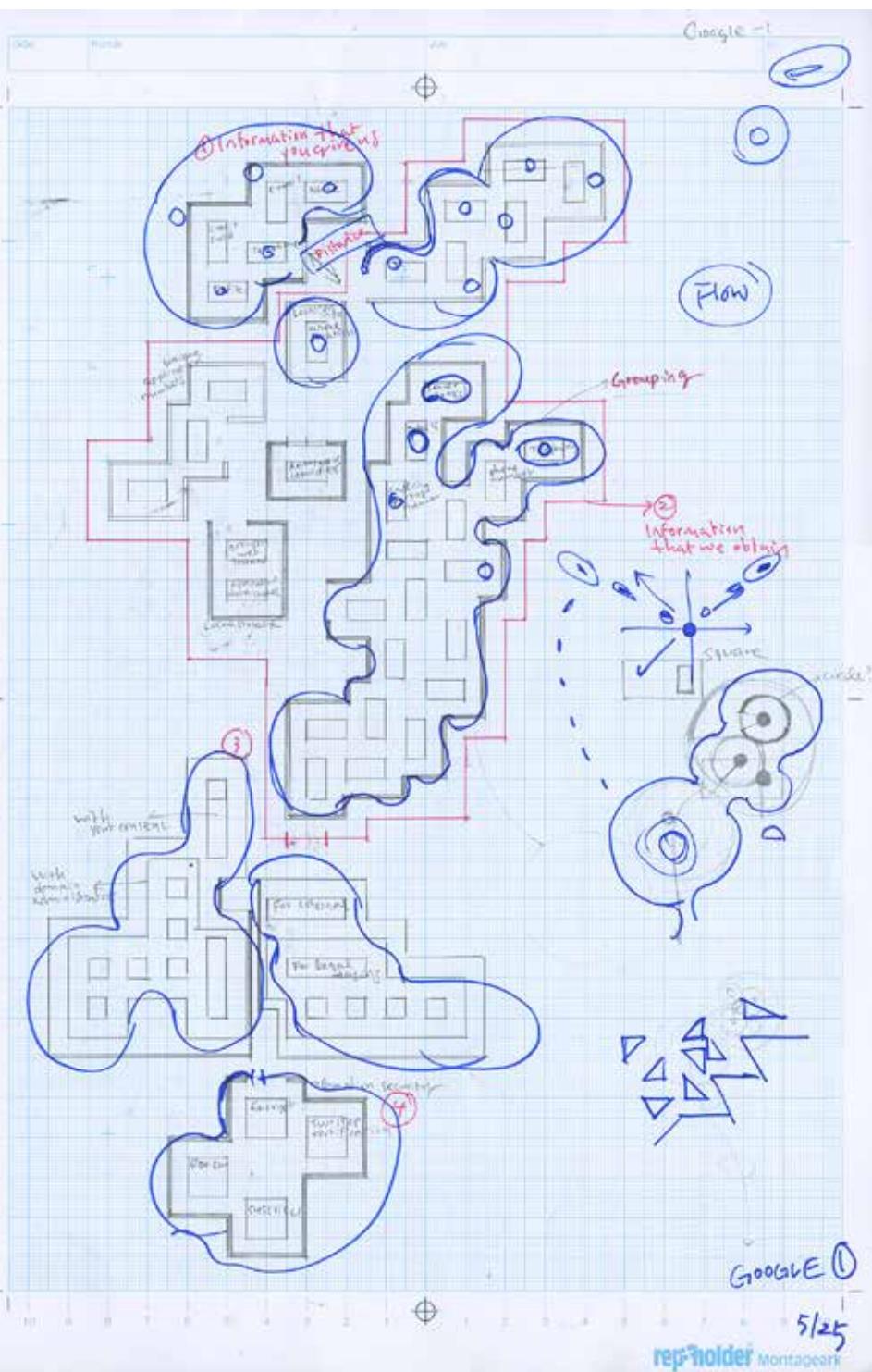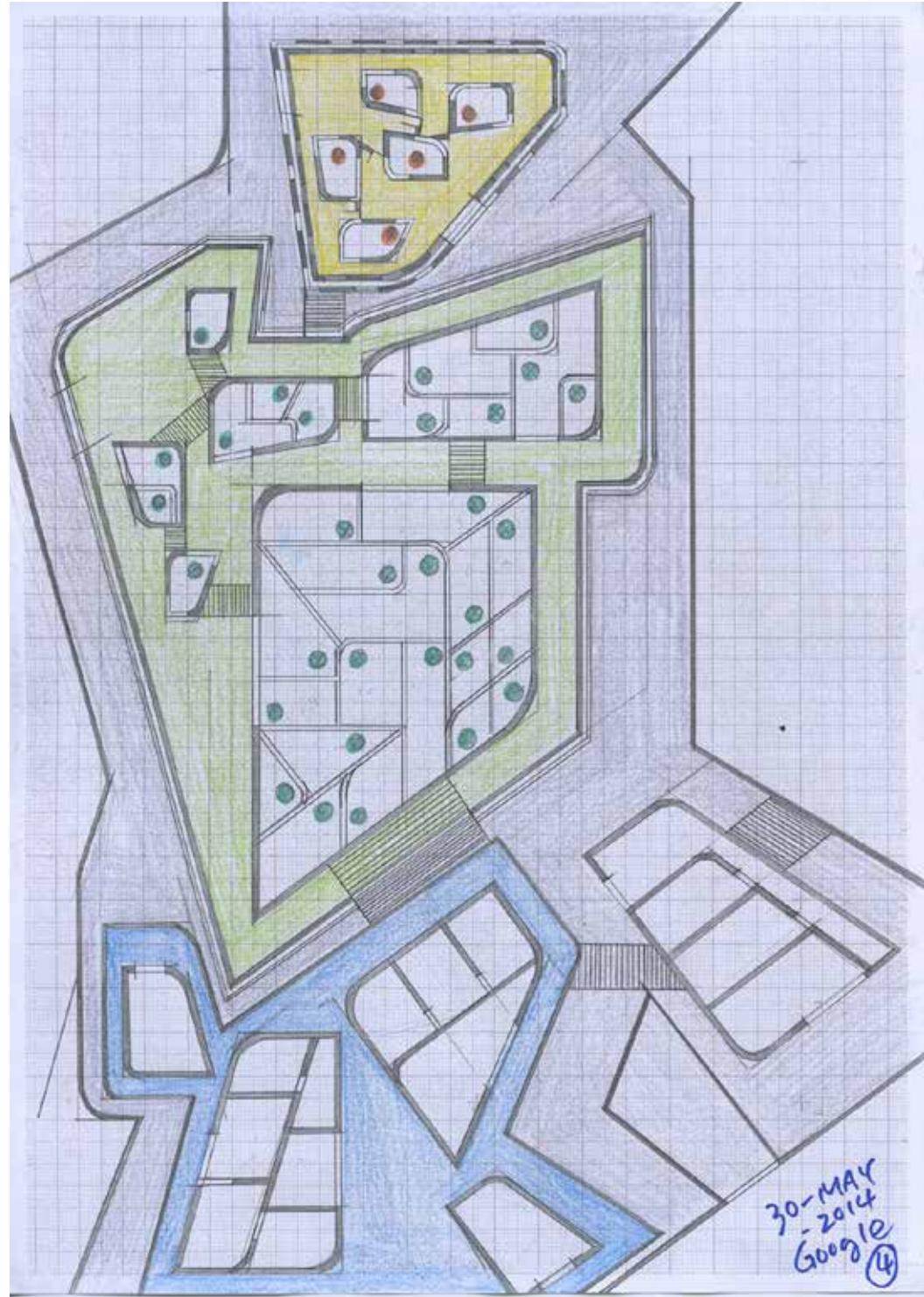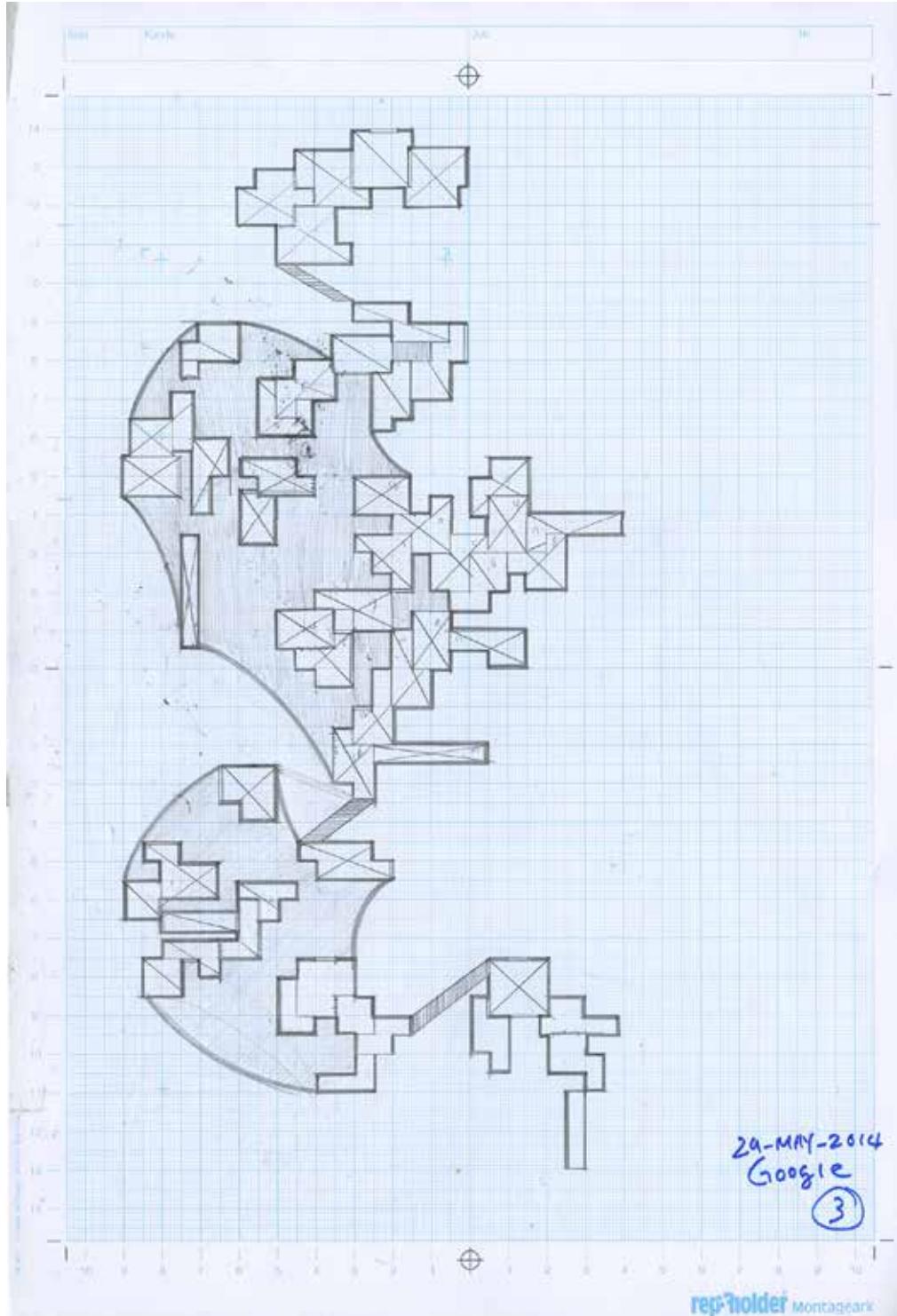
Reference for **Google**

