1. They can you use your feedback or suggestions without any obligation to compensate you for them. They use your information to provide, improve, and develop services, communicate with you show and measure ads and services, and promote safety and security. “We collect information from or about the computers, phones, or other devices where you install or access our Services, depending on the permissions you’ve granted.”. “We are able to deliver our Services, personalize content, and make suggestions for you by using this information to understand how you use and interact with our Services and the people or things you’re connected to and interested in on and off our Services. ”.
2. They’re a British political consulting firm which combines data mining, data brokerage, and data analysis with strategic communication for the electoral process. They had been suspended from Facebook for not deleting the data it had received in 2015 from a developer who “violated” its platform policies.
3. Since they have all this data about you, for example what you tend to search, like or post they can get a good estimate about your political opinions for example if you’re a person who doesn’t really have an opinion on who to vote for, they can push you towards voting for someone over someone else by pushing different information that says negative information rather than positive about a person.
4. Other applications can stop working because they depend on the Facebook app, They require access like microphone are photo access to even function which they can use at their own will. Also they can request contact access which will give them access to all your contacts, revoking this may cause the app to stop working.

**5**

When it comes down to the service itself being free, it doesn’t mean that the consumer is the “product” because since they are offering the service for free they are making some sort of profit. It could be something like getting the feedback and viewing the usage of service, or simply getting the consumer data which can be sold to other companies. Although when the product is paid, there is still a good chance that within the application / online service there will be some sort of extra payment needed or they will be collecting data which can be sold to other analytic companies.