



IL NOSTRO CONCEPT



Le Privacy Notices sono create con un approccio **"one size fits all"**



Ogni user è diverso e ha una diversa sensibilità al tema della protezione dei dati



La Privacy Notice diventa **user(human)-centric**, **"flessibile"** e **si adatta al servizio stesso**

COME ?

IL NOSTRO APPROCCIO



LAYERED APPROACH

Basato su una **gerarchia informativa** e più informazioni per gli users più curiosi



INFOGRAFICA

Una semplice tabella e l'uso di colori permette di ricevere informazioni trasparenti sull'uso dei dati e le basi legali **per finalità di trattamento**



ICONE

L'uso di icone per comunicare alcune delle **informazioni essenziali**



CONSENSO "ICONIZZATO"

Il tipico **"click"** avviene **direttamente sull'icona** relativa all'attività per cui si acconsente



"PRIVACY ENHANCER"

Una **"barra del rischio"** personalizzata che con l'uso di colori permette di identificare il livello di **"rischio" per le attività più intrusive**



SERVIZIO DI CHAT

L'informativa **prende le forme del servizio stesso** offerto (Messenger) e permette di chattare e ottenere informazioni sulle attività più intrusive

Curiosi? Scorrete giù





Facebook - Privacy Notice



Reindirizzamento a pag. 3



You think we have a lot of data on you? We do and don't play hide and seek. We collect many from you, from your device or even from others. Some of them sensitive. Look at the great tool we have to catch them all. Yes, no reading.



Reindirizzamento a pag. 3



Let's be honest, we use your information for quite a lot of purposes. But there is no secret. We offer you the network (and we need to have it secured). We want you to have the best experience with us. We also do things for social good (surprised?) We have it all covered.



Reindirizzamento a pag. 5



You Share, with your friends. Facebook is one of yours. We Share as well, quite a lot. You like it, We like it. You choose your friends and you can (almost) always decide on ours.



Reindirizzamento a pag. 6



Data is important to us. With it, we offer you our services. When you stop using Facebook or delete your account, data stays with us for a little while. How long? It depends. For example: the LOG of your search is kept for 6 months and the ID you provide for account verification is deleted after 30 days.



We build security in everything we (and you) do. For example, do you know what login alerts or multifactor authentication are? It's no magic. Discover how to extra protect your account.



As a user, you have rights. You can ask us on the data we hold on you (#Access), have those data corrected (#Rectify) or ask to erase them (#beforgotten). That's it? No, your data can travel with you (#portability). You can also restrain our use of your data for some time, especially when you wanna challenge our use of it (#Restrict).



Reindirizzamento a pag. 7

How does it work?

Reindirizzamento a pag. 8





Provide our products How can we do so?				
	Info and content, network & connections, usage, transactions on our products	Special categories of data	Device attribute, device operation, identifiers, signal, setting, networks, cookies	Device, website, adds, purchases, FB account
	You agreed			
	You are using us			
	We think we can	Less than 18 Years old?	Less than 18 Years old?	Less than 18 Years old?
Providing measurment, analytics How can we do so?				
	Network & connections, usage, transactions on our products	Special categories of data	Device attribute, device operation, identifiers, signal, setting, networks, cookies	Device, website, adds, purchases, FB account
	You agreed			
	We think we can			
Research and innovate for social good How can we do so?				
	Device attribute, device operation, identifiers, signal, networks			
	We think we can			
	We do that for the good			



Increase Security

How can we do so?

You are using us

We think we can



Info and content, network & connections, usage



Device attribute, device operation, identifiers, signal, setting, networks, cookies

Interact with you

How can we do so?

You agreed

You are using us

We think we can



Info and content, network & connections, usage, transactions on our products

Special categories of data



Device attribute, device operation, identifiers, signal, setting, networks, cookies



Device, website, adds, purchases, FB account



How is your information shared?

Sharing with third party partners

Below you can find the list of the third-parties with whom we share your data

You can CLICK ON THE ICON to opt-in or opt out to our sharing

Partners providing analytics services



Advertisers



Measurement partners



Partners offering good and services in our products



Researchers and academics



Vendors and service providers

Law enforcement or legal requests



Your data is shared with People and Accounts that you share and communicate with. Normal.

When you post on Facebook, you select the audience or the post, such as a group, all of your friends, the public, etc.

The same happens when you use Messenger to communicate with people or businesses. They can see the content you send.

Facebook is also about tagging and resharing. Think about it because people who can see your activity can choose to share it with others on and offer you Products.

Not just ours, but also from people and businesses outside the audience that you shared with. When you share a post or send a message to specific friends or accounts, they can download, screenshot or reshare that content to others.

People in your networks can see signals telling them whether you are active on our Products, or when you last used them. They can, we can. But also others. For example, when you play a game with your Facebook friends or use a Facebook Comment or Share button on a website, the game developer or website can receive information about your activities in the game or receive a comment or link that you share from the website on Facebook.



Wanna know more?

Or directly change your preferences through your settings



Request access to your information.

You can receive a copy of the information we have about you and check that we are lawfully processing it



Request correction of the information we have about you.

You can have any incomplete or inaccurate information we have about you corrected



Request erasure of your information.

You can ask us to delete or remove your information where there is no good reason for us continuing to hold it



Right to request restriction.

You can ask us to suspend the processing of your information, for example if you have doubts about the way we process it



Right to data portability.

You can request the transfer of your information to another party



Right to withdraw your consent.

When we rely on your consent, you can withdraw it at any time



Right to object.

In some cases (for example when we rely on legitimate interest) you have the right to object to our use of your information



Right to make a complaint.

If you are not happy about our use of data, you can lodge a complaint with the Irish Data Protection Commissioner, or your local authority





Hello, wanna know more on where your data are?

Sure!



We share your data globally, for example they travel to the US.

With whom?



Both internally within our companies and externally. For example they travel to the US :)

And why are you smiling?



Because we use Standard Contractual Clauses to do that, so your data are secure. Do you know what they are?

No, I might have missed that class at school ;)



**PRIVACY
ENHANCING**





Hi!

Hi!

Hi! What is facial recognition?



It's a technology we use to recognise you in photos or cameras..

mmmhh interesting..



We use it to analyze the photos and videos we think you are in on Facebook, like your profile picture, and to create a unique number for you that we call template.

And what's the issue with that?



The face recognition template that we create is DATA WITH SPECIAL PROTECTION UNDER EU LAW.

OK... I am not sure I want to use it...



No worries. We use it only if you give us your consent! You can access the settings if you change your mind :)

Ok thanks !



PRIVACY
ENHANCING

