

theyek 03 - Privacy Policy Compare/Contrast

Similarities	<ul style="list-style-type: none"> - They collect all sorts of registration information (including username, passwords, name, age, language, email, phone number, etc) - Collect content information - what you upload, when, engagement with your content, hashtags, the people who watch your content, location, date and time - Collect payment information only upon purchase (but then don't delete it) - Both collect data about the device(s) from which you connect - Both use your data to recommend content, send you communication, provide location based services, develop their algorithms, and prevent harmful communication
Differences	<ul style="list-style-type: none"> - TikTok collects content EVEN IF you don't post it - Instagram collects content you create through their own camera app - TikTok collects your clipboard data - Instagram considers the length of time you engage with different content - TikTok explicitly states they do not sell information; IG does not make a stipulation - TikTok does not state whether your information is deleted when account is cancelled - TikTok reads your messages!

	Instagram	TikTok
Data Collected	<p>When you sign up for an account</p> <p>When you create or share content</p> <p>When you message or communicate with others</p> <p>Location of a photo or the date a file was created</p> <p>What you see through features IG provides (like the native camera app)</p> <p>The people, accounts, hashtags, groups, and Pages you are connected to and how you interact with them</p> <p>if you choose to upload, sync or import it from a device (such as an address book or call log or SMS log history)</p> <p>The types of content you view or engage with</p> <p>The features you use</p> <p>The actions you take</p> <p>The people or accounts you interact with</p> <p>The time, frequency and duration of your activities</p> <p>Payment information, such as your credit or debit card number and other card information; other account and authentication information; and billing, shipping and contact details</p> <p>information from and about the computers, phones, connected TVs and other theyb-connected devices you use</p>	<p>Registration information, such as age, username and password, language, and email or phone number</p> <p>Profile information, such as name, social media account information, and profile image</p> <p>User-generated content, including comments, photographs, livestreams, audio recordings, videos, and virtual item videos that you choose to create with or upload to TikTok</p> <p>User Content through pre-loading at the time of creation, import, or upload, regardless of whether you choose to save or upload that User Content</p> <p>Content, including text, images, and video, found in your device's clipboard, with your permission</p> <p>Payment information, including payment card numbers or other third-party payment information (such as PayPal) where required for the purpose of payment</p> <p>Your phone and social network contacts</p> <p>Your opt-in choices and communication preferences</p> <p>Information to verify an account such as proof of identity or age</p> <p>Information in correspondence you send to TikTok</p> <p>Information you share through surveys or your participation in challenges,</p>

		<p>stheypstakes, or contests such as your gender, age, likeness, and preferences</p> <p>Internet or other network activity information such as your IP address, geolocation-related data, unique device identifiers, browsing and search history, and Cookies</p> <p>The content of messages sent through TikTok and information about when the message has been sent, received and/or read, as theyll as the participants of the communication</p>
How Data is Maintained	<p>Meta shares information globally, both internally within the Meta Companies, and externally with our partners and with those you connect and share with around the world in accordance with this policy. Your information may, for example, be transferred or transmitted to, or stored and processed in the United States or other countries outside of where you live</p> <p>Meta stores data until it is no longer necessary to provide services and Meta Products, or until your account is deleted - whichever comes first</p> <p>Meta shares information with law enforcement or in response to legal requests</p>	<p>TikTok may disclose any of the information they collect to respond to subpoenas, court orders, legal process, law enforcement requests, legal claims, or government inquiries</p> <p>TikTok uses reasonable measures to help protect information from loss, theft, misuse and unauthorized access, disclosure, alteration, and destruction</p> <p>TikTok does not sell personal information to third parties</p>
What they do with your Data	<p>Help advertisers and other partners measure the effectiveness and distribution of their ads and services, and understand the types of people who use their services and how people interact with their websites, apps, and services</p> <p>Provide measurement, analytics, and other business services.</p> <p>Combat harmful conduct, detect and prevent spam and other bad experiences, maintain the integrity of meta Products, and promote safety and security on and off of Meta Products.</p> <p>Send you marketing communications, communicate with you about Meta Products, and let you know about policies and terms</p> <p>Conduct and support research and innovation on topics of general social welfare, technological advancement, public interest, health and well-being</p>	<p>To fulfill requests for products, services, Platform functionality, support and information for internal operations, including troubleshooting, data analysis, testing, research, statistical, and survey purposes and to solicit your feedback</p> <p>To customize the content you see when you use the Platform. For example, they may provide you with services based on the country settings you have chosen or show you content that is similar to content that you like or interacted with</p> <p>To send promotional materials from us or on behalf of our affiliates and trusted third parties</p> <p>To improve and develop our Platform and conduct product development</p> <p>To measure and understand the effectiveness of the advertising they serve to you and others and to deliver advertising</p> <p>To make suggestions and provide a customized ad experience</p> <p>To support the social functions of the Platform, including to permit you and other users to connect with each other through the Platform and for you and other users to</p>

		<p>share, download, and otherwise interact with User Content posted through the Platform</p> <p>To use User Content as part of our advertising and marketing campaigns to promote the Platform</p> <p>To understand how you use the Platform, including across your devices</p> <p>To infer additional information about you, such as your age, gender, and interests</p> <p>To help us detect abuse, fraud, and illegal activity on the Platform</p> <p>To prove your identity in order to use certain features, such as livestream or verified accounts, or when you apply for a Pro Account, ensure that you are old enough to use the Platform (as required by law), or in other instances where verification may be required</p> <p>To enforce our terms, conditions, and policies</p> <p>Consistent with your permissions, to provide you with location-based services, such as advertising and other personalized content</p> <p>To inform their algorithms</p> <p>To combine all the information they collect or receive about you for any of the foregoing purposes</p> <p>To facilitate sales, promotion, and purchases of goods and services and to provide user support</p>
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