29-MAY-2014
Google
③

30-MAY
-2014
Google
④

A floor map for **Google**

Information that you give us

Information that we obtain

Information security

Information that we share

30-MAY -2014 Google (4)
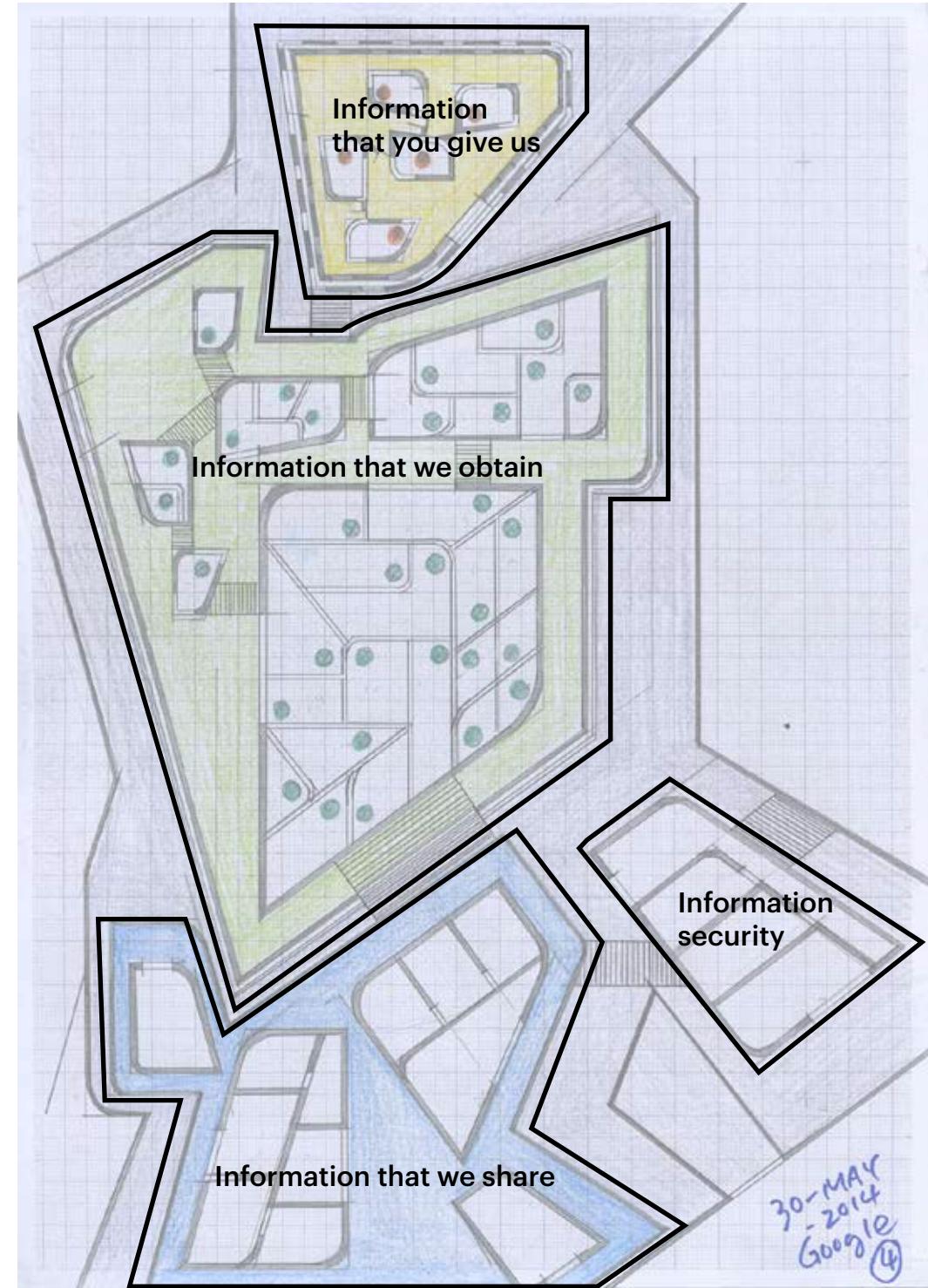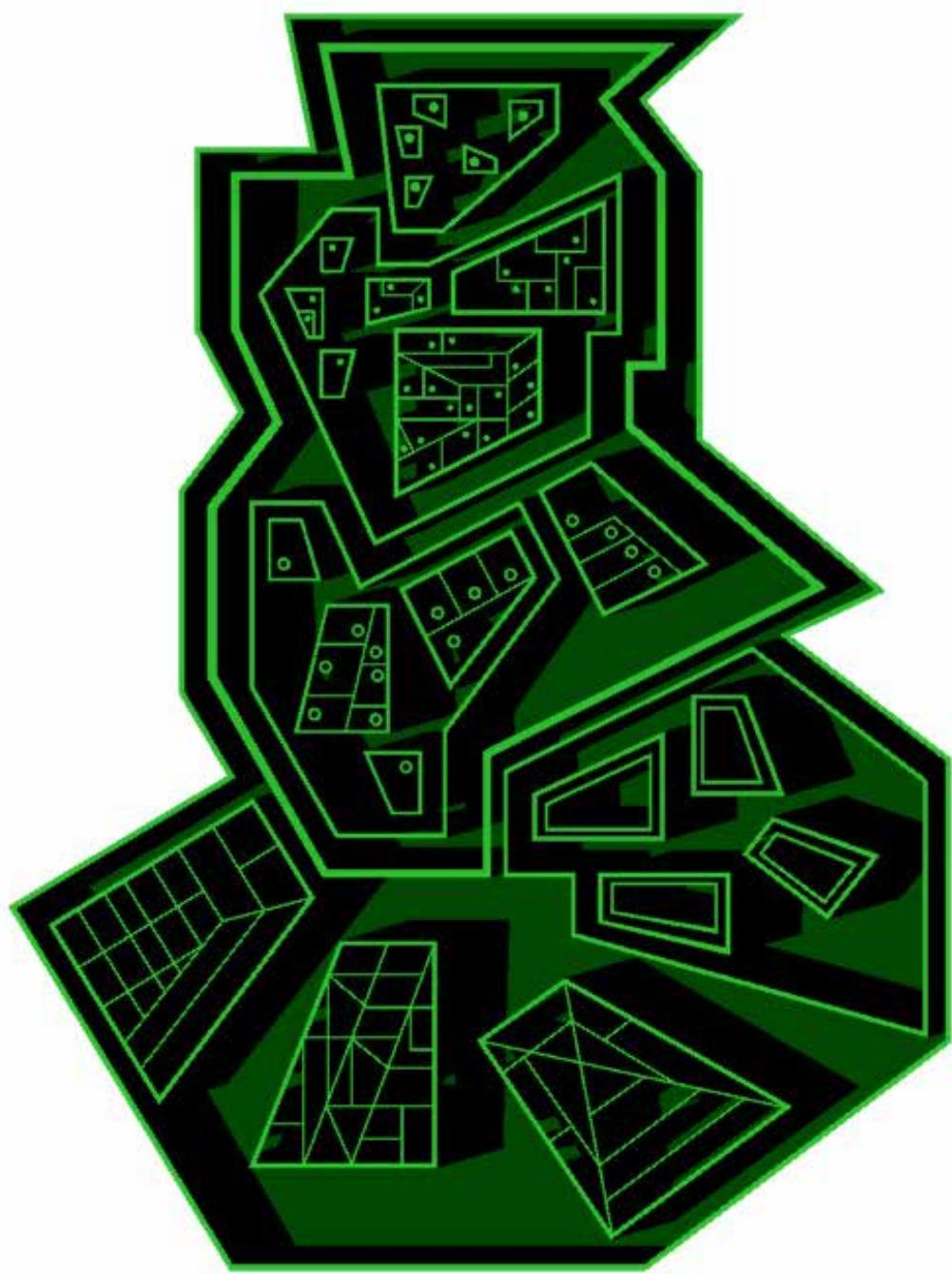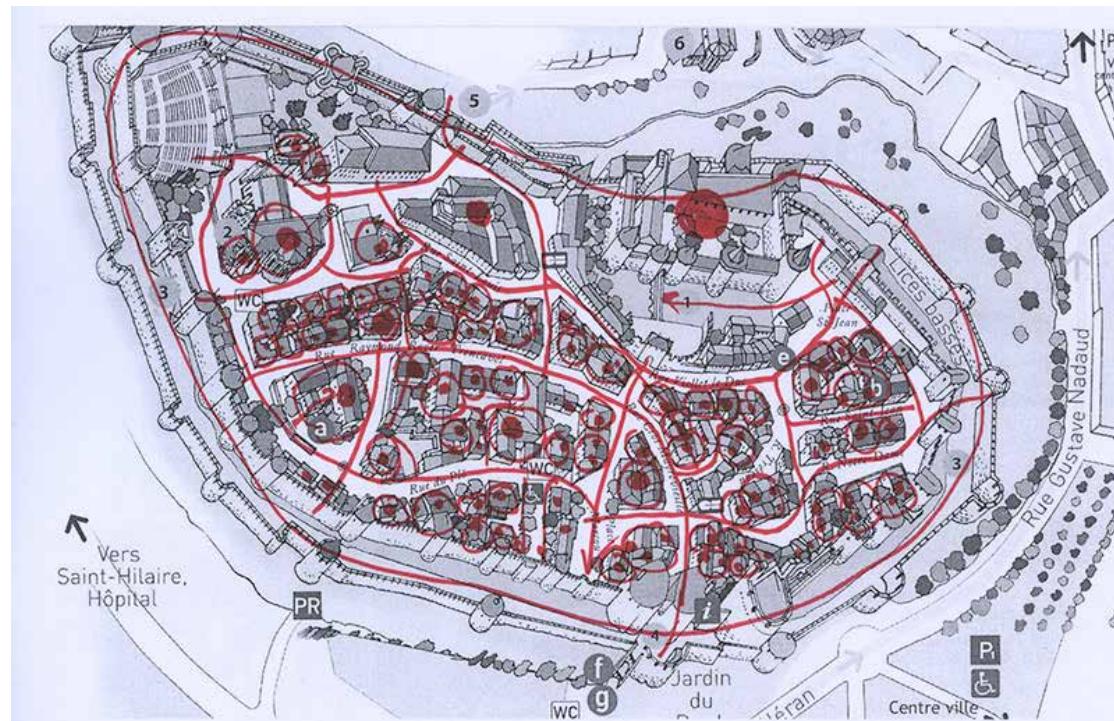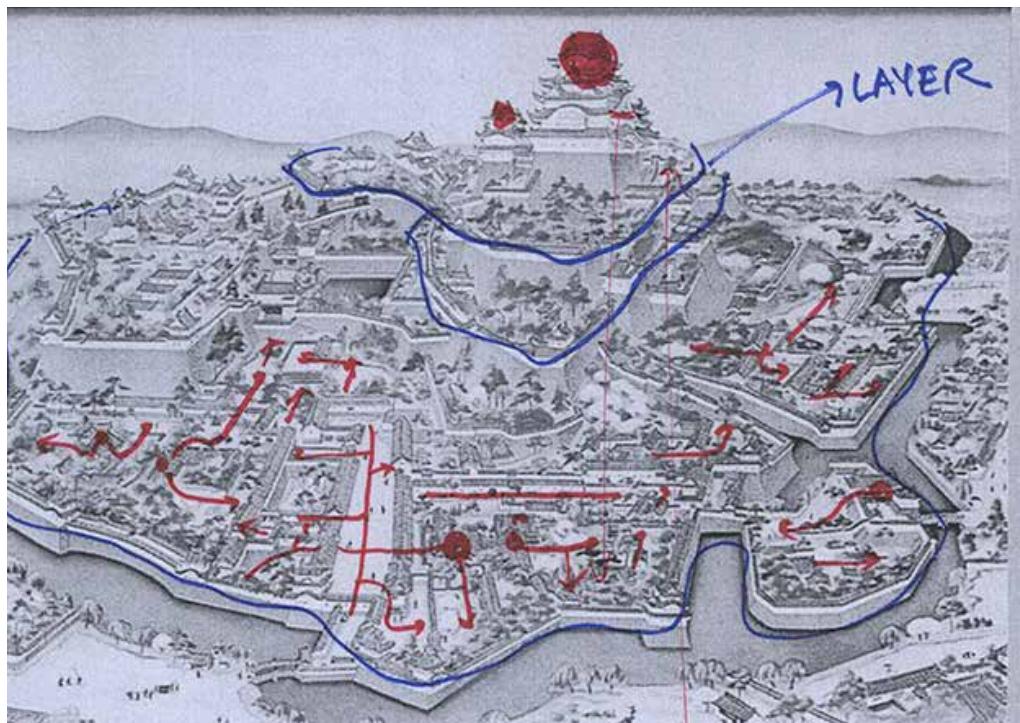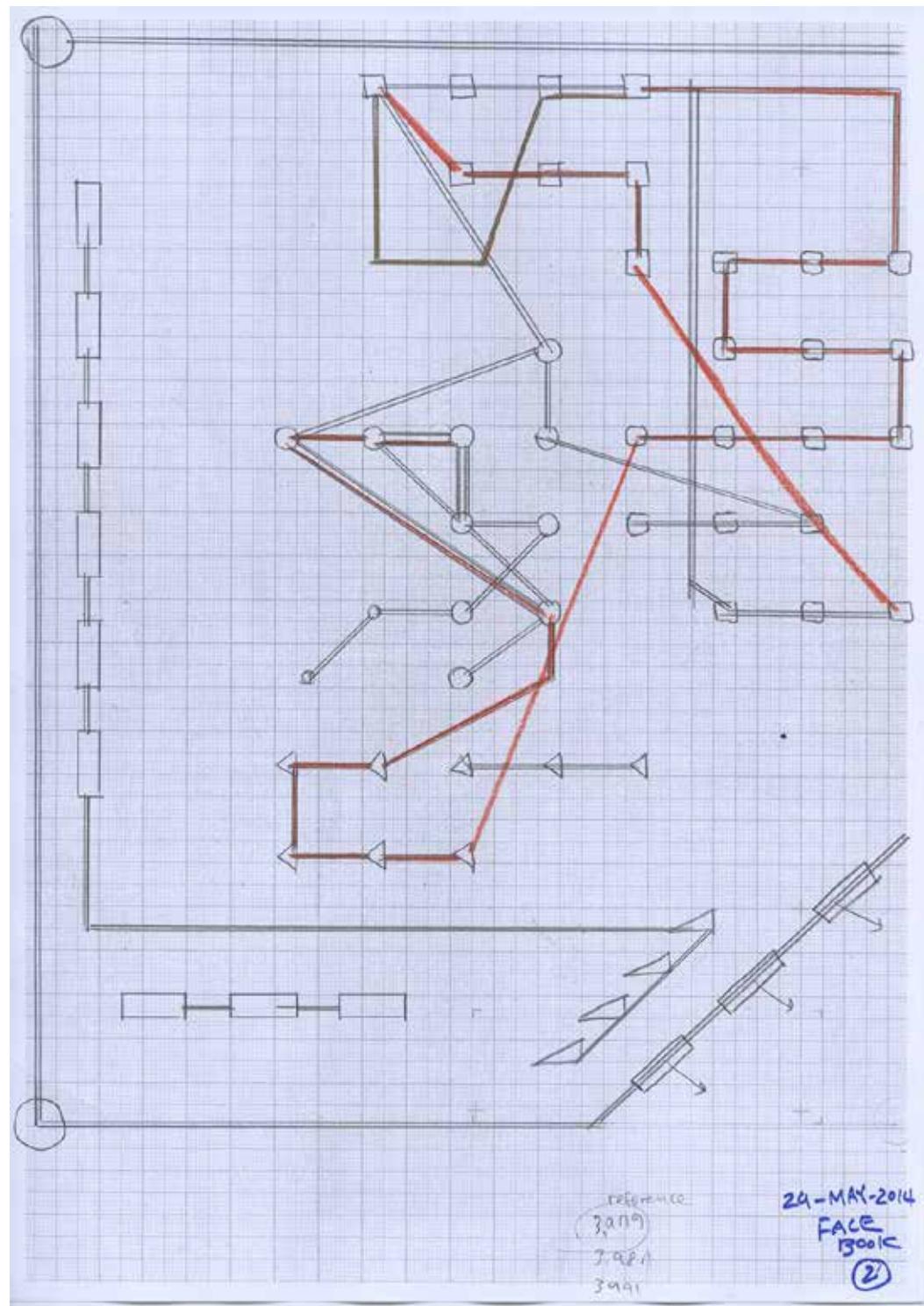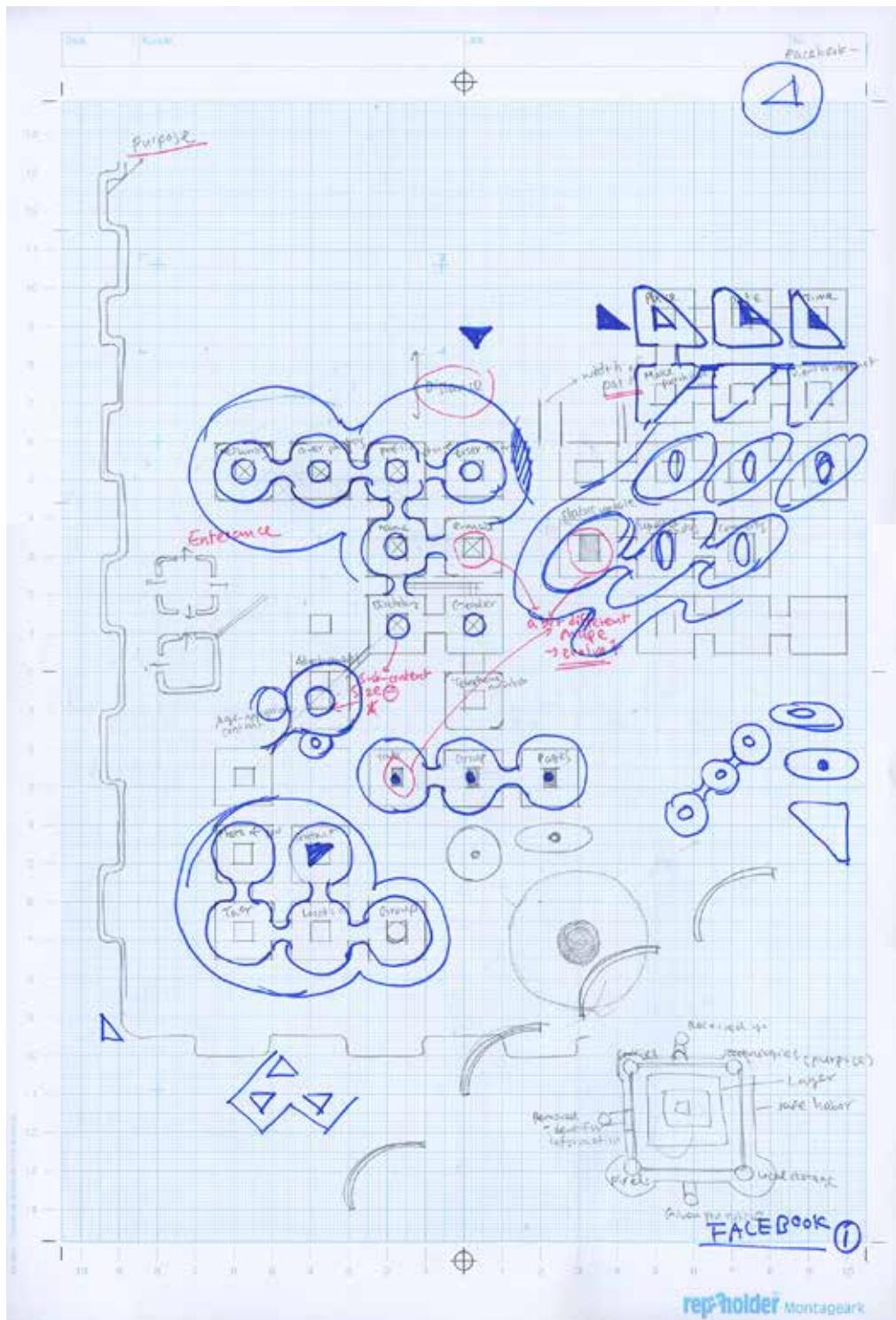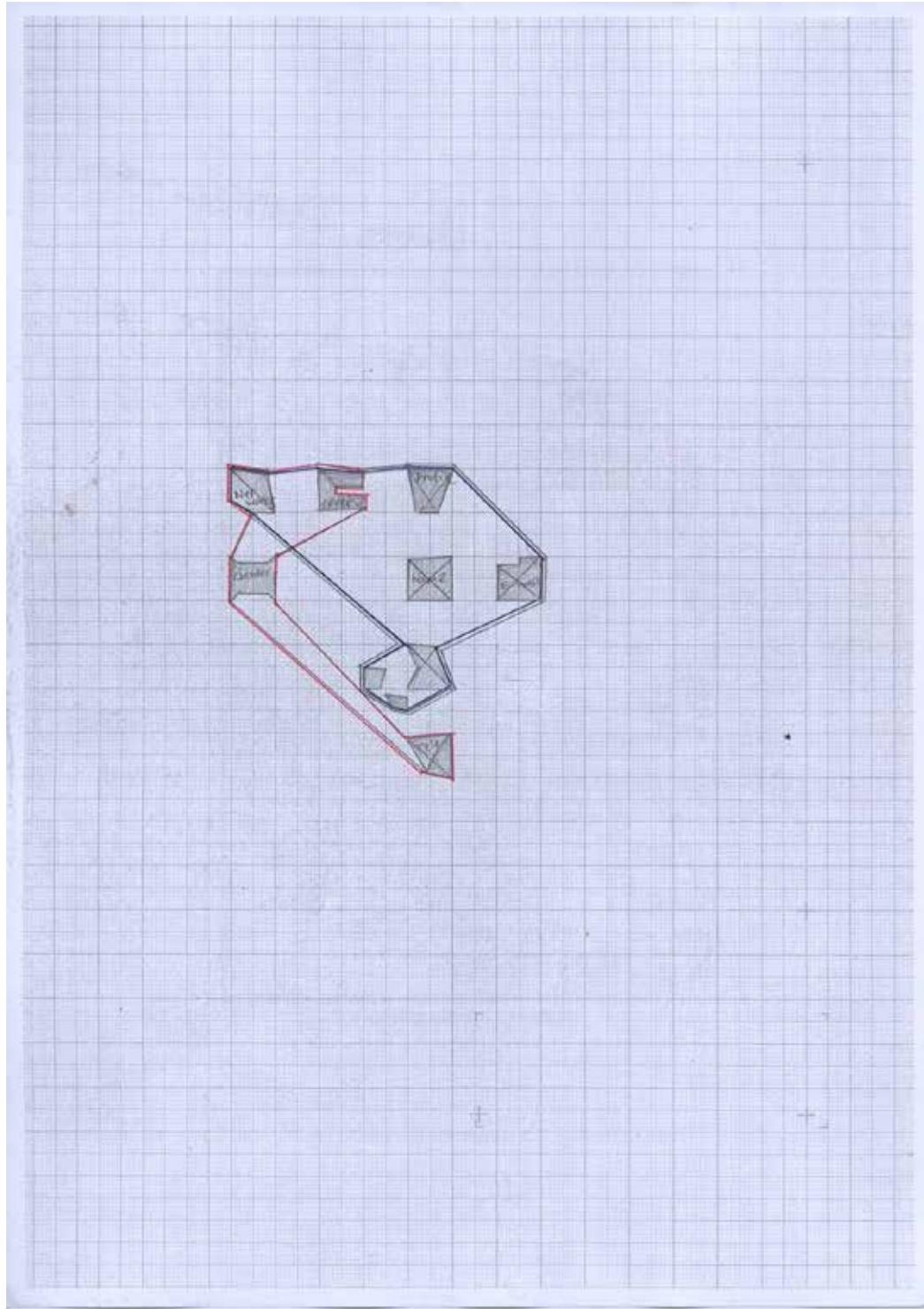