MODULE – 2

Analyzing a privacy policy : Pick a popular a app or service and analyse its privacy policy to identity ethical concentration and data governce practices

1: Introduction to Instagram's Privacy Policy :

Instagram, owned by Meta Platforms, is one of the most popular social media platforms worldwide. Because millions of users share photos, videos, and personal information, Instagram has a detailed privacy policy explaining how it handles user data.

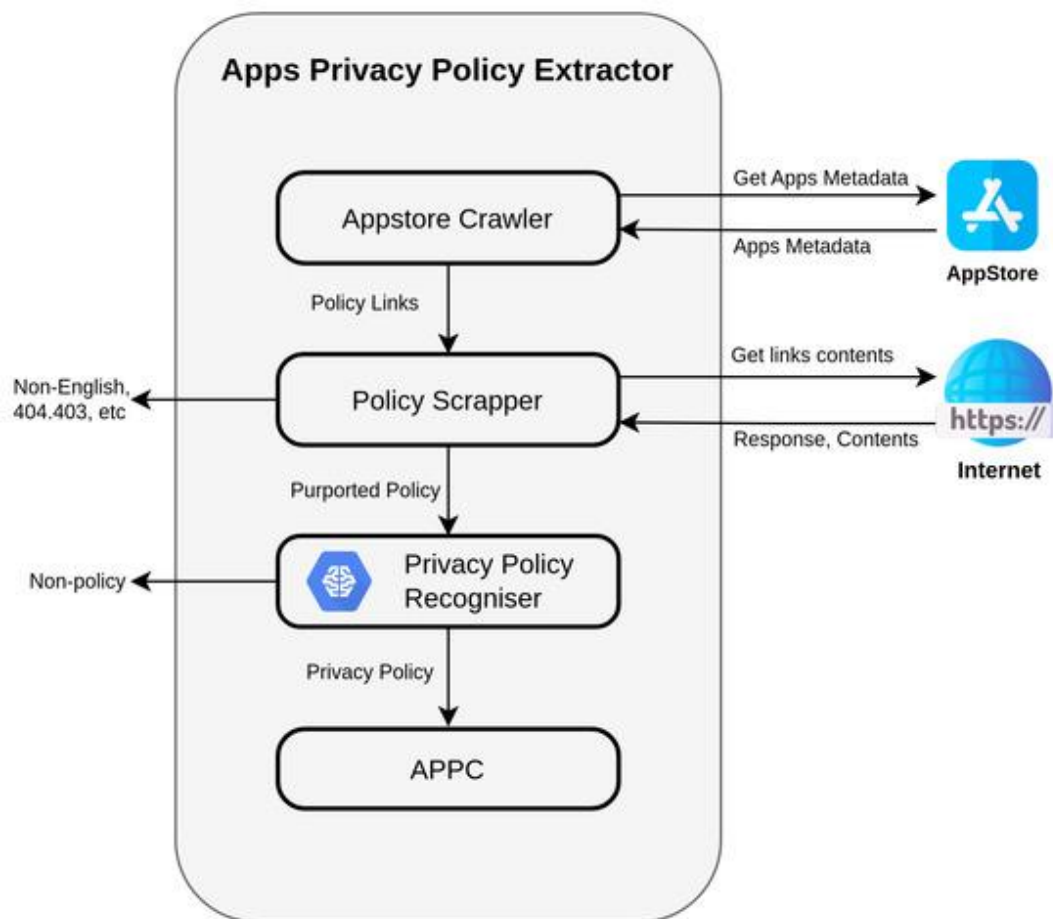A privacy policy is important because it:

Explains what information is collected

Describes how that information is used

States how data is protected

Instagram's privacy policy focuses on transparency, personalization, and advertising-based services.

This report analyzes the privacy policy of Instagram, a popular social networking platform owned by Meta Platforms. Instagram allows users to share photos, videos, and messages with people around the world. Because millions of users actively share personal content, understanding how Instagram collects, uses, and protects user data is very important.

Apps Privacy Policy Extractor

Appstore Crawler → Get Apps Metadata → AppStore
Apps Metadata ← AppStore

Policy Links

Policy Scrapper → Get links contents → Internet
Response, Contents ← Internet
Non-English, 404.403, etc ←

Purported Policy

Privacy Policy Recogniser
Non-policy ←

Privacy Policy

APPC

A privacy policy explains how a company handles personal information. It outlines what data is collected, how it is used, who it is shared with, and what rights users have. Analyzing Instagram's privacy policy helps identify ethical considerations and data governance practices involved in managing user information

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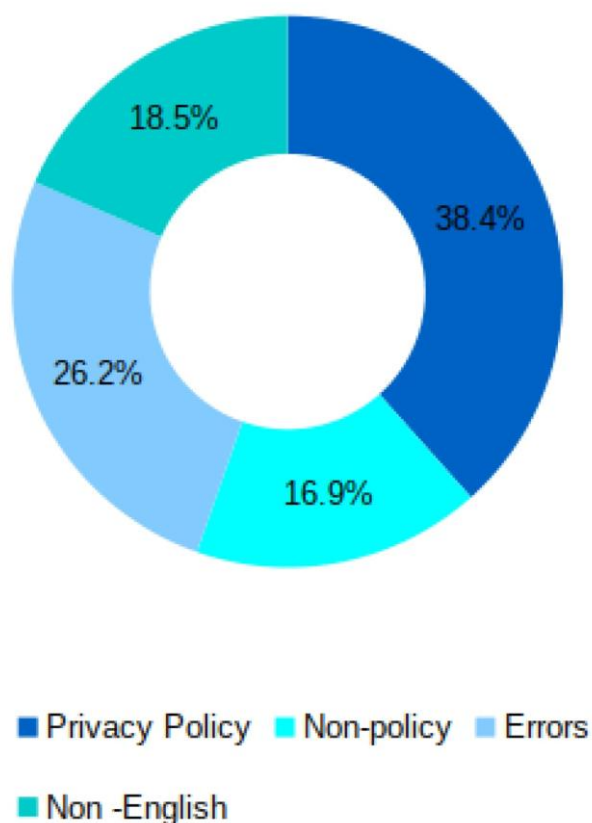
2 Types of Data Collected

Instagram collects several types of data from its users. First, it collects personal information such as name, email address, phone number, date of birth, and profile details. This information is usually provided when users create an account.

