#### **Meta**

# **Privacy Centre**

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# Privacy Policy What is the Privacy Policy and what does it cover?

Effective from 26 June 2024 | View printable version | See previous versions

Highlights

We at Meta want you to understand what information we collect, and how we use and share it. That's why we encourage you to read our Privacy Policy. This helps you use Meta Products in the way that's right for you.

In the Privacy Policy, we explain how we collect, use, share, retain and transfer information. We also let you know your rights. Each section of the Policy includes helpful examples and simpler language to make our practices easier to understand. We've also added links to resources where you can learn more about the privacy topics that interest you.

It's important to us that you know how to control your privacy, so we also show you where you can manage your information in the settings of the Meta Products you use. You can update these settings to shape your experience.

Read the full policy below.

What Products does this policy cover?

Learn more in Privacy Centre about managing your privacy

# What information do we collect?



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#### Highlights

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The information that we collect and process about you depends on how you use our Products. For example, we collect different information if you sell furniture on Marketplace than if you post a reel on Instagram. When you use our products, we collect some information about you even if you don't have an account.

Here's the information we collect:

Your activity and information that you provide

Friends, followers and other connections

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#### App, browser and device information

Information from partners, vendors and other third parties

## What if you don't let us collect certain information?

Some information is required for our products to work. Other information is optional, but without it, the quality of your experience might be affected.

#### Learn more >

### What if the information that we collect doesn't identify individuals?

In some cases information is de-identified, aggregated or anonymised by third parties so that it no longer identifies individuals before it's made available to us. We use this information as described below without trying to re-identify individuals.

#### Take control



# How do we use your information?

Highlights v

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We use information we collect to provide a personalised experience to you, including ads, along with the other purposes that we explain in detail below.

For some of these purposes, we use information across our Products and across your devices. The information that we use for these purposes is automatically processed by our systems. But in some cases, we also use manual review to access and review your information.

To use less information that's connected to individual users, in some cases we de-identify or aggregate information or anonymise it so that it no longer identifies you. We use this information in the same ways we use your information as described in this section.

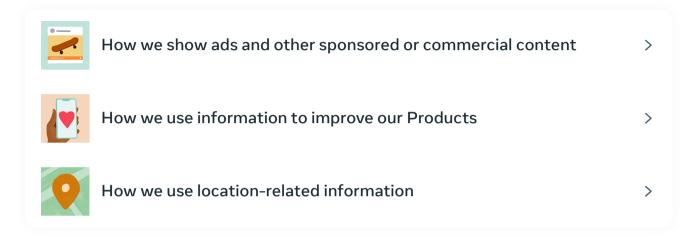
Here are the ways we use your information:

## To provide, personalise and improve our Products

We use information we have to provide and improve our Products. This includes personalising features, content and recommendations ☑, such as your Facebook Feed,

Instagram feed , Stories and ads. We use information with special protections that you choose to provide for these purposes, but not to show you ads.

Read more about how we use information to provide, personalise and improve our Products:



#### To promote safety, security and integrity

We use the information we collect to help protect people from harm and provide safe, secure Products.

#### Learn more >

#### To provide measurement, analytics and business services

Lots of people rely on our Products to run or promote their businesses. We help them measure how well their ads and other content, products and services are working.

#### Learn more >

#### To communicate with you

We communicate with you using information you've given us, such as contact information you've entered on your profile.

#### Learn more >

#### To research and innovate for social good

We use information we have, information from researchers and datasets from publicly available sources, professional groups and charitable groups to conduct and support research.

#### Learn more >

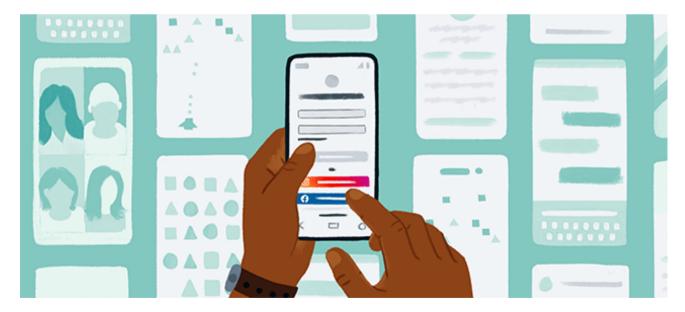
## More in the Privacy Policy

Why and how we process your information

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# How is your information shared on Meta Products or with integrated partners?