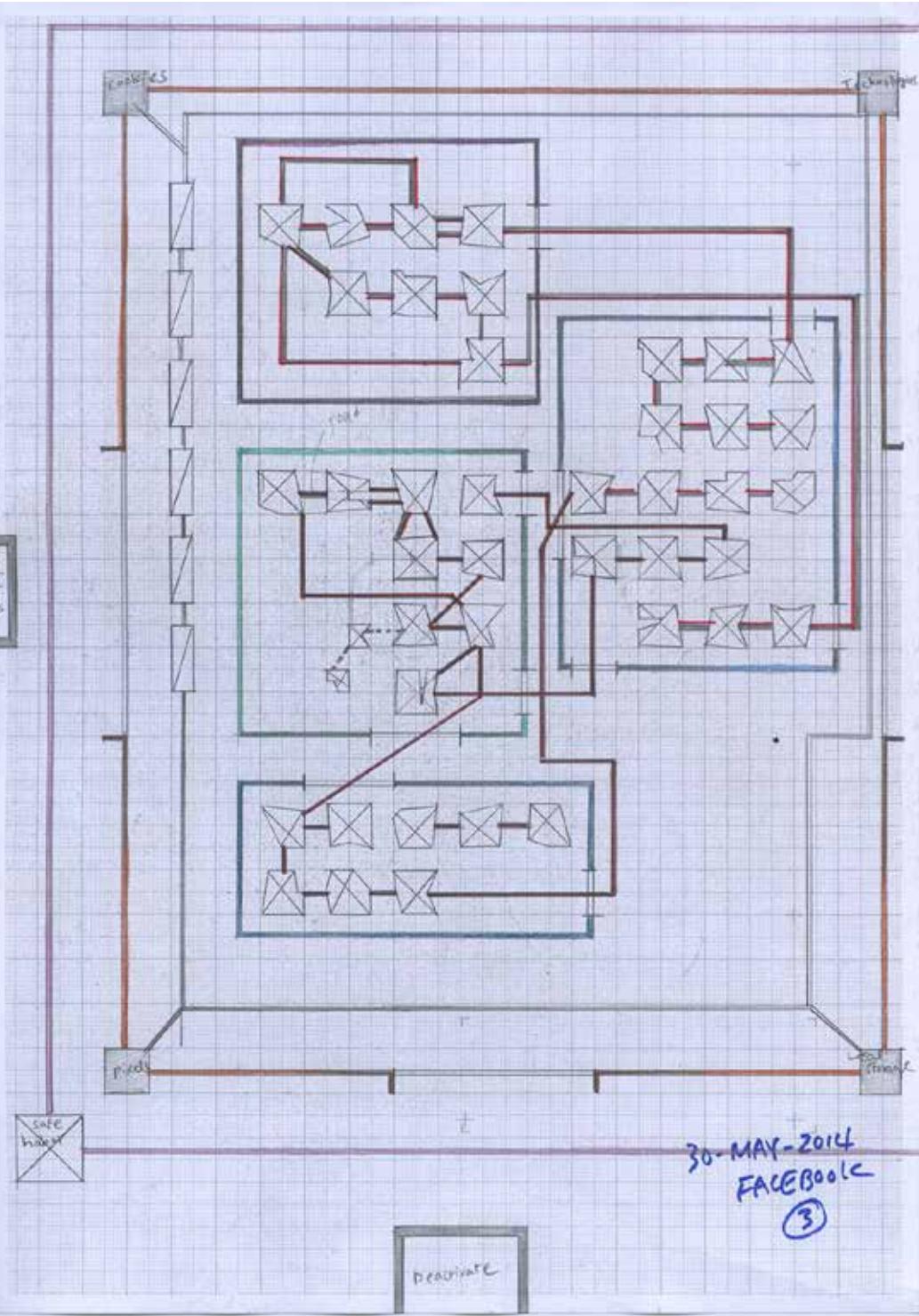
Reference for **Facebook**
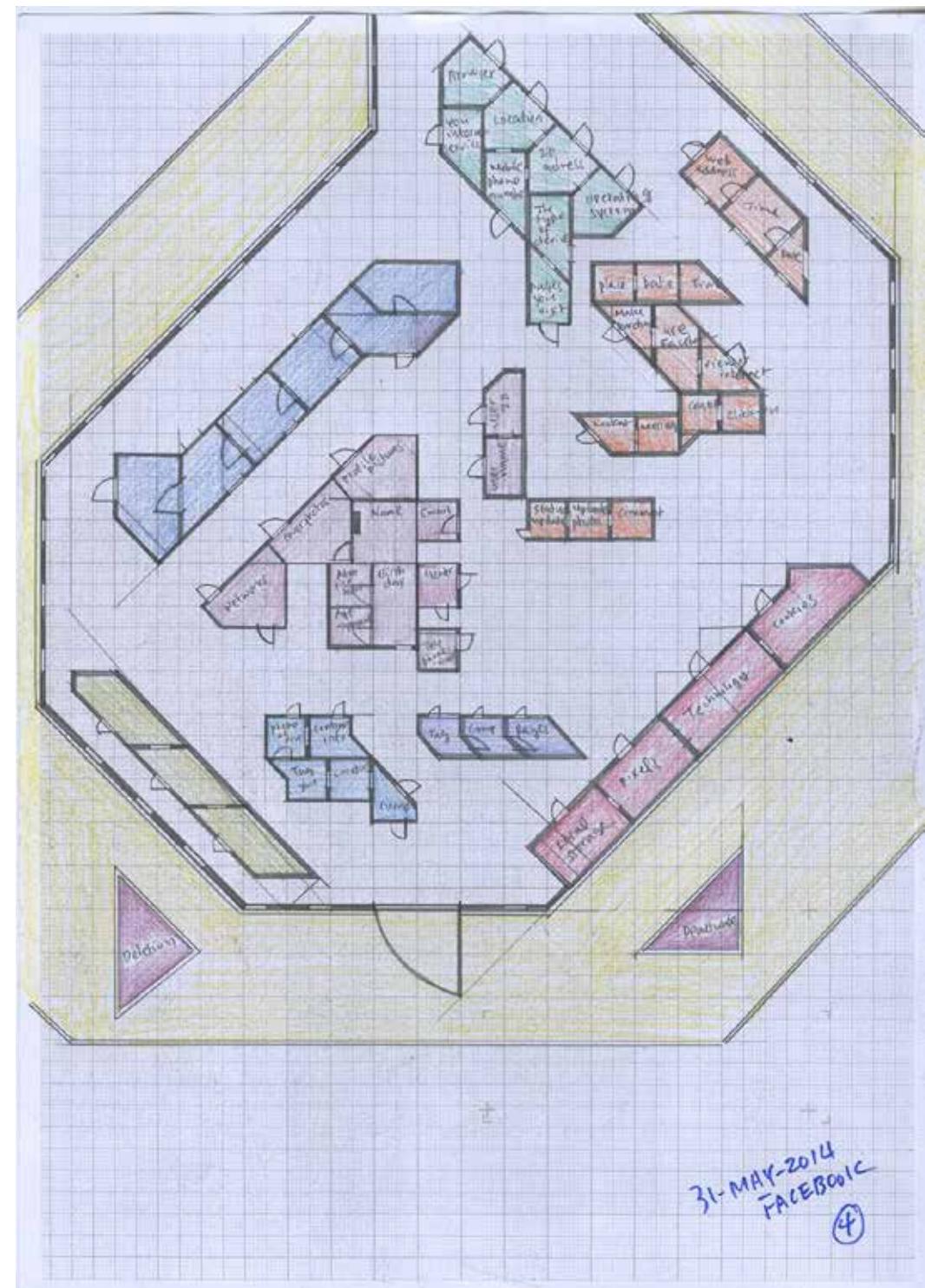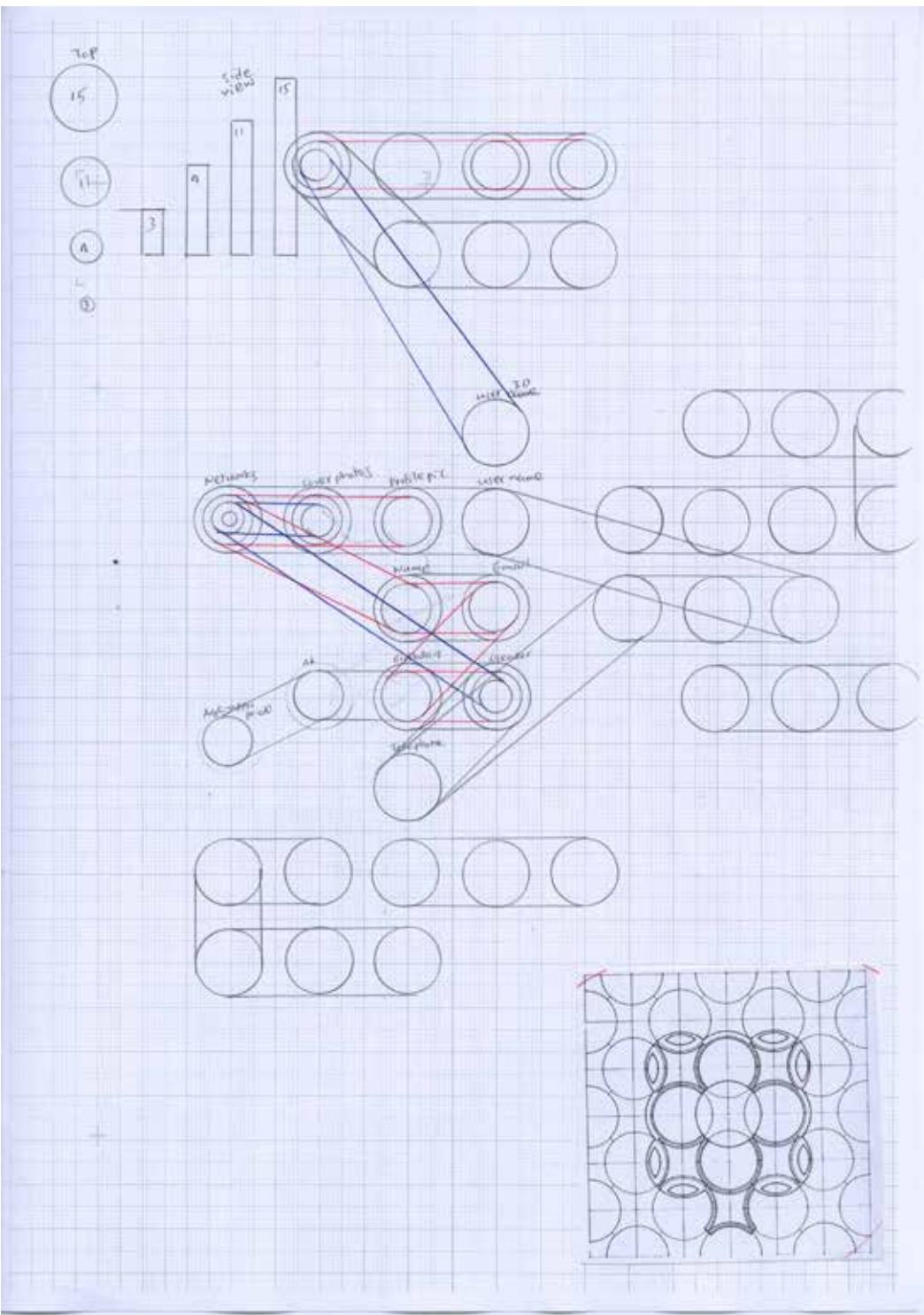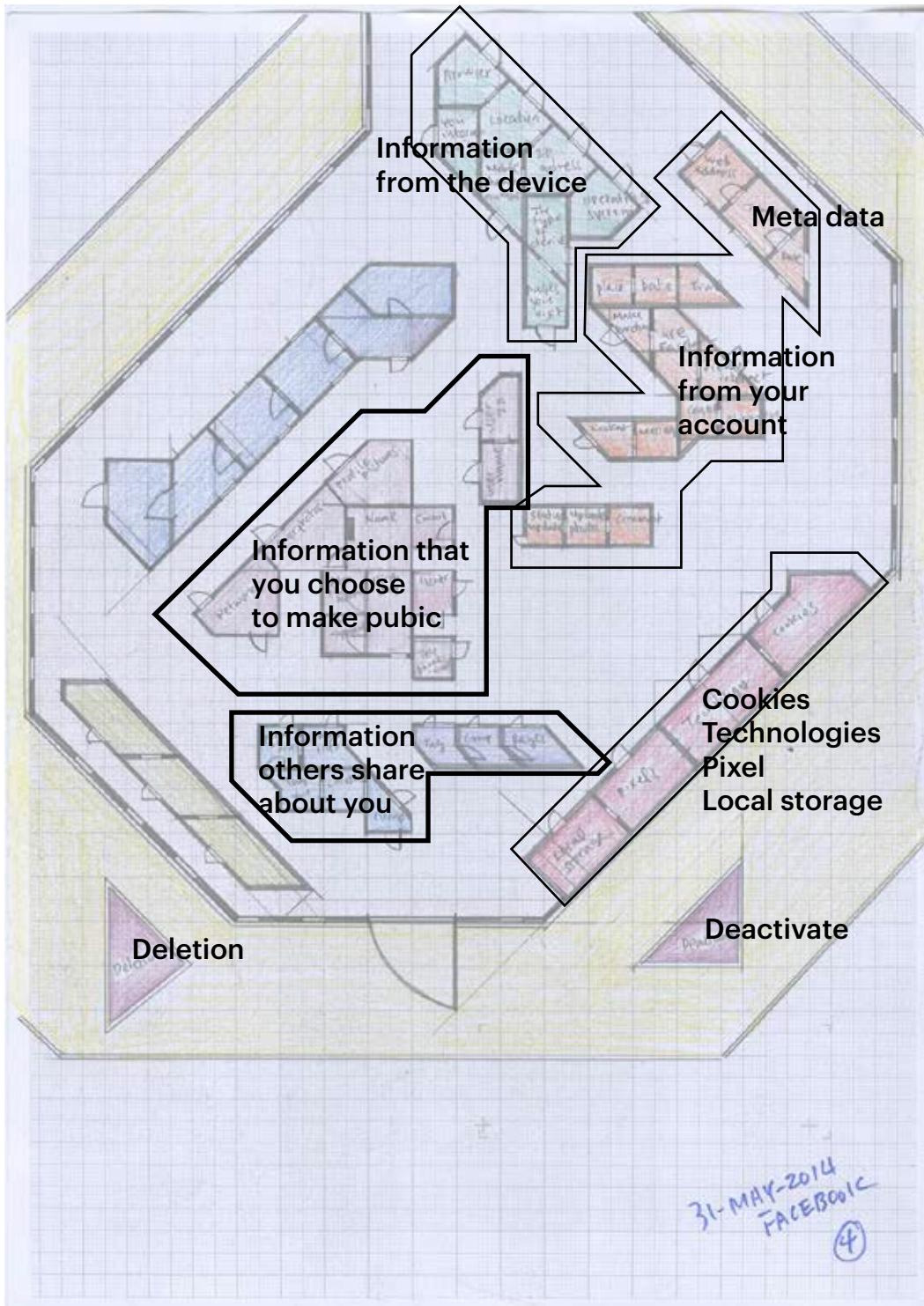
**A hilltop Japanese castle complex** located in **Himeji**, Japan. The castle is regarded as the finest surviving example of prototypical Japanese castle architecture, comprising a network of 83 buildings with advanced defensive systems from the feudal period. Himeji Castle dates to 1333, when Akamatsu Norimura built a fort on top of Himeyama hill.
Himeji Castle is the largest and most visited castle in Japan, and it was registered in 1993 as one of the first UNESCO World Heritage Sites in the country.

Hobbies   Teknologies

30-MAY-2014
FACEBOOK
③

safe
habor

Pred   Storage

Deactivate

31-MAY-2014
FACEBOOK
④

Information from the device

Meta data

Information from your account

Information that you choose to make pubic

Information others share about you

Cookies
Technologies
Pixel
Local storage

Deletion

Deactivate

31-MAY-2014
FACEBOOK
④
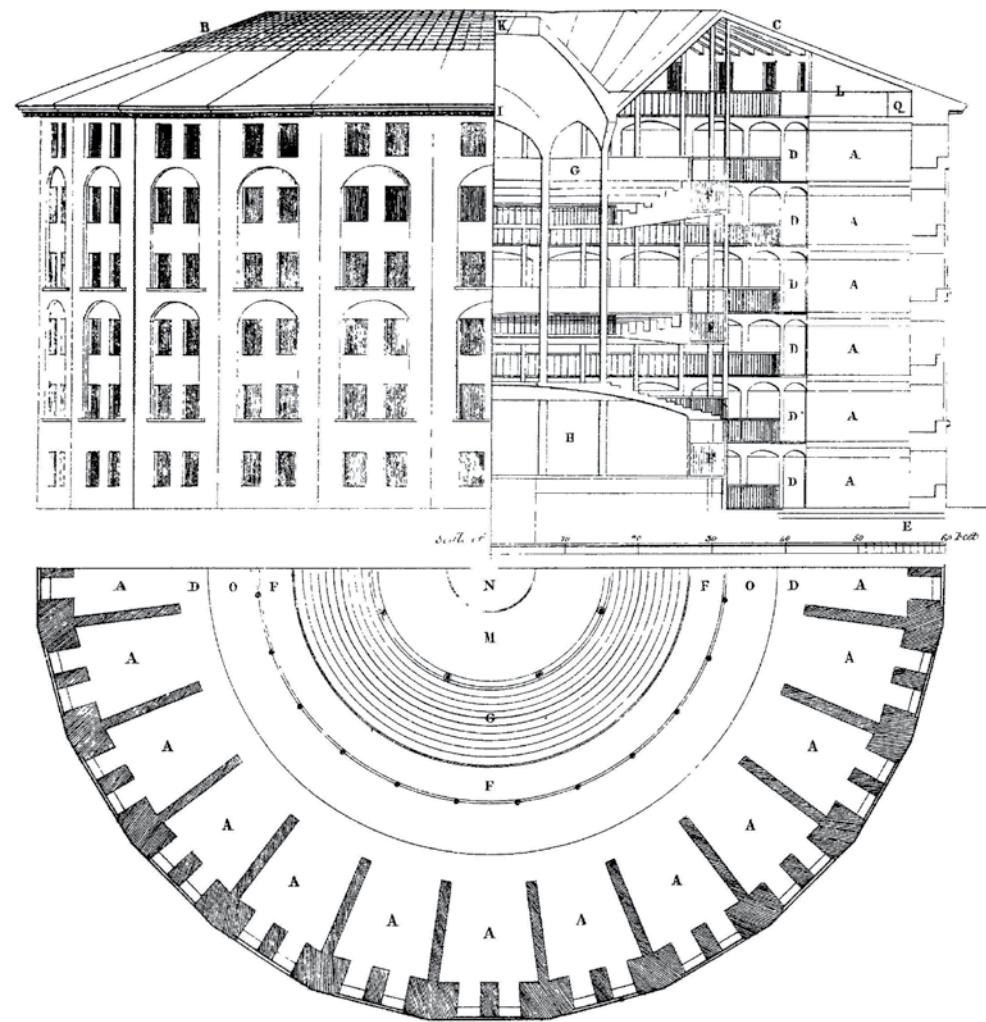
The Panopticon designed
by Jeremy Bentham
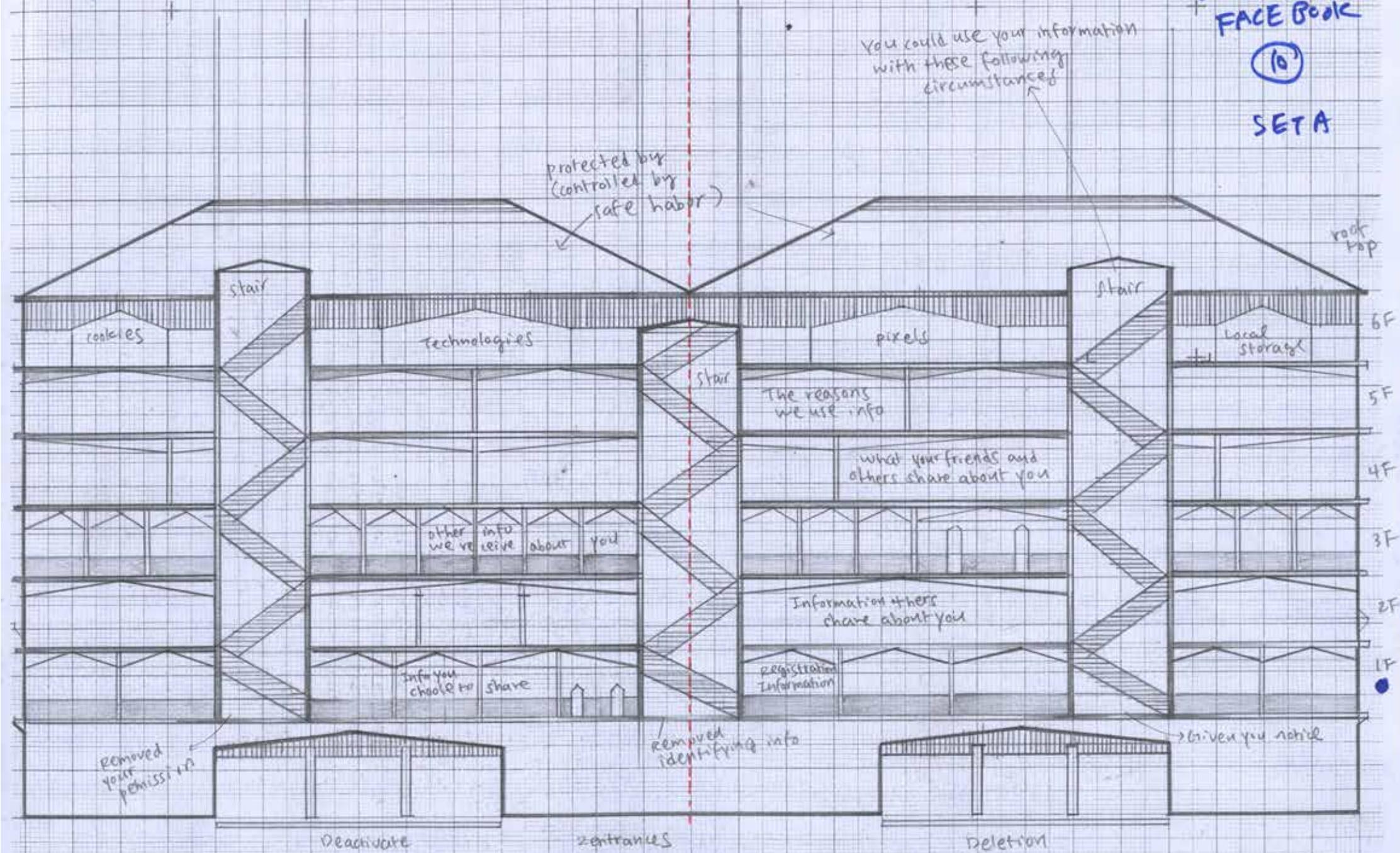
FRONT
VIEW

26-JUNE-2014
FACE BOOK
(10)

SET A

You could use your information
with these following
circumstances?

protected by
(controlled by
safe habor)

roof
top

stair   stair   6F
cookies   Technologies   pixels   Local
                                  stair   storage
                            The reasons   5F
                            we use info
                                                                     4F
                         what your friends and
                         others share about you

other info   3F
we receive about you

                         Information others   2F
                         share about you

Info you   registration   LF
choose to share   Information

removed   removed   given you notice
your   identifying into
permission

Deactivate   2entrances   Deletion

Information
you choose to share/
Registration
Information

Facebook
14-Aug-2011
1F

same height

need thickness to make walls

Birth
age appropriate
ad
stairs
Gender
Top view

e-mail

phone number

profile pic

Name

cover photos

column

user ID

networks

user name

left view/outside

side view

inside

column

The reasons
we use info

Facebook
14-Aug-2014
5F

To offer and suggest a variety of services and features

To keep FB products, services & integrations safe & secure

For internal operations including troubleshooting, data analysis, testing, research & service improvement

To protect FB's or other's right or property

To make suggestions to you and other users on FB

To provide you with location features and services

To measure or understand the effectiveness of ads you and others see

다음
프로젝트는

The next
move
is

Final destination will be developing **a program** that can **make visuals automatically** by using the information of the terms and conditions.

데이터
시각화의
가능성
: 주관적?
혹은 객관적?

A range of
possibilities
of data
visualizaiton:
subjective?
or objective?

감사합니다   Thank you