Second, Instagram collects activity data. This includes posts, comments, likes, followers, direct messages (metadata), and time spent viewing certain content. The platform tracks how users interact with different posts to improve recommendations.

Third, device and technical information is collected. This includes IP address, device type, operating system, browser information, and approximate location. This data helps Instagram ensure security and optimize performance.

Ethically, the large amount of behavioral tracking raises concerns about how much users truly understand about the data being collected.

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3: How the Data Is Used :

Instagram uses collected data to provide and improve its services. One major purpose is personalization. The platform uses user activity to recommend posts, reels, and accounts that match individual interests.

Another important use is targeted advertising. Instagram shows ads based on user behavior, interests, and interactions. This is one of the company's main sources of revenue.
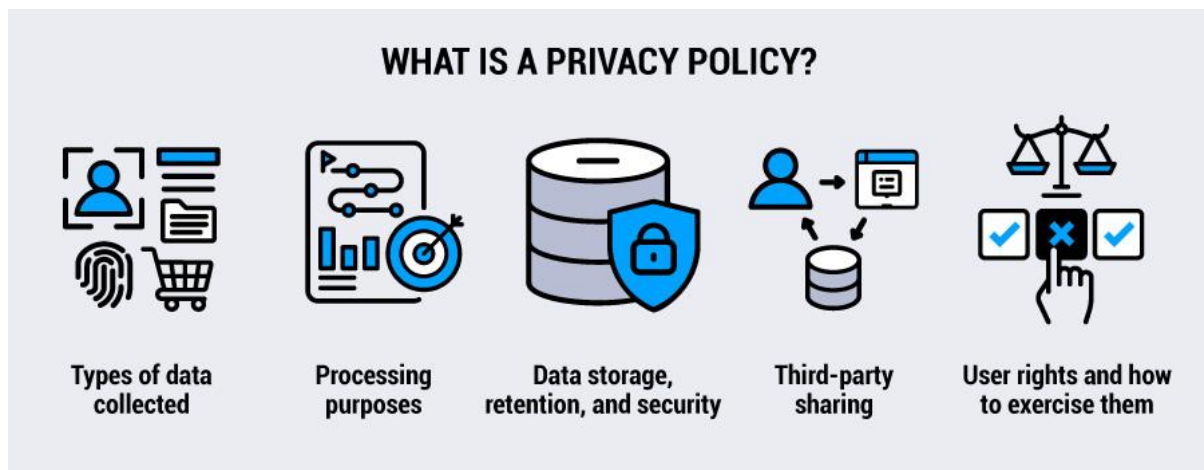
Additionally, data is used for safety and security purposes, such as detecting suspicious activity, preventing fraud, and enforcing community guidelines.

While personalization improves user experience, ethical concerns arise when users are unaware of how deeply their behavior influences the advertisements and content they see.

4: Data Sharing Practices:

Instagram shares user information with different parties. These include advertisers, business partners, service providers, and sometimes legal authorities when required by law.

For example, advertisers may receive information about user interests and demographics to display targeted ads. Service providers help operate Instagram's technical systems and may process data on behalf of the company.

WHAT IS A PRIVACY POLICY?

Types of data collected | Processing purposes | Data storage, retention, and security | Third-party sharing | User rights and how to exercise them

Although Instagram states that it does not sell personal data directly, sharing data within the broader Meta network raises privacy concerns. Users may not fully understand how their information flows across different platforms.

5 Data Governance and Protection:

Data governance refers to how a company manages and protects data. Instagram implements security measures such as encryption, secure servers, and restricted internal access to protect user information.

The company also follows legal regulations like the General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA) in the United States. These laws require companies to be transparent and give users certain privacy rights.

However, one governance challenge is the complexity of the privacy policy. Many users may not read or fully understand it due to its length and technical language

Data governance refers to the policies, procedures, and controls a company uses to manage, protect, and ensure responsible use of data. In the case of Instagram, data governance plays a critical role because millions of users share personal and sensitive information daily.

Instagram implements several technical and organizational safeguards to protect user data. These include encryption to secure data during transmissions .secure servers for storage, and restricted internal access so only authorized employees can handle sensitive information. The company also monitors systems for suspicious activity to prevent hacking and data

6: User Rights and Controls

Instagram provides users with several privacy control options. Users can access their data, download their information, delete their accounts, and adjust privacy settings. They can also manage advertisement preferences and choose who can view their content.

These tools promote transparency and give users some control over their information. However, many users do not actively review these settings, meaning default data collection practices often remain unchanged.

Ethically, true informed consent requires that users clearly understand what they are agreeing to.

Considerations and Conclusion:

The analysis of Instagram's privacy policy highlights both strengths and concerns. On the positive side, Instagram follows major data protection laws, provides user controls, and uses security systems to protect data.

However, ethical issues remain. The extensive collection of behavioral data, targeted advertising practices, cross-platform data sharing, and complexity of privacy policies can reduce user awareness and control. There are also concerns about protecting minors and preventing misuse of personal information.

In conclusion, Instagram demonstrates structured data governance but faces ongoing ethical challenges related to transparency, consent, and user privacy. As social media continues to grow, companies must balance innovation with strong ethical responsibility toward user data protection.