Highlights



On Meta Products

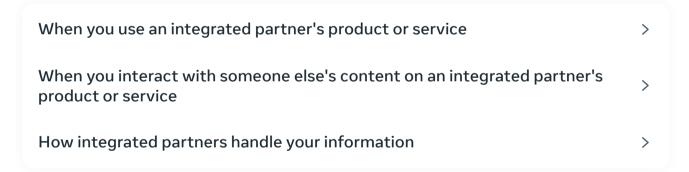
Learn more about the different cases when your information can be shared on our Products:

People and accounts that you share and communicate with	>
Content that others share or reshare about you.	>
Public content	>

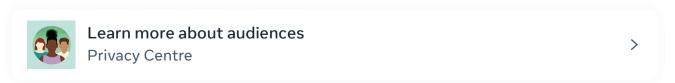
## With integrated partners

You can choose to connect with integrated partners 
who use our Products. If you do, these integrated partners receive information about you and your activity.

These integrated partners can always access information that's public on our Products. Learn more about other information they receive and how they handle your information:



#### Take control



Manage apps and websites

https://www.facebook.com/privacy/policy/

# How do we share information with third parties?

Highlights



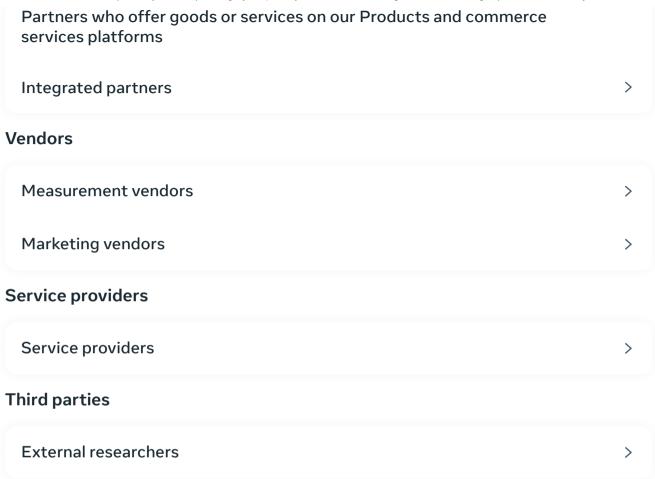
We don't sell any of your information to anyone and we never will. We also require partners and other third parties to follow rules about how they can and cannot use and disclose the information that we provide.

Here's more detail about who we share information with:

### **Partners**

Advertisers and Audience Network publishers >

Partners who use our analytics services >



### Other third parties

We also share information with other third parties 
in response to legal requests, to comply with applicable law or to prevent harm. Read the policy.

And if we sell or transfer all or part of our business to someone else, in some cases we'll give the new owner your information as part of that transaction, but only as the law allows.

# How do the Meta Companies work together?

## Highlights



We are part of the Meta Companies ② that provide Meta Company Products.

Meta Company Products ② include all the Meta Products covered by this Policy, plus other products such as WhatsApp, Novi and more.

We share the information we collect, infrastructure, systems and technology with the other Meta Companies. Learn more about how we transfer information to other countries.

We also process information that we receive about you from other Meta Companies, according to their terms and policies and as permitted by applicable law. In some cases, Meta acts as a service provider  $extbf{ iny formula}$  for other Meta Companies. We act on their behalf and in accordance with their instructions and terms.

### Why we share across the Meta Companies

Meta Products share information with other Meta Companies:

- To promote safety, security and integrity and comply with applicable laws
- To personalise offers, ads and other sponsored or commercial content
- To develop and provide features and integrations

• To understand how people use and interact with Meta Company Products

See some examples of why we share.

#### More resources

Review the privacy policies of the other Meta Companies Facebook Help Centre

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# How can you manage or delete your information and exercise your rights?

Highlights



We offer you a variety of tools to view, manage, download and delete your information below. You can also manage your information by visiting the settings of the Products you use. You may also have other privacy rights under applicable laws.

To exercise your rights, visit our Help Centres, your settings for Facebook and Instagram and your device-based settings.

#### Take a Privacy Checkup



## Take a Privacy Checkup

Be guided through Facebook privacy settings



#### View and manage your information

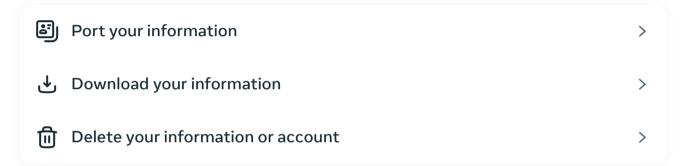
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Access your information

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### Port, download or delete your information



You can learn more about how privacy works on Facebook and on Instagram ②, and in the Facebook Help Centre ②. If you have any questions about this policy, you can contact us ② as described below. In some countries, you may also be able to contact the Data Protection Officer for Meta Platforms, Inc., and depending on your jurisdiction, you may also contact your local Data Protection Authority ("DPA") directly.

# How long do we keep your information for?



We keep information for as long as we need it to provide our products, comply with legal obligations or to protect our or other's interests. We decide how long we need information on a case-by-case basis. Here's what we consider when we decide: